

21CRYPTOS

INTERNET 3.0
WILL START
IN THE
THIRD
WORLD

5 NEW
PROJECTS
BUILDING
ON NEO

CRYPTOLINA EXPO
MEET THE PEOPLE
BUILDING DURING A
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FEATURETTE

JULY 2018
ISSUE 9

US\$10

**CECILE BAIRD'S
BLOCKCHAIN
FOR GOOD
ROUNDTABLE**

THE LEADING MINDS AND MOST ALTRUISTIC SOULS MEET IN THE
LAGUNA BEACH HILLS TO PLAN OUR FUTURE

AI MUSINGS

CRYPTO ART

THE SCAM
THAT GIVES

WHO'S BUYING
WHO?

CRYPTO FOR
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AT THE *T A B L E*
W H E R E O U R
F U T U R E I S
F O R G E D



• FEATURE •

By Ananke,
co-founder and head of
development for 21cryptos.

BLOCKCHAIN *FOR GOOD* .

is a think tank which brings together the greatest minds around the world, all there to debate how blockchain can serve the greater good of humanity, society, the economy, and our environment. This recent third roundtable event was held in the hills above the picturesque Laguna Beach, Southern California. The Blockchain For Good roundtable was followed by the Blockchain SoCal Club, an exclusive event for the blockchain community, hosted by Decentr.l.Agency, & sponsored by clients AChain, BlockEx, BlockPass, CoinWeb and Evident Proof, where a further 100 industry experts from the local and global blockchain industry joined for a champagne reception and dinner. 21CRYPTOS was privileged to gain access to this exclusive event.

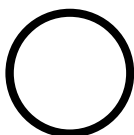


Blockchain for Good (BC4G), was founded by Cecile Baird, with support from Philanthropic advisor Nancy Christiano. Cecile has had a successful career as a marketing executive, working as CMO and Head of Marketing for several technology companies. In addition to Blockchain for Good, Cecile is co-founder of Decentr.l Agency with BlockchainProf, who hosted the meet.

The event was attended by a wealth of talented individuals. From the altruistic Herb Stephens of Democracy.Earth, to Jim Doty - Founder & Director of the Centre of Compassion and Altruism Research and Education at Stanford. The list of titles and accreditations would be frankly obscene to share.

During the roundtable we were presented with a number of projects working towards improving human lives, each looking to blockchain for the answers. Although interesting projects were represented, the main focus was a discussion outlining the toolkit blockchain offers for good works. This is the question I seek to answer in this article: what are the fundamental properties of blockchain technology that make it an attractive solution for non-profits, charities and socially minded businesses?

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THE *CORE* OF THE ROUNDTABLE
DISCUSSION: *TRUST*, TRUTH
AND *TRANSPARENCY*





TRUST



It would be fair to say that we're experiencing a drought of trust in our lives these days. Corruption and authoritarianism plague governments. Even charities are being accused of stealing money. News, social media and advertising have given us a suspicious eye as the phrase 'fake news' is flung recklessly around from all angles. Trust is important, dare I say vital to our futures, and BC4G knows this all too well.

BC4G'S FIRST PRINCIPLE IS 'BLOCKCHAIN IS *TRUST*, AND TRUST IS AT THE *HEART* OF BLOCKCHAIN.'

The discussions opened by highlighting this concept, and how it's one of the most important benefits of this new technology. Blockchains can be trusted more than traditional databases because you can't update or delete any of the data stored there. While a standard database has four functions: create, read, update, and delete, a blockchain only has two - create and read. This means that while there will always be a question of trust with a traditional database - 'Has an error corrupted this data without me knowing? Has someone tampered with it?' trust is a given with blockchains, as any data created with this tech is immutable - meaning it can never be changed - thus ensuring that whatever it is you're looking at is exactly the same as when it was first created.

There are some who realise the importance of this trust in systems, and are actively working to provide a method of taking this to the world at large. The CMO & Director of Blockpass, Hans Lombardo, has created a self-sovereign identity portal using the blockchain. He and the talented Blockpass team are utilising inherently trustworthy transactions to express data in a safe way - a way in which there's trust in the ownership of the data, trust in the transmission of the data, and trust in the ability to see who, when, where, and how that data is used.

BC4G Principles 1

BLOCKCHAIN IS TRUST, AND TRUST IS AT THE HEART OF BLOCKCHAIN

Trust in its own right has value.

Blockchain stores values.

And is two-way authentication of value.

It offers confidence.

It offers the single source of truth.

Blockchain is trust, and trust is at the heart of blockchain.



BC4G Principles 2

BLOCKCHAIN IS NOT A CRYPTO-CURRENCY

Blockchain it is not Bitcoin, Silk Road, Mount Gox, or The DAO.

Its sole purpose is not to support crypto-currencies.

Blockchain is a new technological approach to underpinning a brave new world where trust is changing.

Blockchain is not a crypto-currency.

~~~~~ T R U T H

If person A sends ten tokens to person B, then the resulting block will retain the evidence of this. What guarantees truth is decentralisation.

Decentralisation allows for the network to consistently verify that the truth really is the truth. Rather than relying on the integrity of a few key individuals with access to the entire database, we can rely on the network. call

me a pessimist if you wish (I like to think of myself more as an optimist in progress) but I do not trust human nature to be consistently infallibility and incorruptible. In the decentralised model - it is in everyone's best interest to maintain that truth. Now I'm not saying we should give over the better parts of our nature to the machines, but they can certainly provide us with a framework where we can express trust on a systemic level that's been previously unseen across large networks.



T R A N S P A R E N C Y .

~~~~~ ●

The final metric, transparency, is another property key to decentralisation. Everyone has access to, or can actively validate, the blockchain. Meaning we can inspect the transactions on the ledger and determine, to a greater or lesser degree, when and what transactions are made. Now, depending on the architecture, the amount of specific data that is transparent is debatable. However, currently with public blockchains if we have the necessary additional data, such as a wallet's owner, then we can audit reliably down to the individual even in the face of massive amounts of data.

Now, we're not out of the woods yet. Blockchain is still in its infancy. Discussion during the roundtable was focused on the potential and future of blockchain, rather than a long list of how it is currently being used today. If we're to learn from the past, then this development stage is an important time to identify and combat the dangers of using this new technology.

With that in mind, I've outlined three of the most powerful aspects of blockchain. However, we must be aware that with this power comes the potential to misuse it. If we create a technological monolith and declare it

the source of complete truth and trustworthiness, then we've also created an attractive tool for those looking to control and manipulate the world around them.

Here's an example outlined by Alex Gladstein, Chief Strategy Officer at Human Rights Foundation, on 'enterprise' or 'private' blockchains. These projects offer the same great functionality as a public blockchain, however, they are also able to make edits. They can have the ability to censor wallets, make transactions and action smart contracts privately on the blockchain without the public consensus network. This is attractive for many businesses or institutions that want to utilise certain aspects of the blockchain, yet are happy to trade trust and transparency for functionality. It is important for the public to be aware of the power of the operators to control their blockchain - who has the master keys? What do those keys unlock? If the public assumes that the blockchain they are using is decentralised and public, then they may be unaware of any potential abuses occurring in the background. This would make it an especially powerful tool for authoritarian regimes. '...bad actors will always take advantage of new technology first.' Alex states. They can aspire to the reputation and principles of a public blockchain, only to run a private chain where they would have the keys to the records of 'truth' and enhance their control over people.

BC4G Principles 3

**BLOCKCHAIN IS DISTRIBUTED POWER**

Old power controls value.  
Value controls our lives.

For far too long, power has been mediated by the select few.  
The selected few has been authenticating integrity.  
Vested interests and manipulation have prevailed.

However it's time to take back control.  
Blockchain is network integrity.  
It is transparency by design.

Blockchain does not allow vested interest in any one individual.  
Blockchain is distributed power.

foster carers and support workers - each attempting to contribute to a different pool of information.

These situations and environments are always challenging for the children, to say the least, and one example of a detrimental result from this is that we see a worrying number of psychotropic drugs be prescribed to these children. These prescriptions can be made by multiple professionals throughout their lives, and as a result it can be difficult to maintain consistency and collaboration. To tackle this, blockchain can provide a source of truth across all aspects of a vulnerable persons life, not to mention providing data on the systemic problems they are facing. By streamlining this process the US government could save tens of millions of dollars a year and hopefully improve the lives of current and future foster children dramatically. In addition, it can ensure the dignity of the individual by giving them the ultimate control over their data. A similar approach on data management could tackle some of the largest issues in any modern society, for example providing more effective aid to refugees, or native citizens facing homelessness.

As we sit atop a hill in one of the wealthiest parts of the world, each of us with a super-computer in our pocket, it would be easy to see how technology could provide a solution to all of the issues in the world - after all, it's already part of the fabric of our lives and our environment.

Yet we are seeing not only rising wealth inequality but also technological inequality. The average teenager in a technology rich region of the world has a computer, a smartphone, and has been educated on both since an extremely early age. You can even witness babies who understand touch screen UI conversions before they can speak. Not to mention that these individuals usually have unlimited access to a fast internet connection and cheap, reliable electricity. These things are not guaranteed in developing countries where this technology could be most effective, and where trust and the redistribution of power are needed most.

We need to work alongside fantastic entrepreneurs and programmers originating from these nations to ensure we are supporting them in the new and unique challenges they face. We have to ensure that global solutions are carried by a stable global infrastructure. As James Waterman first expressed, we are looking at an exponentially evolving technology. As the power of blockchain increases, we have to be careful not to stretch this inequality further.



# TECHNOLOGY & EFFICIENCY

Efficiency is a particular bugbear of charities and governments alike. Because they are held accountable by the general public, they must ensure that tight budgets are spent effectively, often times while under-funded, overworked and with short development cycles.

James Waterman from the Singularity University provides us with a key example of where blockchain could be used for good by looking at the foster care system in the US. "The information and data around these children's lives are housed in these silos in many organisations and places," he says. Some foster children are placed in multiple homes and schools during their life. With each new placement they're interacting with new teachers,





## DEMOCRACY & INCLUSION

"Get the keys and the data in the hands of the user," says Herb Stephens, President of the Democracy Earth Foundation.

Blockchain technology has the ability to distribute power back to the user on a technological level. It can often feel like we have control over our data - is this not why we have a password and username, to stake a claim to our corner of the system? However, as we have seen recently with Facebook and Cambridge Analytica, big data is big business. It can be used to sell us products, a lifestyle, even to potentially manipulate the masses and sell a political ideology. That one is by far the most unnerving. Of BC4G's principles, no. 10 is perhaps the most important: 'Blockchain is New Power'. This new tech can be used to distribute the power of data back to the users - which is vital in this new age as data is a lucrative asset, one that is often too tempting to ignore for the organisation collecting it. More

often than not we're giving this data over willingly, to be used as seen fit within the terms & conditions we click 'accept' to, which of course all of us read carefully... Many people may always value their ability to, say, play Farmville over protecting small bits of data they don't really care about, but luckily Blockchain seeks to solve this major issue so as individuals, we don't have to.

Dan Mapes - Founder at Verses.io, and advisor to the UN - had a prediction for the future that saw an evolution from capitalism to a more cooperative model. Dan outlines how currently, 'capital is unconnected to the product, it is only looking at ROI.' This infers, in broad terms, that capital does not flow inline with any specific values, and that it will fuel both positive or negative actions as long as there is a ROI. Leaving our fate to capitalism has been incredibly beneficial in some ways. 'Capitalism is great, it created an

### BC4G Principles 4

#### BLOCKCHAIN IS NEW VALUE

Old value is controlled.  
 And controlled by the privileged, the select few.  
 Currency is authenticated by banks.  
 Language is authenticated by the people.  
 Blockchain authenticates software.  
 Software underpins our brave new world.  
 Software delivers new value.  
 Blockchain passes value through to the people.  
 It enables a fair value exchange.  
 The incentive is upon us all, not for the select few.  
 Blockchain is new value.



amazing amount of abundance... [but] it's run its course, it's now becoming toxic.' Can blockchain be the guiding hand for curbing reckless corporate behaviour? It could be that the token-based economy - the new economy - will be a foundational step towards this. With the introduction of the token we can bridge the gap between shareholders and product, between founders and investors.

WE REMOVE THE *BUREAUCRACY*  
BY HAVING AN *IMMUTABLE*,  
SMART AND *TRUST-BASED*  
SYSTEM BAKED INTO THE  
*BLOCKCHAIN*.

The result would be a large influx of cooperative investors, where all users of the project are shareholders, each aligned in making the best possible system. With smart contracts, voting mechanisms, AI and many more developments - we're given tools to help democratise the organisations we use.

# THE FUTURE IS COLLABORATION

There was a wonderfully open and collaborative nature to the businesses represented at the roundtable, a nature that is fortunately also present in the wider industry. It's a refreshing culture of open-source and cooperative decision making. From exchanges such as Ethfinex, the sister exchange to the popular Bitfinex, who's Will Harbour praised their non-hierarchical structure - to major projects working towards uniting blockchains rather than drawing battle lines. Coinweb ([www.coinweb.com](http://www.coinweb.com)) seeks greater interconnectivity with its simplified wallet addresses. These addresses are as easy to use as email, and span multiple blockchains, in addition to being part of an ecosystem that has the capacity to incubate new token projects within it. Other platforms at the event such as Achain ([www.achain.com](http://www.achain.com)) also promoted collaboration. Their goal is to create a global blockchain network by allowing projects to issue and manage their tokens on an interconnected platform.

If you were drinking the punch at this event, you'd be forgiven for getting

## BC4G Principles 5

### BLOCKCHAIN IS FAIRER SHARE

A fairer share of distribution of value between people, organisations and government.

Drive value across the people.

A 'fairer share' for good.

A reward model.

Incentivise.

Internet was data and access to a wealth of information.

Blockchain is about financial inclusion.

Money makes the world go round.

We all need assurance that tomorrow we will have money.

A structure that can help every model such as a musician.

just a little excited about the potential that blockchain has for positive change. We've heard ambitious ideas from ambitious people who are each developing and utilising blockchain's innate toolkit. Whilst the technology they showcase is certainly impressive, what must be valued above all this is the dedication and talent of the individuals attempting to make these new systems a reality.

