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**ZILLIQA** /'ZILIKθ/ ”

# THE BLOCKCHAIN THAT MEANS BUSINESS

**MAX KANTELIA**, CO-FOUNDER

6TH OCTOBER 2018

9 out of 10 blockchain POC projects do not go into production (Forrester, July 2018)



# WHY?

Companies using a blockchain when they don't need one

Keeping up with the trend (fuelling the hype)

Lack of scale and security - the big technical issues

It is still an early stage technology

The screenshot shows the Netscape homepage. At the top, a banner features the word "NETSCAPE" in large letters and "YOUR GUIDE TO NAVIGATING THE NET" below it. To the right of the banner is a small image of a sailboat on water. Below the banner is a navigation menu bar with seven items: "NETSCAPE DESTINATIONS", "COMPANY & PRODUCTS", "INTRANET SOLUTIONS", "DEVEDGE ONLINE", "GENERAL STORE", "ASSISTANCE", and "ONE STOP SOFTWARE".

## IN-BOX DIRECT DELIVERS BEST OF WEB

OCTOBER 19-21: Visit Netscape [In-Box Direct](#) and take advantage of an amazing array of Web-rich interactive content, delivered right to your mailbox. In-Box Direct maximizes [Netscape Navigator 3.0's](#) ability to receive pictures, video, audio, and more.



Netscape [unveiled](#) a new line of intranet solutions for an expanding market of rich, open email and groupware. Using [Netscape Communicator](#) client software and [Netscape SuiteSpot 3.0](#), corporate customers can build and manage full-service

### DOWNLOAD OR PURCHASE THE LATEST NETSCAPE SOFTWARE

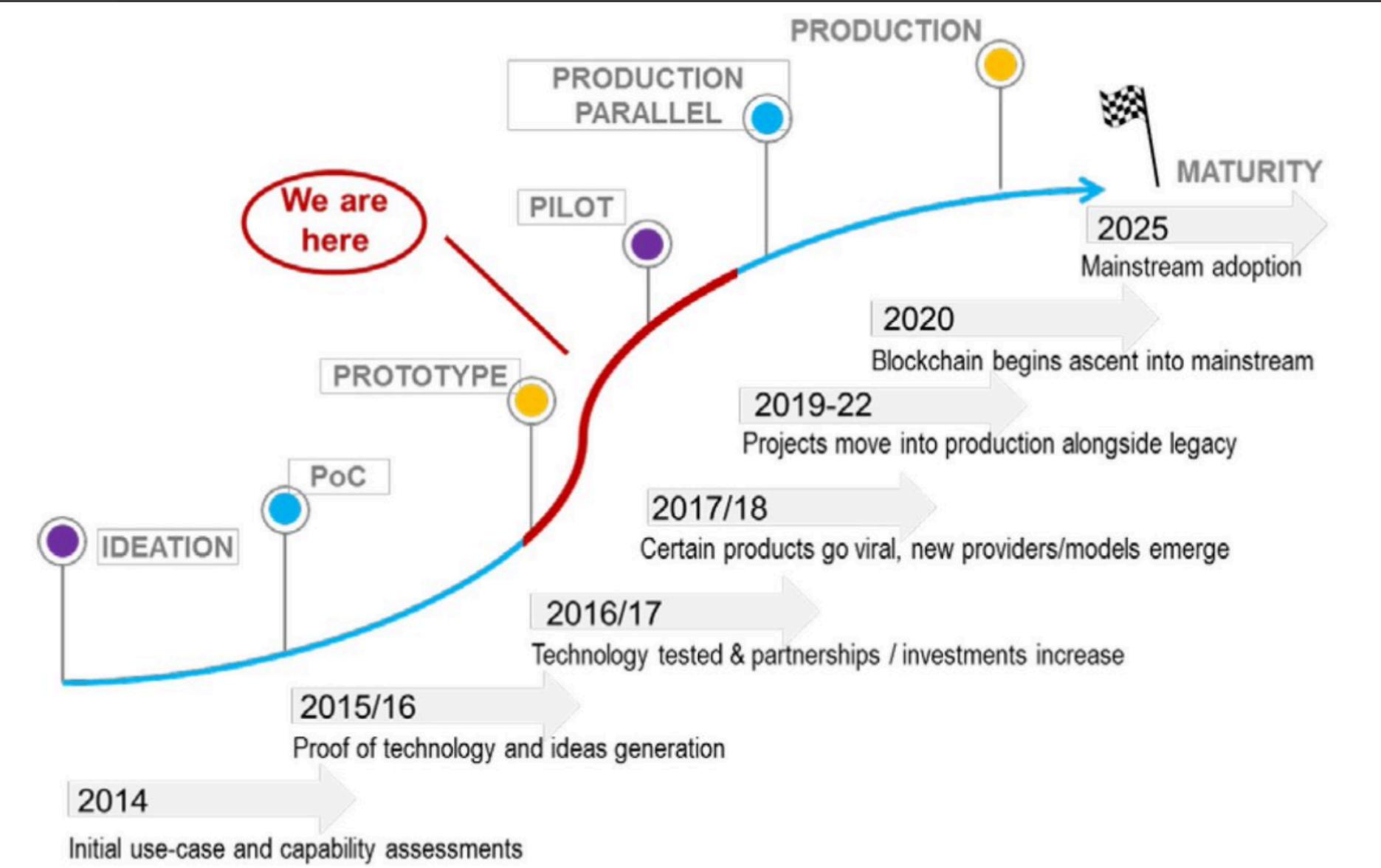
Select here and click below

JavaScript Enabled



### GENERAL STORE SPECIAL

Check out [Navigator 3.0](#) - all platforms.  
Perfect for fall: [Weekender sweatshirts](#) - now



# BUSINESS USE CASES

## DIGITAL ADVERTISING

the global digital advertising industry is worth over US\$192 billion

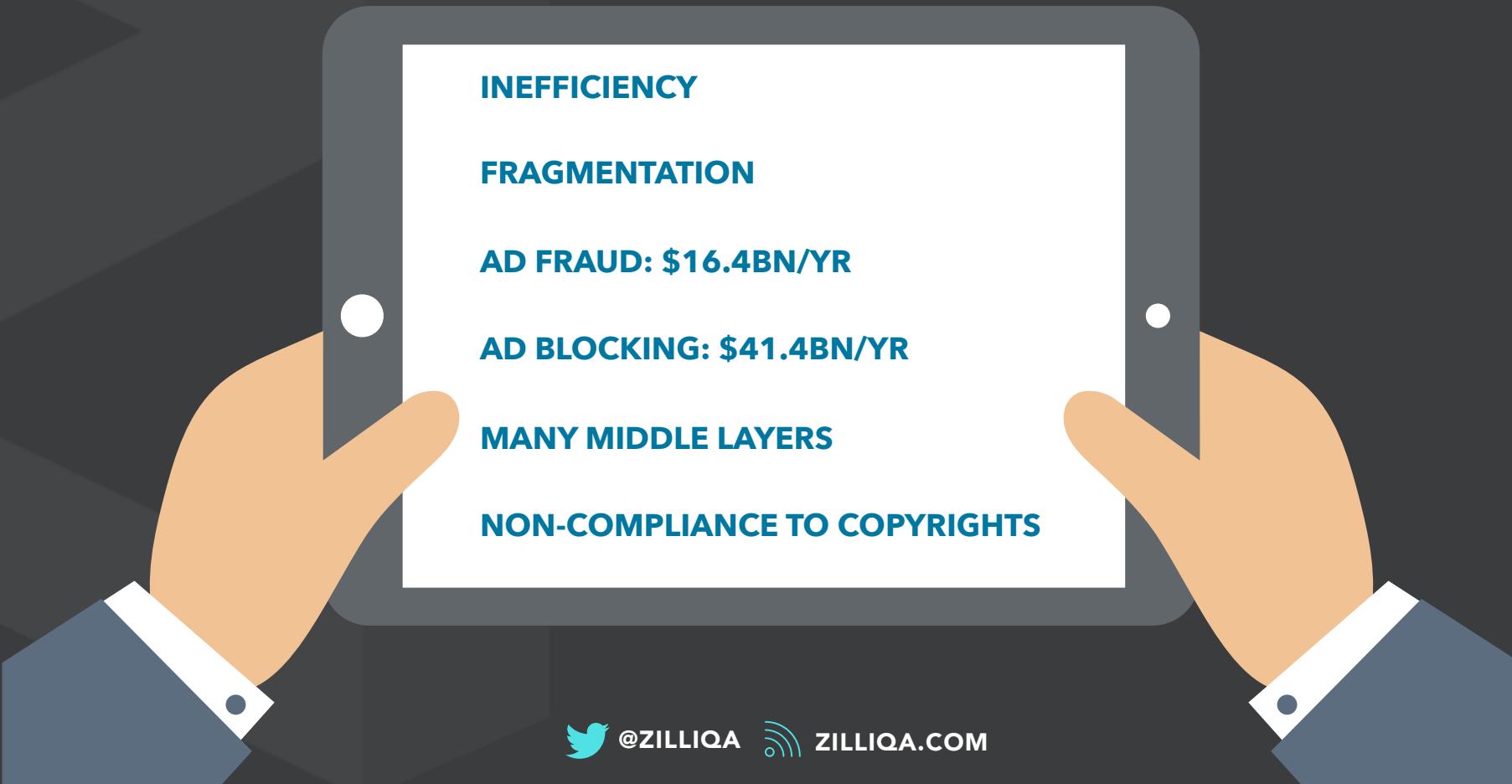
## GAMING

Games market expected to hit \$180.1 billion in revenues in 2021

## FINANCIAL SERVICES

The Global Stock Market Is Now Worth a Record \$76.3 Trillion

“ **DIGITAL ADVERTISING**  
MULTIPLE CHALLENGES, INCLUDING:



INEFFICIENCY  
FRAGMENTATION  
AD FRAUD: \$16.4BN/YR  
AD BLOCKING: \$41.4BN/YR  
MANY MIDDLE LAYERS  
NON-COMPLIANCE TO COPYRIGHTS



# “BLOCKCHAIN-BASED ADVERTISING SUPPLY CHAIN”

PUBLISHERS SUPPLY  
SMART CONTRACTS  
  
INVENTORY AVAILABLE  
INVENTORY DESCRIPTORS



MARKETERS DEMAND SMART CONTRACTS

IMPRESSION VOLUME  
DELIVER DEADLINE  
TARGETED GROUPS OF USERS  
GEOGRAPHIC RESTRICTIONS



SMART CONTRACTS  
ARE MATCHED AND AUDITED  
  
IMPRESSIONS  
SATISFACTION OF DEMANDS  
PAYMENTS

# “ PARTNERSHIP WITH MINDSHARE,,

Mindshare has announced that it has formed a partnership with Zilliqa, a **blockchain** protocol, which will see the WPP-owned media agency use the platform to address advertising in relation to fake news, develop strategic initiatives around data privacy and develop an industry-wide tokenisation program.

Mindshare, the global media agency, recently signed an important [partnership](#) agreement with [Zilliqa](#), the Singapore-based [Blockchain](#) technology company, to begin testing Blockchain solutions for fake news, data [security](#) and a potential industry-wide [token](#) system for validation.

Mindshare is a massive company with 7,000 employees and \$31 bln in revenue, and their involvement with Blockchain technology will make huge waves in the coming months and years. [Cointelegraph](#) sat down for an exclusive interview with Gowthaman Ragothaman, the Chief Strategy Officer of FAST at Mindshare to understand more about their growing Blockchain interest.

THE DRUM



THE COINTELEGRAPH

# Not Just CryptoKitties - The Gaming Industry Is Stepping In Blockchain

# BUSINESS USE CASES

**YOU NEED MONEY TO PLAY POPULAR GAMES**

**GAME ENTREPRENEURS NEED A SAFE & SECURE ENVIRONMENT TO DEVELOP AND MONETIZE GAMES**

**PLAYERS NEED TO SECURELY BUY AND SELL IN-GAME ASSETS - THEY NEED SAFE & ECONOMICAL PLATFORMS**

**PLAYERS PLAY MULTIPLE GAMES & NEED THEIR PROFILES TO BE INTEROPERABLE**

# ETHEREMON

- CAPTURE, TRAIN, BATTLE, TRANSFORM, AND TRADE VIRTUAL MONSTERS
- EACH MONSTER IS UNIQUE AND CAN BE STORED IN YOUR OWN WALLET
- BATTLE INFORMATION IS STORED ON THE BLOCKCHAIN



**EKOPI**

It lives in open eucalypt woodlands. Ekopi love to climb up the trees and eat the leaves that make up most of its diet. They like to craft various objects and weapons with leaves and twigs.

HP: 61 - 92, +3 each lvl	PA: 68 - 99, +6 each lvl
PD: 36 - 67, +6 each lvl	SA: 43 - 74, +3 each lvl
SD: 76 - 107, +6 each lvl	SP: 36 - 67, +3 each lvl

## The siren call of T+0, or real-time settlement



THE CLEARING HOUSE OF THE NEW YORK STOCK EXCHANGE

NO. 45 NEW STREET

ROBERT P. DOREMUS, CHAIRMAN OF THE CLEARING HOUSE COMMITTEE

WILLIAM V. CAROLIN, MANAGER

The NYSE's clearinghouse in 1898, six years after its founding

# MAS, SGX and Partners to explore DvP Settlement Across Blockchain Platforms



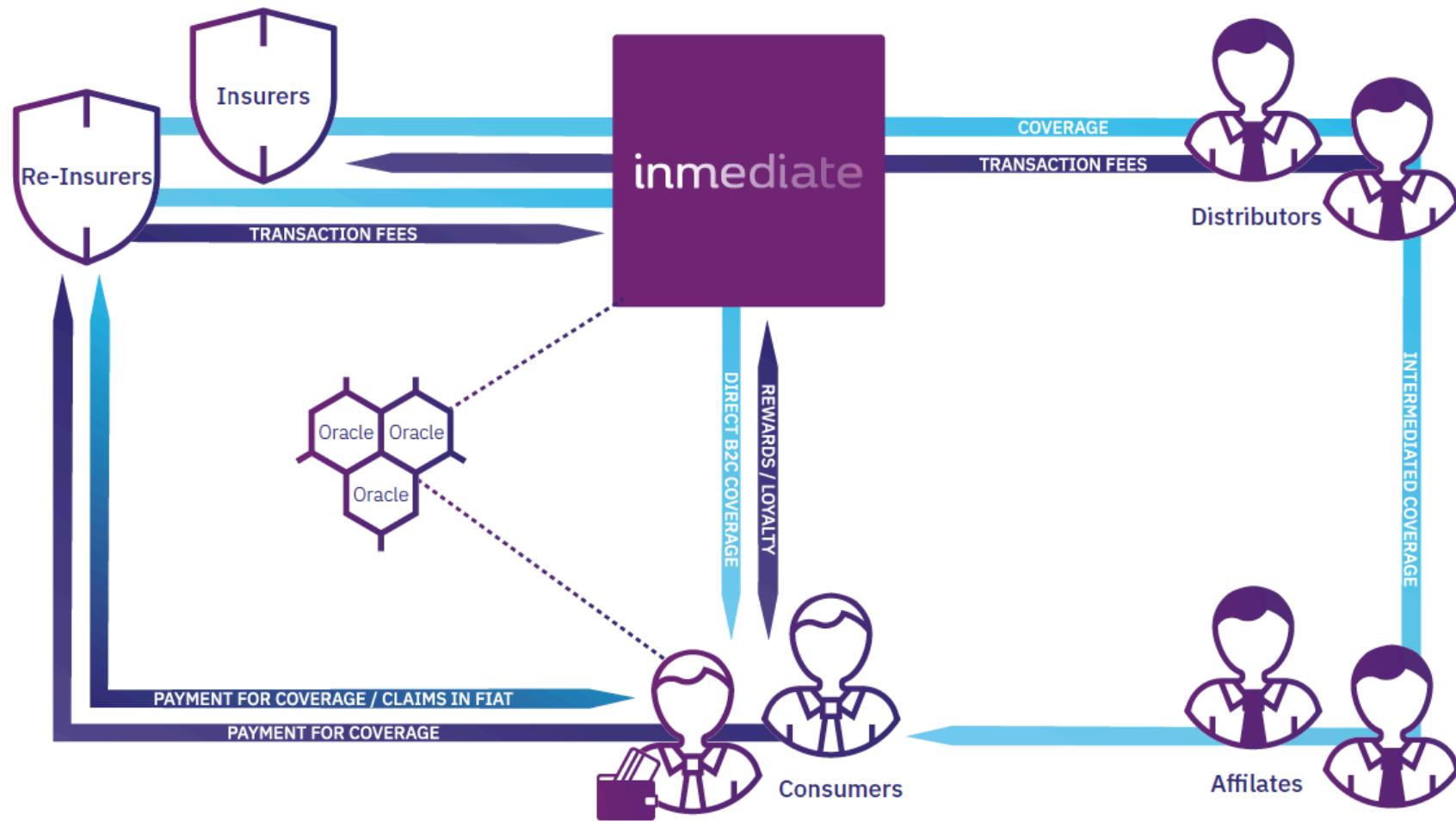
## *In the future...*

Cars, electronic devices or even home appliances can have their own insurance policies registered and administered by smart contracts on a blockchain network, automatically detecting damage first and triggering the repair process and payments.



- Lowers the costs of insurance significantly
- Connects insurers, re-insurers, brokers, distributors and customers
- Is solid, consistent, secure, clear and future proof
- Enables new insurance products and
- Is available everywhere, anytime to everyone

We call this: the Inmediate network.



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