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Blockchain Consultancy: Workshop

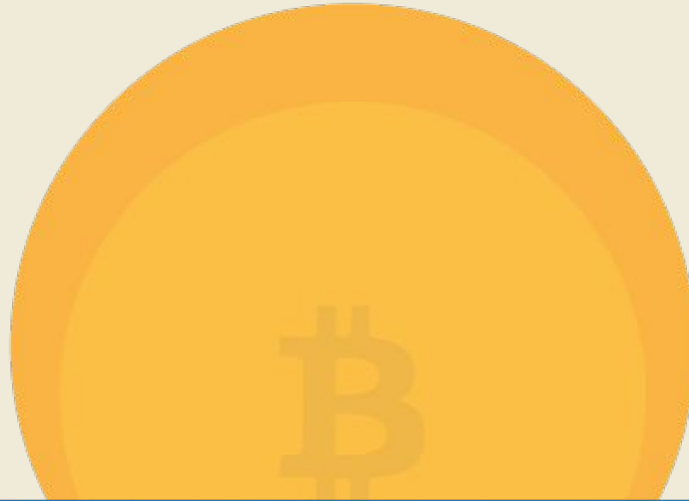<LEARN/> ALL JUNE . <HACK/> JULY-MID AUGUST . <CELEBRATE/> REST OF AUGUST

How big is the blockchain space

- Blockchain industry is currently at 3 billion(2020) with an expectation to grow to 39.7 billion by 2025
- The services aspect is valued at 1.62 billion with an expectation to grow to 10.45 billion in 2025 thanks to a compounded annual growth rate of around 50%
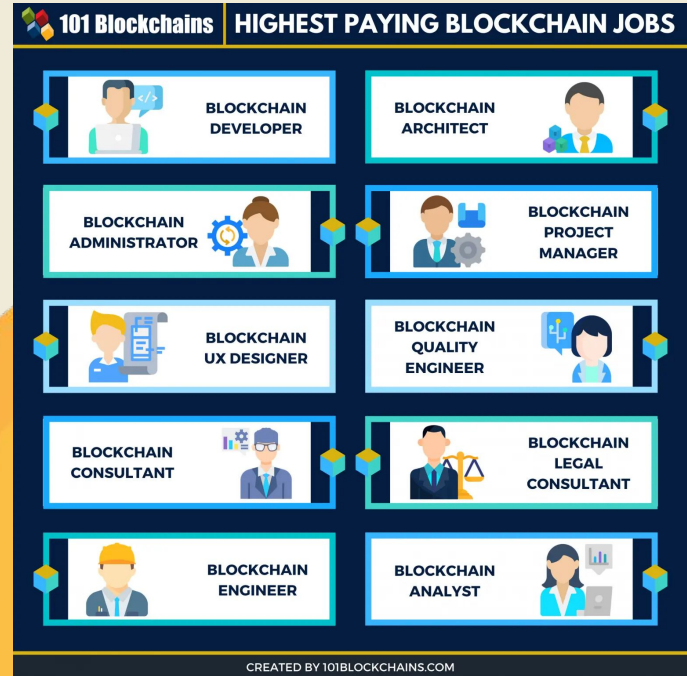
Job Titles for Blockchain Consultants

- What is career path traditionally for blockchain consultants?
- What do they do from the day to day?

Explore Blockchain Consultancy

- Blockchain Developers $91,713
- Blockchain Architects $114,763
- Blockchain Project manager $106,891
- Blockchain Analyst $93,450
- Blockchain UX Designer $107,500
- Blockchain Quality Engineering $107K-$117K
- Blockchain Legal Consultant $100K-$190K
- Blockchain Engineer $70,483

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BLOCKCHAIN PROJECT MANAGER

BLOCKCHAIN UX DESIGNER

BLOCKCHAIN QUALITY ENGINEER

BLOCKCHAIN CONSULTANT

BLOCKCHAIN LEGAL CONSULTANT

BLOCKCHAIN ENGINEER

BLOCKCHAIN ANALYST

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Purpose of Today

- To gain foot in water of how to design blockchain solutions for business
- Work with team to interact with real life situation

Case 1: Building A Utility Token

- Minority Programmers is an international organization that wants to turn all functions of their business to a scalable blockchain dApp
- They are building a $MINORITY token to incentivize users for doing beneficial actions in ecosystem
- Part of this application gives rewards for learning, providing mentorship, taking consultancy work, investing in startups, starting chapters, etc.

Case 1: Requirements

- Develop a proposal on the dApp. Develop use cases for the application (think user personas)
- Develop Tokenomics
  - Justify allocation of each, how much goes to development, marketing, providing liquidity, etc
  - Burning vs Minting
  - Reward Pool: How to sustain?
  - Staking mechanisms to incentivize long term holding

Case 1: Discussion

- Anyone want to share their idea? Pitch like I was head of company.
- Feedback?

Major blockchain consultancy groups

- ConsenSys
- Applied Blockchain
- Hashcash Consultants
- (Soon) Echelon Digital

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Case 2: Building A Governance Token

- In order to make decisions in the app, the Minority Programmers want those who hold the $MPA governance token to decide what happens within MPA dApp ecosystem that is run on the $MINORITY token

Case 2: Requirements

- Design Strategy for Distributing Governance tokens (airdrop to $MINORITY holders, pre-sale)
    - Justify why
- How will proposals be submitted?
- What level of kyc will you have, how will you prevent from voter manipulation

Case 2: Consideration

- How will users learn how to use governance token for voting in MinorityProgrammers dApp

Industry needs

- It is imperative for an extra layer of security, one that is decentralized (2020 was a record year for ddos attacks)
- As a product of the massive interest in blockchain, corporations no longer have a choice digitizing their company if they want to stay competitive.
- It is projected that 30 percent of projects will obtain production

Social

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