Web3& Podcast, Folge:

#011

Web3& Telekommunikation

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Short position check

"Web3.0"

METAVERSE

AR
Graphical data overlay on top of the real world
Players: Google, Apple, …

VR
Immersive, virtual worlds
Players: Meta, Microsoft, …

"Crypto"

Crypto Coins
Digital Currencies for Payments or Decentralised Finance

Web3
Decentral Apps, built on top of public blockchains

Central Thesis' for Web3

Web3 will disrupt digital transactions
- Web3 offers digital content creators a fast, global, cheap payment processing alternative vs Apple or PayPal.
- The content is stored on an open, secure, distributed database with built in "DRM" and user management features –outside of any closed ecosystem (Prime, Youtube, Spotify,..)
- The transactions and the content can be hardcoded to certain conditions. i.e. royalties, resale ability,…

Web3 will unlock new product innovation
- Web3 allows digital ownership outside of closed ecosystems on shared, open databases. This enables easy combinations of digital and physical products to new hybrid business models.
- Open-source smart-contract libraries enable developers to easily combine different business modules into new product combinations – increasing the pace and areas of digital product innovation.

Web3 will unshackle inter-company collaboration
- Digital inter-company collaborations are complex to set up. All involved parties need to agree on APIs, data standards and flow. And many
partnerships need to rely on complex governance structures and JVs
- By using web3 infrastructure, companies can streamline this process. They only need to agree on a blockchain and overall architecture. Individual companies can join later, or leave without incurring any complicated changes in the overall partnership structure.

3

New Business Paradigms of Web3

True Digital Ownership (NFT)
Public blockchains enable a trustful record of digital ownership without the need for a central custodian/intermediary. Users can prove true ownership of digital items outside of content silos.

Automated Contracts
Automated contracts take the role of the neutral intermediary in blockchain transactions. Activated once, they execute all conditions tied to a transaction - immutably, forever.

Money Macros
Programmable, digital money. Different license models can be hard-coded into a transaction. One time payments or steady payments streams, pay-per-use, royalties in case of resales or duration based usage of digital content. The transactions run instantly, outside of any banking or payment system.

Micropayments Rails
The original sin of the internet was not to build economics into the core of it right from the start. (Marc Andreessen).
Web3 transactions can cost fractions of cents and happen instantly outside of gated ecosystems and their fees.

Computers in the Sky
Cloud Computing enabled thousands of startups by giving them access to state-of-the-art scaling compute and storage solutions. Turing-complete blockchains offer the same, without the monthly costs. Every developer can build on top of EVM chains instantly.

Eternal Backends
Public blockchains and their incentive systems are designed to motivate participants to provide their computing power "forever", have a permanent uptime and to be accessible for all. New way to store records securely for a long time without having to pay monthly costs for cloud storage.

Business Model Legos
Smart contracts are public and can easily be copied or forked for your own ideas. And because of the public nature of the protocols, developers can build on top of existing/ running smart contracts. This enables rapid prototyping and fast and flexible product architectures.

Das Web3 kommt
und es kann dir gehören.
Werde Teil davon!

Feedback/ Anmerkungen / Kollaborationen:
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