



Managing your digital presence in the Web3 economy

Helping people create their own decentralized business on the Blockchain

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The Web 3 Economy

Web3 operates on the base of technologies that are decentralized, therefore transactions run on infrastructures that can't be stopped by one interested party and are deemed not to have intermediaries.

Evolution:

Web.1.- Internet for gaining access to information.

Web.2 - Internet for communication and data consolidation (interaction)

Web.3.- Internet for value exchange and the way we contract and negotiate
(Trust understood and managed in a different new way)



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The Web3 presents a new “Landscape” and operates under new rules.

There are lots of promises and the offer of Blockchain based solutions increases exponentially.

Each one needs to find their way to get to relevant and efficient solutions suitable for their evolving needs.

Need to have a plan and try to select the tools that will deliver the solutions you are looking for, in exchange for a proportioned amount of effort and/or cost, with a focus on Security Privacy and Scalability.



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The individual and its new representation for the Web3 economy:

Reputational You are/will be: “whatever your attributes represent”

Your personal information is valuable data.

There is more personal information than the traditional name, date of birth, residence, etc., i.e.: Geo-localization, Type of devices you connect with other people, providers you interact with, and much more.

Key concepts to observe when managing this information are:

Privacy: a portion of your information is restricted as opposed to public knowledge

Security: the information you create, store and share follow the desired path and is not lost or deteriorated/tampered with, nor intercepted.



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The value of that information:

For you: identity, citizenship, credit score, health records, credentials, title over assets and it can be regarded as an asset itself “Reputational Power”.

For others: Marketing and public statistics vs discrimination, scammers, blockage of access to your assets, etc.

You want to know that your interactions are safe, therefore you need to research and be informed about the media, applications and platforms that you will be using, because unlike in the economy we were used to, at least for now, there is no ultimate power or authority to go for “administering justice”.

From the business point of view, companies positioned to control, efficiently and safely manage this information exchanges will have a better chance of succeeding in the years to come.



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Translating the real economy transactions to the Blockchain powered Web3 economy

Characteristics of the blockchain:

**Decentralization, scalability, transparency, security, resilience, freedom of access/
self-determination/autonomy**

Business models that will benefit and thrive in this new economy:

**NFT platforms,
Decentralized Reddit-like social platforms,
Open-Source Developer Communities,
Influencer, Gamer, Freelancers Communities,
Crowdfunding,
DeFi,**



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“DAO”, the new player in the Web3 economy

Individuals need to connect and collaborate through a common platform providing for the distinctive features of the new decentralized economy.

This is to be constructed around the Decentralized Autonomous Organizations “DAO”, a collective of resources, individuals and processes to accomplish missions.

- **No boundaries:** is a flowing collective, not directly affected by borders, politics or traditional power authorities.
- **Individual-centric:** represents innate attributes of its members. Everyone has equal rights. Different and multiple values can coexist in a DAO.
- **Inclusive:** DAO can provide service to other entities, a company can also be a member of a DAO.



Many in the blockchain community believe that real-world economy could be replicated on Web3, but it has so far faced many challenges:

High transaction costs

Insufficient transaction speed

Limited functionality

Complicated to build and use

Unable to store files

Once we can overcome such challenges a true new economy will emerge with:

High performance

Functionalities

Collaboration as the fundamental way of creating value



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For the ideal collaboration it is necessary to build up trust and manage transactions in decentralized environments where no prior trust foundation has been built, requiring:

- A platform built on a layer 2 blockchain framework allowing users to interact in a peer-to-peer manner to create their own DAOs/communities/associations
- Enabling individuals to open and run their businesses on the blockchain, build-up trust, facilitate collaborations (on-chain tools), and open-up a new space for general public to adopt blockchain at a much larger scale than before.
- Persistent individual identities and reputations, allowing for DAO members to build up connections, trust and facilitate collaborations.



Basic user journey for the Layer 2 collaboration through our DAOs:

- 1.-Build-up connection and trust with clear unavoidable rules, stake digital assets as security deposit to form the collaboration connection. Minimum or no governance is involved, relying in the pre-set rules.
- 2.- Call service or tools to collaborate: on-chain toolkits and start operating, with task management, knowledge management, event management, finance, accounting, chatroom, forum, which can be plugged in and updated in real time.
- 3.-Collaboration completed without disputes as default and staked digital assets returned when collaboration is finished. Reputational record updated reflecting performance which will feed their Reputational Power.
- 4.-Disputes: if either party defaults, arbitration service activates and pursuant to the arbitration result, the defaulting Party's security deposit will be slashed as penalty, and his record updated to deduct the Reputation Power.

