

AN INTRODUCTION TO THE NEW ECONOMY

# Blockchain Technology

Learn all the basics to understand this new ecosystem

# Blockchain: It is all about the Technology inside

## THE OLD WEB 2

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Unlimited services

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Unlimited Storage

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Communications across the world

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Cryptocurrencies

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## THE BRAND NEW WEB 3

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Unlimited services

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Unlimited Storage

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Communications across the world

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Cryptocurrencies

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"Any sufficiently advanced technology is **equivalent to magic.**"

SIR ARTHUR C. CLARKE

### Technologies that users trust blindly

Credit Cards  
Bank transactions  
Online shopping  
Cloud Services  
Mobile phones  
Airplane security measures

People don't need to talk about or understand the technology behind blockchain.

They have never needed to.

They should be looking for better services regardless of how companies provide them.

People are not going to understand the technology and that's fine.

# Benefits of using **Blockchain**

Understand how the new network works

## **Decentralized Database**

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Without a central authority, entities share data, rules, responsibilities and costs.

## **Smart Contracts**

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Contracts and rules are codified in Smart Contracts and are unalterable. In addition, these contracts operate autonomously.

## **Integrity**

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There is no choice for malicious actors: The database is an unalterable ledger, the infrastructure is distributed, the information is public.

## **Transparency**

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Public blockchains have public data. They provide traceability and transparency. No more decisions made based on manipulated data.

# Disadvantages of using Blockchain

A long way to go

## Database

As unaltered Database, there is no option to delete or update data.

## Security

No HW security. It is based on code quality, all responsibility rests entirely with the programmers.

## Usability

Users has the responsibility of their own information and the security of their assets.

## Maturity

A relatively new technology with much to discover and improve. There are no standards yet.

# USE CASES

## Cryptocurrency management

Independence of the monetary system from the decisions of governments and banks. Instantaneous transfers. Traceability and transparency.

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## Assets certifications

Transfer of assets without the need of third party intervention like title deeds, certificates of authenticity, collectibles or subscriptions

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## Information traceability

The information chain is traceable and unalterable: Voting systems, the origin of the product and the different intermediaries, price increases at each stage or the previous owners of the goods.

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## Data ownership

Personal data and information belongs to each individual so no more buying/selling of customer data from big companies. With one click, all of them will lose access to this data.

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## DAOs

In Decentralized Autonomous Organizations the ownership is shared by all employees, depending on what they contribute to the company. The participation percentages and rules are written in the smart contracts and are only modified by voting majorities.

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Do you have  
**any questions?**

We hope you learned something new.