



Volume - 0.5

BitShares Community Newsletter  
**THE NULLSTREET JOURNAL**



## SAVING THE BEST FOR LAST

Get ready to be blown away. That's right, you now hold in your hands a genuine copy of the biggest, baddest BitShares community newsletter since the dawn of PTS. What more proof do you need that BitShares continues to expand and thrive, despite this brutal and bipolar crypto bear-market? Hmm, yes...bi-polar bear. Quite apropos.

Great Plato's Ghost! What a summer! Around the world, economic central planning is taking a nasty beating, and governments are working overtime to hold it all together. On the ground, the people are tired of being cheated and lied to, and some have even begun to recognize the wisdom in Albert Einstein's quote, "We cannot solve our problems with the same level of thinking that created them." The dominos are starting to fall, and people are being jolted awake by visions of naked emperors marching across the river Rubicon. Curious, I wonder how many of them are secretly hoping the emperors get washed away when the levee finally breaks.

The important question, mixed-metaphors aside, is how will BitShares fit into the picture? Well, very soon you'll have the tools to explore and discover the answer for yourself. Consider shareholder approved project funding, highly sophisticated user issued assets, collateralized bond markets, price-stable SmartCoins, and a first-of-its-kind crypto referral program to lure in every free-thinking entrepreneur under the earth's golden Sun. This is only a partial list and so...come again? Did I hear you say viral?

BitShares is gearing up to launch one of the most secure, robust and downright revolutionary trading platforms the world has ever seen. This is an auspicious moment in human history - our potential for greatness exquisitely balanced upon the double edged sword of crisis-opportunity. Lucky for us, a whole community of leaders, pioneers and visionaries are stepping up to the plate, and Cass and I are thrilled to offer you yet another humble testament to their dedication. That said, we invite you to sit back, relax, and enjoy this final edition of the BitShares community newsletter: The NullStreet Journal.

Michael Paul Maloney  
@CryptoPrometheus



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# BLOCKCHAIN SYSTEM ENGINEERING

## OUR SECRET WEAPON

Delegate: [stan.delegate.xeldal](https://stan.delegate.xeldal)

By: Stan Larimer (@Stan)

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There is a famous old saying that reads,

*You can have it done fast, and  
You can have it done well, and  
You can have it done cheap.  
Pick any two.*

In the BeyondBitcoin.org [Hangout of 29 May 2015 \(44:40\)](#),  
Bytemaster defined the blockchain corollary:

*You can have it easy to use, and  
You can have it trustless, and  
You can have it private.  
Pick any two.*

If you want some other balanced combination of all three, you have to engineer it that way. You have to make compromises and trade-offs and employ a mix of techniques. You can't just throw first-generation-conventional-wisdom (FGCW) at it. What we learned in Bitcoin School was merely Trustworthiness 101, not mathematical axioms or religious dogma. Yet many people still evaluate next-generation systems using FGCW like it was one of Newton's Laws. Einstein and Hawking demonstrated that such "laws" are only approximations to the true Way Things Work. It's the same with block chains.

DPOS took us on to Trustworthiness 201. You can think of [DPOS 2.0](#) as Trustworthiness 202. But it doesn't stop there. We will continue to innovate, and along the way we will all need to unlearn much of what we were taught back in Bitcoin School.

In Trustworthiness 101 we learned about POW and brute homogeneous decentralization. (Then tried to substitute decentralized hashing while quietly




centralizing the only things that matter – selecting the official software and signing blocks. Two or three people currently control this for Bitcoin. What exactly do all those pool members contribute to security by helping to do the work of one signer?) Bitcoin has turned into a small cartel of mining companies. You could get exactly the same security with a private network of three Raspberry Pi's owned by those same two or three people. Everything else is a placebo to make us feel like we are somehow involved.

DPOS advocated a smarter middle ground for Trustworthiness 201. We said, “as long as no one node can sign more than a few percent of the blocks, we’re decentralized enough”. More decentralization yields diminishing returns in security with penalties in profitability and performance. Instead, DPOS took a new systems engineering approach. (1) It focused on improving the trustworthiness of each node by making their owners earn a public reputation – a reputation designed to be hard to earn and easy to lose, (2) It also made it easy to detect misbehavior and to fire anyone who violated stakeholder trust. (3) It then structured processing so that nodes had to take random turns that strictly limited the percentage of blocks they could sign. The result was a higher level of trustworthiness than brute force decentralization involving many thousands of unknown nodes with zero reputation and nothing to prevent a few of them from dominating. A victory for system engineering!

This is an important principle. When evaluating a new block chain, look at how all the pieces come together to form a system, don’t waste time arguing about the individual pieces in isolation.

This summer, BitShares 2.0 will take system engineering even further by building checks and balances in a heterogeneous mix of nodes with separation of powers.

- **Witnesses** merely sign blocks certifying that they witnessed certain transactions occurring in a given order. They have no other power.
- **Workers** merely do the tasks they proposed to do. They have no other power.
- **Delegates** merely publish their opinions about how the adjustable parameters of the system should be set. They have no other power.



Humans have been included as part of the “unmanned” system where they can contribute value but do no harm. This simultaneously increases flexibility, performance, and resistance to corruption and therefore offers still higher levels engineered trustworthiness.

### **Do you start to see a trend?**

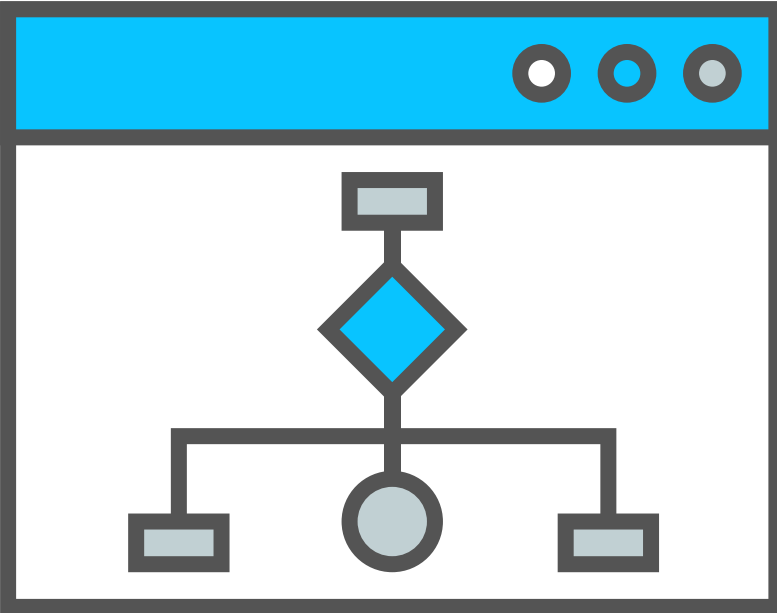
By careful system engineering with trustworthiness as the design goal, you can build very trustworthy systems out of individual parts that don’t need to be all that trustworthy. You can even (gasp) have humans in the loop if the robotically honest system is properly engineered to guarantee their honorable behavior!

This is just like they can make a very reliable [Space Shuttle flight control system](#) out of a heterogeneous mix of just five quality processors. Five was enough, if they were high quality, heterogeneous, and properly integrated.

This is how we are approaching the design of next generation block chains that are simultaneously easy to use, trustworthy, and private. We expect to do this by employing a similar system engineering philosophy and a mix of radically innovative components you never thought you would see in a dogmatically correct blockchain.

Meanwhile, don’t miss our Summer Announcements showing off our new partners, technologies, and business models! Still more mind-blowing content will be posted there all summer long.

As you enjoy these revolutionary fruits of our sophomore year, don’t forget – we are already preparing for even more advanced work when the Fall Semester begins!



## Software Development Updates

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Here's the latest updates on the core protocol, Hosted and web wallets, and independent projects building on the BitShares platform



## BTSNOW GROUP DELEGATE REPORT

Delegate: [delegate-dev\(1-4\).btsnow](#)

@dannotestein

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This month we've focused more heavily on Graphene-related work than BlockTrades-related work. We've been working on the Graphene command-line wallet (in particular adding new API functionality for witnesses, workers, etc), price-feed scripts for Graphene, as well as handling Windows and Linux BitShares client binary distributions as needed.

On the BlockTrades side of things, we did a major overhaul of the code for the front-end web site back in May/June time frame. After some soul searching, we decided to rewrite the web front-end using the latest web programming techniques, as we envision the need for considerably more complex functionality over the lifetime of the site. We switched from using Coffeescript and Angular (the technologies used for the current BitShares GUI wallet) to using React and Reflux, with Typescript thrown in for good measure. This required a fair amount of time, as we had to learn new web programming paradigms, but we believe the long term benefits will make it worthwhile.

More recently, we updated the internal purchasing engine used to compute pricing calculations for BlockTrades and we plan to roll-out the new engine soon (shortly after we roll-out the new web interface). The old engine relied strictly on order book information from the BitShares distributed exchange (DEX) and price feeds, and it required many "hard-coded" assumptions. The new system is able to analyze order books from other exchanges, and it can find optimal buying routes along multi-hop buying paths. This upgrade was also a necessary step toward our eventual roll-out of distributed payment gateway support, since each independent gateway will be viewed as a small exchange site.

To further engage other crypto-communities, we're also rolling out pairs for DOGE <-> BitShares currencies soon.

Finally, we've developed some additional market-maker code to better handle cases where we get large quantities of orders flowing in a given direction too quickly, so that our pools don't run too low under this kind of strain. If a pool runs low on a blockchain





currency (i.e. Bitcoin, Litecoin, etc), the new system will make purchases as necessary from either Bter or BTC38 for “blockchain” currencies that can’t be purchased through the BitShares DEX. We plan to add more exchanges soon, to further improve the spreads and liquidity available to our customers.

## VALENTINE ZAVGORODNEV

Delegate: [valzav.payroll.testz](https://valzav.payroll.testz)

@valzav

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Over the last month I was working on Bitshares 2.0 GUI, the list of my commits can be found [here](#).

Here is a brief list of features I was working on:

- Account page new layout and design
- Account voting page
- Voting implemented - you can vote for witnesses, delegates and setup proxy account
- Account permissions page
- Linked accounts (accounts shown on the dashboard)
- Create account page
- Was working on a new faucet to allow accounts registrations via api



## VIKRAM RAJKUMAR

Delegate: [developer.vikram](#)

@vikram

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Since the last newsletter update, I have moved focus to managing the development of BitShares 2.0, including directly contributing to development of the core protocol and client. I also managed the development and launch of the new BitShares.org website, which I am continuing to maintain. For the foreseeable future, my primary focus is to continue managing the development of BitShares 2.0 and pushing to launch the upgrade as soon as possible.

## JAMES CALFEE

Delegate: [jcalfee1-developer-team.helper.liondani](#)

By: James Calfee (@jcalfee1)

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### Hosted Wallet (BTS 0.9)

Thanks to Valentine and Vikram for working with Rod of CCEDK and myself (respectively). We added support for sending to unregistered addresses so customers could get their deposits to the exchange.

### Graphene Wallet

– *Framework level Wallet code and Private Key infrastructure*

Thank you Valentine. You are a big help here too. Our Wallet software stack is awesome! With lots of additional help from other open source project owners and Q&A sites, I have added unit testing that combine GUI Action objects, the Graphene API, and the data-layer to ensure they work properly and in the most atomic way possible. The goal is primarily to make a great code base that works and is enjoyable to work on.

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- *Continue to support all Graphene block-chain operations on the client*

Supporting client-side Graphene operations involves code updates to stay in sync with changes in the witness\_nodes. Thank you Dan and Nathan for further improving our in-practice usage of the platform. We continue to use generated code to guarantee that any change in the transaction format is easily seen and will remain in-sync. The basic console and console history functionality is in place.

All Graphene transactions are available in the console. Additionally, an API call exists that will print a transaction template. The template may be copied and modified and re-sent as a valid transaction. I continue to resist the temptation to work on the console further (at the moment), but lets just say I'm very excited about building a highly intelligent console.

- *GUI components: wallet recover and create, wallet lock and unlock, account selector*

This month, the top priority is the browser-based testnet wallet.

My Key tasks are to further build and complete:

- Claiming/Importing balances
- Smart transaction signing and verification
- Hosting architecture security
- Witness Node hosting

Thanks to SVK, Valentine, Chronos, and Cass who are really making lots of GUI contributions we can all re-use...



## MAJOR INDEXES NOW TRADING ON BTS

@eagleeye

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With significant help from the community and BitShares delegates, we have created the start of a futures/prediction/derivative market involving indexes. Over the course of the last few weeks, we have created Nasdaq, Hang Seng, Shenzhen and Nikkei indexes. Once everyone can agree on a dividend policy we will start to create stocks, beginning with large blue-chip companies such as Apple (bitAPPLE).

## DELEGATE TOOLS AND NETWORK INFRASTRUCTURE DEVELOPMENT

Delegate: [btstools.digitalgaia](https://btstools.digitalgaia)

By: Nicolas Wack (@wackou)

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Since last update here, quite a lot has happened in the BitShares world (well, mostly the announcement of the Graphene codebase, but what a huge update!)

Although not as spectacular, development on the `bts_tools` hasn't been completely quiet either. Following the initiative of @eagleeye, I recently updated them to also fetch and publish feed prices for the SHANGHAI, SHENZHEN, NASDAQ, NIKKEI and HANGSENG market-issued assets. With @xeroc and @alt also updating their scripts, this allowed to open those markets for trading.

I also started work on adapting the tools to work with graphene clients, and the tools already have preliminary support for building and running the client. I plan to work on the monitoring part when the bitshares 2.0 testnet becomes available.

Some bugs in the DACPLAY support were also ironed out, which means that the list of officially supported blockchains is now: BTS, DVS, PTS and DACPLAY.



Regarding the position of my delegate, btstools.digitalgaia finally got voted in, but it only stayed active for a bit more than a week before sliding back to position 102.... A few votes to push it back in would be appreciated, thank you!

As a reminder, the benefits that the backbone would bring if my delegates is voted in are:

- high-availability seed nodes spread over the world that ensure fast connection to the network
- chain servers on those nodes also ensure fast initial synchronization to the network. Additionally, the chain servers can be used to get back on the main chain easily in case of forking of the network, or if your client gets stuck somehow. (applies to the CLI client, not sure about the GUI client)
- backbone nodes provide some DDoS protection for delegates, making the network more resilient

For more details, please see the [proposal on BitSharestalk](#) or on my [website](#).

## HOSTED WALLET AND BITSHARESBLOCKS.COM

Delegate: [dev.bitsharesblocks](#)

BY: Sigve Kvalsvik (@svk)

It's been a busy spring for me on a personal level; I decided to quit my job and move home to my native Norway after almost 7 years living and working in France and 11 years abroad! The move comes with a change in careers, I'm now a web developer and not an aerospace engineer! The move was completed finally at the end of June, and while I'm currently out sailing the coast of Norway I did bring my laptop so I could keep up to date with BitShares and most importantly keep working on the new Graphene wallet!

I was approached by Bytemaster at the end of April where he filled me in on the



upcoming changes and asked me to become part of the team. I was very excited and of course accepted, and since then I have been spending a lot of time working on the new wallet. The new wallet has a lot of things going for it compared to the old one. First of all, the move to a hosted wallet eliminates the need for a powerful personal computer, and secondly the move to React gives us a huge performance boost over Angular which was used in the 1.0 wallet. The public testnet should be out soon which will give you a first taste of it, but do keep in mind it's still very early in development and will improve immensely over the coming month.

I also intend to bring Bitsharesblocks up to speed for Graphene, and I will most likely move the 1.0 site to a new subdomain (legacy.bitsharesblocks.com for example), and use the root domain for Graphene. Now that the toolkit is stabilizing, I hope to begin working on Bitsharesblocks again pretty soon.

It will be an interesting summer, hope you're all as excited as I am :)

## METAEXCHANGE UPDATES

Delegate: [dev-metaexchange.monsterer](https://dev-metaexchange.monsterer)

By: Paul Firth (@monsterer) and Frank Ahrens (@shentist)

At metaexchange.info, we've been working on a couple of things we're excited about: *Signature advertising campaigns, and coin voting.*

### Signature campaigns

Starting on the BitShares forum and then if that goes well, on the nxt forum as well. It will work by having a simple link to metaexchange in a forum user's profile. We will pay 10 BTS for every constructive (non spam) post, up to a maximum of 100 posts per month, which is 1000 BTS / month maximum per user. The campaign will be open to Jr. Members and above, and will run monthly. You can find more information in this [bitsharestalk thread](#).



## Coin voting

Coin voting allows our users to vote for the addition of a particular coin or asset to metaexchange. Users can vote by sending BTC to the address of the coin or asset they want to include and when the maximum votes are reached, we then add it to metaexchange. We use the voting funds to put towards the market maker's balance for the new market, so each vote actually adds to the liquidity of the service.

You can see the list of coins/assets [here](#).

## Future plans

Just a quick sneak peek into some of things we're thinking about next for metaexchange:

- **Raising capital:** we'd like to be able to work on this project full time and we'd also love to be able to increase our liquidity pools, so we're considering raising funds to allow us to do so.
- **Margin trading:** this is a major new feature in the works, which would allow our users to place leveraged margin trades on metaexchange - imagine being able to go long or short BTS with 5 x leverage!
- **Cross pairs:** trading between markets automatically would allow users to buy BTS with NXT or bitGOLD with bitUSD.
- **Fix rates feature:** to fix the currency rate for a given transaction - this would allow us act as a bridge between merchants who want an exact amount of BTC for their purchases, but allow our customers to pay in BTS or bitUSD.

Exciting stuff!

Cheers, Paul and Frank



## CRYPTOSMITH

Delegate: [delegate.verbaltech](https://delegate.verbaltech)

By: @Thom and @Gentso1

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Gentso is busy doing what he does best, sell, sell, SELL.

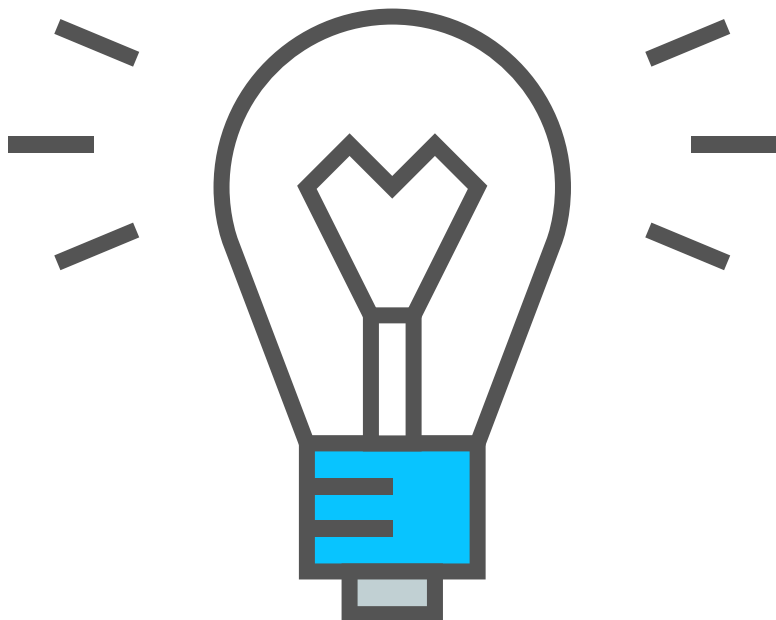
As for the technical work, our previous VPS service provider (Hostsailor) claimed we were consuming too much disk I/O and shut us down with only a moment's notice. We were using the 2GB RAM, 8 CPU core, KVM package configured with 6GB of swap. Our earlier attempts to run with 1GB or RAM failed, leading us to upgrade.

After Hostsailor shut us down a second time in 48 hours the decision was made to switch to a new VPS provider, which was completed in only a few hours late last month. Our current VPS host has been rock solid and shows no sign of any problems. It is running in the same geographical area of the planet as Hostsailor, an “off the beaten path” location I chose to provide a more balanced distribution of delegate locations around the world instead of the majority of delegates that run VPS nodes in Singapore and the USA.

Our delegate node is kept up to date with the latest `bts_tools` to support 24 feeds, including those recently added in support of the Chinese stock market, just in time for all the major trading, right before the bottom dropped out of Chinese stocks.

I will soon be establishing an additional VPS which will also serve as an emergency “hot” backup and host a wallet to support the BitShares login protocol for The BitShares Saga website. Once I have completed the authentication integration I will enable the secure BitShares login on the new VPS, providing blockchain authentication to access member only content.





## Marketing, Proposals and Opportunities

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BitShares delegates and community members are spreading the vision of BitShares all around the world. In this section, you will find Marketing delegate updates (Eastern & Western), delegate proposals, delegate campaigns, new partnership announcements and more!



## DPOSHUB - BETA RELEASE COMING SOON

Delegate: [delegate.dposhub.org](https://delegate.dposhub.org)

By: Michael Paul Maloney (@CryptoPrometheus)  
and Jonathan Baha'i (@DataSecurityNode)

We are happy to announce that we have a functioning DPOShub proof-of-concept, and at this stage we are finishing a few last minute tasks before we open up the platform for beta testing. We are super excited to finally be able to share what we have been working on with the BitShares community!



After we go live, we want to use the “grace period” before BitShares 2.0 to gather and process the feedback you give us. We are particularly keen to learn what additional functions you would like to see on DPOShub, as we plan to systematically integrate a more complex and nuanced set of features with the advent of DPOS 2.0. Alas, we have already begun to outline a few ideas, but we are (currently) limited to a handful of viewpoints. We are hoping that some of you will share your insights with us!

Stay tuned....and If you haven't done so, please vote for our delegate:

[delegate.dposhub.org](https://delegate.dposhub.org). Also, be sure to visit [www.dposhub.org](https://www.dposhub.org) and enter your **email address** so we can notify you when we go live.



## FOLLOW MY VOTE

Delegate: [delegate.follow-my-vote](https://delegate.follow-my-vote)

By: Adam Ernest (@ak)

July 4th marked our 3-year anniversary! Follow My Vote was founded on the 4th of July, in 2012, as a tribute to our Founding Fathers here in the United States! We've come a long way since then. It seems like just yesterday, I decided to quit my day job and embark on this journey. Although we've got a long road ahead, I couldn't be more proud of how far we've come. Below, you'll find several of our major updates since our last appearance in the NullStreet Journal.

### BitShares Marketing

Social media continues to be an asset and provide engagement surrounding BitShares and the cryptocurrency industry. Recently the Facebook fans have remained steady as we are not paying for ads on the platform right now. The Facebook page has just over 7,000 fans. The official BitShares Twitter on the other hand continues to attract new followers. We are closing in on 5,000 twitter followers. The website continues to perform strongly with over 10,000 unique users visiting the site monthly. For the month of June we had 10,191 unique visitors. Will Long (Slick Willy) has been updating the community via the forum on a weekly basis regarding statistics and reports.

### Freedom Fest 2015

We attended Freedom Fest for the first time this year. Freedom Fest has been touted as "The World's Largest Gathering of Free Minds." Simply put, Freedom Fest 2015 was unlike any event we've ever attended. We met with a myriad of organizations, think tanks, entrepreneurs, and investors, many of which expressed interest in getting involved in our project. For Follow My Vote, the highlights of Freedom Fest 2015 were centered on our interactions with the President and First Lady of the Free Republic of Liberland. Liberland is a self-proclaimed micronation, which claimed a parcel of land (7 km<sup>2</sup>) on the western bank of the Danube River between Croatia and Serbia, declaring their sovereignty as of April 13th, 2015. The Liberland motto is "live and let live". Follow My Vote plans to continue conversations with Liberland in hopes to one day provide a transparent, blockchain based voting solution to their government and its citizens. Be sure to check out our recent blog post for a full recap of the Freedom Fest 2015.



## **Recent Press**

While at Freedom Fest, I scored an opportunity to do a live broadcast with Sack Heads Radio (SHR) Media; to listen in or get a recap of the broadcast, be sure to check out our recent blog post. Also, in late June, Follow My Vote and BitShares were featured in Bitcoin Magazine. If you have been paying attention to BitShares or Follow My Vote social media you probably saw the article. The Article focused heavily on the voting industry and the fact that the blockchain is the key to secure online voting. The article mentioned a few of our competitors but Follow My Vote was in the center of the stage and we made sure everyone knew we are integrated with BitShares. We were also mentioned recently in Crypto New Day and Freedom Mag.

## **Website Updates**

In preparation for launching an outreach campaign to gain the support of respected bloggers and influencers around the world, we have revamped the Follow My Vote homepage to feature more information on our company and answer the biggest questions surrounding our mission and voting platform. We've also added quite a bit of content to the Knowledge Center of our website and continue to crank out a ton of new content for our blog.

## **bitUSD Raffle**


For the month of July we are running a raffle for \$100 bitUSD. The main goal of the raffle is to drive traffic to our site while at the same time exposing people to bitAssets. Visit our website to enter!

## **New Forum Section**

We have worked with the administrators of the bitsharestalk.org forum to create an entirely new section for discussing all things Follow My Vote, as it relates to BitShares. Please be sure to stop by and check our new forum section from time to time to get the latest updates.

## **Community Service**

Our most recent event was a sponsorship of a 5k race in Blacksburg, VA. We value our community and do what we can to support economic development in our area. The 5k "Rat Race" was part of a bigger event called the Virginia Cheese Festival. The event



helped raise money for the Blacksburg Partnership, a local non-profit organization focused on projects that attract visitors and prospects to the Blacksburg area. We have a blog post and a video covering the event. Both can be seen here.

Keep up the great work!

## **SOLLYWOOD TV WITH SOLLARS AND SENSE**

Delegate: [Sollywood.Sollars-com](http://Sollywood.Sollars-com)

By: Solomon Adekale (@solomonsollarsnsense)


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Greetings from Sollywood!

Here to give an update on the progress of this killer app for BitShares. As of last week, we have completed shooting the interview portion of the 3-part documentary. The documentary will be used for the pre-marketing campaign of the official KickStarter for Sollywood TV w/Sollars and Sense. The majority of successful KickStarters always do a pre-marketing campaign and we will too. It is a great way to get a mainstream audience thinking and talking about a product and a nice way to see if people are interested in the solution you are selling. Getting back on top though, we had a very successful shoot and we captured a lot of great conversations that we believe will appeal to the Millennial generation in getting behind this platform.

B-Roll will commence this week coming up and into August to complete the project. As I stated in my last update on the thread, Part 3 of the official documentary has a section specifically for introducing the BitShares community to a mainstream audience. This section will also be showcased as a standalone video for the KickStarter page (which will also have a Bitshares section).

Putting my marketing hat on, the goal here for this application's KickStarter is to create the perception that WE, as an open source community, are behind this American entrepreneur (me) in building and developing this digital currency (UIA)



and its content platform - the Cable replacing product which the target market (millennials) will now know they should be demanding. Should the Kickstarter campaign be successful, WE as a community will be perceived as the ones in charge of actually creating the product with the money raised (raising part of seed round). That is a lot of responsibility that we must be prepared to fulfill.

So our plan going forward is to finish shooting the rest of the script in July/August and create a detailed Stakeholder proposal, and on the way the community should come behind this project and its Kickstarter going forward. This is financially, technical and marketing wise. We will have some things edited to show the potential of what we are doing here so Stakeholders will have confidence that we can get these things done (and also incentives to show this should get done).

The pre-campaign and how we push and market it out to the mainstream audience BEFORE the actual Kickstarter will be crucial to its success. If we can get the marketing right then we cannot lose with this. But we have to get the pre-campaign right as a community.

Stay tuned!



## PROMOTION OF BITSHARES AND DAC, BEYOND THE BITSHARES COMMUNITY

Delegate: [market.cn.group101](https://market.cn.group101)

By: newtree (@newtree) and Yao (@Yao)

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We are Early participants, AGSer, and we are working with the Chinese Community Service Group (delegate:market.cn.group101):

- At present, we are **Operating a WeChat public number** named “hellobts” (WeChat is one of China’s most popular apps, similar to facebook+whatsapp, with more than 400 million domestic users and 100 million + overseas users, maybe you can have a try, really cool) which is used to push news about BTS. We already have 1284 fans now. It also includes some content similar to btswiki, for newbies to understand BTS with links to the relevant sites, inviting them to join the community, and so on. We are carefully selecting and typesetting information to make sure it is perfect for mobile terminals.
- **Propagating BitShares and DAC information through editing microblogging topics at weibo.com** (like Twitter) : #DAC,#BTS, #BitShares, #DACPLAY, #PeerTracks, #DDOS, etc.
- **Testing a service number of WeChat** - the service number function is very powerful, which can one-click-jump to a web page, and then you can easily trade BTS, Buy BTA, inquire about block information, etc. You can use it as a simple app, which greatly reduces barriers to entry.
- **We are preparing a simple site** - which is similar to the wiki, including the introduction and tutorial of the BTS. In addition, the good idea of the BTS ecological circle will be settled down, when the time is ripe, these good ideas can be realized. This website will not use the forum mode, we will personally contact the community to contribute content (because of China’s filing system, the website will be for some time).

**A brief summary of what we do is this** - We make it easier! Easy to understand, easy to track, easy to use. We hope that what we do can lower the threshold of learning BTS, and attract more people.



## KEN CODE - MARKETING AND BUSINESS DEVELOPMENT

Delegate: [delegate.kencode](https://delegate.kencode)

By @kenCode

First, I want to say Thank You to all of you who have voted for my Delegate ([delegate.kencode](https://delegate.kencode)). I am just touching the 101 now and with your continued votes of support I can accomplish even more for BitShares. Here's some highlights of what I'm working on right now:

**BitShares 101 video translations** - The BitShares 101 videos are now subtitled in seven (7) languages! German and Indonesian are in progress. Viewers of our videos has now gone up nearly 400%! [Read more...](#)

**BitShares 2.0 video translations** - The subtitles (aka: "Google food") for these videos will begin in August if funds allow. I pay 1,000BTS bounties per Chapter, and per translation, so please PM me (kenCode) if you can help us with another language ([more languages are coming as I find more Translators](#))

**SEO/SEP** - Time allowing, I am strategically placing links (on 300+ websites) to BitShares' various web pages. Those links are keyword specific so that Google starts to move us to page 1 results for various related search strings. Here's some examples: <https://bitsharestalk.org/index.php/topic,16303.0.html>

**Wikipedia and BTS.wiki websites** - I have put my work here on hold until BitShares 2.0 is released. Some of my Wiki work can be seen here.

**More Media Write-ups** - Stan and I just finished up another story and I hope to see that one published next week. More in the works.

**Social sites** - Every day I am "planting seeds" on social sites like twitter, g+, disqus, reddit, etc. I usually educate with my posts about BitShares 2.0 features. This leads to





reader questions, commentary, more media contacts, retweets and New Users.

[Twitter](#) / [Disqus](#)

**BitShares Munich** - I'm working on a locals website, one place where the 187,000+ businesses here and 2 Million+ adult populace can come with their crypto questions, sign-up for BitShares, and (soon) purchase BitShares POS systems, logo'd polo shirts, hats, stickers, QR wearables and cold storage devices. I am less than 30 minutes away when they ask me to visit with them in person. A.B.C. = Always Be Closing. My 20+ years of experience as a business builder pays off here.

More Google food and social networking on [Youtube](#), [Vimeo](#) and [G+](#) pages.  
(please Subscribe, Like & Share!)

**Technical Support** - I am automatically notified if someone posts a question in the "Technical Support" and "Newbie" areas of the forum. By pitching in here, I also gain a deeper understanding of BitShares' technicals. This super fast customer service is very much appreciated by Users, helping with engagement and retention. Daily posts:  
<https://bitsharestalk.org/index.php?action=profile;area=showposts;u=30868>

**DAC Building** - As time and funds allow, I am working on a one-page website, a "DAC Wizard". This page will be a minimalist UI to facilitate the creation and maintenance of DACs. Fees for use must be paid with Smartcoins. UIA's will be traded on BitShares 2.0 platform. Complete with boiler-plate employee/vendor/etc contracts, integration with third-party Dapps, HR tools and more.  
<https://bitsharestalk.org/index.php/topic,16392.0.html>

**Mumble updates** - Last week was my first real Mumble update. I hope to speak there more often, thanx Fuzzy and crew!

**Flyers & Business Cards** - As I bounty more Translators, the flyers will be available to a much larger audience for others doing the "grass roots" efforts. Feel free to use and modify them to your [liking](#).

**Meetups** - Grass roots! Meetups right now are monthly. Each meetup has a theme too,



so we try to discuss something different about BitShares at each one. A few evenings ago we had a meetup for all the meetup organizers in the area. Most of these people run businesses and have offered us their location as a meetup spot... This in turn will lead to more businesses using BitShares POS and awareness of BitShares itself.

**Sales & Whales** - I bring Users, and businesses; This week I brought on Zapptales. Their website will accept SmartCoins, they'll be issuing a UIA and their staff are quickly becoming lovers of the BitShares exchange. Please help me welcome [them](#)!

**BitShares Munich Expo 2016** - Aligning some very prominent Speakers, Partners and Sponsors for this event now. Think Texas Bitcoin Conference, but with SmartCoins. Six months of advertising leading up to the event, BitShares 2.0, BitShares POS, logo'd promotional items, signage, music and a slew of other things will complement this "first ever" for BitShares.

**BitShares POS** - The BitShares POS api will be integrated with every major POS package possible. Odoo, Shopkeep, Quickbooks, Revel, etc. Odoo for example (our first Integration), has over 2 Million businesses that use their software, so now all of those businesses can accept SmartCoins. In coordination with CNX, the api will also offer pairs from CCEDK and others. Merchants who can say "Cash, Card or Crypto?" ...say hello to new [customers](#)!

If you feel my work here has value, please Vote for (and Slate) my Delegate:  
Open Wallet > Advanced > Console > approve delegate.kencode true

Thank You, and Prost from Munich! :)



# GOING FULL-TIME WITH BITSHARES

Delegate: [payroll.delegate.xeroc](https://payroll.delegate.xeroc)

By: Fabian (@xeroc)

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My name is Fabian and I am a communications engineer from Germany looking for an exciting new job. Most of you already know me and have an idea of my passion for BitShares (active BTS member from the beginning) and my contributions to the ecosystem and the community so far.

My current plans are as follows: When my contract with the university ends in mid-August, I'd like to assist with growing the BitShares ecosystem and the community. Going BitShares full-time comes with a lot of financial risk for me as 100%-delegates currently get roughly \$900 a month. Hence, I will not only work for the BitShares ecosystem directly but am willing to take paid jobs in this space as well. As long as this business stays mediocre profitable, I am willing to stay for at least a year.

Now let's get to some hard facts.

## How I contributed so far:

- Technical Support
- Content creation (Wiki, documentation, forum, several webpages)
- German translations ([web\\_wallet/bitshares.org/bitsharesblocks/...](http://web_wallet/bitshares.org/bitsharesblocks/...))
- Python-bitshares libraries (rpc, tools)
- Python tools for end users (cold storage, offline voting, sharedrop, ...)
- Python tools for delegates (feed scripts, switchover, slates, ...)
- Technical assistance when setting up delegates (fuzzy, DataSecurityNode, fav, ...)
- IRC channel #bitshares@freenode (bribble bot/operator/moderator)
- Subreddit /r/bitshares (content/design/moderation)
- Proofreading of public and technical documentation and articles
- Assistance with Conference Presentations
- Technical Assistance for the creation of the info-gfx



## What I'd like to Offer the BitShares Ecosystem:

- Infrastructure: Setup dedicated BitShares machines for (Seed nodes/Chain servers/Plain full nodes)
- General Technical Support (in English or German)
- Content Creation
  - Use-cases with clear description
  - [bts.wiki](#): complete overhaul for BTS2.0
  - Assist with (Technical) Documents and Conference Presentations
- Adoption/Media:
  - Continue maintaining of reddit (possibly also voat)
  - Technical Assistance for Service Integrations
- Coding
  - Python Scripts (users, witnesses, delegates, etc ...)
  - NodeJS/Angular coding (Watch coldstorage page, ...)
- Assist web development where possible
  - web framework for cold storage monitoring and live updates
  - Brainwallet.org equivalent for BTS/BTS2
  - Block monitoring similar to [bitlisten.com](#) and [dailyblockchain.github.io](#)
- Translation Service for the core products (German/English)
  - continuous updates for [bitshares.org](#), [web\\_wallet](#), [graphene-ui](#)
  - possible translation of “bitshares 101”

## Where is the full-length proposal?

If I have made you curious and you want to know more details about the proposal please visit the [official forum thread](#). I welcome any critique and appreciate your feedback.

Hoping for some exciting times and looking forward to working for  
The Decentralized Company – BitShares.

Cheers, Fabian



## BITSPEACE DELEGATE LAUNCH

Delegate: [bitSPACE-clains](#)

By: @CLains and @Spectral

We recently launched a delegate for BitShares under the name of bitSPACE-clains. BitSpace is a project by us, whose goals are:

1. Build a community of cryptocurrency and decentralization enthusiasts, as well as individual liberty proponents, hosting meetups and workshops on the topics.
2. Educate the public about Bitcoin, BitShares and cryptocurrencies in general.
3. Become a BitShares outpost in Norway, providing support and guidance for users,
4. as well as consulting for investors and entrepreneurs. Develop sustainable businesses for the blockchain (e.g. Gateway and Identity).
5. Perform community services for BitShares, such as running witnesses for BitShares and DevShares, and doing our part to help organize the BitShares ecosystem.

Please check out the BitSpace delegate proposal on the forums [here](#) or on our website [here](#).

So why launch a delegate at this point, with BitShares 2.0 lurking on the horizon? Well, as we all know the time until the launch of 2.0 will be a rather silent period as 1) votes will likely be reset at launch, 2) referral system is not operational yet, and 3) partners who are integrating are waiting for launch to push. We believe it is important for BitShares to retain a high level of activity, keep improving community organization, and keep building awareness during this period. And we have plenty of time on our hands in the coming months to work on just that.

It is important for BitSpace to start the process of building our community, reach out to partners and draw in important players to BitShares as early as possible. We are focusing on forming strategic alliances in Norway, both inside and outside the cryptocurrency space, as well as partnering with other players in the BitShares ecosystem.

For those of you who do not know us, Christian (CLains) has been part and parcel of



the BitShares community for over two years now, with >34 [days online](#). Manuel (Spectral) has been running a successful Devshares ([dvs1.bitSPACE](#)) delegate since February. To learn more about us check out the [team](#) page. Check out some of the things we have been doing lately on our [blog](#). Our biggest moment so far was to get invited to the OSDC Nordic Conference to talk about BitShares and Bitcoin 2.0, check out the video [here](#).

We are committed to the success of BitShares and will not sell any delegate income until BitShares has reached a market cap of at least 100 million dollars. We believe in the long term prospect of the BitShares ecosystem, and have a few projects in the works, involving distributed democracy with FollowMyVote, a gateway ([bitgate.no](#)) and an ID portal.

We are also running a few experiments that aim to draw in different demographics. LibertyMotive is a motivational blog made for cryptocurrency enthusiasts looking for motivational posts and inspiration. Check it out at [libertymotive.com](#).

FreeBitGold is a marketing initiative directed at goldbugs and people with an overlapping interest cryptocurrencies and precious metals. It aims to offer information and guidance on various forms of digital gold, highlighting BitShares' BitGold as a true decentralized alternative, free alternative: <http://freebitgold.com/bitshares-bitgold/> (work in progress). Also check out the FreeBitGold [Facebook](#), which has received some attention.

It may seem like we are trying to do everything at once, but we believe there is significant synergy between our projects. Through our work we are developing tools and methods and skills valuable for all our activities, and we continuously prioritize the tasks we believe will provide the greatest value to the ecosystem.

If you have any questions for either one of us, feel free to PM CLains or Spectral on the forums or contact us via [email](#). We would love to hear what you guys think about us, our work, and the delegate proposal.

Please consider voting for our delegate [bitSPACE-clains](#). **Thank you.**



## BITSHARES FRENCH CONNEXION

By: @EstefanTT

The BitShares French ConneXion wanted to thank you all for the feedback we had on our work. We are glad to announce here that we are 200% motivated and that we are launching our website 2.0 in order to be matching the BitShares community even more in terms of design and structure. We included new translations of articles, recent news, the BitShares 2.0 description and clarified the whole website. Normally our 2.0 version will be ready before end of August.

In parallel, we are also in the process of producing video tutorials for the BitShares client and other related projects. All of our videos will be translated in the 12 most spoken languages in the world. We will open soon a YouTube channel in order to regroup all of theses videos. In order to manage the translation in some of the languages chosen, the support of the foreign community would be appreciated. As for now, the videos produced are mainly about “how to buy and exchange bitshares” as we are waiting for the arrival of BitShares 2.0 to make tutorials about the platform.

The BitShares French ConneXion thank all of you again for your support and we assure you that we won't step out of the gas pedal until we all cross the finish line.





## FACE-TO-FACE MARKETING IN GERMANY

Delegate: [martin-38ptswarrior-raum](#)

By: Martin Raum (@38PTSWarrior)

Welcome to my delegate report!

- Camping Meetup Amsterdam
- Flyers and cards
- Milk and cocoa drinks promotion in Stuttgart
- Printed A2 size poster and used it to explain the difference between bitcoin and BitShares.



I am entertaining the people everywhere I go with my own comedy / infotainment / crypto coach style and tell them about BitShares. This breaks the ice and is in my eyes really successful. Just recently I met family members of the famous tennis player Boris Becker and gave them the great cards that @puppies donated, designed and shipped to me. These cards only contain the [bitshares.org](https://bitshares.org) URL without any referral link, so the people do not shy away from it.

I explain to beggars, the Salvation Army, IT professionals, bankers, and so on full-time, sometimes 16 hours a day. I will make a profitable house - A mix of hostel/co-working space/BTS University/homeless shelter (where the people get free stay for a few days when they buy drinks and food with smartcoins, for example). As a charity delegate, I want to be able to help someone directly with something he really needs. I can imagine to rent the person a ground-floor apartment and make it into a cafeteria which accepts only SmartCoins. I am creative and improvise a lot but I need funding to make my ideas happen.

Since 6 months my delegate [martin-38ptswarrior-raum](#) runs smooth as a cat with a fantastic 38% payrate. I think it is time to show what I can do with money!  
Thank you for reading and have a great day :-)

### Links:

[Camping Meetup Amsterdam](#) | [Thread](#) with (almost) daily updates, pics and vids





## NEWS FROM THE GREEK FRONT LINES

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By: @mf-tzo

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Emailtoaj has created a very nice bitshares flyer in Greek which I made around 30 copies and distributed to young people waiting in the ATMs to withdraw their 60 euro. Some have shown real interest to learn more, so I had some chats and talks and went into more detail. I could easily give c200 flyers per day to people waiting in the ATM queues but I am waiting a more stable and user friendly GUI client. I think we might end up losing new people with the current resource intensive GUI. Once bts 2.0 is launched however, I expect these flyers will bring a lot of new people.

Moreover, I will soon announce the first bicycle shop situated in the most known mall in Athens “The Athens Mall” to accept bitEURO (and bitcoin for obvious reasons). Once we have a stable client, my plan is to introduce bitEURO to other merchants in the Mall. I believe accepting bitEURO will be much easier for merchants to accept than bitcoin. With a couple of merchants accepting bitEURO in this Mall, I can guarantee that a lot of new people will start to learn about BitShares....

I would say that in a sense I am preparing the field to be ready when the storm comes.



## BTS PROMOTION IN CHINA

By: @callmeluc

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Here's an update on our promotional efforts:

1. **Community promotion:** An ongoing effort to attract outside users, release information, initiate conversations, comment, respond and react on [bbs.tianya.cn](http://bbs.tianya.cn), [tieba.baidu.com](http://tieba.baidu.com) and [www.zhihu.com](http://www.zhihu.com).
2. **Wechat promotion:** We are running a wechat public account BitShares 比特股社, we set up 3 groups, release information, initiate conversations and communicate with wechat merchants. (Continuous...)
3. **Weibo.com promotion:** We release information, initiate conversations and create buzz and build demand for BTS. (Continuous...)
4. **Running a YY voice channel (like mumble):** This is on PAUSE right now. We will be running it again right after BitShares 2.0 is released.
5. **BTS library:** we are working on soliciting contributions and translations (such as BM's blog and BitShares 101), and BitShares 01\_CN version is done. PPT of BTS basic courses are being made, and will be displayed in our YY channel when 2.0 is ready.



## MINEBITSHARES/BUNKERMINING CONVERTING ALL OF CRYPTO MINING TO BITSHARES.

Delegates:

<a href="http://Minebts1.bunkermining-com">Minebts1.bunkermining-com</a>		<a href="http://Minebts2.bunkermining-com">Minebts2.bunkermining-com</a>
<a href="http://Minebts3.bunkermining-com">Minebts3.bunkermining-com</a>		<a href="http://Minebts4.bunkermining-com">Minebts4.bunkermining-com</a>
<a href="http://Minebts5.bunkermining-com">Minebts5.bunkermining-com</a>		<a href="http://Minebts6.bunkermining-com">Minebts6.bunkermining-com</a>

**Current 100% Delegates Also Contributing:**

Minebitshares-reloaded - 100%		Delegate.rgcrypto - 100%
fuzzy.beyondbitcoin - 12.5%		fund.bitsharesbreakout - 10%



Our delegate was part of the series of Announcements made by BitShares regarding the upcoming 2.0. You can see the story [here](#).

Since the last journal, we have had one of our six delegates elected! Thanks so much to all of you who voted for our additional delegate to support the growth of BunkerMining. We have another five delegates we are still campaigning to be elected (sitting at 106 today!). The purpose of the multiple delegates was (and still is) due to the low market cap. Once elected, we will have the funds necessary for the mining pool bonus payouts during growth, and for further development of the unique and innovative features that will make BunkerMining the most profitable pool to mine in the world.

Since getting the most recent delegate elected, we have used the funds we have to complete part of our phase one development plans, and to continue to payout



bonuses, albeit still at lower levels. It has been effective enough to retain most of our current miners and give decent payouts. However, it is still not enough to attract many new ones despite being a zero fee pool with a minimum 5% bonus payout. Certain features are still lacking. We still remain sorely underfunded and have not been able to secure programming as a result of this. We are continuing to save all extra BTS we have until we have enough to pay for the work to be done.

We have been unsuccessful at finding programmers that are interested in any other deals other than getting paid in fiat for the work completed. Even with the offering of multiple 100% delegates paid monthly, it was still rejected by even a well known programming group in the BitShares community.

So with the reality of our limited budget, without the remaining 5 being elected yet to the 101, all we can do to further development/growth is continue to seek out talent in this area that maybe willing to work for BTS on the likelihood that it will be going up significantly post 2.0. My attempts to convey this to programmers thus far has been unsuccessful. Conversion of funds in the current market cap for most of the past month have been unhelpful in offering USD or BTC payments as well.

I am calling on you or anyone you might know that has experience with mining pools and programming skills that would be interested in working with us on this project. It would be preferable if they are familiar with NOMP. Please have them message me (@DataSecurityNode) to discuss.

With that said, the good news is that over this period of time I have mapped out a pathway to profitability for the project to where it will no longer need delegate pay as part of the operation (something I believe every delegate should have).

Some of the features we are looking to implement in the new updated pool by Phase Two include:

1. Enable capability to mine multipools
2. Implement upstream pool proxy mining to smooth profitability for high-difficulty coins (litecoin, doge, dash, bitcoin)



3. Improved DDoS protection
4. Have the website redesigned, relaunched, and translated to other languages to attract miners from other countries (Mandarin, Hindi, Spanish, Russian)
5. Nice Charts (highcharts) of Pool Hash Algo
6. Miner Payout Lookups
7. Miner Real Time Hash Rate stats along with estimated daily payouts
8. Establish a high and stable history of payouts on multipool.us and coinking.io
9. Automated Payouts
10. Integrate with CryptoSmith so miners can get paid with real physical gold or silver
11. Allow miners the flexibility to choose the bitasset currency in which they get paid (BitGold, BitSilver, BitCNY, BitBTC, BitUSD, BitCAD etc.)

These are some of the more immediate features we need to complete before we can begin our re-branding and marketing plans to attract more miners. Phase Three & Four of our plans are much larger leaps that will require more time to complete. However, with what we offer up to Phase Two, we project the pool to be successful in capturing approximately 2% of all mining activities within a very short period of time. Our eventual goal is to have at least 9% of total mining market captured. At today's market cap, that would mean approximately \$100,000 additional volume per/day, or \$3 million per/month flowing into BitShares Assets.

#### **The results would mean:**

1. Increase of BitAsset Liquidity
2. More high frequency BitShares users
3. Unique value proposition for mining (stable holdings, yield, etc)
4. Increases our market cap
5. Easier tax reporting for the mining community
6. Higher transactions on the network.
7. Increased market and transactions within BitShares Network
8. Yes, it would increase our market cap!

When 2.0 is introduced, we do plan to take advantage of the referral program as part of our sustainability plan, and also plan to introduce a worker proposal to further this



project that brings crypto miners to BitShares.

The mining community is going to mine, and the BunkerMining project is dedicated to seeing that the funds generated from that funnel into BitShares for the benefit of all.

### **Ways you can support this work?**

Vote for [vote.bunkermining.com](http://vote.bunkermining.com) delegates

Find crypto programmers with mining pool operating experience who would be willing to work with us with what we have despite the current market cap.

If you have further questions feel free to contact DataSecurityNode via BitSharesTalk.



## BEYOND BITCOIN MUMBLE HANGOUTS

Delegate: [fuzzy.beyondbitcoin](https://fuzzy.beyondbitcoin.com)

By: @fuzzy

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It is Fuzzy (aka Justin) here for what looks like the final Nullstreet Journal. I'd like to make it count by posting about the BrotherJohnF Hangout (which was awesome talking to him in real time). It would be cool to talk about the release of brownie points and what we are looking into (Joey is looking at creating a Mumble bot for distribution lists). I might even be inclined to talk about all the positive news for BitShares in terms of business relationships, future partnerships and how Beyond Bitcoin's ridiculously idealistic community has made a hobby of pushing forward with a Movement Powered by BitShares...

But instead, I want to focus specifically on the people who are working with us:

### **@CLains**

Writing Descriptions, Articles and Marking Time in Sound Cloud  
(20% Delegate Pay)

### **@Emailtooaj**

Editing Content, Polishing Content, Sound Tools and Audiophile  
(15% Delegate Pay)

### **@BTSWildpig**

Community representative for Eastern Culture, Beyond Bitcoin Liaison  
(17.5% Delegate pay)

### **@Jabbajabba**

Website Construction/Maintenance  
(12.5% Delegate pay)

### **@Testz**

Youtube Channel - Contact him if you are interested in having advertising material displayed during recorded hangouts



### **@JoeyD**

Manages Mumble Server, Researches Tools for Educational Use,  
Mumble Bot Management  
(12.5% Delegate pay)

### **@Riverhead**

Runs Delegate  
(10% Delegate pay)

### **@BuckFankers & @TuckFheMan**

Volunteer Heroes, Meme/Lawl Generation, Transcripts —  
Managers of TuckFheMan Blog  
(Currently Unpaid)

### **@Xeroc**

Creating Python Tools for Community Members  
(Currently Unpaid)

Add 12.5% Donated to MineBitShares and you are looking at all of this for 87.5% of a 100% delegate. Not too bad, Right? Please consider thanking them for lending their time and expertise to helping establish and record the history of our community for all of us. They are always looking for ways to make BitShares better.

### **Looking forward to seeing all of you on DPOShub.**

Follow our team on over when it is released!





## BEYOND BITCOIN VOLUNTEERS

—  
By: @TuckFheman and @BuckFankers

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Here's what we've done in the past 5 days ...

- Typed approximately 60,000 words into transcripts/articles for BeyondBitcoin.org.
- SEO'd all of BBorg's existing content.
- Created a very simple Brownie.PTS (any bitAsset) Tipper for forum/web.
- Setup a future show with CIYAM's Ian Knowles, cass, vbcs and Vrontis from Qora's Dev Team.

Thanks!

Tuck & Buck



## BITSCAPE MEDIA REPORT

Delegates: [media.bitscape](#) & [provisional.bitscape](#)

By: Brandon (@bitscape) & Tim (@roadscape)

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Happy July! Here is a brief update from Team Bitscape.

We are currently in the process of editing the footage we collected from interviews conducted with community members and core developers during our P2P tour this past Spring, to be released as 2-3 minute clips and eventually sewn up into a more comprehensive mini-doc.

We are running behind schedule on our goal for a mid-June release of the first video clip. It has been more of a challenge than we anticipated to compose such a volume of footage into coherent bite-sized segments, along with audio, titles, and other post production tasks. That said, we are nearing the beginning of the beginning. Once the content starts flowing we will have created the environment to keep moving steadily forward with future productions. Stay tuned! We are burning the midnight oil and no one is more eager than we are to show the fruits of our labor.

We recently created a brochure for use at meetups and local events. It's open-source and on github for easy printing, sharing, modification, and translation. Next step will be to create one for [BitShares 2.0. Discussion thread](#).

Also in the works: exploring printable vouchers/coupons/invites. There's an undocumented "referral code" feature in Valentine's faucet that we were able to resurrect and test. However, it needs more work and at this point it's unclear exactly how faucets will be implemented in the new wallets. What is clear is that the referral program opens unlimited opportunities for specialized funnels and user onramps; to this end, we are mapping out the possibilities (to be the subject of a future post) and keeping in touch with the devs. We want to contribute to the tools that (a) help marketers reach their full potential and (b) expand our network.

We're excited for BitShares 2.0 and glad to be a part of future history!



## CCEDK PARTNERS WITH BIT-X AND BITSHARES TO REVOLUTIONIZE CRYPTOCURRENCY INDUSTRY

[www.ccedk.com](http://www.ccedk.com)

By: Ronny Boesing (@ccedk)

CCEDK.com, a leading Danish cryptocurrency exchange in partnership with UK based exchange [Bit-X.com](http://Bit-X.com), has just demolished the final barriers to mainstream acceptance of crypto currencies.

“We have combined the strengths of digital currencies pioneered by Bitcoin with the universal acceptance of major credit cards,” said CEO Ronny Boesing. “In the process we have eliminated most of the biggest drawbacks of the two systems. This summer, consumers really can have it all!”

Now, [Cryptonomex.com](http://Cryptonomex.com) has joined the team. They are the developers behind the leading second-generation family of cryptocurrency products known as BitShares. “This relationship provides us with deeply integrated access to the BitShares 2.0 network allowing industrial grade digital currency transactions several thousand times faster than Bitcoin”, said Boesing. [Read more...](#)



**Completely Transparent Ledger**

CCEDK is the first exchange in the world to make its books completely transparent.

**ccedk.com EXCHANGE + bitshares**

**=**

100% of transactions will occur on the BitShares blockchain, a ledger that allows trading to occur among multiple exchanges.

NanoCard.eu



## BANX CAPITAL TO JOIN THE BITSHARES NETWORK

[www.banxcapital.com](http://www.banxcapital.com)

By: @bitsharesmarket

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Banx Capital announced that it will join the BitShares Exchange Network when BitShares 2.0 is released. [Banx Capital](#) is a diversified cryptocurrency business with Bitcoin investment opportunities that include a mining company, a trading company, and a physical coin company among other businesses.

The Banx Capital website lists Banx.io, Banx Mining, Banx Mint, Banx Cards, Banx Trade, Banx Trading, Bit Banx, Banx Cash, Banx ATM and Banx Bet as the current projects the Banx Capital team is working on.

The press release, [Banx Capital Joins the BitShares Exchange Network](#), highlights the planned move to the BitShares blockchain. CEO Mark Lyford leads a team of tech developers based out of Hong Kong and the United Kingdom.

Check out the [BitShares Blog](#) for more network news.

[NOTE: The author of this article is @bitsharesmarket, not Mark Lyford. I pulled the article off of [www.bitsharesblog.com](http://www.bitsharesblog.com). Mark Lyford did not reply to my PMs or email, and we should not say that this article was written by him. Also, the title should be “Banx Capital to Join the BitShares Network”]





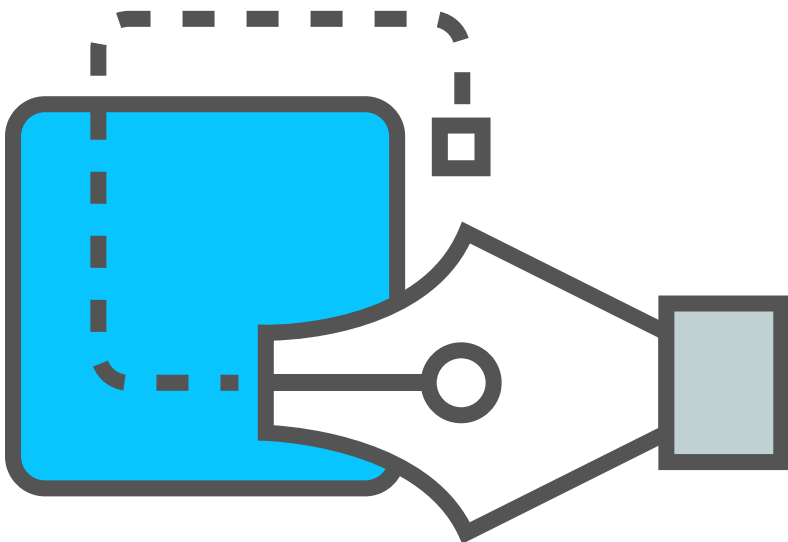
## BTSFAIR

By: @55

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Hi everyone, I'm @55 on bitsharestalk. We have completed BTSfair, function tests are finished, and now we are adjusting UI design. Our platform will be online on 2015.8.1. Thanks for your attention, more details will released on [www.btsfair.org](http://www.btsfair.org).

We still have some questions. Buyer and seller's bitAssets are kept by BTSfair, and BTSfair is responsible for the safety of bitAssets, but real assets like USD do not transfer through BTSfair so something bad maybe happens. Buyer lies, buyer doesn't transfer money to seller, but he says paid. Seller lies, buyer has already transfer money to seller, but he says not received buyer's money. In China, this bad behavior can be easily authenticated. Most banks has the authentication of payments through "transfer number". Does your local bank provide this service? If you know it, please tell me, we need your help, thanks.



## Editorials

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The BitShares community is filled with free thinking, hard working people.  
What's on their minds?



## CASE STUDIES, BITSHARES BLOG SMARTCOIN.PW, AND CONTACTING POTENTIAL CLIENTS

By: @permie

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Hello everyone,

BitShares and the possibilities it brings has inspired me to spend most of my time feverishly refreshing the forum and trying to spread as much information among the community as possible. I think repetition is important and having any and all questions answered in public makes due diligence progressively easier for new investors and in-need customers.

I have been working on a BitShares blog with Fav at <http://blog.smartcoin.pw/>

Recently I have contacted existing BitShares Network members with some questions that I hope will outline the business reasoning behind BTS integration and will provide case studies for potential new businesses to emulate.

### Examples of these questions:

What was your first impression of BitShares? At the time, was the content available sufficient to convince you that bts was the way to go, or was personal contact with the devs required?

- *What was THE most compelling reason to integrate?*
- *What costs did you previously (or currently) have that will be eliminated once bts integration is complete?*
- *Could you give an estimate of the profit-% increase that will result after bts ntegration, assuming that your volume and # of customers remains static?*
- *How much do you value this % increase as opposed to the media-attention that could be gained from integration? Are you mainly concerned with media attention or real cost reduction/profit increase?*



- *How will bts help you improve your brand?*
- *Have you any plans to issue UIAs to benefit your customers? Perhaps holding a certain amount of your UIA gives VIP-access or discounted tx-fees?*
- *What was the main problem that you had during negotiation/contemplation?*
- *Could you elaborate on how you think a shared-order book between exchanges and businesses will improve the ecosystem overall?*
- *Do you plan to partner/cooperate with underdog exchanges to challenge the big players?*
- *What advice would you give to onlookers who are unsure about whether they should integrate with BitShares?*

I plan to compile the answers to these questions into industry-specific case studies for easy presentation to new potential clients. Everyone, including existing Network partners, benefit from new-blood joining up so it is in everyone's interest to get this information public.

I have also searched for companies that are comparable to our existing Network partners and have made contact with some of them to share information about the potential upsides of integrating with BitShares. Businesses such as online sports ticket sellers, affiliate marketers, and last-minute-dealers, for example, all have asset management and affiliate needs that BitShares can provide.

Keep an eye on [blog.smartcoin.pw](http://blog.smartcoin.pw) for more pointers on how to sell BitShares to specific industries. I intend to explore the specific use cases and benefits to Precious Metals sellers (hopefully with [www.cryptosmith.info](http://www.cryptosmith.info) as a case study), couponers, rewards points, affiliate marketing and more.

Here is a template email I adapted from Stan's [fantastic post](#):





Hello [Online company],

How much do you know about 2nd generation cryptocurrencies such as BitShares? Were you aware that BitShares can help [Online Company] to increase their profits selling [digital asset; tickets, coupons, "karma"/reputation points] , while also offering up to \$80 per new user they sign up to use [company's services]?

BitShares can also allow you to increase the efficiency of your affiliate program. Peak Venture Group have recently integrated with BitShares and they are an affiliate/marketing based company. Perhaps their press release will be of most interest to you (below).

[It is VERY important that this email is tailored to the company in question, look over their website for what they're about, what their goals are etc. prepare as if you're going for an interview there. We do NOT want potential clients to feel they are just one of many in a spam email. Make them feel special. A follow-up email a week later is a very good idea. Concerted effort is need to get them to pay enough attention to the information to understand it.]

To introduce you to the BitShares community, and to help you with any technical questions you might have, I have cc'd this message to two of our BitShares Delegates (elected community members) [Ask around on the forum and delegates will be more than happy to assist you, CC them in the email after permission. Xeroc has given everyone permission to CC him. [fabian@bitshares.org](mailto:fabian@bitshares.org) ].

The BitShares ecosystem is open to everyone, and allows businesses like yours to set-up shop using the BTS network as your back-end. Here are some companies that have begun to integrate with BitShares, just over the past month:

[Peak Venture Group - Startup Incubator and Marketing Firm](#)

[CCEDK- Financial Exchange](#)

[Banx Capital- Cryptocurrency investment Group](#)

[Data Security Node Inc. - Nuclear Bunker Data Services Provider](#)

BitShares is a decentralized ecosystem and financial exchange, which means that it



helps you to reduce your costs, reduce your risk and increase your profits. Not only that, but you can earn referral income for every new user you on-board to your business, allowing you to issue tickets in a more efficient way. Your tickets could be traded against other assets, and you have the option to retain full control to revoke [asset], and you will profit from the fees generated every time your assets are swapped in a secondary market. You can now outsource some of the sales of your assets very easily.


Everybody wins: The issuer of an asset [company specific product] gets the fees from the use of that asset by everybody else's users on the BitShares network. The recruiter of a user gets the fees from the use of the network for everybody else's products....and we all benefit from greater economic volume - which itself attracts more users and service providers.

So the bottom line is: Network partners compete to win and retain customers - usually drawn from completely different demographics. Our affiliate incentive program gives them credit for everything those customers do on the whole network - by introducing them to products and services offered by other network partners. They gain by having their own products and services marketed to the customers of other network members. They gain by sharing market depth and liquidity in a single global marketplace. They gain by sharing in the "unhackable" and "transparent" set of order books that protect the consumers for the first time from exchange counterparty risk.

BitShares also allows the asset-issuer to comply with KYC and AML laws. You get to decide who can hold your tickets, and if they are allowed to trade them with other users, the whole world, or just with yourselves.

If you have any questions, we would love to hear from you! If you are interested in exploring the possibilities of integration, I would be happy to start a forum thread and introduce your company to the BitShares community on <http://www.bitsharestalk.org>

We hope to hear from you soon,  
BitShares user [Your Alias]



I am nothing special and anybody with the time can do the same.  
BitShares almost sells itself! Good luck!

Peace, Love and Free-Market Anarchy,  
Permie