



Blockchain & Cryptocurrencies



Croudify

Real World Intelligence backed by Data & AI

Blockchain

A encrypted data store that:

- Cannot be updated or deleted (partially)
- Has hash of previous block to maintain immutability



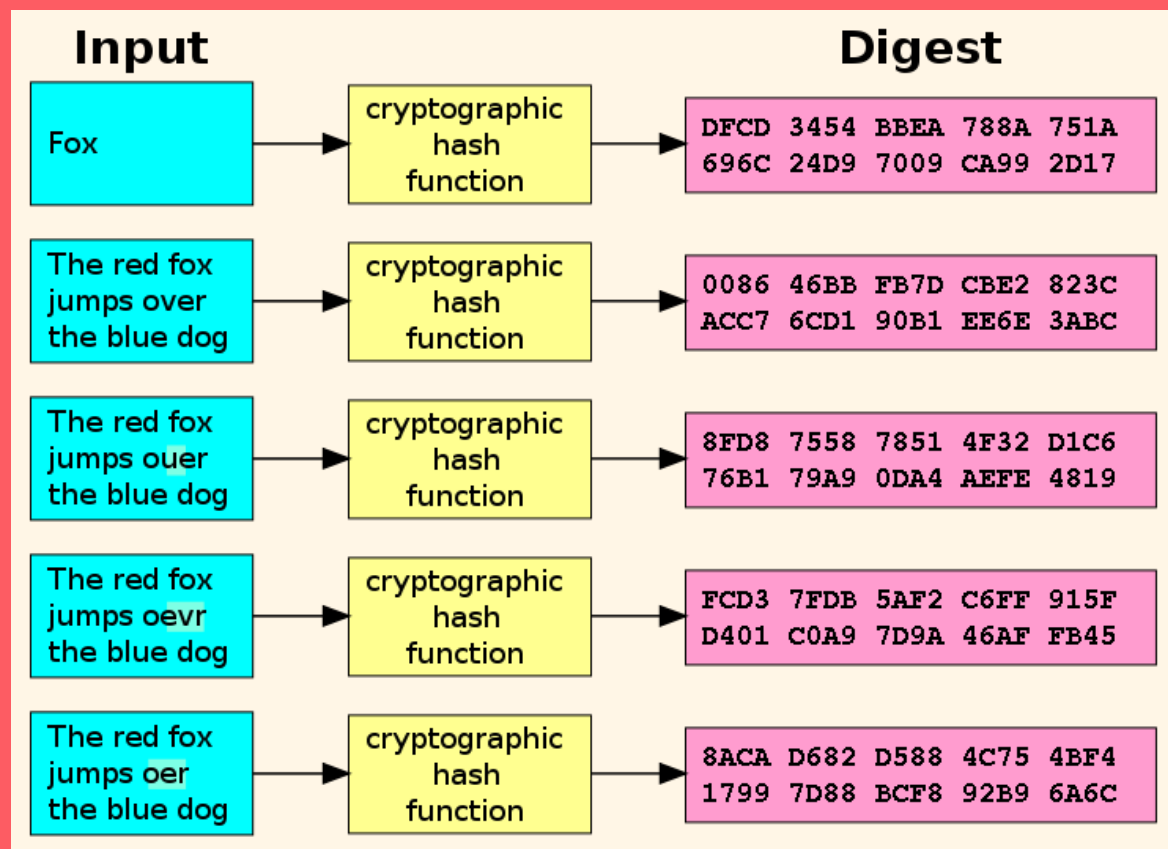
Block

Basic data store (Excel cells):

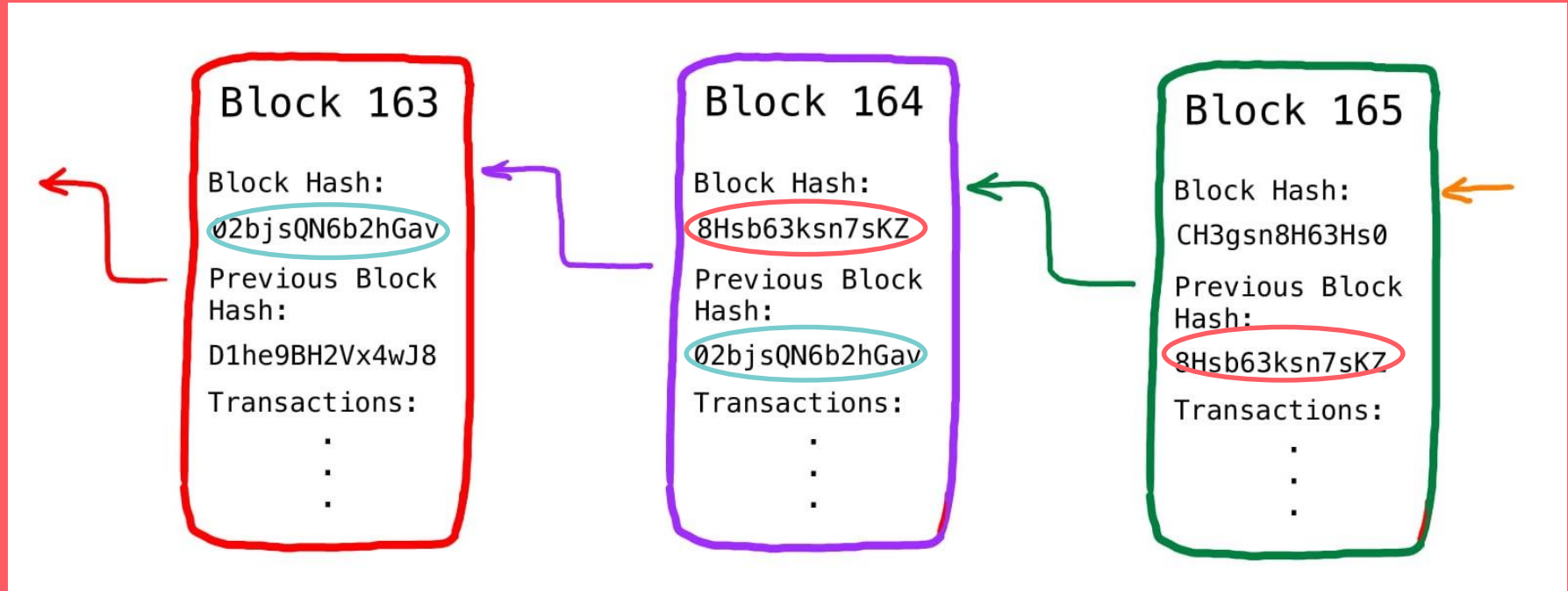
- Fixed Size (by design)
- Can store anything



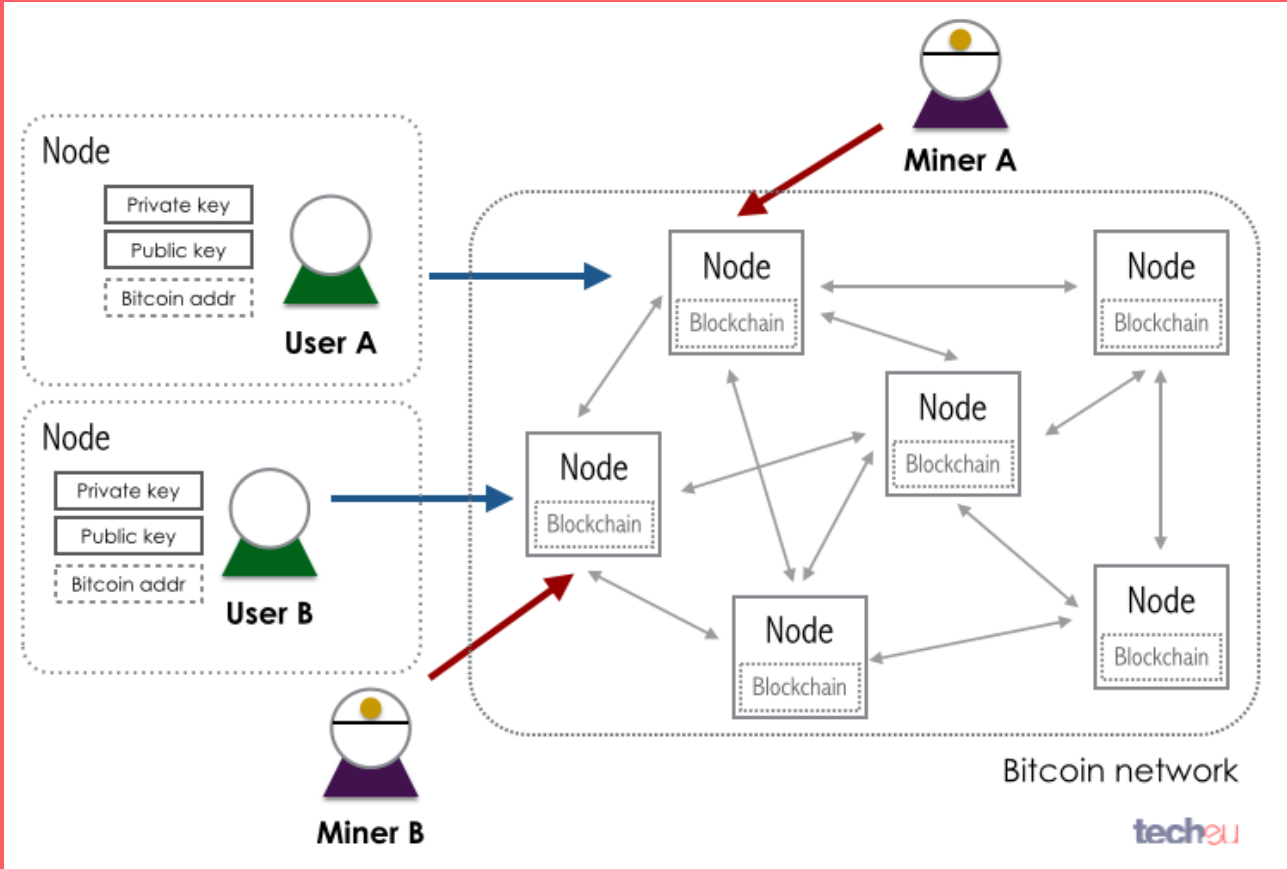
Hash Function



Blockchain



Nodes (ledgers)



Consensus (Correct Entry)

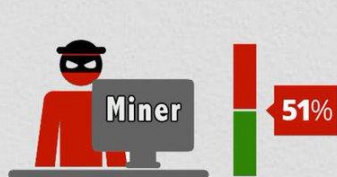
Proof of Work VS Proof of Stake



Proof of work is a requirement to define an expensive computer calculation, also known as mining.



Proof of stake, the creator of a new block is chosen in a deterministic way, depending on its wealth/holdings, also defined as stake.



A reward is given to the first miner who solves each blocks problem.



In the PoS system there is no block reward, so, the miners take the transaction fees. Unlike the PoW system, where anyone can be a miner, with the PoS system, forgers are always those who own the coins minted.



Network miners compete to be the first to find a solution for the mathematical problem.



Proof of Stake currencies can sometimes be several times more cost effective.



Examples

Bitcoin

- Small Block Size
- Suitable for storing values (Cryptocurrency)

Ethereum

- Bigger Block Size
- Can execute code inside block (Contracts)



Coin vs Token

- **Coin** - Native to Blockchain
- **Token** – Built on another blockchain



ICO (Initial Coin Offering)

- **Dodgecoin:**



- **Fartcoin :**



Basic Rules

₿ Is Market Real ?

₿ % of tokens sold ? (< 10%)

₿ Transaction model ?



Conclusion

- ✓ Great Technology
- ✓ Significant benefits of Crypto
- ✓ Most companies not there yet



Thank You

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