



WHITE PAPER

GUATEMALA CITY
JULY 2018

DISCLAIMER

We do not own any code.

We cannot control decentralized applications.

We are not responsible for how they are used.

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

— **R. Buckminster Fuller**

PURPOSE

Empower the individual.

DESIGN PRINCIPLES

Anonymous

Immutable

Decentralized

WHY

Permissionless innovation.

HOW

Blockchain-mass-adoption.

simple smart contracts

Promote the development
and use of open source
smart contract-based
decentralized applications
(dApps).

PLAN

Build developer tools

Build tools for easy programming of smart contract-based dApps.

Create consumer dApps

Pilot use cases using dApps built with our tools.

Promote projects with impact

Host meetups, hackathons, identify use cases and advise startups.

**TARGET
MARKET**

Target Audience	Role	Why do we want to engage?	Why would they want to engage?	How to engage
Users	Use dApps	Make blockchain technology accessible and easy for everyone to use. Encourage blockchain mass adoption by building a user base and accelerating network effects.	Individual empowerment.	Meetups, conferences, hackathons and social media. Training sessions.
Developers	Build dApps	Establish standards for dApp development. Integrate d/t tools into dApps.	Faster and easier development of dApps. Seed funding. Opportunities to test ideas.	Hackathons, slack/telegram channels, Meetups, Training sessions.
Investors	Fund dApp projects	Encourage Investment and promotion of blockchain based projects.	An opportunity to create new markets.	Meetups, conferences, hackathons and social media.

CURRENT PROJECTS

Developer Tools

Smart Contract User Interface (SCUI) Framework

[-github here -](#)

Simple, standardized creation of user interfaces for dApps.

SCUI is a set of tools, frameworks and guidelines for developing smart contract wallets.

Consumer dApps

**simple
ico**

Global financial inclusion by enabling access to capital.

BAR

BlockchainAssetRegistry.com

Decentralized global asset registration, ownership and traceability.

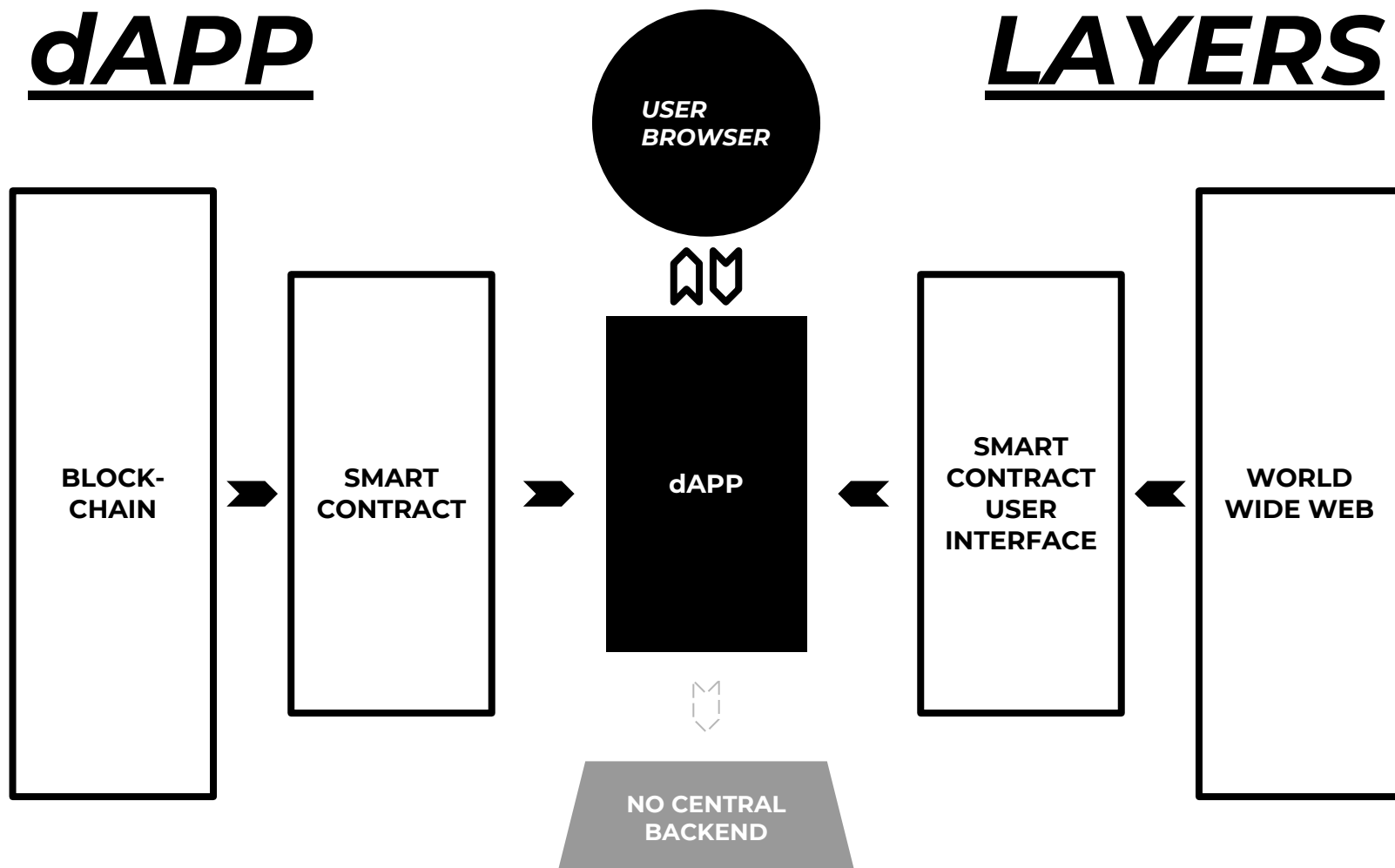
B I R

BlockchainIdentityRegistry.com

Purpose-based identity and reputation.

dAPP

LAYERS



REFERENCE

Linux Foundation, Bitcoin Foundation
and Blockchain Token Association.

d/t de—
centralized
technologies



BAR
BlockchainAssetRegistry.com

BIR
BlockchainIdentityRegistry.com