BLOCKCHAIN 360

PROFESSIONAL SERVICES

La blockchain e il futuro del mondo digitale

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DIPARTIM

About me

- PhD in physics, astrophysics and applied physics
  I developed smart materials taking inspiration from living beings (biomimetic), both animals and plants, with application in Soft Robotics, Stretchable Electronics, Paper Electronics and 4D Printings
- Crypto-trader
  I run a small quant fund that I own since one year (and it pays for my expenses)
- Post-doc researcher at Humanitas
  I'm developing a model to study the ictus damages on human brain that aim to improve people's lives after the stroke
- Blockchain Product Leader for Blockchain360
  I develop solutions to exploit blockchain and cryptovalues in real world applications

AndreBitFox

andrea-bellacicca

“A new scientific truth does not triumph by convincing its opponents and making them see the light, but rather because its opponents eventually die, and a new generation grows up that is familiar with it.”

Max Planck

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KRAKEN:XBTEUR, 1W 7363.6 ▼ −206.4 (−2.73%) **O:**8015.2 **H:**8026.2 **L:**7275.2 **C:**7363.6

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Historically, the barter economy has been the first viable way to exchange good and services, but due to its limited efficiency, it was surpassed by the trade economy using money as medium of exchange [1]

Barter economy

Trading economy

[1] Ametrano F. M. - **Hayek Money: The Cryptocurrency Price Stability Solution -** (August 13, 2016). Available at SSRN: https://ssrn.com/abstract=2425270 or http://dx.doi.org/10.2139/ssrn.2425270

Money needs to fulfill three requirements [1]

- **Medium of exchange**: something that can be reliably swapped for something else. Its virtues should include fungibility, transportability, divisibility, recognisability, and resistance to counterfeiting;
- **Unit of account**: other goods, services, and assets are priced in terms of money. Money is the unit of measurement of relative worth, so it should have stable value allowing for stable comparison of prices. In order to constrain money value its supply must be limited in some way, and controlled to match up demand;
- **Store of value**: something that can be reliably saved, stored, and retrieved while retaining its usefulness over time. It should be non-perishable or with a low preservation cost. Often the store of value property is also presented as the ability to retain constant value over time, but this ability is instead related to being a good, i.e. stable, unit of account

[1] Ametrano F. M. - **Hayek Money: The Cryptocurrency Price Stability Solution -** (August 13, 2016). Available at SSRN: https://ssrn.com/abstract=2425270 or http://dx.doi.org/10.2139/ssrn.2425270

Gold has been the *commodity money* standard for thousands of years, and its supremacy has not required any kind of centrally planned endorsement.

Central authority

- ✓ Certification of gold purity

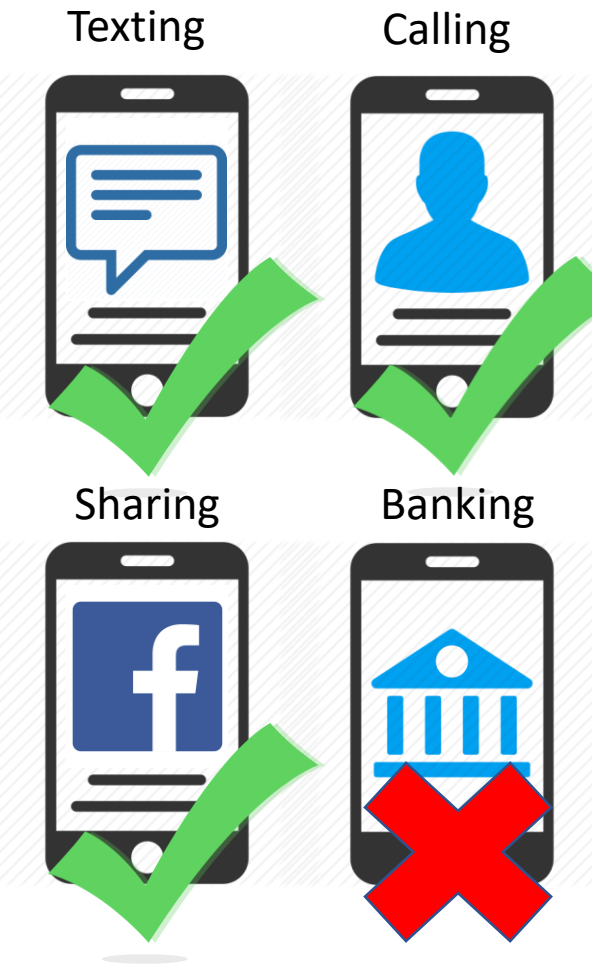
- ✓ Resistance to corrosion and oxidation
- ✓ High malleability
- ✓ Ease of purity assessment
- ✓ Pleasant color
- ✓ Hard to transport
- ✓ Security problems

In the 17th century merchants started to use the goldsmiths of London as custodians of their gold, obtaining in return non-assignable receipts.

Nowadays we currently use *fiat money*, that is, money deriving its value only from government regulation or law

Central banks' intrinsic objective is to safeguard the value of their currency

Internet completely changed the way we live. We can keep in touch with people halfway around the world instantly. But send them money it’s not so easy

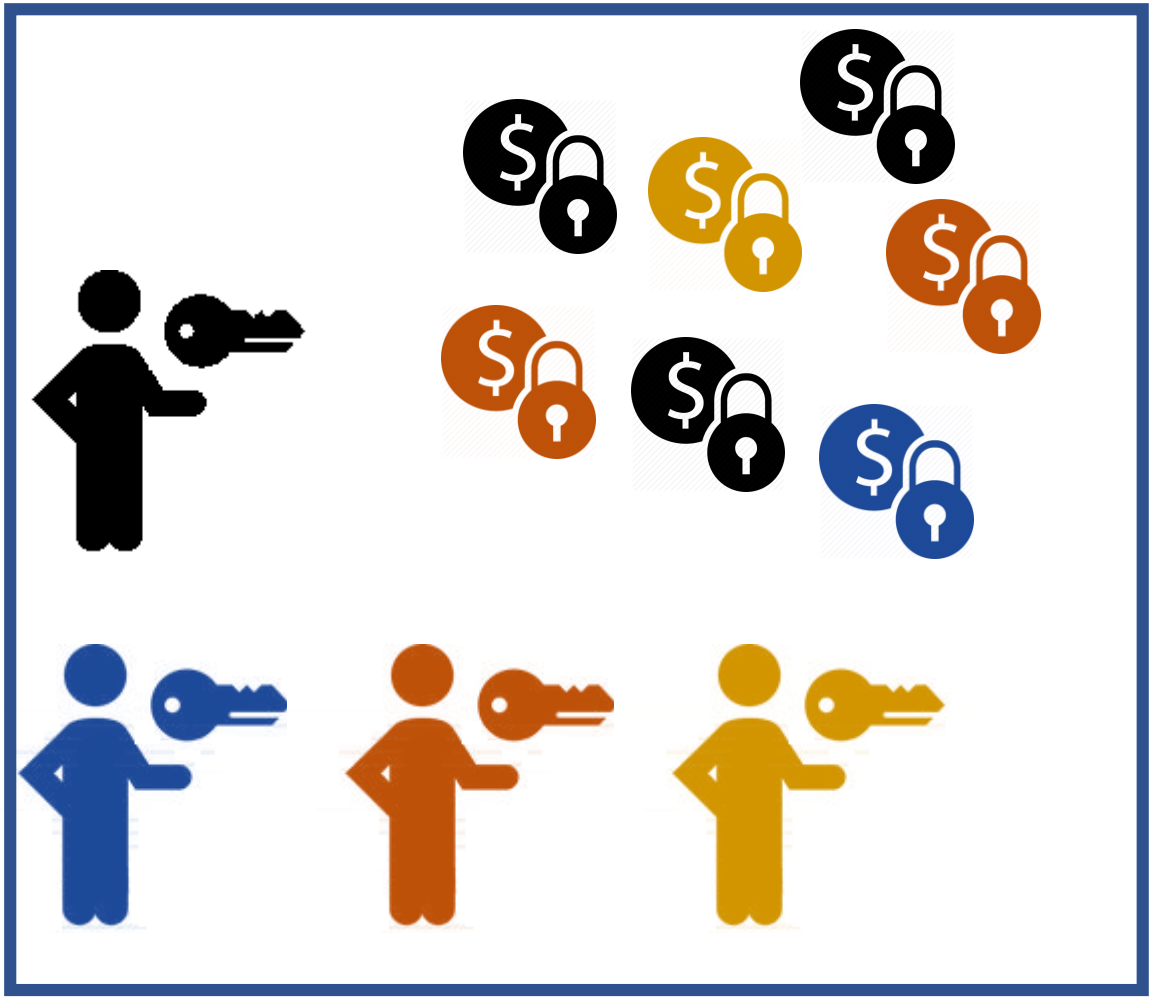


Third parties are required to verify the monetary transactions to avoid any problems. Are they?

Digital identities

Double spending

Cryptography establishes the concept of digital identity and digital ownership

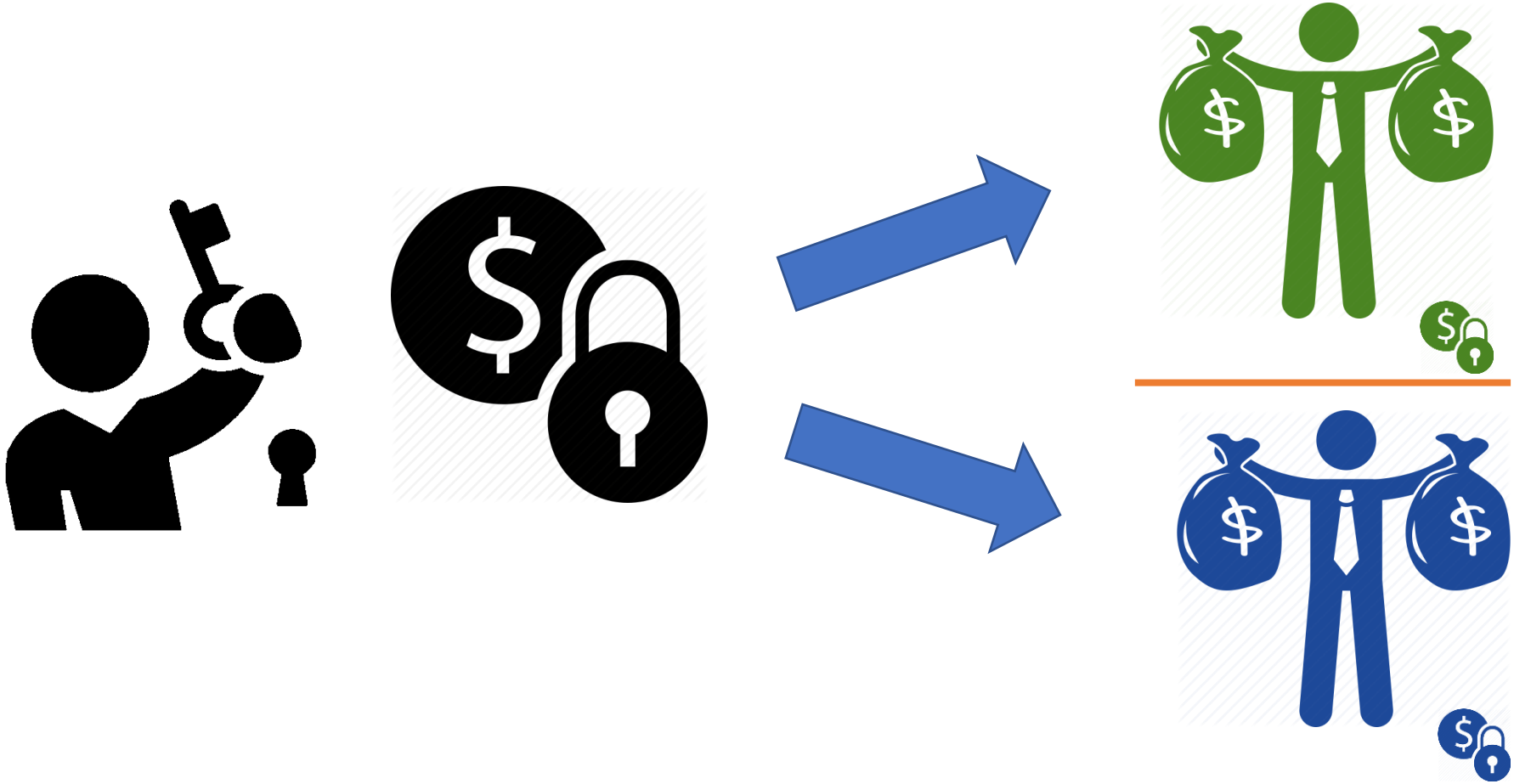


Cryptography establishes the concept of digital identity and digital ownership

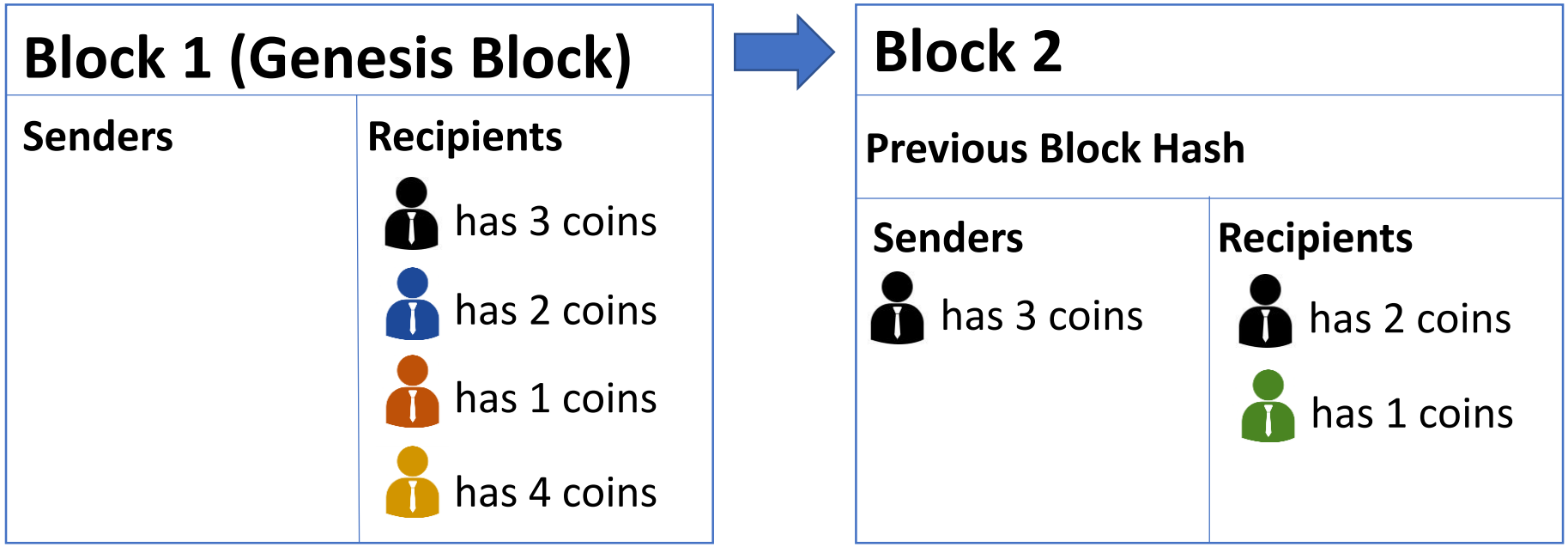
Signed transaction

Every bitcoin owner till December, 15th

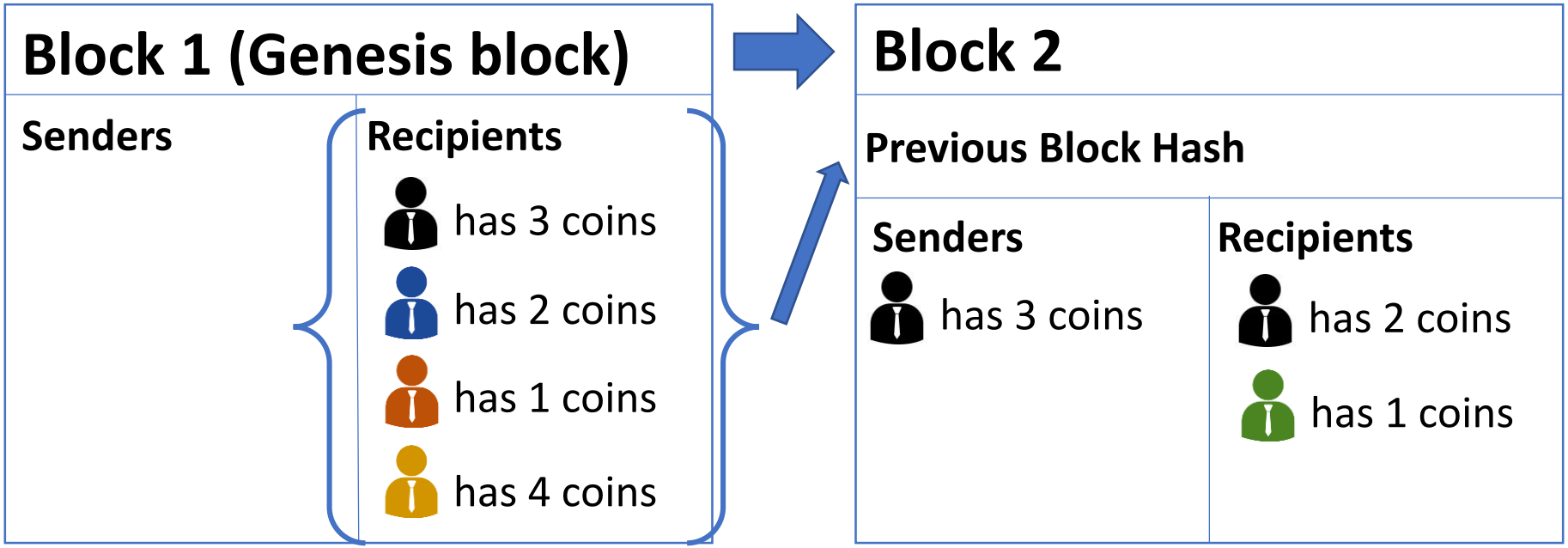
Cryptography establishes the concept of digital identity and digital ownership <u>but cannot avoid double spending</u>

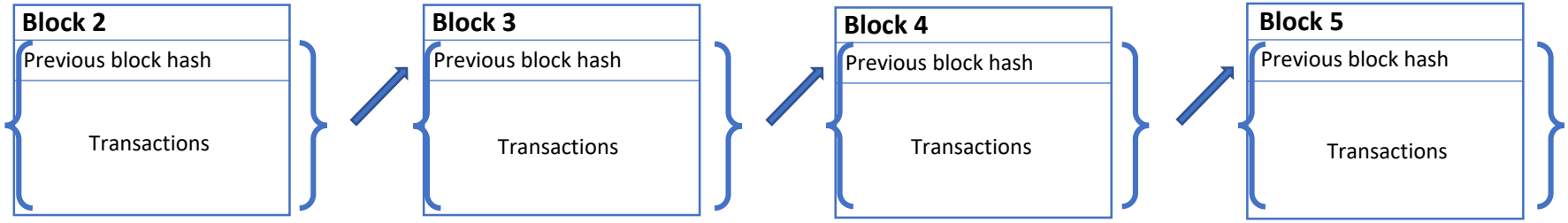


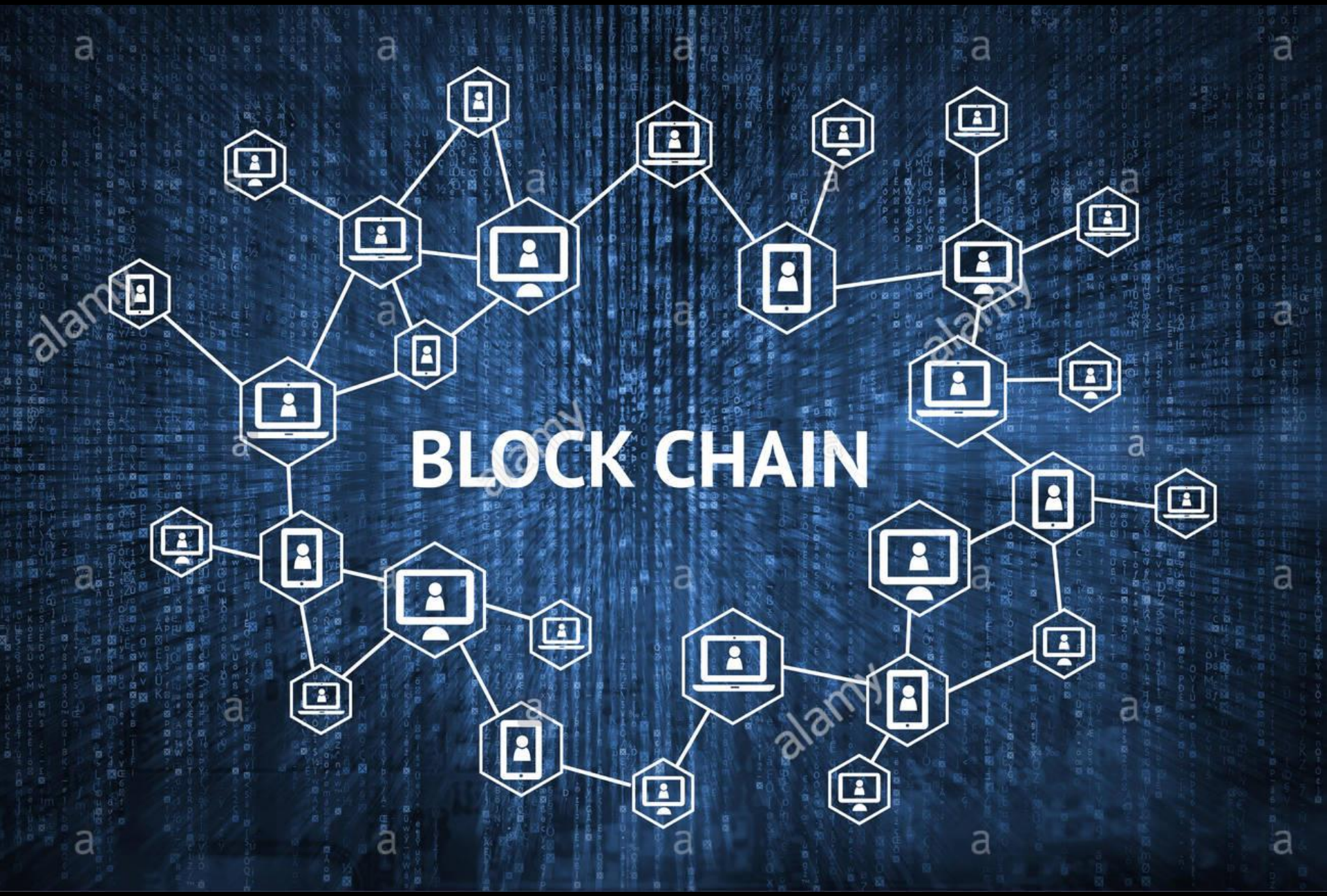
Double spending can be avoided grouping all the transactions in blocks



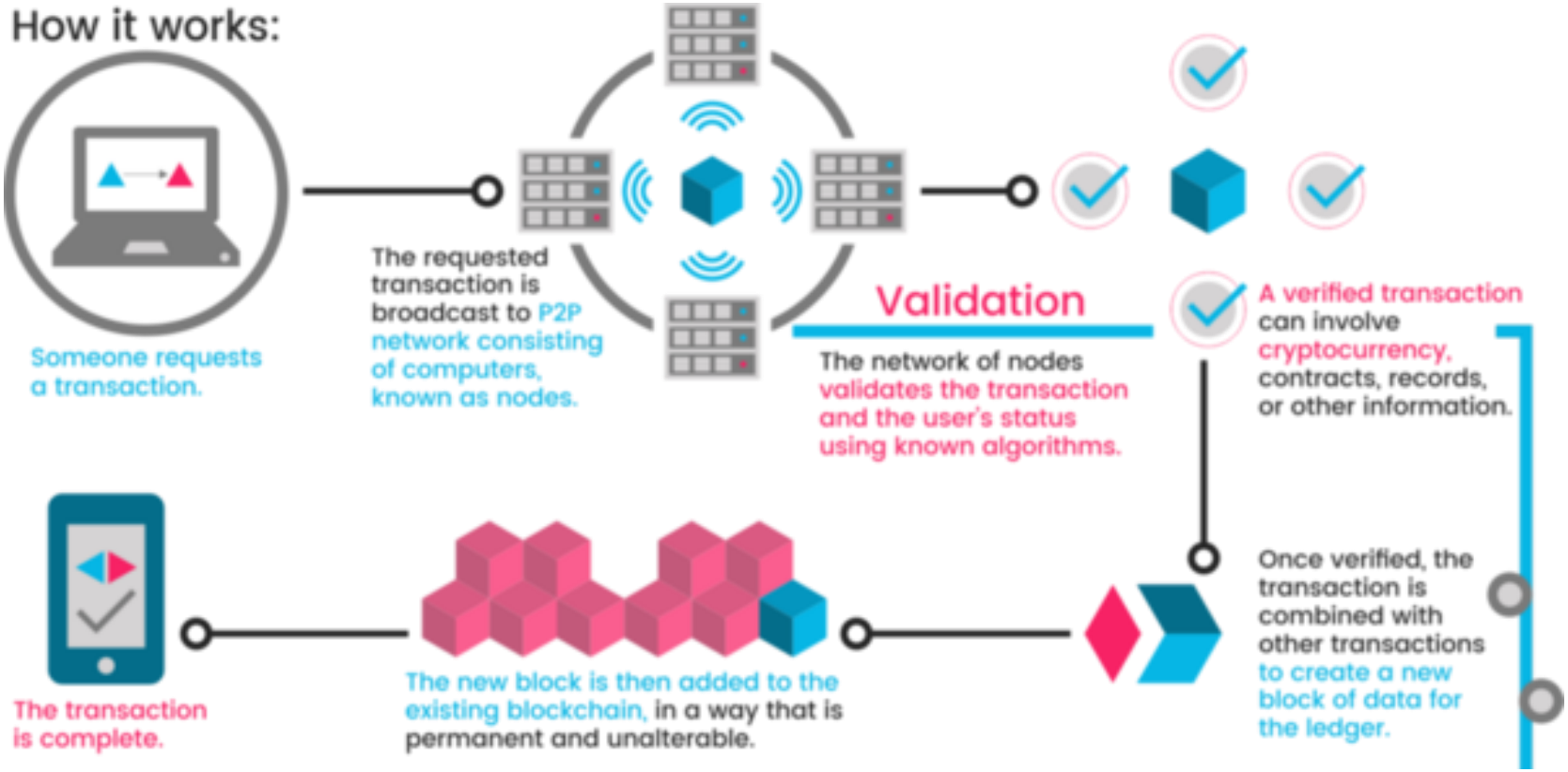
All the blocks are chained together for security sake





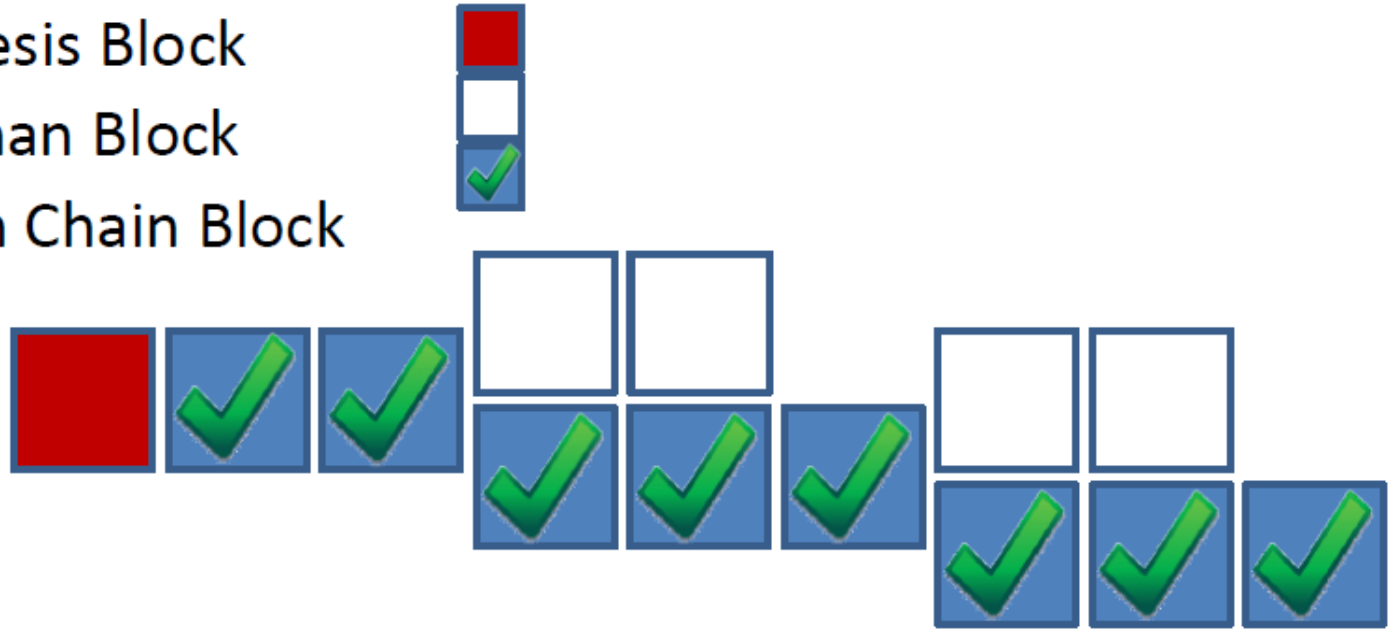

BLOCK CHAIN

The blockchain is a public decentralized ledger backed by miners that are rewarded for their work



Anytime may exists several different versions of the blockhain. But at the end only one version will be confirmed by all the network

- Genesis Block
- Orphan Block
- Main Chain Block



There is no such a thing like blockchain without a digital coin and digital coin without a blockchain

Summary

We have a coin-blockchain system that:

- can safely transfer money
- can proves the identity of a person
- can proves the ownership of a person’s actions
- is completely transparent
- is more secure than current digital systems
- introduce for the first time the concept of scarcity in a digital system

Every coin aim to address a specific problem: Payment systems

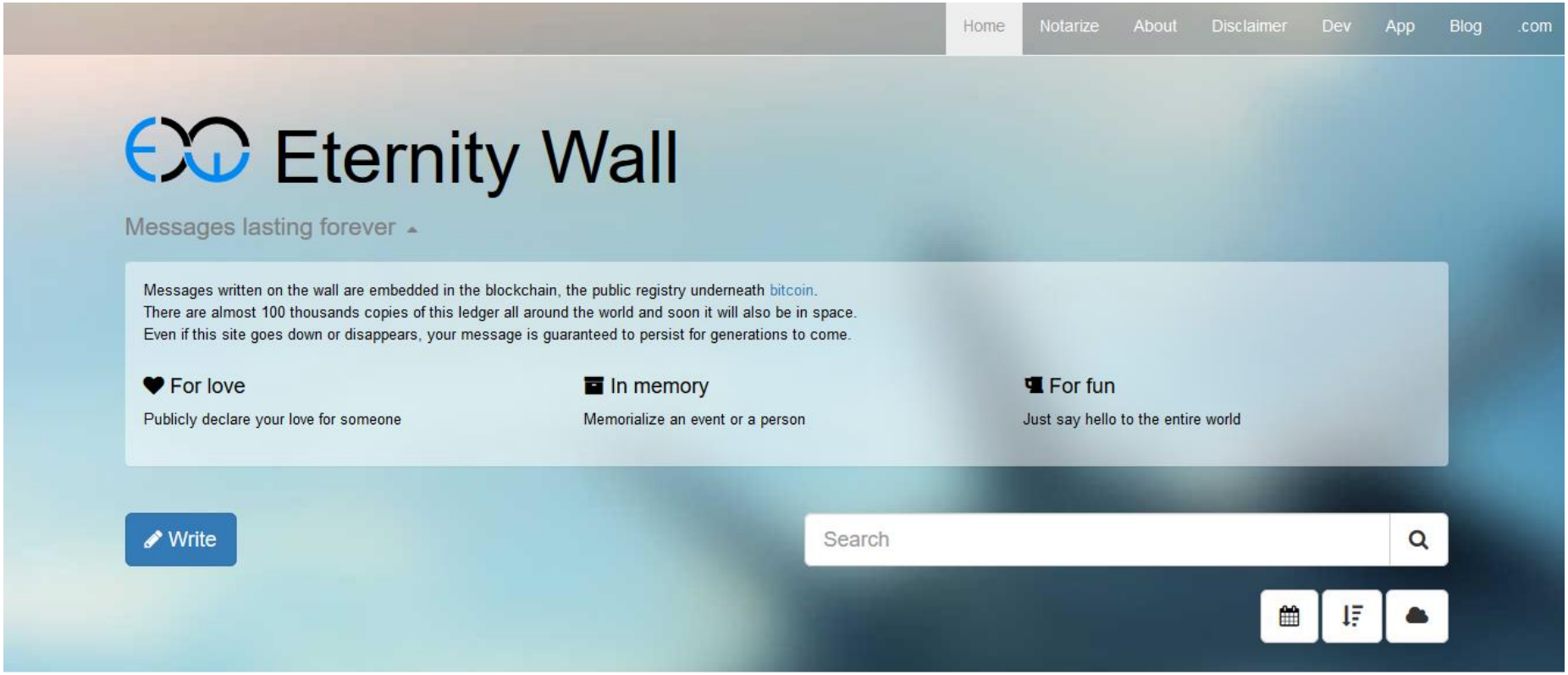
Every coin aim to address a specific problem: Smart Contracts and Decentralized App (DApp)

ethereum

Every coin aim to address a specific problem: others

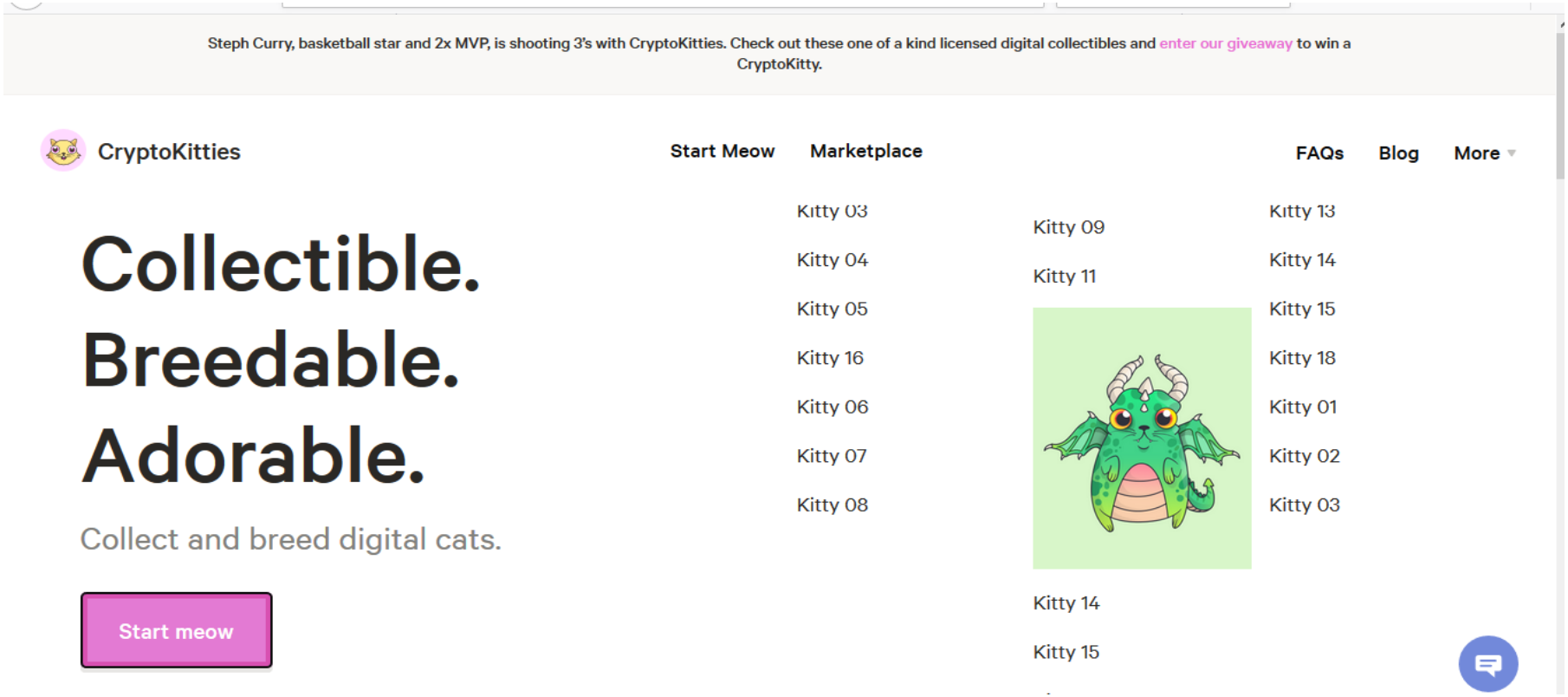
- A coin for decentralized storage system (siacoin)
- A coin for decentralized AI advisory system (electroneum)
- A coin for charity actions(Aidcoin)
- A coin for social media platforms (steemit)
- ….

ETERNITY WALL

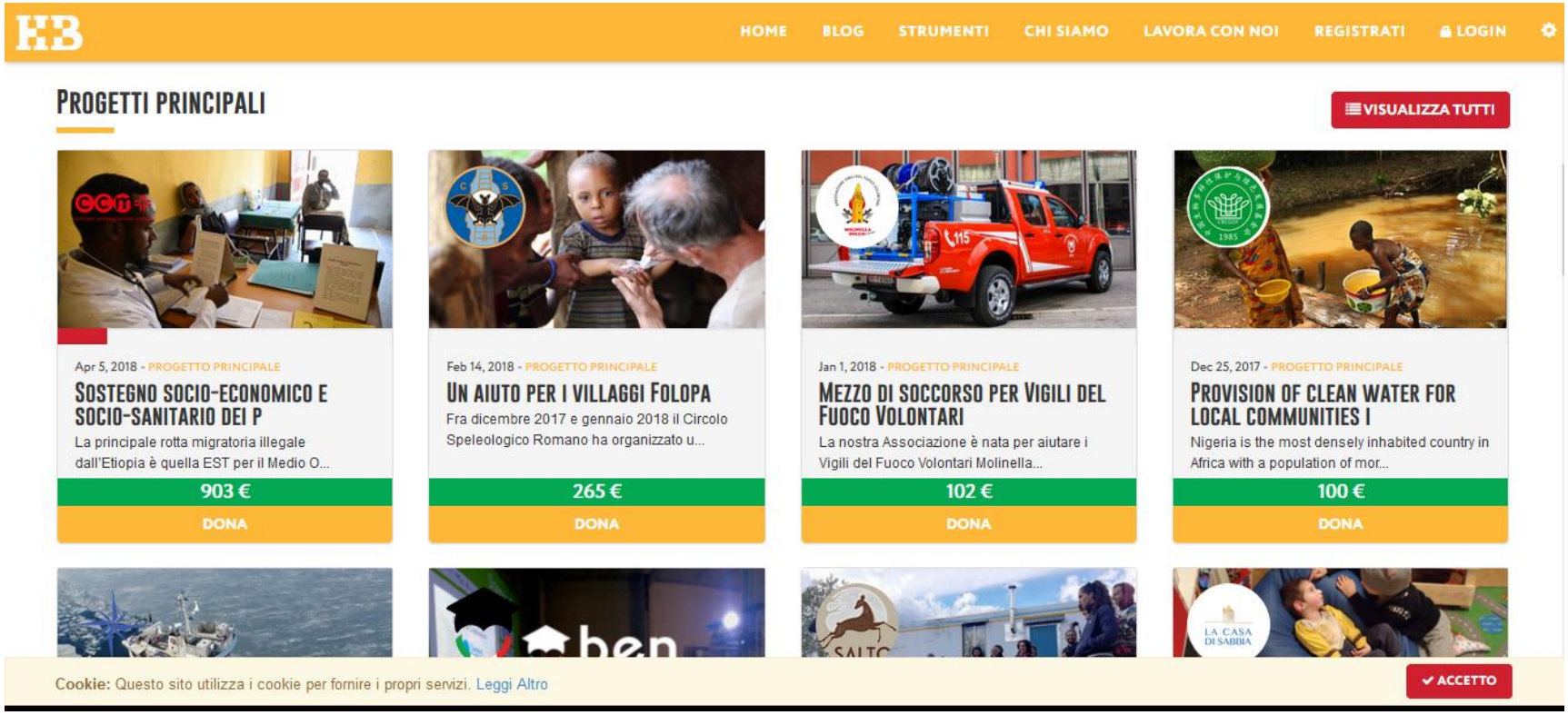


CRYPTO KITTIES

(and the concept of digital scarcity)



HELPER BIT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CHI SIAMO
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REGISTRATI
LOGIN
PROGETTI PRINCIPALI
VISUALIZZA TUTTI
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903 €
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SIA

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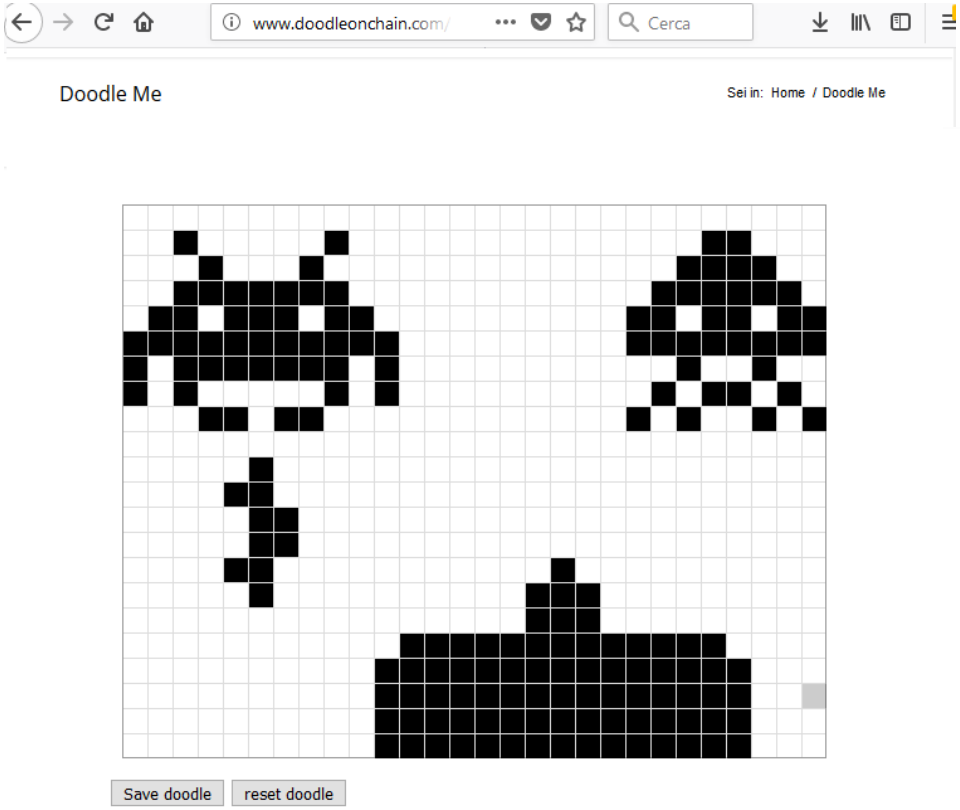
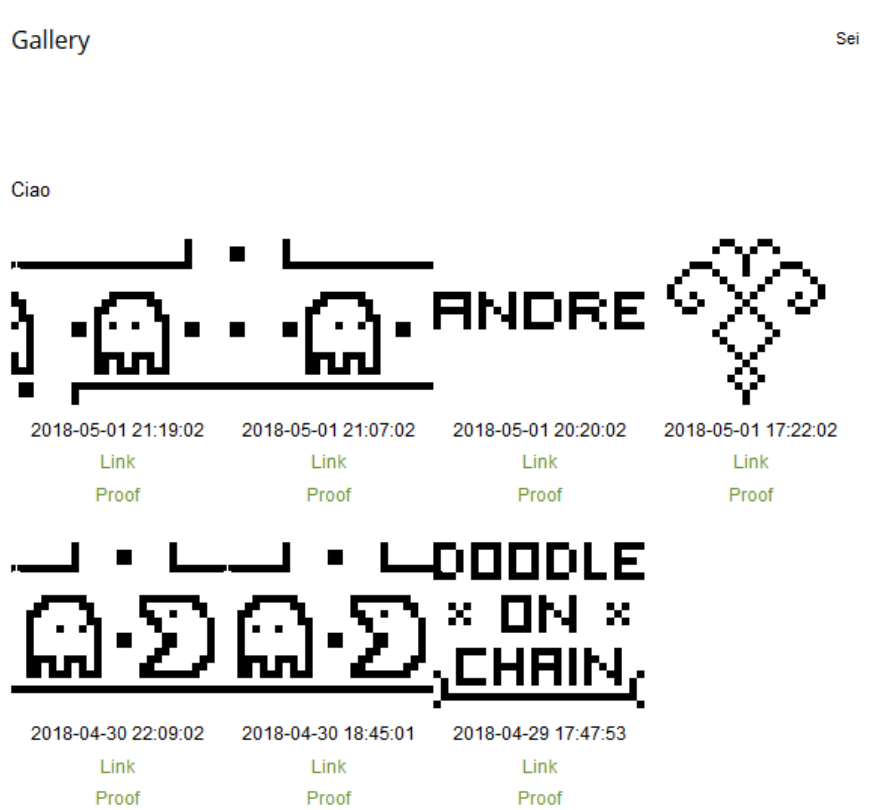
Cloud storage is about to change. Are you ready?

Sia is a decentralized storage platform secured by blockchain technology. The Sia Storage Platform leverages underutilized hard drive capacity around the world to create a data storage marketplace that is more reliable and lower cost than traditional cloud storage providers.

Get Started

DOODLE ON CHAIN
(thoughts that last forever)





SENTYMENT

(Evolutionary trading system)

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KRAKEN:XBTEUR, 1D 7369.0 ▼ −201.0 (−2.66%) **O:**7570.0 **H:**7570.4 **L:**7275.2 **C:**7369.0

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Summary

- Blockchain introduces a new paradigm in the digital realm for money transfer and decentralized applications
- A blockchain works only if it is decentralized and the bakers are rewarded with money
- A blockchain is linked with its coin
- Not all coins are really useful: avoid scams
- Avoid people that tell you there exists only one coin
- Avoid people that tell you can be rich in a short amount of time

Questions?