**CIS 4760 / CIS 5760 - Blockchain for Business**

**Business Consulting Case Study #2**

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Source: https://basicattentiontoken.org/

**Tasks**

1. Read “Token Use Case” – Shermin Voshmgir [attached PDF on AsULearn]
   * [https://learning.oreilly.com/library/view/what-is-the/9781492072973/ch02.html#purpose\_driven\_tokens\_a\_new\_type\_of\_value\_creatio](https://learning.oreilly.com/library/view/what-is-the/9781492072973/ch02.html%23purpose_driven_tokens_a_new_type_of_value_creatio)
2. Watch “What is Basic Attention Token? BAT + Brave Browser Explained with Animations
   * <https://www.youtube.com/watch?v=uBI3kF0vs-U>
3. Read “Blockchain is Much More Than Crypto” – David Solomon | WSJ

* <https://www.wsj.com/articles/blockchain-is-much-more-than-crypto-david-solomon-goldman-sachs-smart-contracts-11670345993>

**Answer the following questions, check grading rubric to earn most points**

1. After reading the chapter "Token Use Cases" by Shermin Voshmgir, how would you define the concept of the token economy? What are the key differences between traditional assets and cryptographic tokens, and how do tokens facilitate new forms of value exchange in decentralized systems?
2. Based on the video "What is Basic Attention Token? BAT + Brave Browser Explained with Animations," explain how BAT integrates with the Brave browser to create a new advertising model. What problem is BAT designed to solve, and how does it align incentives between users, advertisers, and content creators?
3. Reflecting on David Solomon's article "Blockchain Is Much More Than Crypto," discuss how blockchain technology can be applied beyond cryptocurrencies. What are some of the key advantages of using blockchain in traditional financial markets, and how do tokenization and smart contracts enhance efficiency and transparency?

**Additional Task** (15 points bonus)

* As a hands-on activity, download the Brave browser, create a Basic Attention Token (BAT) account, and start earning BAT by viewing ads. Based on this experience, what potential use cases or business models can you envision for tokens like BAT in the digital content creation space? Consider how you might start a side business leveraging such a token economy.
* Provide a screenshot of your BAT account – below is the example

A screenshot of a phone

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* Use Powerpoint or Canva to create one or two slides to present your digital business model you envision for tokens like BAT

Note: *Make sure your answer satisfies the grading rubric requirement to earn the highest points*

**What to turn in**

Each student will need to turn in the following:

1. A properly prepared & named Word Doc (\*.docx).

Make sure you name your file as “**LastName\_FirstNaminitial–Business Case 3**” and upload on AsUlearn to earn ***80 points.***