



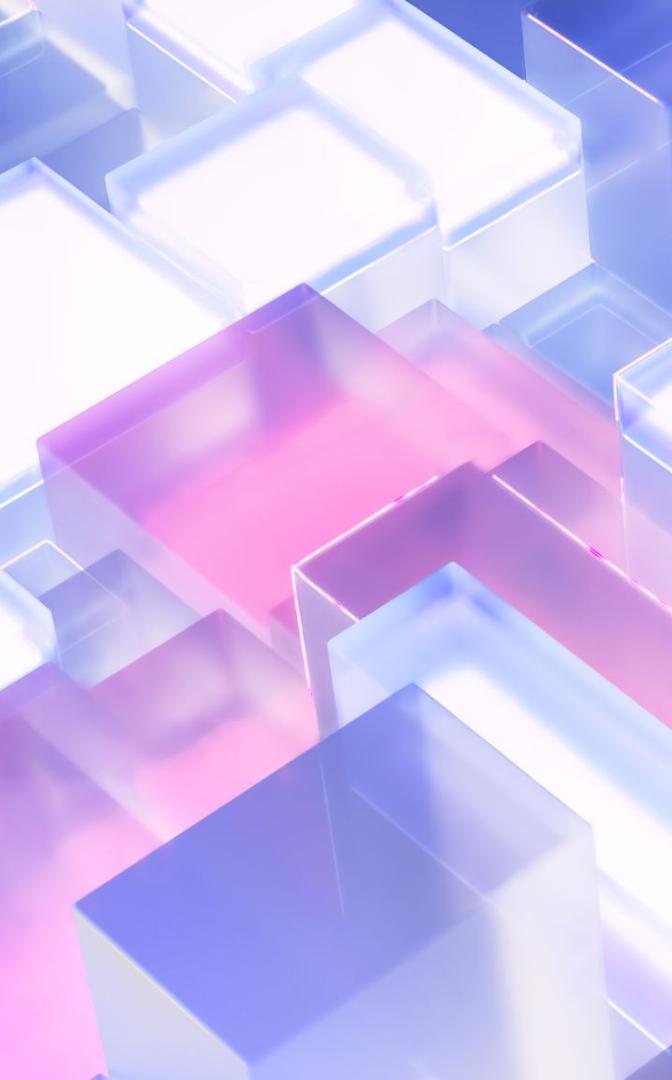
ABCs of blockchain: Tech comm opportunities for the crypto curious

STC Florida Chapter

March 24, 2022

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Senior Ecodev Manager at Ignite



Let's talk ABCs

A: About me and my job

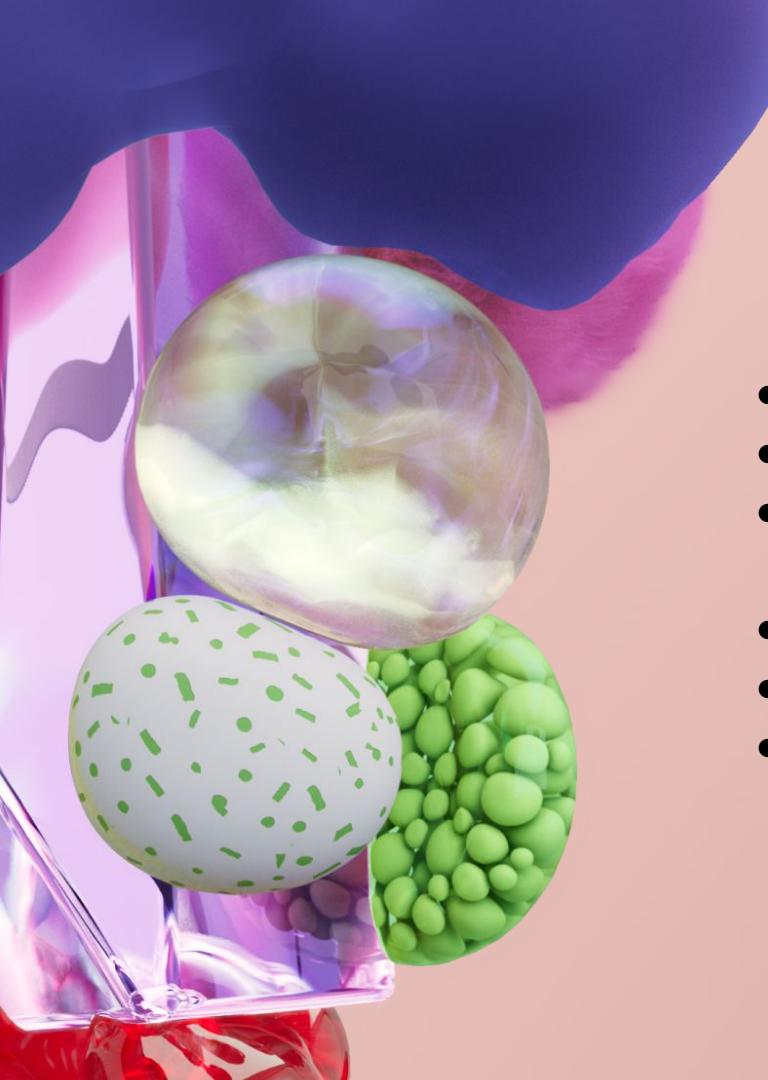
- Career path
- Company

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



Do your own research

Opinions are my own.
Not financial advice.



Let me tell you a
story





ABC: Blockchain basics, it's complicated

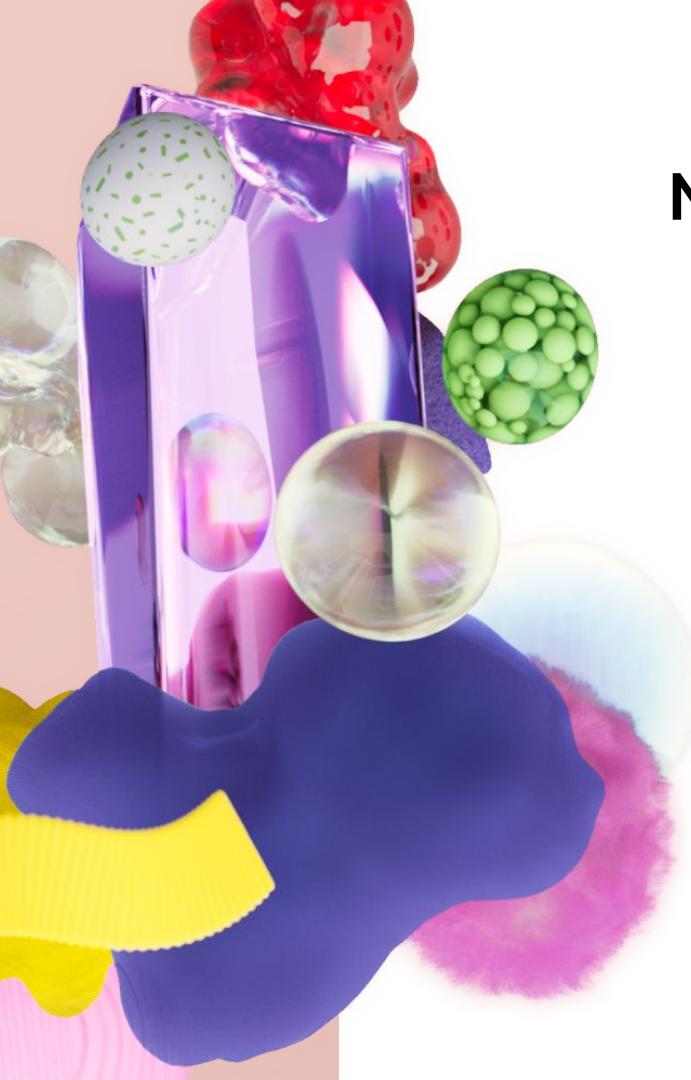
- Communally maintained database
- Public ledger
- Digitally distributed
- Decentralized, permissionless
- Immutable
- Cryptography ensures integrity of blocks
- Exists across a network
- Not just for cryptocurrency

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



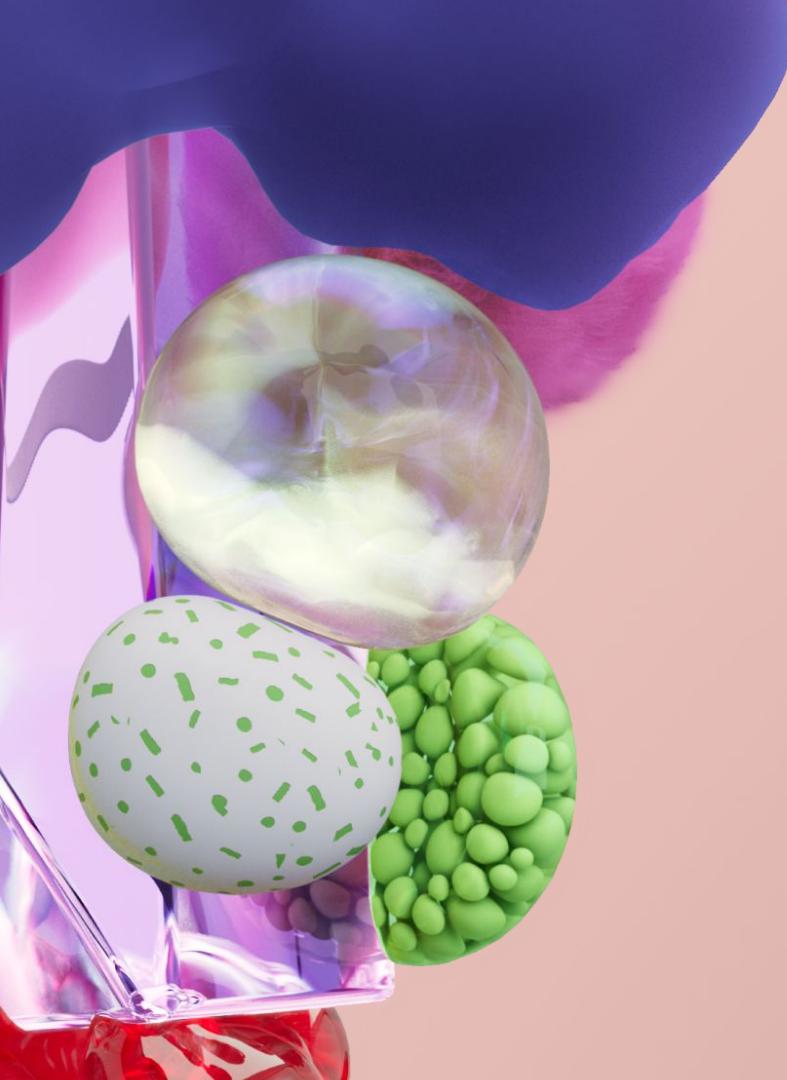
Brief history of blockchain

- 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's Starport 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.

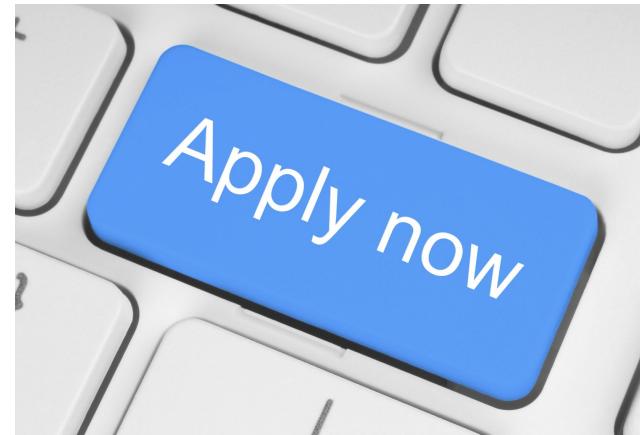
Job titles to search for:

- 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





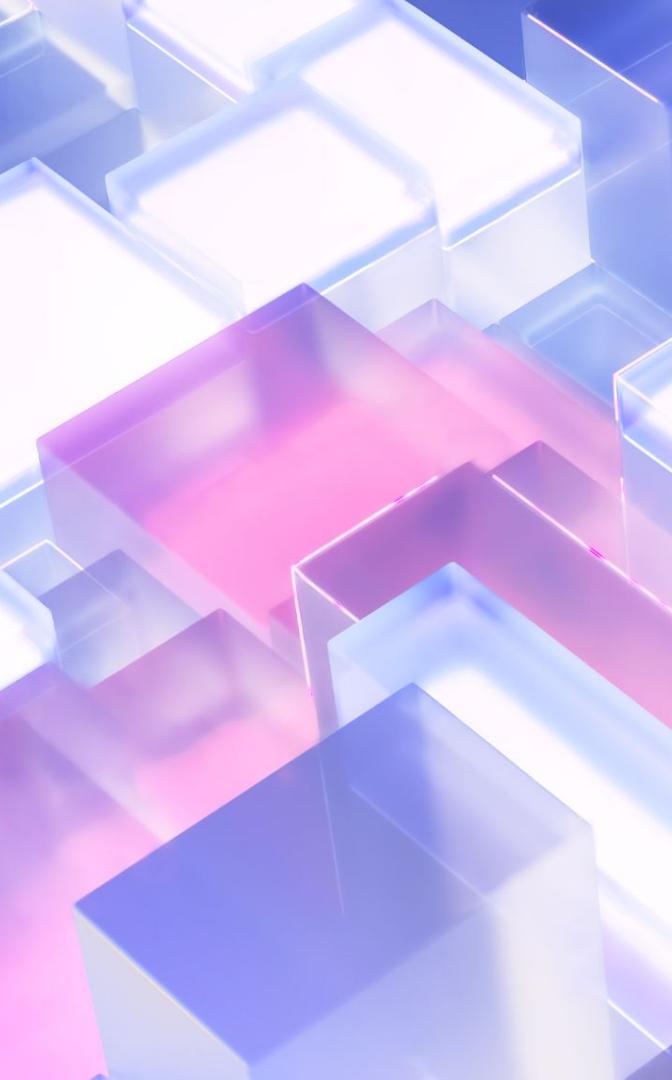
Where I fit in the blockchain space

- 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, ...
- ...



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
- Rinse, repeat

The screenshot shows a GitHub user profile for '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 GitHub logo is displayed. The main content area has a red horizontal bar under the tabs 'Overview', 'Repositories' (with a count of 33), and 'Projects'. The 'Overview' tab is active. On the left, there's a sidebar with the user's GitHub handle 'barriebyron / README.md'. The main content area contains the following text:

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.

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 a 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:

- [Starport](#)
- [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://ignt.com/careers>

Work anywhere

100% remote

Socials

<https://www.linkedin.com/company/ignt/>

https://twitter.com/ignt_com



Developer Documentation Writer - Remote

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

A vibrant, abstract illustration of wrapped gifts. It features several rectangular blocks in various colors like purple, yellow, green, and blue, some with shiny surfaces and others with matte textures. Some blocks have decorative bows or ribbons tied around them. The background is a solid peach color.

Q&A