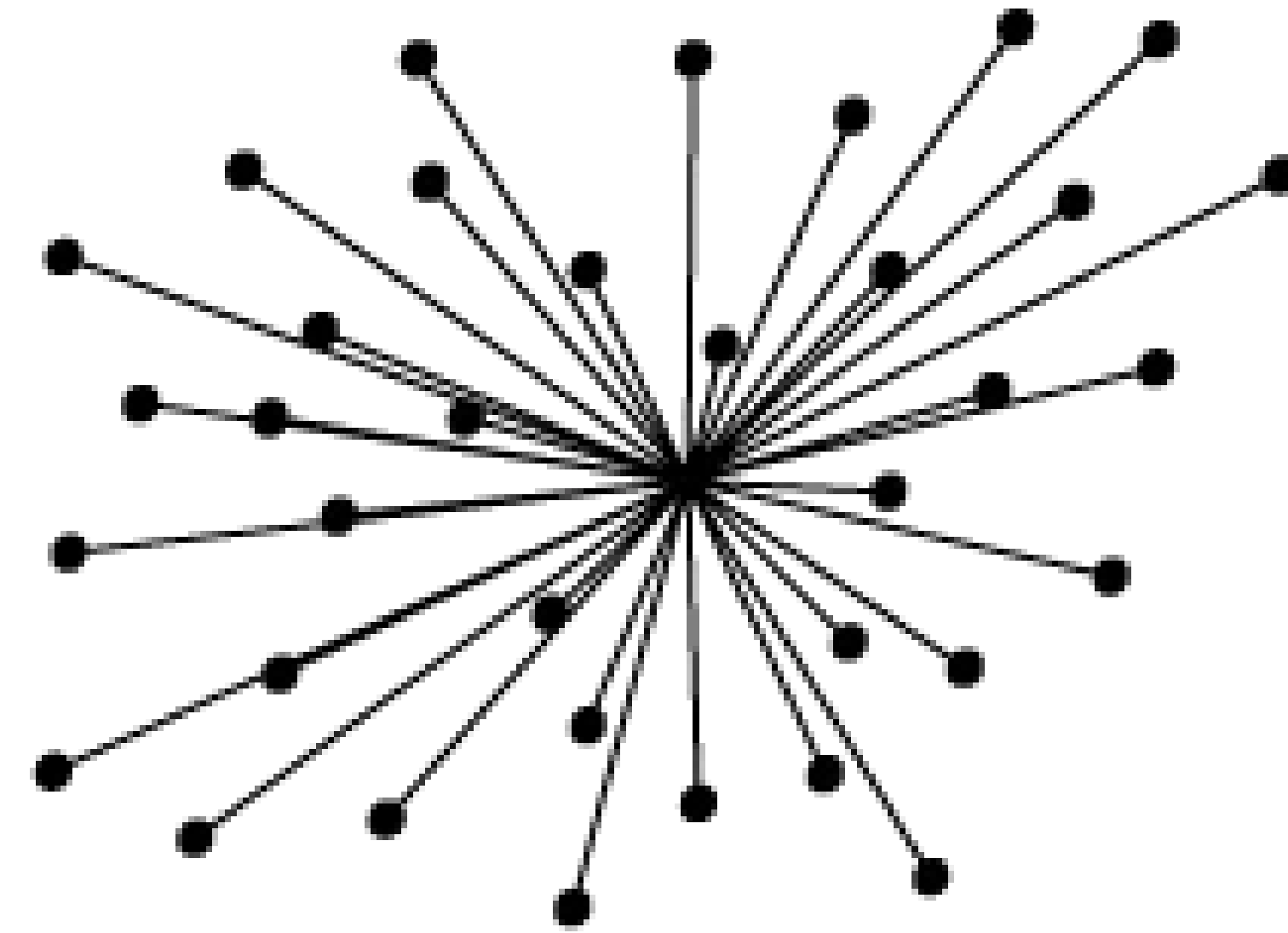


The **Next** Web

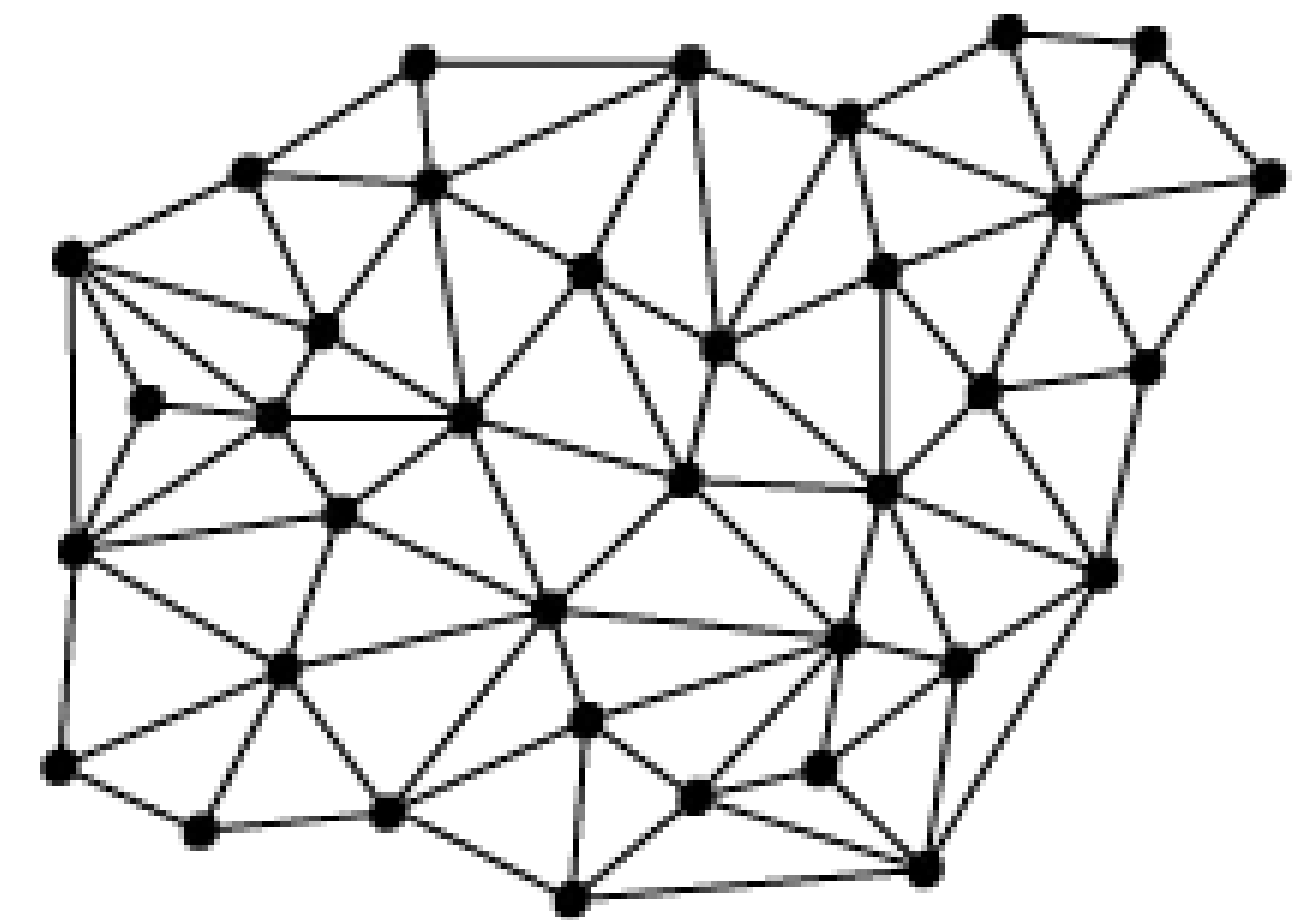
**(And why it's not too late for Blockchain
to be 'understood' by Executives)**

Anthony Day

Decentralisation...



vs.



Infrastructure

Incentives

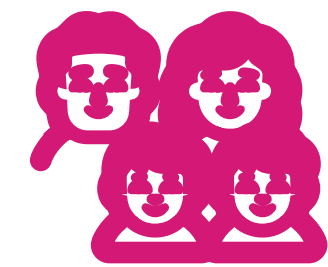
Community

Development

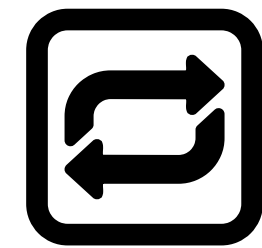
Governance

Decentralisation...

Decentralisation...



People



Process



Technology

Open Ecosystems



Not...



Wild Libertarianism

Why is 'Open' a good thing?...

Open source (like Linux)

Interoperable (like TCP/IP)

Transparent governance (like Patagonia)

Networked scalability (like Dropbox)

Reduced lock-in risk (like Fiverr)

NL Polder Model for Consensus



CH Decentralised & Direct Governance



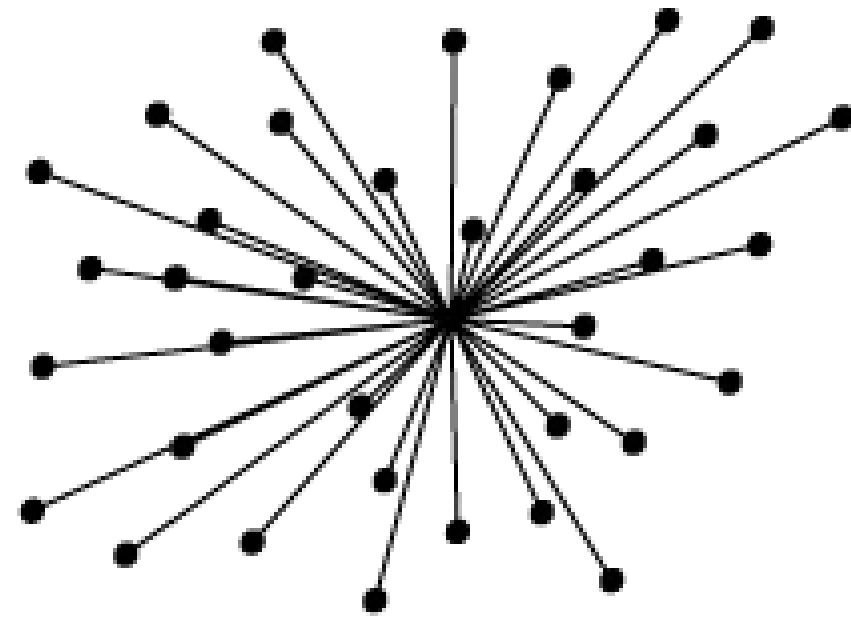
GB Command & Control



Ways to Build a **Business**

US

IBM[®]
\$120Bn



Develop (and protect) your **own IP**

Sell as much as you can

Beat (or remove) competitors

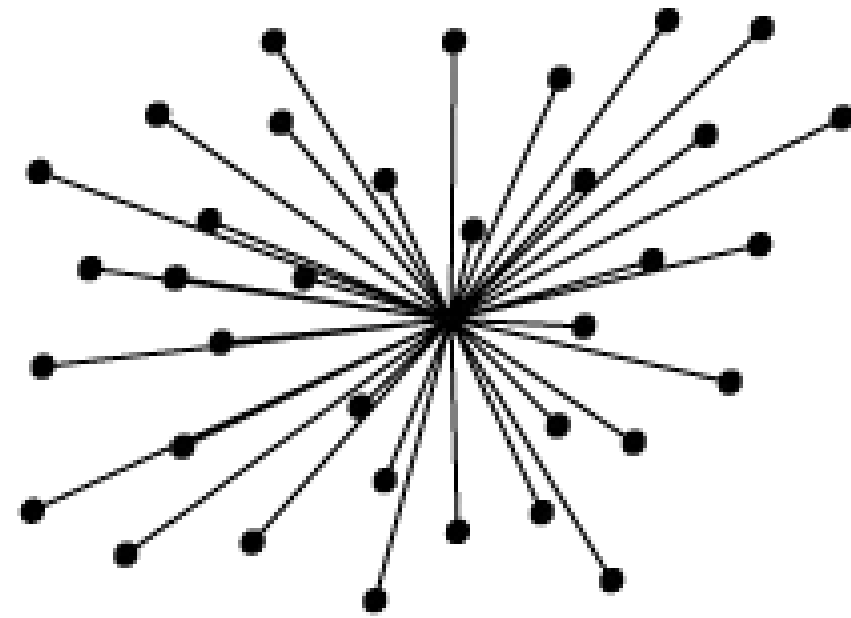
Pay big **bonuses** to best staff

Top **managers** make big decisions

Ways to Build a Business

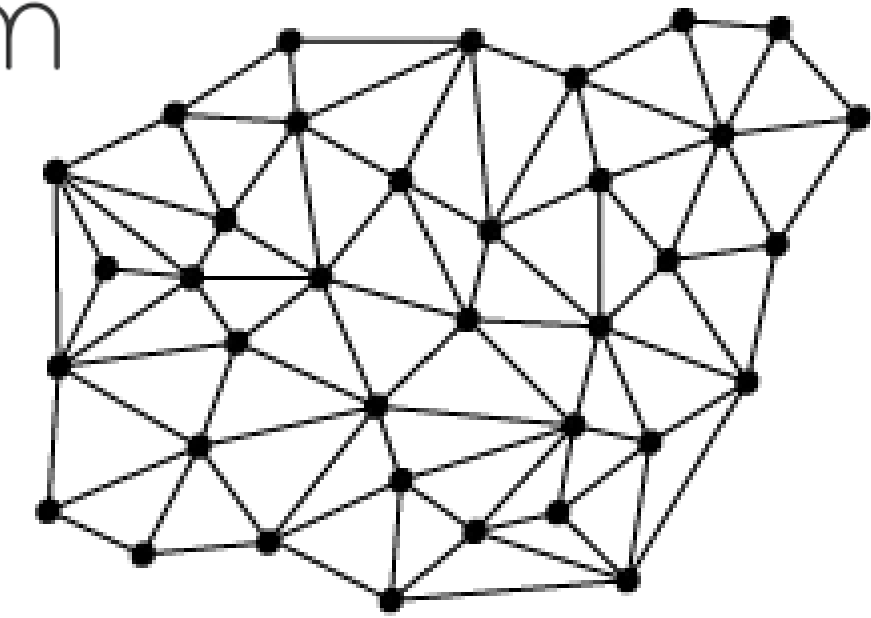
US

IBM
\$120Bn



CA/CH

 **ethereum**
\$230Bn



Develop (and protect) your **own IP**

Sell as much as you can

Beat (and remove) competitors

Pay big **bonuses** to best staff

Top **managers** make big decisions

Open source everything

Grow as **others** build on top

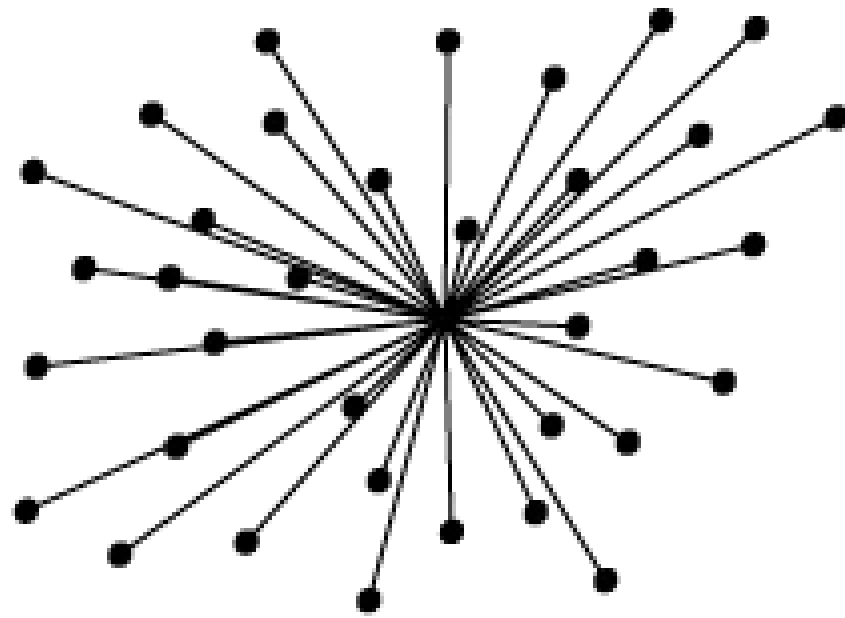
Seek **collaborations**

Share incentives with all parties

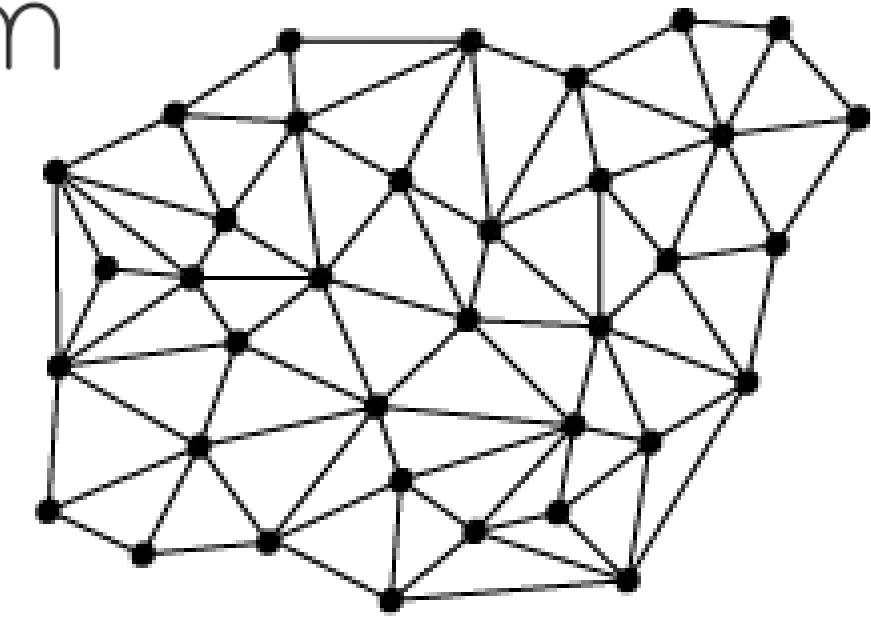
Community **vote** on big decisions

Metrics that Matter

IBM
\$120Bn



 **ethereum**
\$230Bn



Stock price

Order book

EBITDA

R&D Pipeline

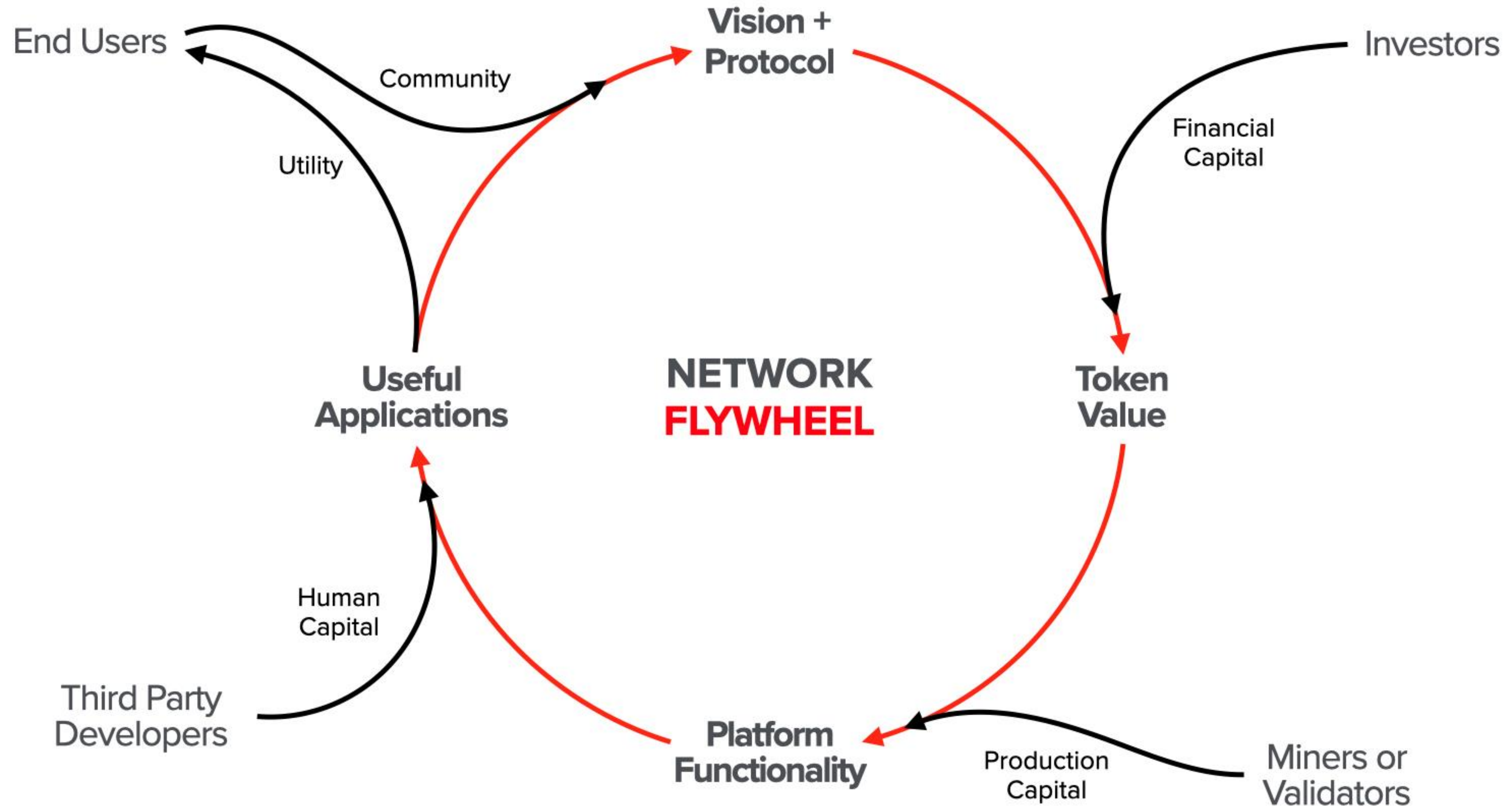
Token price

Active wallets

Value 'locked' in Apps

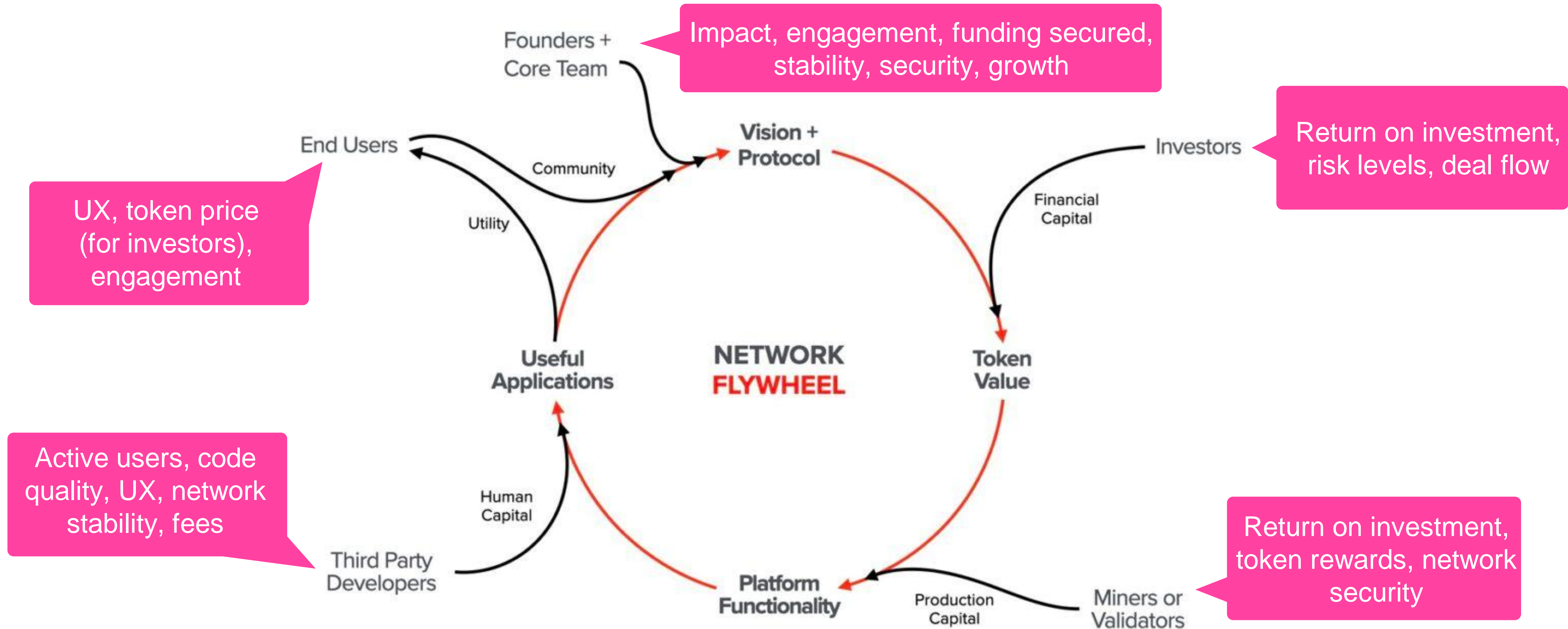
Github code commits

Creating **Flywheel** Effect



Metrics That Matter to These Community Members

“We are looking to create continuous growth and value for all participants”



Different **Parties** In a Blockchain Community

“A scaled Blockchain community can be very diverse indeed”

Technology & Infrastructure

- Developers
- Miners and validators
- Storage providers
- Network and cloud providers
- Oracle and analytics providers
- dApp builders
- Developer tools
- Wallet providers
- Exchanges
- Marketplaces
- Bridges
- Payment gateways
- Custodians
- Hardware providers
- Key management providers
- Security and Blockchain auditors
- ...

Users and Investors

- Consumers and app users
- Retail investors
- Institutional investors
- VCs and angel investors
- Gamers
- Artists
- Content creators
- Commodity owners
- Brands and IP owners
- Enterprises
- Governments
- ...

Service Providers

- Regulators
- Lawyers
- Accounting and tax providers
- Marketing and PR
- Systems integrators
- Accelerators and incubators
- Academia and training providers
- News sites and journalists
- Conferences and events
- Recruiters
- ...

Corporates are not **Wired** for Network Effects

*“You Can’t
Decentralise
Banking”*

*“You Can’t
Decentralise
TV Programming”*

*“You Can’t
Decentralise
Education”*

*“You Can’t
Decentralise
Energy”*

Corporates are not **Wired** for Network Effects

*“You Can’t
Decentralise
Banking”*

*“You Can’t
Decentralise
TV Programming”*

*“You Can’t
Decentralise
Education”*

*“You Can’t
Decentralise
Energy”*

Corporates are not **Wired** for Network Effects

Command & control

Single throat to choke

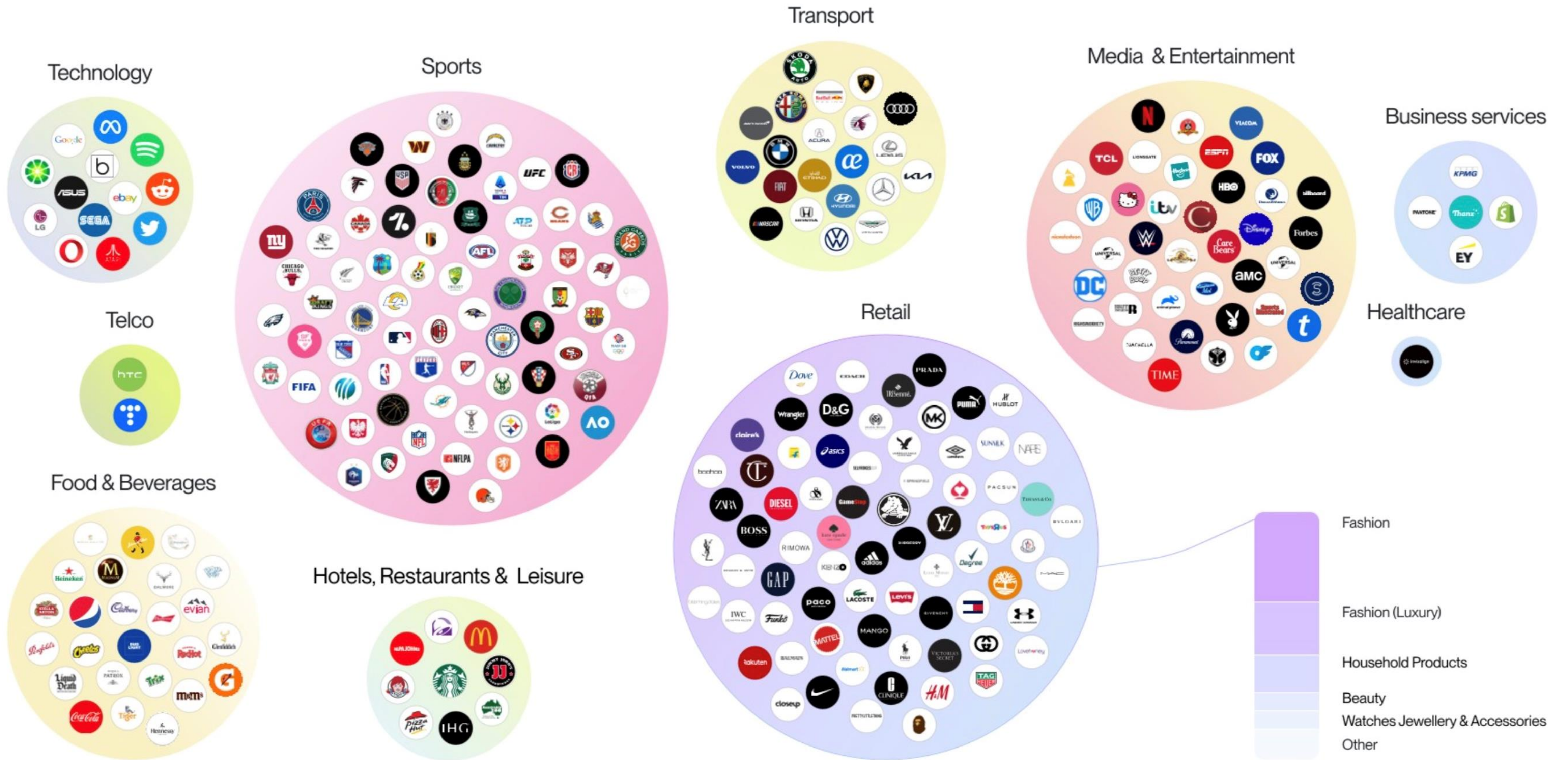
IT estate simplification

SaaS & Low-code consumption

Low industry collaboration

Adversarial procurement functions

Yet 300+ Enterprises are Building in Web3

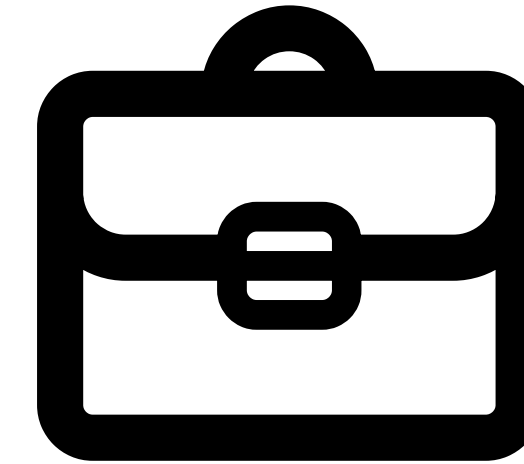
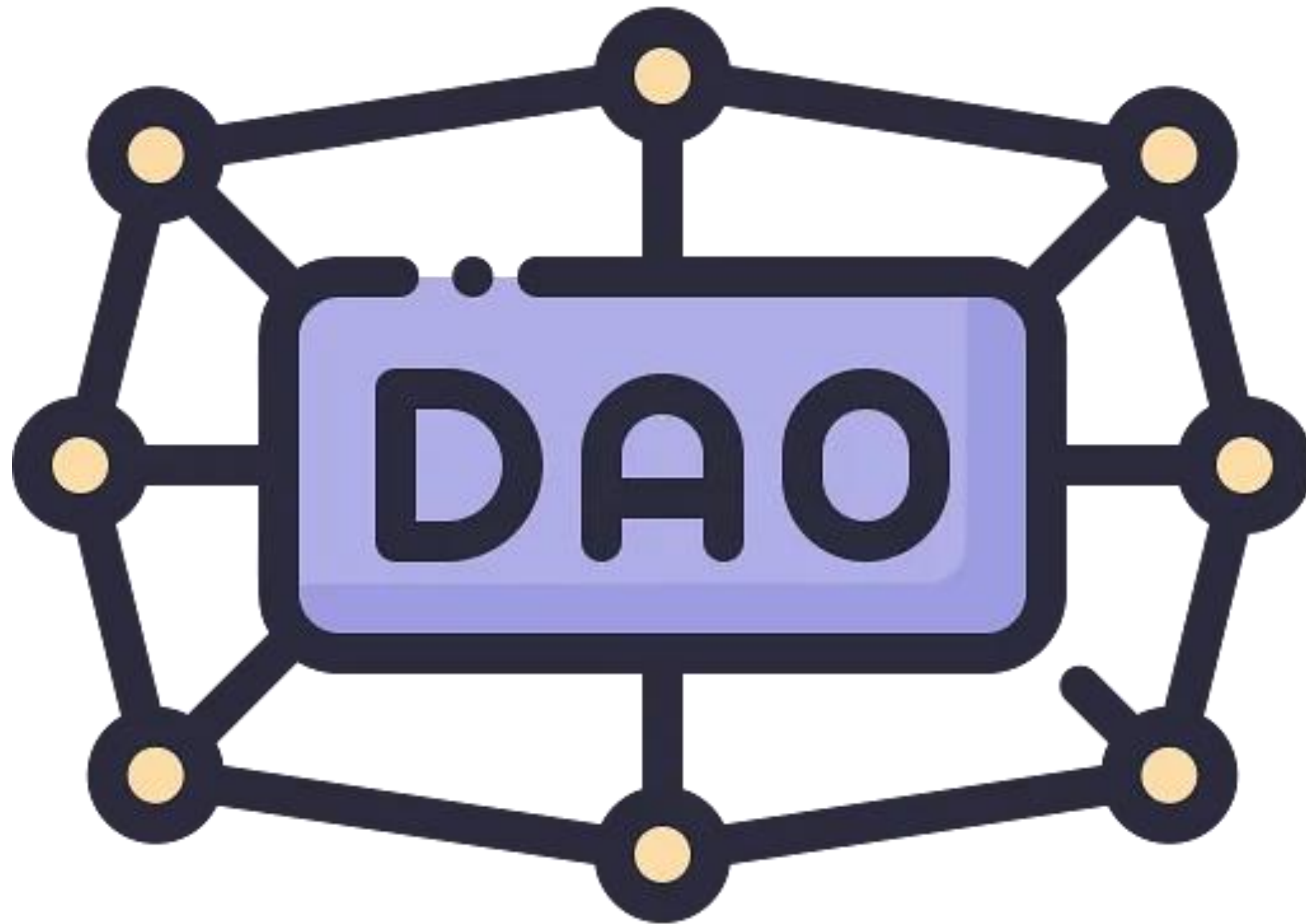


Porsche: StARTup

A vibrant, futuristic night scene. In the foreground, the top of a dark car is visible. The background features a glowing track with several cars in motion, illuminated by bright yellow and orange lights. Palm trees are silhouetted against the sky. To the right, modern, illuminated buildings and structures are visible, creating a high-tech, urban atmosphere.

\$4.5m sales
1,700 customers
Autonomy to develop
'Failure'

Decentralised Autonomous Organisations (DAOs)



\$25Bn in
Treasuries

Treasuries

**All of Fintech, 2022: \$79Bn*

We Have Yet to SaaS-ify Web3

Enterprises Care



The Web3 Tech Stack

dApps



Development



Infrastructure



Protocol



Media Care



When Will Web3 Become **Mainstream**?

Standards (Metadata, tokens, IDs, asset types)

Regulation (Software vs. Security)

Digital Transformation Playbook (Finance, Legal, IT)

Privacy & Data Protection (Pseudonymity vs. Disclosure)

Languages Enterprises Use (Javascript, Python, WASM)

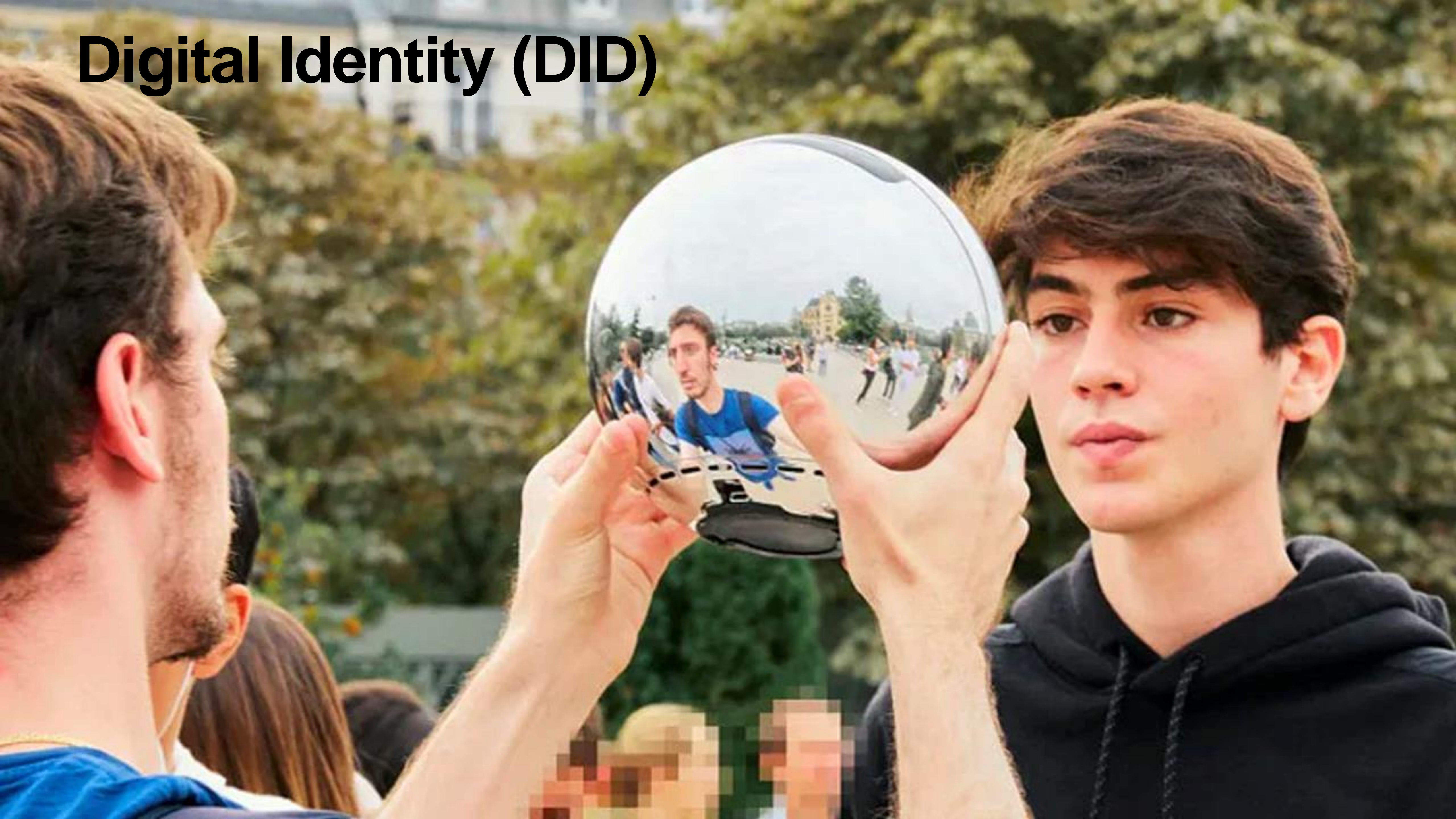
Investment (\$9Bn in 2022)

What **Next** for the Next Web?

Central Bank Digital Currency



Digital Identity (DID)



MiCA (2024)

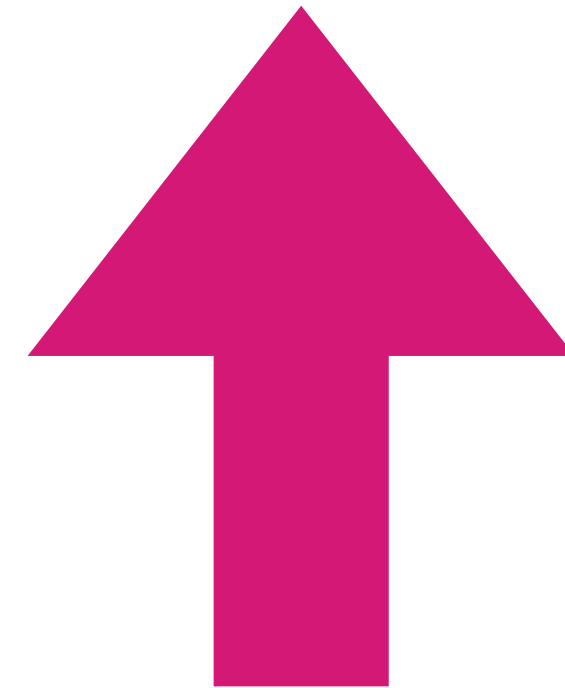
MiCA

**The First All-Encompassing Crypto
Regulatory Effort in Europe**



Blockchain

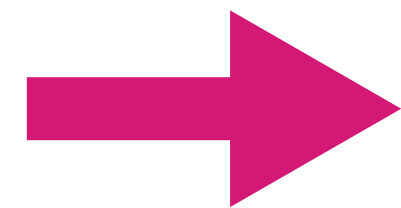
Digital Transformation



Think Digital Transformation and **Digital Capabilities**

“What do Blockchain and other technologies together help us to change?”

‘Blockchain’

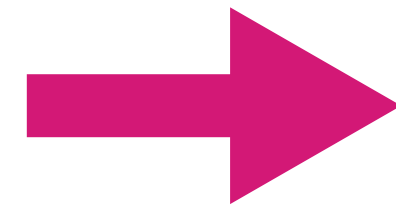


- Digital identity
- Distributed data
- Data aggregation
- Process automation
- Tamper/censor-resistance
- Digital assets
- Digital governance
- Programmable economics
- Equitable systems
- ...

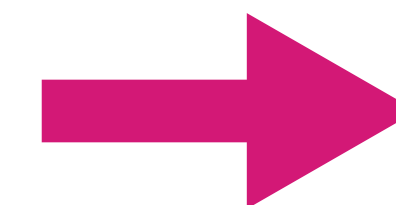
Think Digital Transformation and **Digital Capabilities**

“What do Blockchain and other technologies together help us to change?”

‘Blockchain’



- Digital identity
- Distributed data
- Data aggregation
- Process automation
- Tamper/censor-resistance
- Digital assets
- Digital governance
- Programmable economics
- Equitable systems
- ...



Plus:

- Sensors
- Machines
- AR/VR
- Analytics
- AI
- Policy
- Law
- Regulation
- ...

More Blockchain?



[LinkedIn.com/in/AnthonyJJDay](https://www.linkedin.com/in/AnthonyJJDay)



Blockchain Won't Save The World