

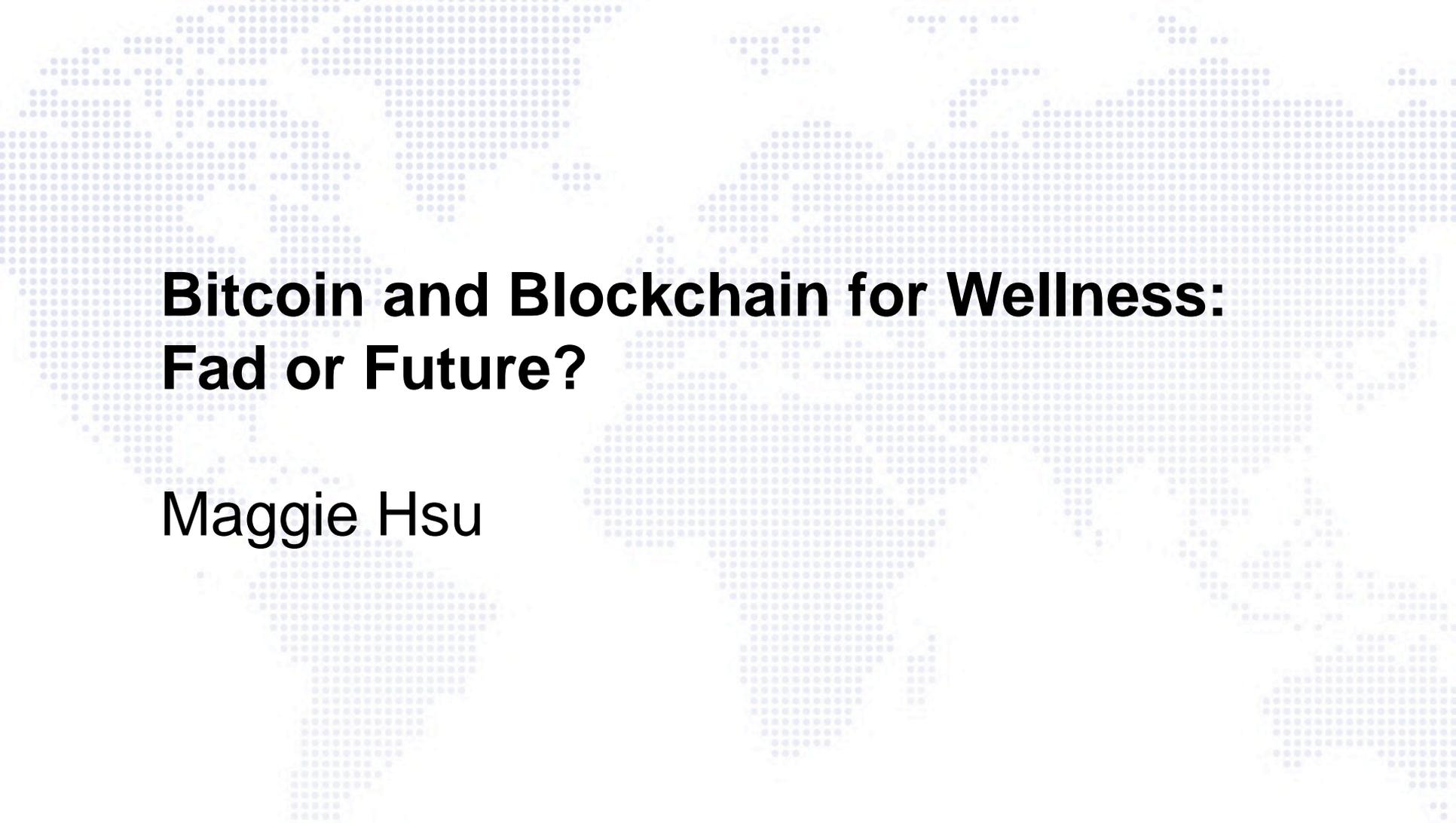


**GLOBAL WELLNESS**  
SUMMIT 2017



# Virtual Reality, Augmented Reality, Bitcoin and Blockchain for Wellness: Fad or Future?

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# **Bitcoin and Blockchain for Wellness: Fad or Future?**

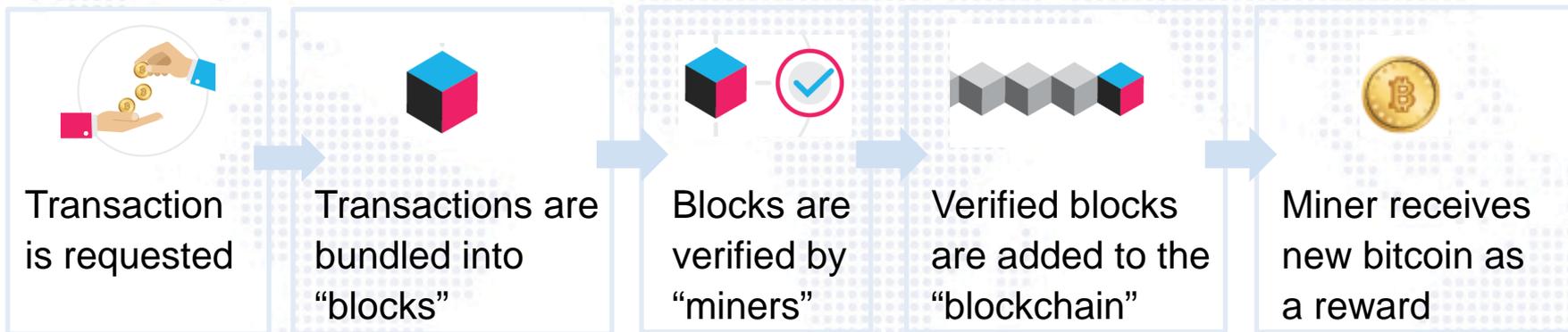
Maggie Hsu



# Bitcoin & Blockchain

Bitcoin: Type of **cryptocurrency** generated by **mining**

Blockchain: **Distributed immutable ledger**





## How are blocks verified?

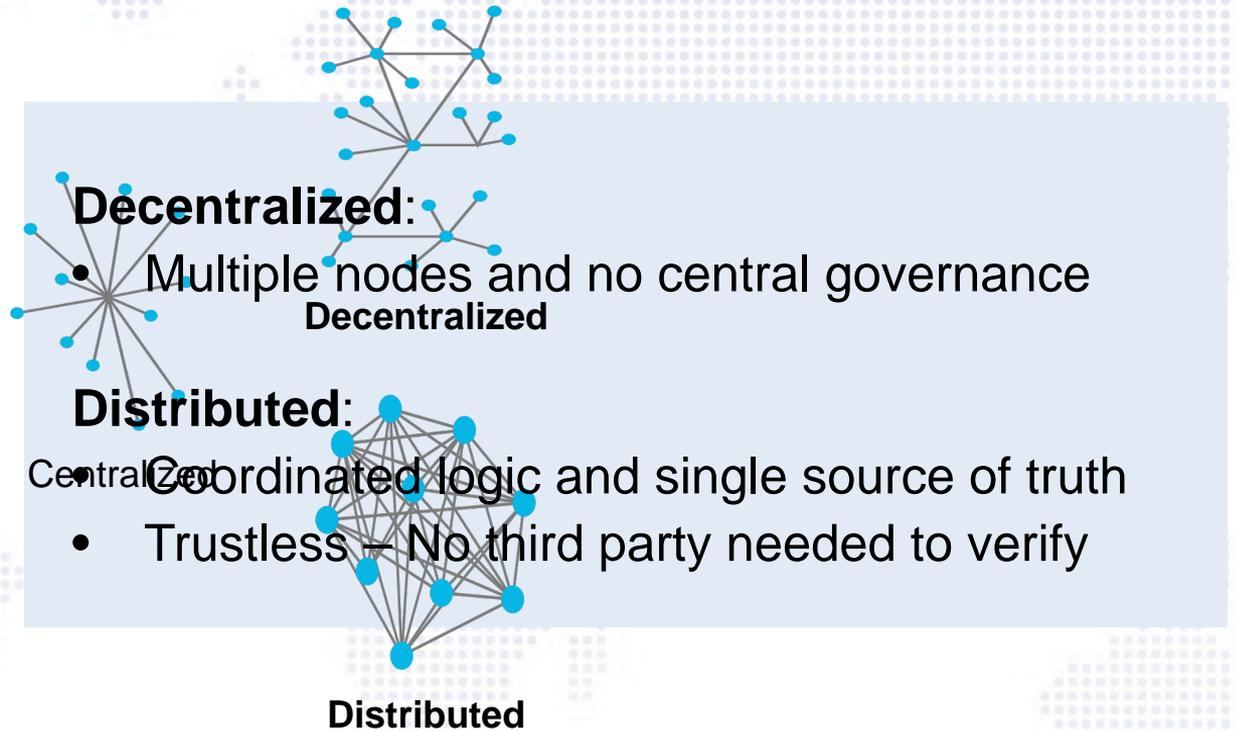
- Cryptographically; miners use computing power to solve a complex math problem by brute force decryption
- Once a miner finds the solution, other miners verify the work

## Who is a bitcoin miner?



Anyone can use their computer to mine bitcoin, although it requires significant computing resources

# Key Elements of Blockchain



# Ethereum

- Significantly broader use case than just payments
- Generates **tokens**, not coins
- Enables **smart contracts & decentralized apps (DApps)**

# Initial Coin Offering (ICO)

IPO: Sell ownership for financial return (regulated by SEC)

Kickstarter: Reserve an item or service before completed

**ICO: Sell a digital asset that will be needed to use the DApp**

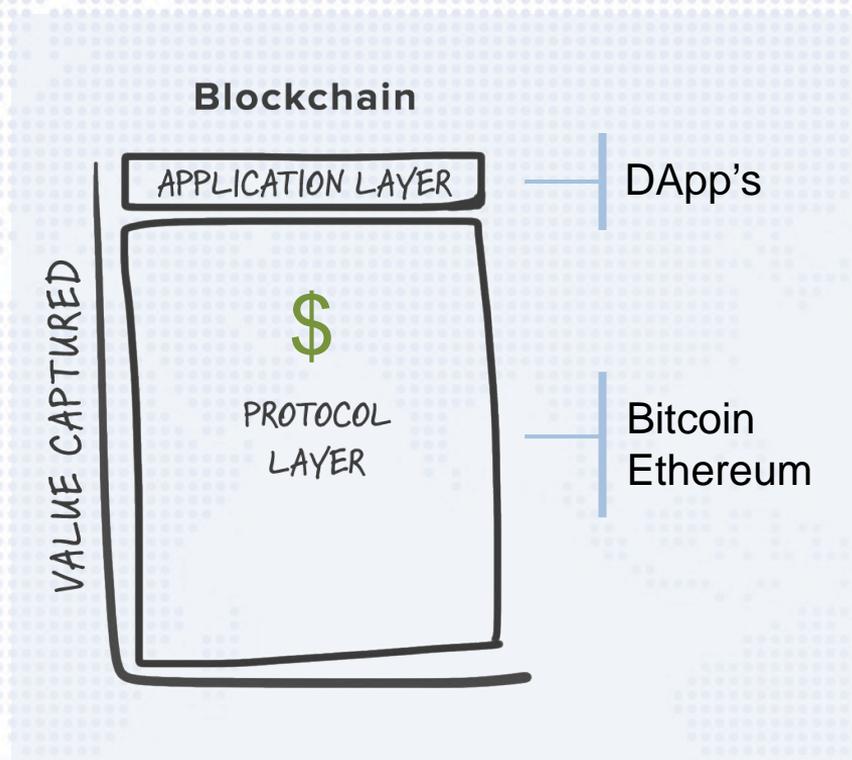
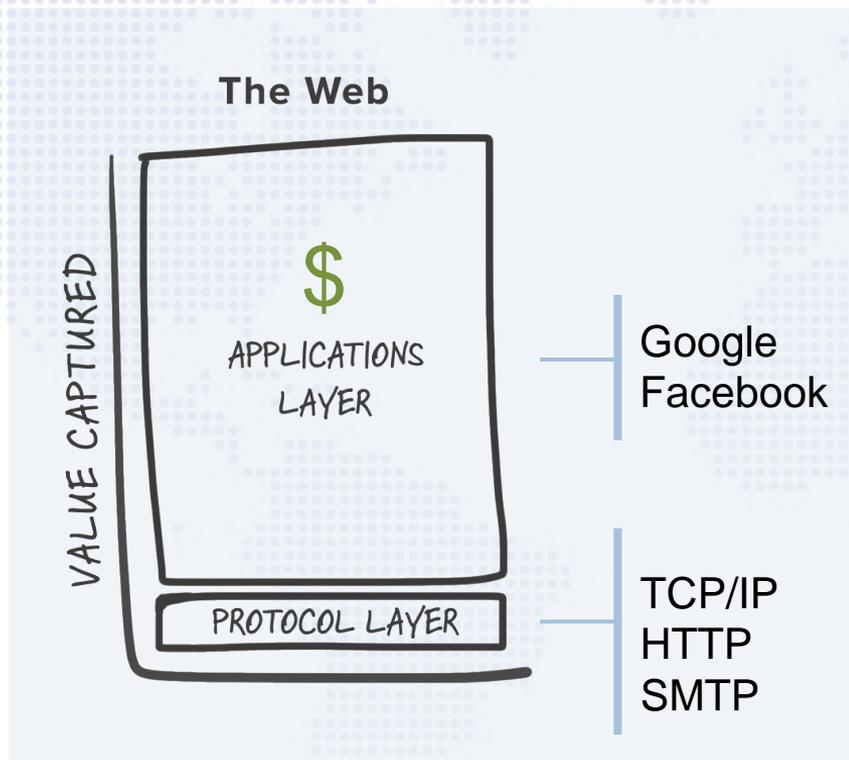
# Organizing The World's Assets

- **Proof of ownership:** Clear title for every asset
- **Easy exchange of ownership:** AirSwap is an example of a decentralized exchange



VIDEO

# Fat Protocols



# Sample Use Cases



Hotel room  
inventory



Creative IP  
(art, music, etc.)



EMR's &  
refugee ID



Diamond  
tracking



Org structure &  
labor management



Collectible item  
authentication

# What to Watch For



- Regulation
- Security
- Adoption



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