



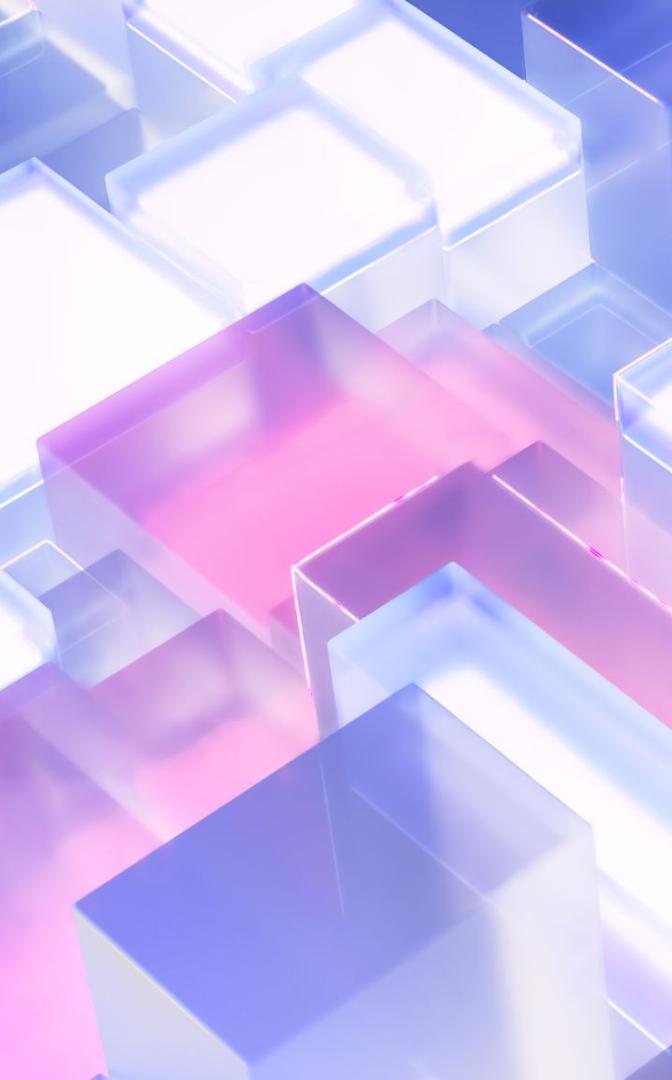
# **ABCs of blockchain: Tech comm opportunities for the crypto curious**

STC Florida Chapter

March 24, 2022

**Barrie Byron**

Senior Ecodev Manager at Ignite



# Let's talk ABCs

A: About me and my job

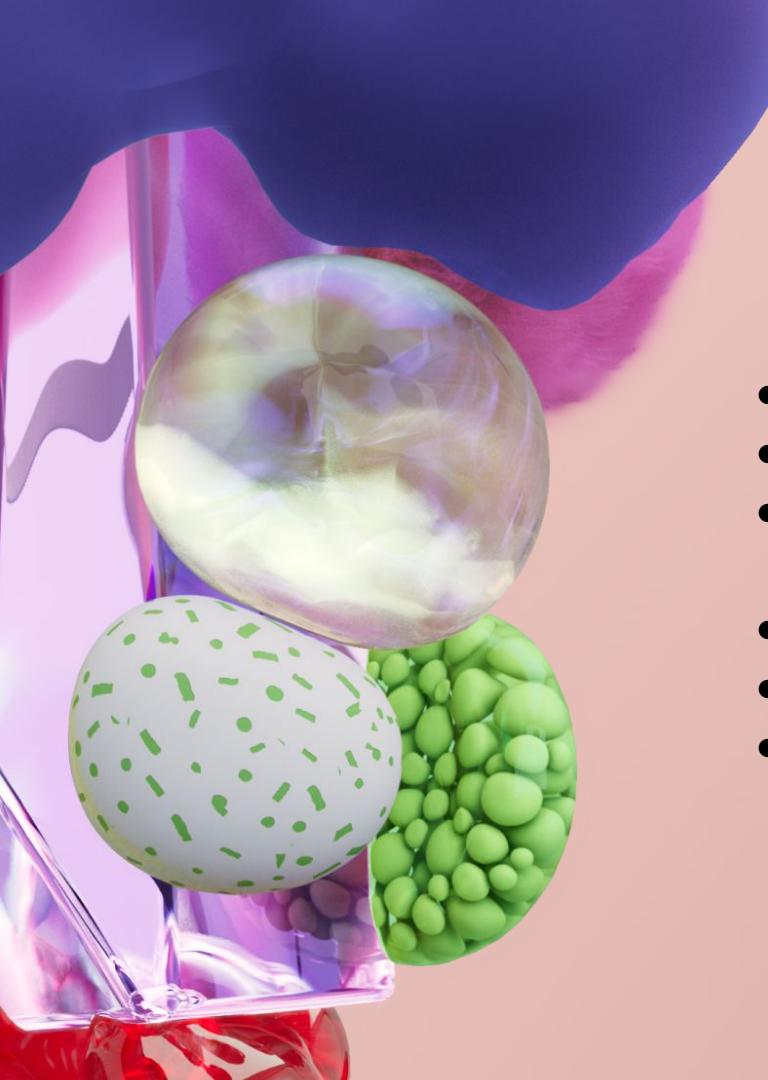
- Career path
- Company

B: Blockchain and crypto

- Brief history
- Basics, it's complicated

C: Crypto careers

- Tech comm opportunities
- We can uncomplicate crypto



# ABC

## About me

- Silver-lining specialist
- 30+ years of tech comm fun
- Harris, Motorola, IBM, DataStax, small jobs, big jobs
- Software people are my people
- Remote worker since 2007
- <https://linktr.ee/barriebyron>





# Ignite: Where I get to work

- Founded in 2014
- Rebrand from Tendermint to Ignite Feb. 2022
- Built key infrastructure tech for the Cosmos ecosystem
- Believes that the mainstream adoption of decentralized services is set to advance



- ~128+ people working from ~38 countries

<https://ignt.com/>  
[https://twitter.com/ignt\\_com](https://twitter.com/ignt_com)



Do your own research

Opinions are my own.  
Not financial advice.



Let me tell you a  
story





## ABC: Blockchain basics, it's complicated

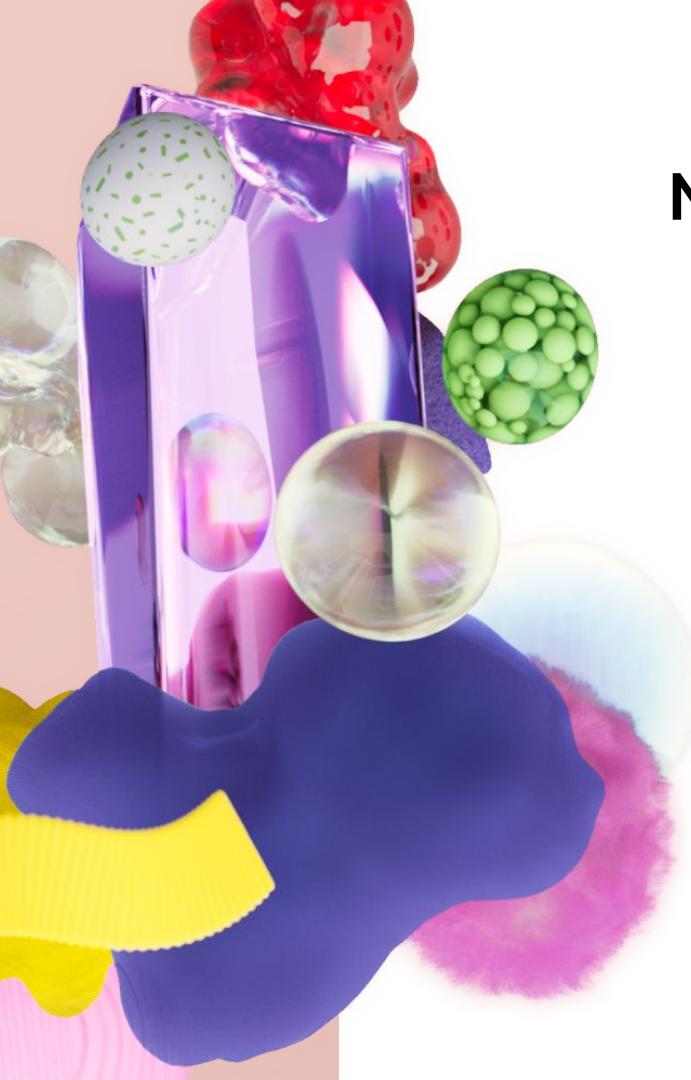
- Communally maintained database
- Public ledger
- Digitally distributed
- Decentralized, permissionless
- Immutable
- Cryptography ensures integrity of blocks
- Exists across a network
- Not just for cryptocurrency

Blockchains facilitate the process of recording transactions and tracking digital assets.



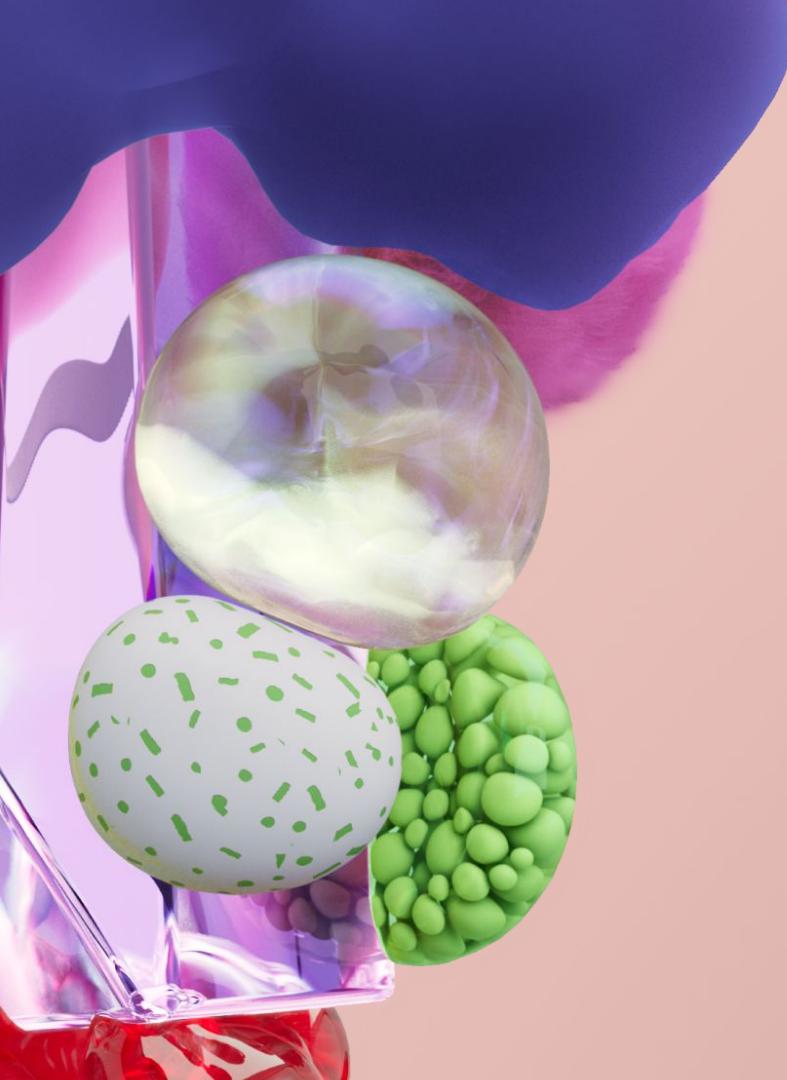
# Brief history of blockchain

- 1979-2007 Research, Merkle trees
- 2008 Bitcoin created
- 2009 Satoshi Nakamoto published [Bitcoin white paper](#)  
Bitcoin blockchain launched  
Genesis (first) block mined
- 2012 Proof-of-Stake (PoS) and altcoins
- Ethereum launched, proved blockchain useful for transactions other than cryptocurrency
- 2014 Cosmos PoS
- Today, exponential growth



# Network security and financial security

- Blockchain technology produces a structure of data with inherent security qualities
- Principles of cryptography, decentralization, and consensus ensure trust in transactions
- Data and funds are transferred in a fully secure manner
- Transparency and immutability are appealing for business sectors all over the world
- Today: Crypto market is valued at ~\$1.75 trillion — about the size of Google



# Cosmos ecosystem

- Ignite is the core contributor to Cosmos ecosystem, the world's largest cross-chain network
- Cosmos Hub is creator of Cosmos ATOM token
- World's largest cross-chain network w/over USD 133 billion worth of digital assets
- [263+ apps](#) and services
- 43 connected blockchains using [IBC](#)
- Visualize interconnected growing ecosystem in block explorers, like [Map of zones](#)

# Map of zones

Visual block  
explorer of Cosmos  
ecosystem (beta)





# Energy debate and crypto-economics

- Energy debate surrounds Proof-of-Work (PoW) blockchains like Bitcoin and Ethereum
- PoW chains have throughput, scalability, and environmental issues
- Proof-of-Stake (PoS) solves the energy problem
- PoS and blockchain consensus mechanisms led to Tendermint Core — the first and most widely used implementation of a Byzantine Fault Tolerance (BFT) consensus engine and PoS crypto-economics



Ethan Buchman  
@buchmanster

Replying to @elonmusk

@cosmos pioneered energy efficient Proof of Stake.  
We're the Tesla of blockchains 🌱🚀

9:20 AM · May 14, 2021 · Twitter Web App

# Scalability and interoperability

- Execution difference between PoW and PoS
- [Cosmos](#) allows blockchain applications to scale to millions of users through horizontal and vertical scalability solutions
- IBC opens interoperability between networks
- All chains built with Ignite CLI are natively IBC-enabled



# **ABC:** **Content has high business value**

- Comms are essential
- Asynchronous communication relies on long form written communication
- Communities rely on accurate technical content
- Developers, community members, and many other roles write docs
- Everyone reads docs
- Open source is the norm



# ABC

## Tech comm careers in blockchain

We can uncomplicate crypto.

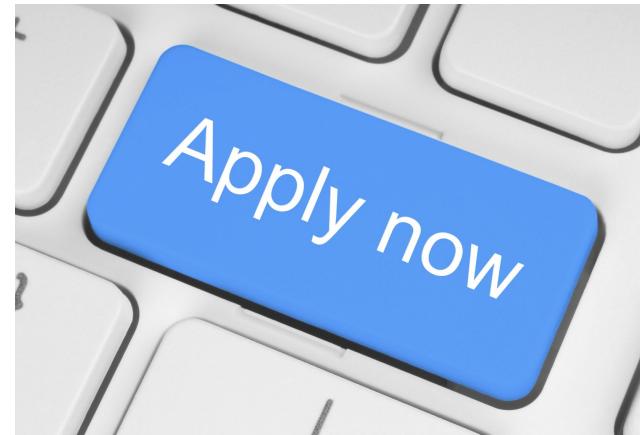
Job titles to search for:

- Technical writer
- Taxonomist, editor
- Content strategy
- Blog writer, copywriter
- Community manager, developer advocate
- Social comms, communication manager, external and internal communications
- Marketing, PR
- Designer, UI, UX, and more



# How I landed my blockchain job

- Intentional search for an awesome company
- Values alignment
- Brought my enterprise distributed database and fintech startup experience
- Did my research





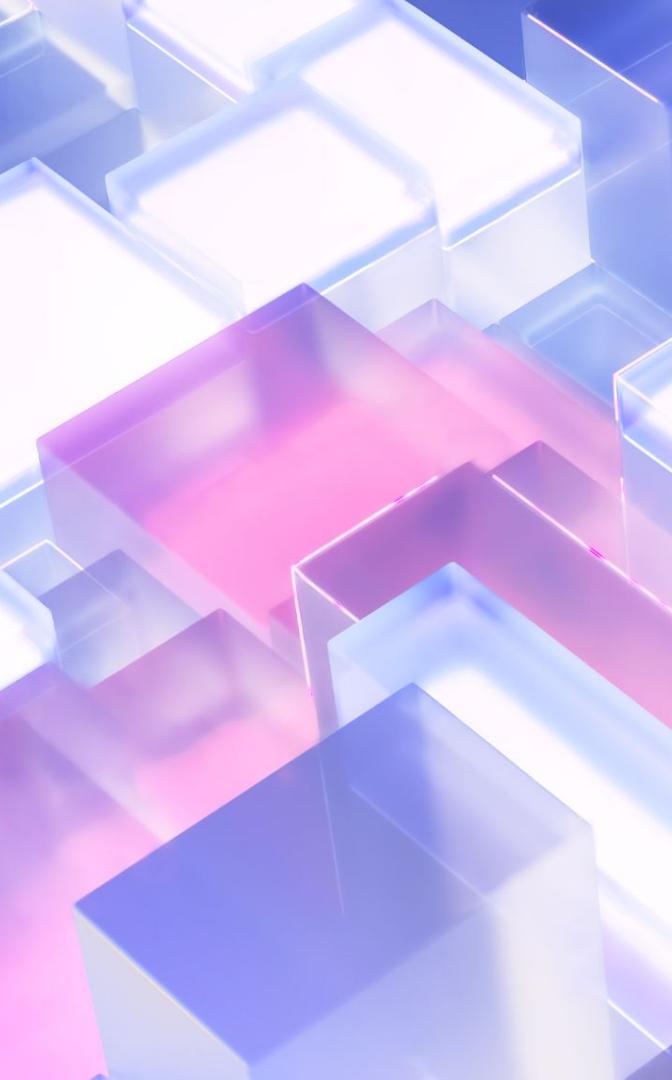
# Where I fit in the blockchain space

- On the Growth team  
With marketing, PR, communications managers, community managers, developer relations engineers, and business development
- Ecosystem Development is an interdisciplinary team that sits in a border space between product, engineering, developer experience, and marketing



## Variety of roles and tasks at work

- Technical writer
- Editor for a wide variety of content
- Content partner
- Twitter profile manager
- Developer community member
- Website manager
- Codebase maintainer
- Hackathon moderator
- Design partner, UI reviewer, and so on
- Invite me and I will participate



# Work deliverables

- Technical docs
- Tutorials
- READMEs
- Tweets
- Editing checklists
- Word lists
- Learning resources A-Z
- Hackathon and other challenge resources
- PR templates
- Contributing guidelines
- Code string edits, CODEOWNERS files, whatever the teams need to help projects get started

# Tech comm in blockchain is

- 50 [remote technical writer blockchain jobs](#) posted on Indeed right now
- 10 blockchain tech writer jobs in Miami
- Google job search is awesome
- Crypto.jobs and other aggregator sites

## Qualifications

- Ability to quickly grasp complex technical concepts and make them easily Qualifications pictures
  - You have worked at other companies managing and producing their technical documentation
- Good understanding o blockchain industry (C Loans, Liquidity Minin verbal
- Native level verbal anc • The ability to communicate complex topics using Qualifications
- This person should also be a capable writer who can help write and generate content including but not limited to marketing assets, newsletters, press release, blog posts, etc
- Have experience or significant interest in blockchain space and related writing
- Good to have technical writing background

<https://www.indeed.com/q-Blockchain-Writer-jobs>



## 246 Blockchain Writer Jobs (UPDATED March 18, 2022)

246 Blockchain Writer jobs available on **Indeed.com**. Apply to **Content Writer, Technical Writer, Writer/editor** and more!

# How to contribute

💡 Most blockchain projects are open source

👁️ See [How can you contribute to the Cosmos Ecosystem](#)

- Join project communities on socials:
  - Twitter
  - Discord
  - Telegram
  - GitHub
  - Reddit
- Build your [GitHub profile](#)
- Start with edits for docs
- Engage, present, write blogs
- Attend talks and conferences
- Rinse, repeat

The screenshot shows a GitHub profile page for a user named 'barriebyron'. At the top, there's a navigation bar with links for 'Pulls', 'Issues', 'Marketplace', 'Explore', and a search bar. Below the navigation is a large circular profile picture of a woman with short blonde hair and glasses, wearing a blue necklace. To the right of the profile picture, the user's name 'barriebyron' is displayed above their GitHub handle '@barriebyron'. A bio section follows, containing a personal message and details about the user's experience and specialties. At the bottom of the profile page, there are three sections: 'What I do', 'Create content to attract and onboard new blockchain developers.', 'Joyously craft and maintain structured, user-focused technical content to enable users to achieve their goals.', and 'Work in various content source formats to develop structured content that answers questions and solves business problems.'

Search or jump to... Pulls Issues Marketplace Explore

barriebyron / README.md

Aloha, I'm glad you're here

I'm a silver-lining specialist with more than 20 years of experience in planning, designing, developing, delivering, and maintaining information products for a variety of audiences and purposes.

My specialty is presenting complex ideas in ways that are clear and concise. My superpower is asking the right questions.

Barrie Byron  
barriebyron

Passionate about creating technically accurate content to fuel creative advancement and pave the way to Web 3. Sr. Ecodev Manager at Ignite. Perennial optimist.

What I do

Create content to attract and onboard new blockchain developers.

Joyously craft and maintain structured, user-focused technical content to enable users to achieve their goals.

Work in various content source formats to develop structured content that answers questions and solves business problems.



# How to find an OSS blockchain project

- Look at projects with open job listings
- Find a project that interests you
- Listen to podcasts
- Read the news, almost any news
- Watch the news
- Ask your friends and neighbors
- Subscribe and watch YouTube videos

OSS blockchain projects I know about:

- [Ignite CLI](#)
- [Archway](#)
- [Crescent](#)
- [Pylons](#)
- [Cosmos SDK](#)
- [Cosmos Hub](#)
- [Hyperledger](#)
- [Corda](#)
- [Polkadot](#)
- [Polygon](#)
- [Juno](#)
- [Osmosis](#)
- [Archway](#)



# Ignite is growing: We're hiring

We are leading the way in accelerating the transition to a decentralized future. Our intuitive solutions empower individuals, organizations, and global communities to engage with blockchain technology and unlock its infinite value. Together, we create a more transparent and equitable world.

## Open jobs

<https://ignite.com/careers>

Work anywhere  
100% remote

## Socials

<https://www.linkedin.com/company/ignt/>  
[https://twitter.com/ignite\\_com](https://twitter.com/ignite_com) company  
[https://twitter.com/ignite\\_dev](https://twitter.com/ignite_dev) developers



# Developer Documentation Writer - Remote

- Now hiring: [Go developer to write tutorials](#)
- Read the fine print



### Barrie's digital garden

Thinker, doer, wife, daughter, sister, friend. Quality & fun are key ingredients



What I'm working on



Blockchain for technical communicators



Why I love home exchanging



Let me introduce you



I host my mom on The Daily Bit



I write technical content for blockchain developers



Technical content style guides



Technical docs sites for inspiration

Slide deck and reading recommendations in GitHub  
<https://github.com/barriebyron/techcomm/tree/main/blockchain>

A vibrant illustration of several wrapped gifts tied with bows. One gift has a purple ribbon and a green bow, another has a yellow ribbon and a red bow, and a third has a blue ribbon and a red bow. The gifts are stacked against a light pink background.

# Q&A