

# **Blockchain – A Platform for Innovation**

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**Rakuten, Inc.**



# Introduction



digital




 Santander

FUJITSU

 HBOS plc

CyberSource®  
the power of payment

VISA®

  
Bitnet

 Rakuten  
Blockchain Lab

# Everyone Is Talking About Bitcoin



how to buy

- how to buy **ripple**
- how to buy **bitcoin**
- how to buy **stock**
- how to buy **cryptocurrency**
- how to buy **ethereum**
- how to buy **a house**
- how to buy **iota**
- how to buy **a car**
- how to buy **bitcoin stock**
- how to buy **a domain name**

Google Search I'm Feeling Lucky

## How To...

- 1 How to make slime
- 2 How to make solar eclipse glasses
- 3 **How to buy Bitcoin**
- 4 How to watch Mayweather vs McGregor
- 5 How to make a fidget spinner

<https://trends.google.com/trends/yis/2017/GLOBAL/>

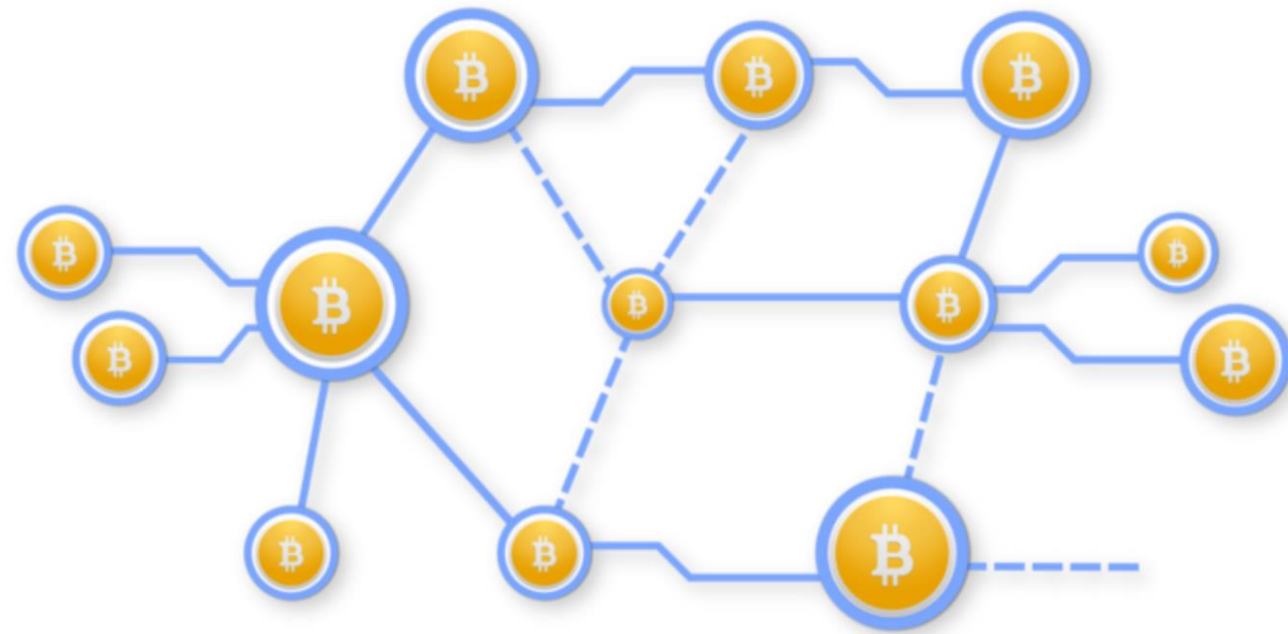
# What is Bitcoin?

## Bitcoin: A Peer-to-Peer Electronic Cash System

A purely peer-to-peer version of electronic cash would allow online payments to be sent directly from one party to another without going through a financial institution.

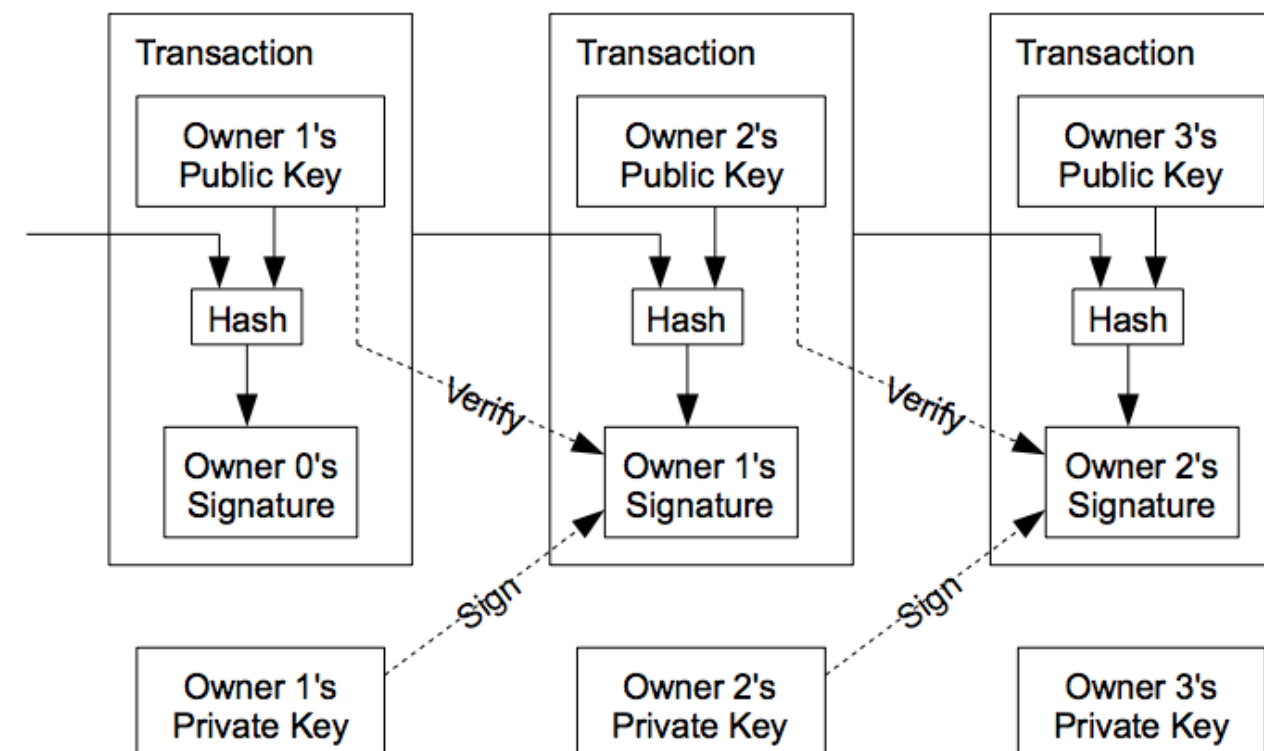
*Nakamoto, Satoshi (October 2008). "Bitcoin: A Peer-to-Peer Electronic Cash System"*

# Components of the Electronic Cash System



**Network**

**Currency**



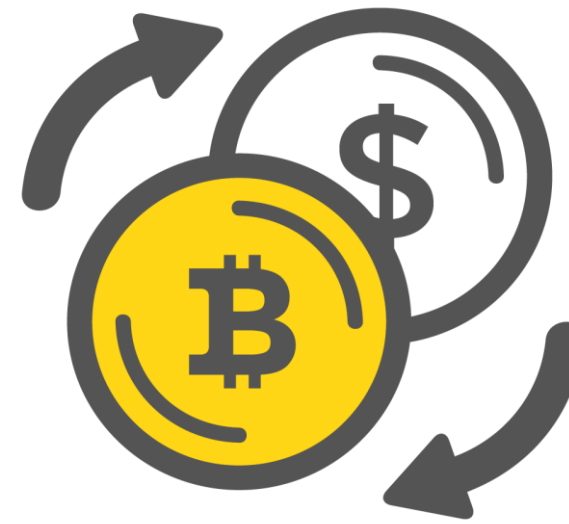
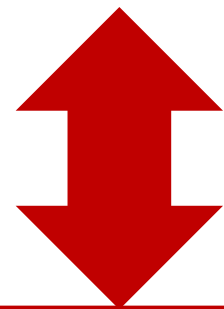
**Protocol/Software**



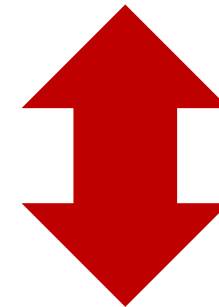
# How Do We Interact With This System?



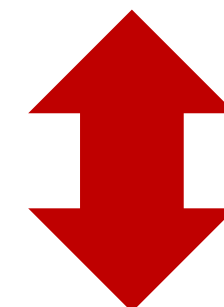
**Wallets**



**Exchanges**




**Miners**



**Bitcoin Network**

# Bitcoin Is Not Standing Still

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Bitcoin Core integration/staging tree <https://bitcoincore.org/en/download>

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18,378 commits 8 branches 207 releases 577 contributors MIT

Branch: master New pull request Find file Clone or download

MarcoFalke Merge #13877: utils: Make fs::path::string() always return utf-8 stri... Latest commit cc7258b 3 hours ago

.github

Make default issue text all comments to make issues more readable 10 months ago

.travis

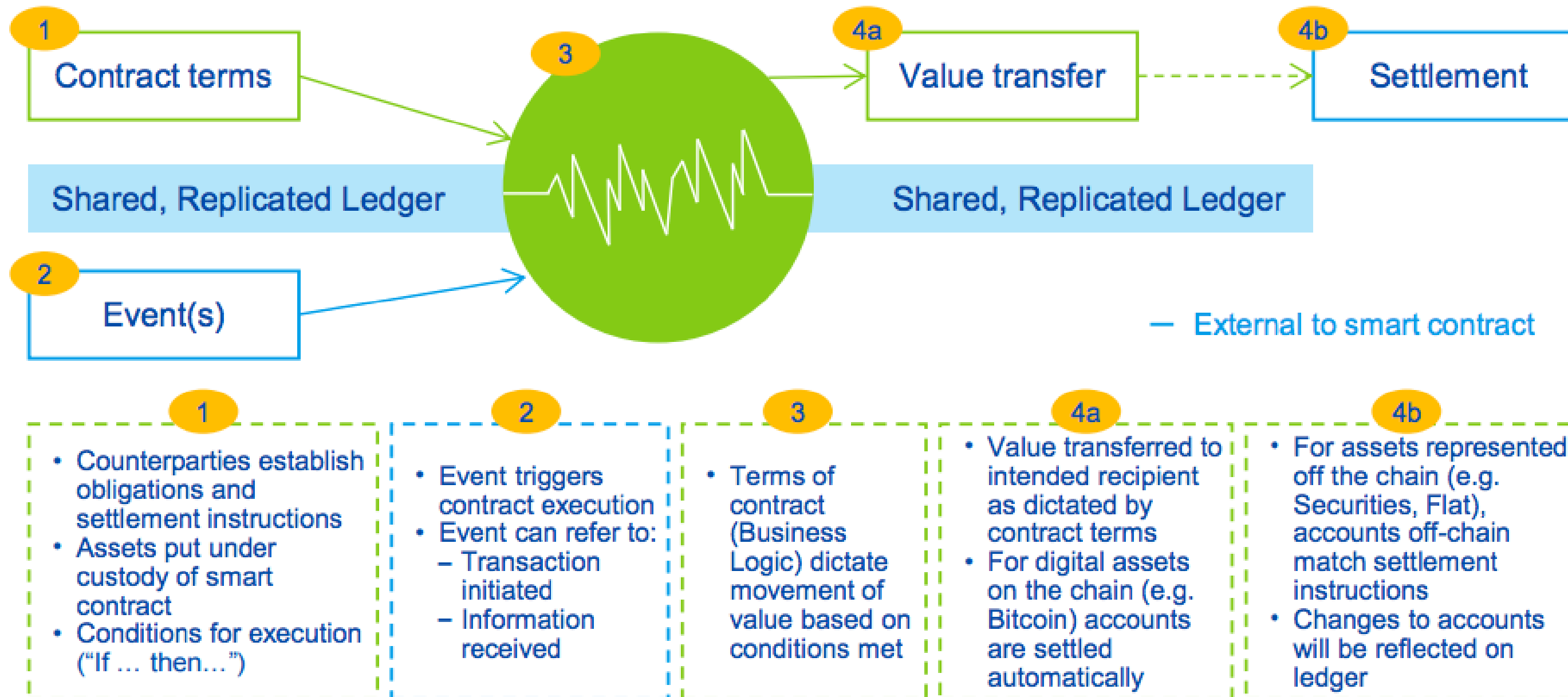
travis: Run feature\_dbcrash functional tests in cron job 10 days ago

# Overlays, Clones & Forks

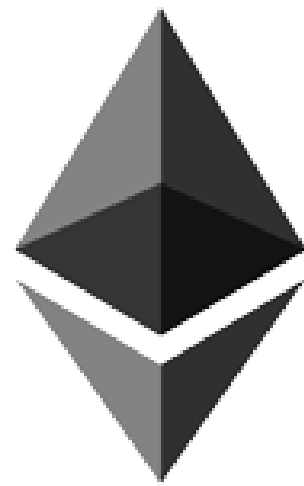




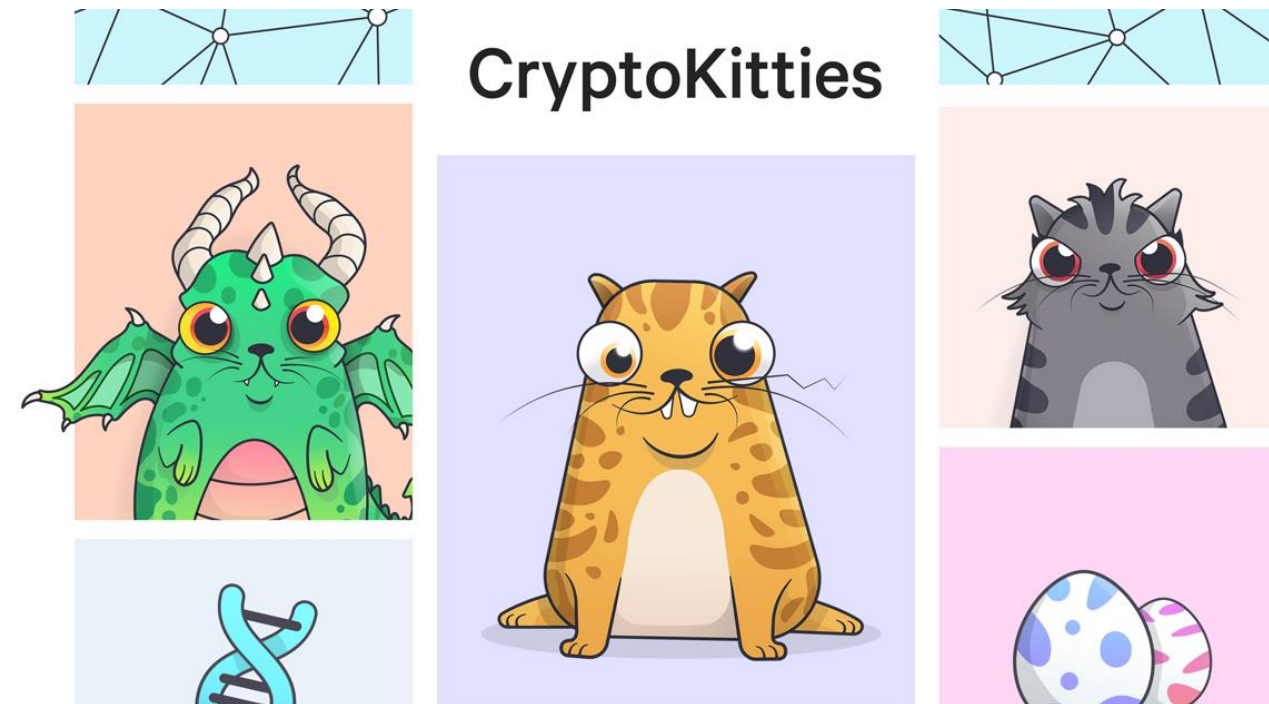
# Smart Contracts



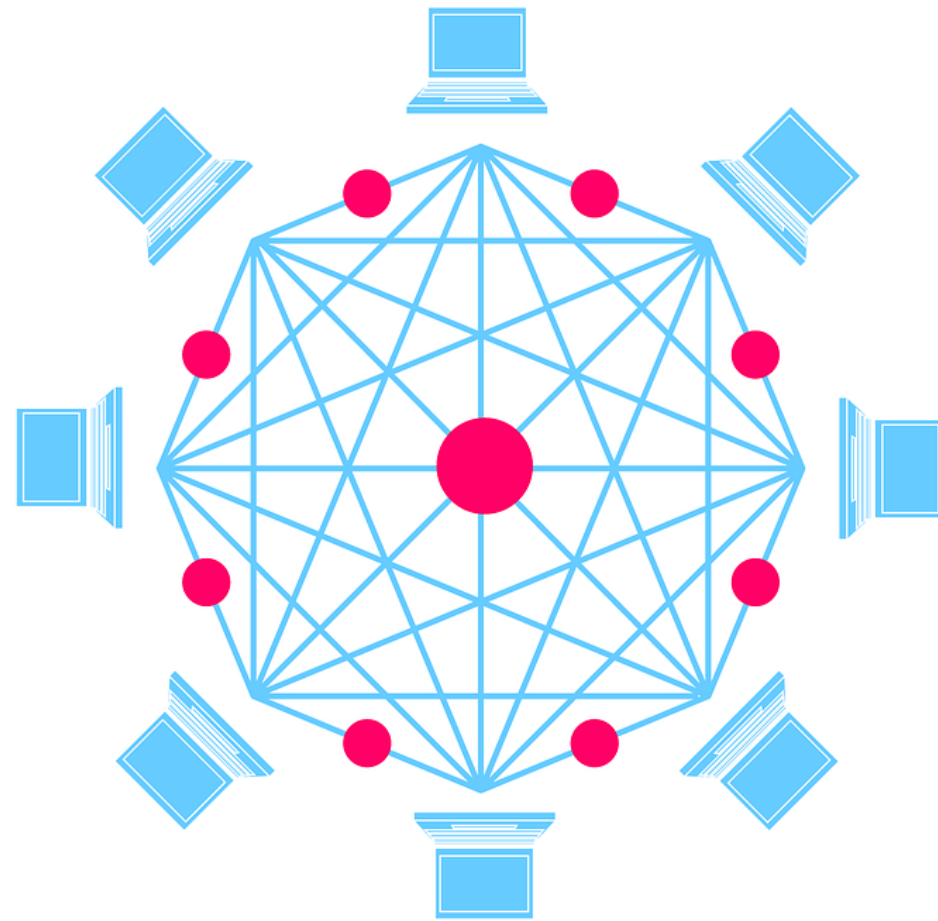
# Ethereum Usage



ethereum



# Blockchain – A Platform For Innovation



INNOVATION



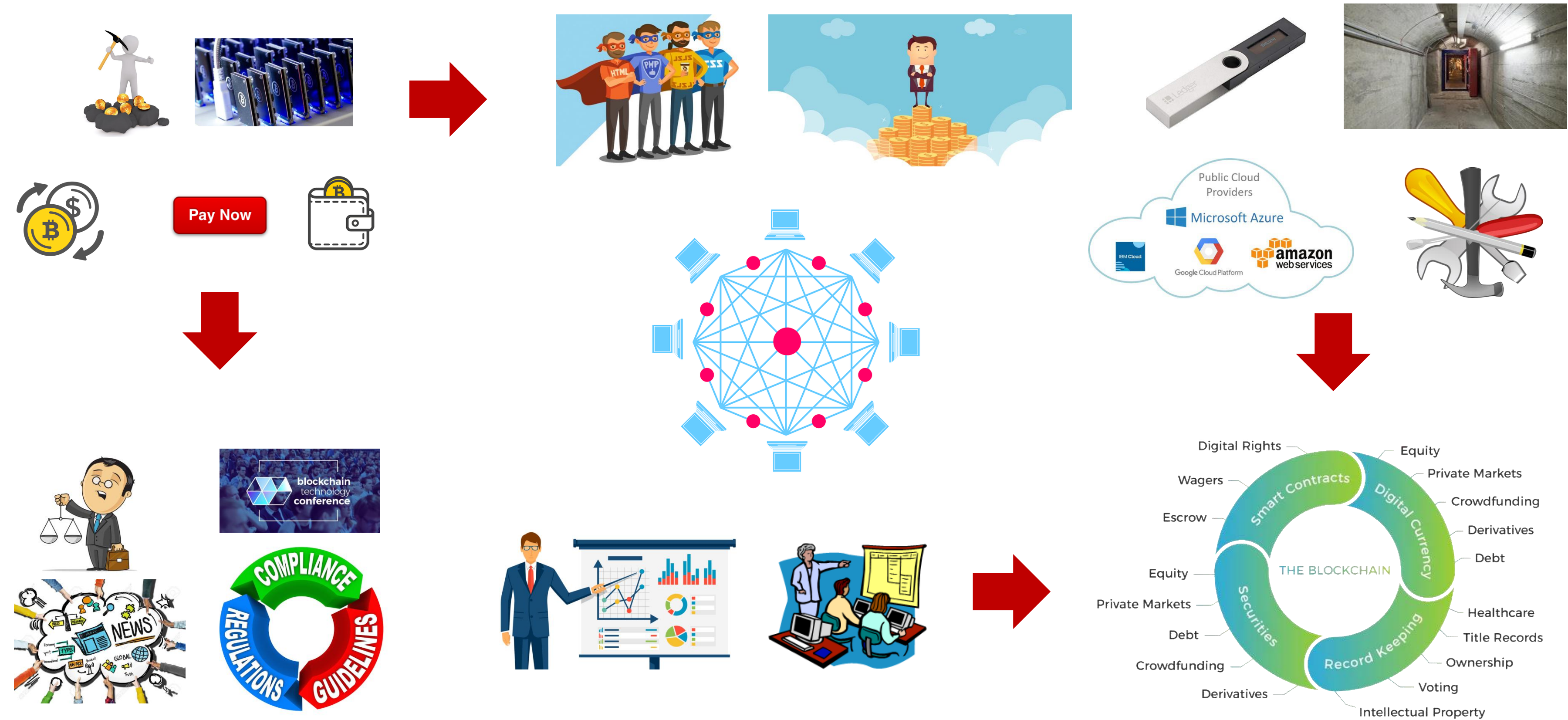
# What Are The Consequences of Blockchain Technology?

"The practical consequence [...is...] for the first time, a way for one Internet **user** to **transfer** a unique piece of **digital property** to another Internet **user**, such that the transfer is **guaranteed** to be **safe** and **secure**, **everyone knows** that the transfer has taken place, and **nobody** can **challenge** the **legitimacy** of the transfer. The consequences of this breakthrough are hard to **overstate**.

*Marc Andreessen, cofounder and general partner, Andreessen  
Horowitz*



# The Ecosystem & Opportunity



# Application

