

**BSV** BLOCKCHAIN

Your introduction to the  
**METaverse**

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# The potential of an immersive world for big tech, multimedia software, gaming, art, entertainment, communications, advertising and (insert your industry + vertical)

The concept of a Metaverse has been around since the early 90s however, it's not until the last year or so that technology has progressed to a point where the idea is much more tangible.

In early 2021 Mark Zuckerberg announced to the world the rebranding of the corporate structure behind Facebook to a new name of 'Meta' and revealed his plans to bring the Metaverse into reality.

In recent years Facebook has invested heavily in virtual and augmented reality technology as well as its ventures in the Facebook marketplace, its app store, live streaming and advertising and analytics programs.

Other companies which have indicated a keen interest in the Metaverse are Epic Games, Microsoft, Apple and NVidia; all of which seem natural fits for an immersive virtual reality multimedia world.

Epic games, with the backing of Sony and Lego, are working on building a family-friendly Metaverse world that expands upon the foundation set by Roblox. Users will be able to construct their virtual world from the landscape up, and invite others into these worlds to come and experience all manner of activities from DJing a virtual party, to shower simulators, to chasing werewolves.

It seems natural for such a platform to transition into an immersive virtual reality experience and its collaborative development of the content should lead to a rich variety of experiences.

Obviously, what would an immersive world be without diverse applications and games that one can peruse through, and who better to leverage their experience in that world than Apple with its App Store?

Apple is notorious for its walled garden approach to its operating systems and native software so it will be interesting to see how they plan to address almost mandatory intersectionality and interoperability with other Metaverse domains.

The ambitions of Nvidia should also come as no surprise, with their extensive experience in bringing virtual worlds to life in the gaming industry, as well as their cloud and AI services.

Decentraland has created an extensive virtual browser-based world where users can purchase plots of land as NFT titles to develop as they wish with activities in this world all payable via the MANA digital asset.

With the proportion of people who are almost always online nowadays available to chat through one of their messenger clients (very much a majority) the first industries which seem well placed to transition into a Metaverse model are gaming and social media. For example, only [7% of Americans are reported not to use the internet at least once daily.](#)

Though most users are spread out across a few key providers, it would not be too much of a stretch at all to see migration to either parallel iterations of the same service in a virtual reality world, or cross bridging mechanisms whereby content from those unique providers could be shared into a VR Metaverse. This is especially true as Meta owns a decent chunk of these providers themselves.

Imagine flicking through Instagram or Facebook photo albums as virtual reality books, having a chat box open as you navigate the Metaverse where you can at any time reach one of your contacts to arrange a virtual meet-up for a dance, a shower or a werewolf hunt.

The COVID era saw many artists and performers have a foray into delivering virtual concerts, education providers switch to delivering online content rather than face-to-face and workplaces move heavily into Zoom or Teams-based verticals. People are much more familiar now with these virtual offerings and it wouldn't be a stretch to think that as lockdowns and social distancing regulations are wound back, many may still explore these Metaverse-like avenues to a deeper degree than they did pre-Covid.



# An opportunity for developers, entrepreneurs and businesses to become early adopters of the Metaverse

## BSV-POPULAR USE CASES BY VERTICAL

<b>ADVERTISING &amp; MARKETING</b> <ul style="list-style-type: none"> <li><b>TRANSPARENCY</b> 100% auditable</li> <li><b>MICROPAYMENTS</b> Real-time payments</li> <li><b>SOCIAL MONETISATION</b> Influencer endorsements</li> </ul>	<b>SOCIAL MEDIA &amp; CONTENT</b> <ul style="list-style-type: none"> <li><b>DATA OWNERSHIP</b> Own content with timestamp</li> <li><b>DATA STORAGE</b> Content stored on-chain</li> <li><b>MICROPAYMENTS</b> Monetisation of content</li> </ul>	<b>FINANCIAL SERVICES</b> <ul style="list-style-type: none"> <li><b>VERIFIED FINANCING</b> Trade or credit financing</li> <li><b>TOKENISATION OF ASSETS</b> Fractionalised asset trading</li> <li><b>PAYMENT AUTOMATION</b> Interbank, cross border payments</li> </ul>	<b>HEALTH CARE</b> <ul style="list-style-type: none"> <li><b>ID &amp; CREDENTIAL VERIFICATION</b> Electronic health records</li> <li><b>SECURE DATA EXCHANGE &amp; MGT</b> Clinical/Patient data exchange</li> <li><b>GOODS PROVENANCE</b> Counterfeit in drug supply chain</li> </ul>
<b>SUPPLY CHAIN</b> <ul style="list-style-type: none"> <li><b>TRACEABILITY</b> Global tracking from inception through its use</li> <li><b>REAL-TIME SETTLEMENTS</b> Accelerating cash conversion cycles &amp; exchange of data</li> <li><b>SMART CONTRACTS</b> Automated secure transactions without 3rd party involvement</li> </ul>	<b>GAMING &amp; eSPORTS</b> <ul style="list-style-type: none"> <li><b>TRANSPARENT GAMING</b> Provably fair and auditable immutably recorded data</li> <li><b>DIGITAL ASSETS &amp; TOKENS</b> Ownership of digital tokens &amp; assets / Buy, sell &amp; trade</li> <li><b>REAL-TIME SETTLEMENTS</b> Prizes delivered with reduced fees and friction</li> </ul>	<b>IoT &amp; SMART DEVICES</b> <ul style="list-style-type: none"> <li><b>PROCESS AUTOMATION</b> Enables the M2M economy</li> <li><b>DATA STORAGE</b> Meets the demand of high volume transaction applications</li> <li><b>DATA EXCHANGE &amp; MGT</b> Data verification, exchange and monetisation</li> </ul>	<b>REG TECH</b> <ul style="list-style-type: none"> <li><b>IDENTITY VERIFICATION</b> Anti-money laundering, client onboarding &amp; fraud prevention</li> <li><b>PROCESS AUTOMATION</b> Secure record storage and reporting for compliance</li> <li><b>TIMESTAMPING &amp; NOTARY</b> Immutable timestamped record storage for compliance</li> </ul>

Although it's still early days in the sense of what will eventually come to fruition it would be wise for industries with some element of fun to their service offerings to look to see how they can explore these worlds.

When the entertainment is there, then the users will come, when the users come, then the money will flow. When the money flows, then the advertisers, virtual goods and services, and other ancillaries can join the fray. You can't put the horse before the cart and expect the users to join a world to view a bunch of adverts if there's no content there to immerse themselves in.

In that sense, the marketers and advertisers should be looking to recruit developers to build attractive offerings to bring users in. This is at least the case in the legacy framework where so much revenue stream to application developers comes through the form of advertising or the selling of customer data.

If we introduce micropayments into the equation, however, then the paradigm can be scaled much more organically with developers able to monetise their services from the get-go and other business models generated that leverage a more granularised ability to exchange value.



# Metaverse - monopoly economy 2.0 or digital democracy?

As one of the chief proponents for the Metaverse, it was interesting to hear Mark Zuckerberg recently release some of the payment arrangements for purchases with the Metaverse. Developers for apps purchased from Meta App Store within the Metaverse will find 30% of the sale deducted to service hardware and platform development by Meta.

An additional 17.5% will be deducted for app purchases from external developers such that nearly half the money and end-user pays will end up in the pockets of Meta.

In the past, Zuckerberg had been a vocal critic of Apple's 30% which it pockets from App Store sales. Though it's more than likely that it's simply businesses taking advantage of a captive market, perhaps these kinds of charges are what is required to provide these services when technological stacks are so disparate and payment processors vulnerable to various exploits.

Every problem has a solution. It just depends on how much money you want to throw at that solution. With an infinite budget, anyone can mobilise a workforce to bring something such as the Metaverse into existence.

## Challenges of realising the Metaverse

However, to do so under an economic paradigm which meets the expectations of investors and stakeholders while simultaneously providing a competitive offering in the marketplace is no small challenge.

### Security concerns of a siloed Metaverse

Given Facebook's track record of egregious data harvesting, it's very likely that any Metaverse solution they create will have some kind of siloing for users where the maintainers of the platform will have exclusive access to their data. This design will naturally create a large attack surface for hackers and therefore a large security overhead.

### A siloed Metaverse will lack interoperability

Creating the API framework for [interoperability of their architecture](#) with other Metaverse service providers, such that the user gets the comprehensive virtual experience they've been pitched, will come with both technological and economic overheads as well.

The database solution for Facebook, EPIC games and Apple as Metaverse providers may all be entirely different and as such, changes in one provider's stack may have dramatic implications for how these API frameworks can execute requests for data exchange between databases.

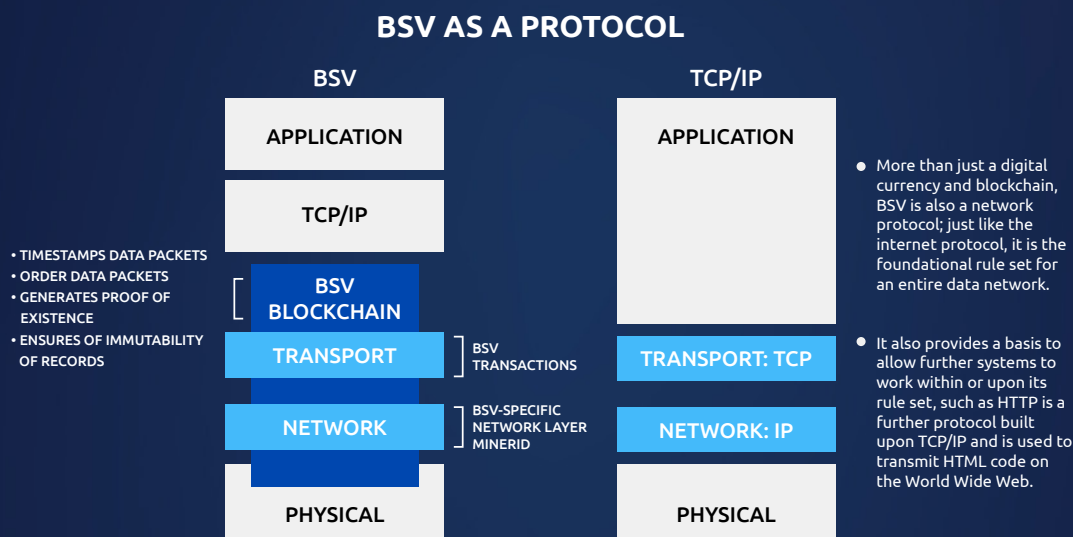
Suppose these various providers were to leverage the advantages of using a shared database whereby simple permissions could be delegated through hierarchical digital signature schemes. In that case, much of this technical burden could be alleviated.

It would be possible to retain a similar degree of analytics upon the data of customers using your portion of the Metaverse, but they would have to relinquish that capacity to some extent as they moved into domains maintained and developed by other providers.

## Building the Metaverse on a shared protocol

Using a shared protocol, with all code for network events eventually being compiled down to Bitcoin script, can ensure that some degree of functionality can always be preserved with much less technical overhead than if, for example, a back-end was to transition from Kubernetes clusters to some novel database system.

Additionally, having some [agnostic monetary unit to exchange value](#) could ensure users can transfer funds from one realm into another without having to send them back to a central payment processor such as PayPal or otherwise rely on the integration of PayPal accounts with their separate accounts provided by the different Metaverse proprietors.



This would have the effect of reducing fees for the customer as well as creating a much more secure system of monetary exchange.

If the Meta Metaverse relies upon PayPal for funding it still needs to have internal accounting for user exchange and mechanisms to prevent [double-spending](#) which would necessitate Meta acting as a mint.

Apple then would do the same as would EPIC games. In addition to that technical burden of interoperability and [security](#), this arrangement is also extremely inefficient in the sense that numerous providers are having to solve the same problems in individual silos.

If these companies were willing to relinquish some of their control over the content generated by all the users within the respective Metaverses and simply compete to offer attractive services which were all denominated in a token settled on a suitable blockchain then that arrangement would be mutually beneficial for all parties.

It may be a little intimidating for these companies to switch mentality where they must compete rather than lock people in. However, as they say, a rising tide lifts all ships.



# What enterprise leaders should know and do about the Metaverse

If we are to examine what enterprise leaders should know and do about the Metaverse, it may first be useful to define what an enterprise leader is.

Enterprise leadership is acting in the enterprise's best interests rather than one's business unit or function.

Under this definition, it isn't necessarily the CEOs of the largest companies, or highest worth individuals and their businesses that they've made their fortune through, but rather an ethos for putting the enterprise ahead of oneself.

Additionally, there are times when individuals can fulfil the role of a good leader for some period only to lose their way later. It appears as if several of the Silicon Valley company leaders may perhaps be falling into this second category.

Many get to the position where their business has achieved its meteoric rise, where equity in the company has been diluted through the various rounds of fundraising and stock offerings and where board meetings can make the strategic vision of the company about responding to market forces rather than realising the early vision of the founder.

## Metaverse is a pipedream without an interoperable, immutable, robust infrastructure with built-in value transfer

So, therefore, in the case of the question 'What enterprise leaders should know about the Metaverse?', the answer is to do what is right for your enterprise. This might involve being a first mover and adopting various technologies that may be being ignored or resisted by large segments of similar industries.

Without being underwritten by a stable carrier technology which allows for [interoperability, immutable records, a robust suite of transactional capabilities, and micropayment capabilities with near zero fees](#), the idea of the Metaverse is dead in the water.

The BSV blockchain has all these capabilities. Extensible protocols for address resolution (Paymail), relational data structures (Metanet), smart contracting capabilities (sCrypt) and a soon-to-be-released node software architecture (Teranode) ripe for microservices and event-driven architecture all offer significant advantages toward bringing many of the Metaverse aspirations into reality.



Application Layer	FTP	HTTP	SMTP	DNS
Protocol Layer	TCP		UDP	
Internet Layer	ICMP	IP		ARP
Link Layer	ethernet	token ring	point-to-point	

Unfortunately, much of the incumbent Silicon Valley and the big tech industry has adopted a parasitic business model of entrapment in walled gardens and with huge silos of user data and abuse their access to it by selling it to advertisers who make your Internet experience much worse. As such, these incumbents feel threatened by a new technology which can completely undermine this business model.

## ONE WORLD, ONE CHAIN

### Blockchain is fundamental for augmented smart cities

Blockchain tokenization and monetisation

- Data, access, ownership, trade/transfer
- Cryptographic chain of trust
- Accurate, secure, immutable

BSV blockchain

- Speed, scalability, cost



## A 'First Mover' opportunity for enterprise leaders

A real enterprise leader will not look to develop a business strategy by following what everyone else is doing in their sector but rather would have the courage to try new products, create robust testing metrics to evaluate the performance and adopt what serves them. If this is a completely new technology which no others are using, then a real enterprise leader should consider it an exciting opportunity to develop a first mover advantage. Especially if it gives them an edge in the quality or economics of their provision of goods and services.

## ENTERPRISE VALUE FRAMEWORK

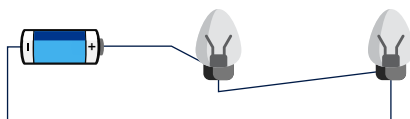


An enterprise, therefore, needs to find objective sources of information around the capabilities of various technologies and not fall into marketing hype and promises of future performance or smear campaigns against threatening upstarts.

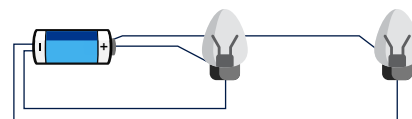
In the case of the BSV blockchain, in conjunction with extensive consultation from industry stakeholders, The [BSV Blockchain Association](#) oversees the [Technical Standards Committee](#) which produces well-documented standards that will ensure that innovations you deploy in your enterprise architecture are going to meet the requirements of interoperability and security necessary for developing a seamless Metaverse experience.

## BSV RESILIENT NETWORK SERVES AS A SECURITY SYSTEM

Today's web of trust infrastructure  
*Serial network*



Tomorrow's BSV resilient infrastructure  
*Parallel network*



DOWN THE LINE IMPACT



DETECTION AND ISOLATION





Additionally, using authoritative sources of accurate information such as the [Bitcoin SV wiki](#), [BSV Academy courses](#), and the [documentation for developer tooling](#) can ensure that you are following best practices and not wasting precious resources using outdated or unscalable methodologies in your development process.

Ultimately as both the idea of a practical implementation of the Metaverse and an unbounded Bitcoin protocol as implemented by the BSV blockchain are relatively new on the scene, there is a lot of work to be done in terms of creating functional libraries of resources and in-house protocols for managing data and payment modalities.

In this respect, an enterprise leader would also extend and accept invitations for collaborative efforts with other builders in the space such that they may realise where non-proprietary work is being duplicated, where avenues for interoperability may exist, or simply opening a dialogue with someone sharing resources they have developed which could save many hours.

Similarly, to build these connections with industry peers, attending events such as the [BSV Global Blockchain Convention](#) or other [industry-specific events](#) can be a great opportunity to see what technology is being showcased and who are the other enterprise leaders that may be likely to encounter similar problems as your enterprise.

In this nascent stage of the Metaverse and the BSV blockchain, an enterprise leader may well find it to be the case that getting even a simple product to market may involve them developing various protocols and technical standards, as well as a portfolio of intellectual property that could be licensed for an additional business model.

As an enterprise leader in this sector, the world is your oyster.

# What government officials should know and do about the Metaverse?

As has been discussed in earlier chapters, in its current iteration, the Metaverse exists as little more than a fanciful abstraction. With large players such as the Facebook consortium rebranding to 'Meta' to push hype for the Metaverse, many other players within the industry have begun putting forth their Metaverse aspirations as well.

Most of these companies, however, have significantly fewer resources at their disposal to solve the inherent challenges which need to be overcome to create a functional implementation of the Metaverse.

As such, government and regulatory bodies need to be aware of the current vapourware status of the Metaverse and how to manage enthusiastic Metaverse zealots so as for them not to dupe the retail investors.

Taxation, securities, anti-money-laundering legislation and financial regulatory bodies with a purview of these domains, have had their work cut out for them to keep up with the proliferation of platforms and projects in the blockchain industry.

Many of these projects have capitalised on this dearth of regulatory clarity to recycle and rebrand past scams and immoral ventures.

This has been done to the detriment of many naive people that have succumbed to the promises of yields, digital property rights, and the mantra of decentralisation in general.

It is the responsibility of regulators to weigh up both sides of the issue so as not to stifle innovation, but also, to protect people from losing lots of money in an easy-to-access speculative economy.

Government and regulatory bodies should be able to hold individuals and corporate entities to account for their false promises, failure to meet existing obligations for compliance with money laundering directives or other such regulations and simply scamming people out of their private equity.



## Metaverse without the BSV blockchain is 'fake news'

As far as can be seen from the technological stacks underwriting the aspiring Metaverse contenders, currently, there is effectively zero chance that a Metaverse reality can be brought into a material form on any other carrier technology than the BSV blockchain.

This places a significant challenge upon the regulatory bodies as the framework they create for promoting innovation and exciting new markets needs to have the substance to keep dishonest and irresponsible actors from causing economic harm with their deceitful or negligent offerings.

The [BSV Blockchain Association has taken a proactive approach by meeting with governments, and regulatory bodies and developing technical standards](#) with enterprises to ensure they can meet their obligations for compliance like the ['Travel Rule' requirement under the anti-money laundering directives.](#)


Additionally, patent pools have been set up with membership plans that ensure intellectual property rights are honoured and that licensing and compliance are an intrinsic part of the BSV society.

The blockchain R&D company [nChain has contributed a majority of the patents toward that patent pool](#), wherein many of which are essential to realising any of the Metaverse dreams.

It is interesting to note that an alliance of incumbent enterprises such as Twitter and Meta have launched legal action against the inventor of much of this intellectual property to both remove his right to profit from his inventions, as well as bring the intellectual property solutions they would need to create a Metaverse into their portfolios (though they claim it is in the interest of opening the patents to everyone).

In the not-too-distant future, the resolution to these legal challenges could disambiguate the rights to these various inventions which in turn could lead to a huge fallout in these industry incumbents for their intellectual property theft.

A recently announced [patent retroactively granted to nChain in 2016 puts the Ethereum Non-Fungible Token standard \(EIP-721\)](#) in violation of the patent and as such anyone involved in deploying that technology for commercial purposes can be held liable for damages.



To mitigate the fallout from such enforcement, the [BSV Blockchain Association and sCrypt](#) have developed a [Transpiler](#) for migrating the Solidity codebase of any Ethereum projects to native bitcoin script such that they can continue their business operations on a technological substrate that scales, and has consistently low fees and is under the protection of the Open BSV licence for the intellectual property.


Other such initiatives are being developed to allow those that want to port over before the enforcement takes place.

In this respect alone, there is zero chance of a Metaverse reality being underwritten by the Ethereum blockchain if their NFT functionality is removed because deploying it exposes a developer or issuer to the unlimited liability of damages.

This is not to mention the [extreme technological limitations and lack of scalability of the Ethereum platform](#).

Therefore, government officials and regulators need to keep an extremely close eye on any Metaverse operator who claims an Ethereum-based Metaverse. Similarly, if Twitter or other social media giants are unsuccessful in their efforts to free up some of the nChain patents which are highly likely, then they will be forced to engage in their own R&D processes as nChain has been doing for the last 6 to 8 years and even then, without the First Mover advantage.





## What developers should know and do about the Metaverse

If a developer wants to enter the foray of the Metaverse then at this stage of the game, they have their work cut out for them.

It is critically important that developers are sure that they are setting off on the right trajectory so as not to find themselves completely off the mark in a few years concerning how the space moved on and two or more years of technical debt.

## Without Bitcoin, the Metaverse you build on will crumble

Getting straight to the point, what a Metaverse developer needs to understand is that, as Bitcoin is the missing piece of the puzzle that allows the whole thing to come to life, developers will essentially have to be a [Bitcoin](#) developer on top of whatever type of application they are building.

Sure, there may be a team of developers where some have more front-end experience, some specialise in the internal business logic and architecture and some on the server or data management side, but fundamentally they all should have [an awareness of how Bitcoin works](#), and all should be part of a cohesive framework for managing [bitcoin transactions](#) under a hybrid of event-driven and microservices architecture.

Metaverse developers will have to solve many unique problems as they bootstrap the ecosystem, but at the same time, will also encounter many issues that other people may have already solved or are in the process of solving.

## Working blockchain and LiteClient for cost and operational efficiency

In most cases, a developer ought to consider their application as a series of protocols or routines for interacting with the chain through the [UTXO model](#), as well as managing their [working blockchain](#) which may either summarise or wholly represent their business activity.

Shifting into the paradigm of developing with a working blockchain rather than a fully synchronised node client is critical for developing scalable and efficient systems.

There is [no need to fetishise writing data to the chain just for the sake of it](#), but rather, a developer should consider what advantages can be obtained from doing so and make an economic decision based on a cost-benefit analysis.

Many early applications that interact with the BSV blockchain have found that when they relied on running a fully synchronised version of the node client to manage their read and write functions, keeping up to date required a serious piece of computer machinery to simply hold the growing blockchain of which more than 99% of it is irrelevant to their business activity.

In light of this, developers should leverage the prune-ability of [Merkle trees](#) and [the SPV paradigm](#) to only store transactions they are interested in and their Merkle paths, which are then securely anchored to the main chain via the Merkle roots and the chain of block headers. This framework will drastically reduce overhead on the hardware side of things.

The [recent release of the LiteClient](#) gives developers most of the resources to generate SPV transactions with direct payment protocols which relay standardised Merkle proofs, though they will still need to create their custom implementations for their working blockchain depending upon their use case.

## ADVANTAGES OF SIMPLIFIED PAYMENT VERIFICATION

**The advantages of using SPV are clear in terms of the volume of data required:**

A wallet can store all necessary block headers in around 50mb - this covers the entire blockchain (as of January 2020, with 80 bytes per block and around 620,000 blocks in the chain). The total grows linearly at around 4mb per year (i.e. it increases by 80 bytes with each block mined, regardless of the size of the block)

Contrast this with the hundred of gigabytes which would be required to store the entire chain, if SPV were not being used.

The size of the data required for the merkle paths is of maximum  $64\log_2\{n\}$  bytes, where n is the total number of transaction in one block.

Section 8 of the Bitcoin Whitepaper:

"...[An SPV client] only needs to keep a copy of the block headers of the longest proof-of-work chain, which he can get by querying network nodes until he's convinced he has the longest chain, and obtain the Merkle branch linking the transaction to the block its timestamped in..."

Section 7:

"...A block header with no transactions would be about 80 bytes. If we suppose blocks are generated every 10 minutes,  $80 \text{ bytes} * 6 * 24 * 365 = 4.2\text{MB}$  per year..."

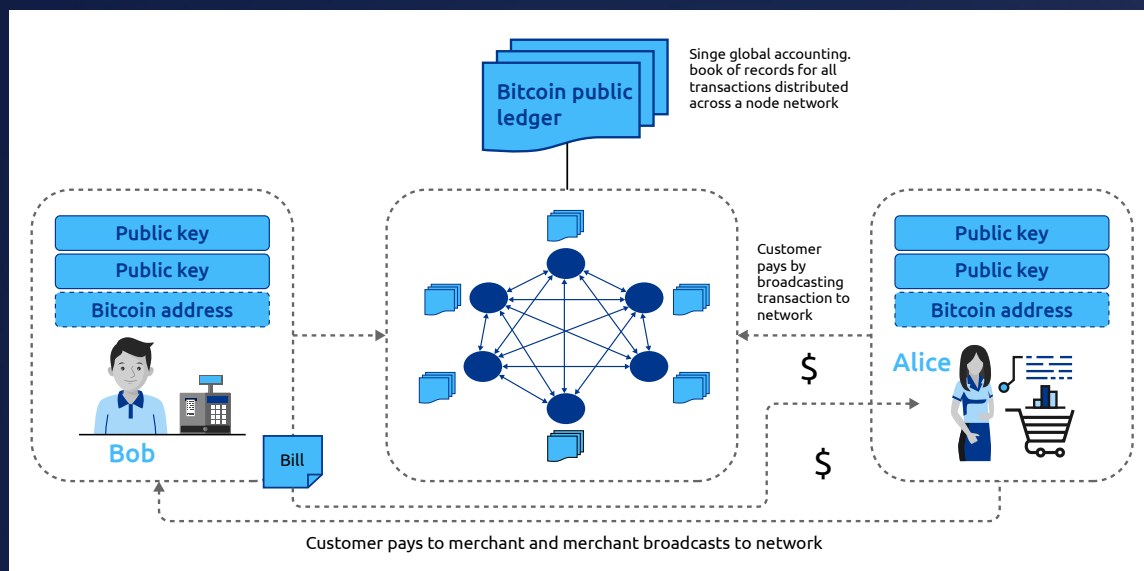
## Building web 2.0 applications

Metaverse developers need to get away from the idea of the accounts-based model of setting up web 2.0 applications. The ideal architecture for a Metaverse application would be a deterministic set of API-driven pipelines whereby a user, who is identified only by their public-private key pair, can push their data through a specific set of functions which will lead to a unique state change for that key pair in the local delivery of the application.

This may mean entirely new ways of managing a hierarchy of identities for a user. To seamlessly navigate the Metaverse, Alice may have one master key pair which delegates a range of subordinate key pairs, where each of which is used in a specific range of services.



Alice Brown may have her master identity associated with her passport and government documentation, a subordinate key pair that masks these important documents yet allows her to participate as 'Alice B' on various social media platforms, and another identity of 'AB' which she uses for more privacy or 'throwaway' services.



In the future, this key management may even be integrated into the operating system of the device like switching between users on a computer. It may be that this identity management is tightly coupled with the device hardware to achieve an extremely high degree of digital security and applications are granted permissions from the different 'users' for generating transactions as those identities.

## Bitcoin plus IPv6 are a match made in heaven

To realise the full peer-to-peer (IP2IP) functionality of the Bitcoin paradigm, developers should familiarise themselves with [IPv6](#) and think about how their applications could be structured to reap the advantages of generating a new IP address for each session. This may be to ensure maximum privacy as users pipe their data through the API framework as bitcoin transactions or to create different payment schemes for routing transactions through the network depending upon their priority.

By using a fresh IP address for each session as you pipe user data through deterministic API routines, these microservices can levy micro or nano-payments which can allow the application to achieve a profitable route to upscaling their userbase without having to pursue the traditional avenues of raising capital.

This model can ensure that originators of ideas can benefit from their products and retain more oversight into how they expand their user base without having to rely on advertising-based models.

## Build beyond Big Tech's walled gardens

With the business models for Meta's Metaverse going to take upwards of 30% of the payment received for metaverse purchases, being able to capture value at a much more granular level will be much more satisfying for both users and developers.

The Metaverse should be a rich ecosystem of innovation and value-adding rather than a walled garden for advertising cartels and big data to squeeze as much as possible from the customers who will be generating most of the content in the world.

## About the BSV blockchain

[The Association for the BSV blockchain](#) believes that blockchain holds the key to better data for a better, more honest, more connected world. We believe in a world where there will be only one ultimate public blockchain, just like we operate on a single public Internet.

It is a vision for one world that is more connected. One data network that tears down walls and builds bridges, one blockchain that can unite the corners of our globe. It is a vision for one system that helps us reach out to people peer-to-peer, connecting across a single universe of constant digital interactions.

The Bitcoin protocol was introduced to the world as an electronic cash system to reinvent Internet payments by removing intermediaries and using a distributed ledger of transactions organised into blocks connected across time.

But those blocks can contain more than just payments. They can contain the most valuable commodity of our digital world – data.

And therein lies blockchain's bigger vision: the fusion of data and money to connect everything, a digital currency without geographic boundaries.

One data protocol to power business applications.

One universal source of truth to break down data silos and open data transparency.

One ledger that can track products, assets, our rights and the very sustainability of our planet.

One system that can make our communities smarter, healthier and better.

But it all starts with data. And if data is managed across the world in a way that is more transparent, more connected and more powerful, you can connect everything and everyone, wherever in the world you are.

We believe the future can be brighter and better with the BSV blockchain, because better data makes a better world.

