



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?

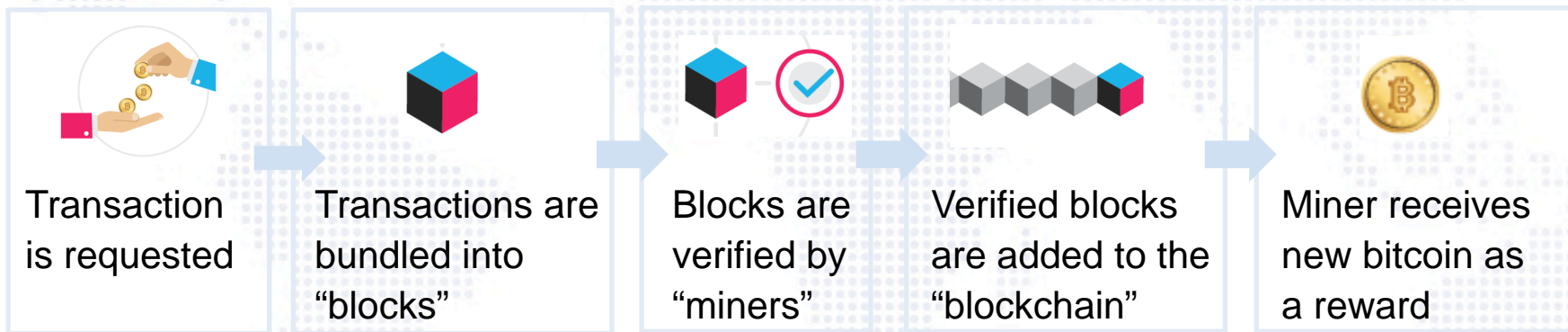
Maggie Hsu



Bitcoin & Blockchain

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

Blockchain: **Distributed immutable ledger**





How are blocks verified?

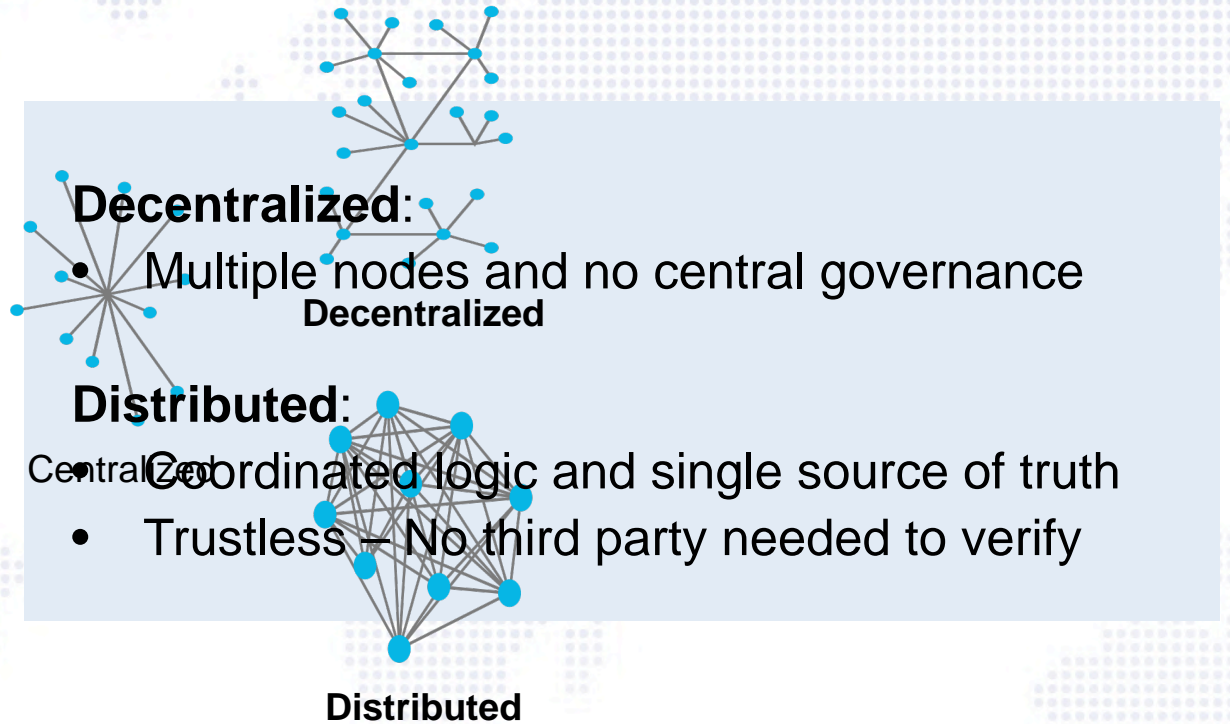
- Cryptographically; miners use computing power to solve a complex math problem by brute force decryption
- Once a miner finds the solution, other miners verify the work

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

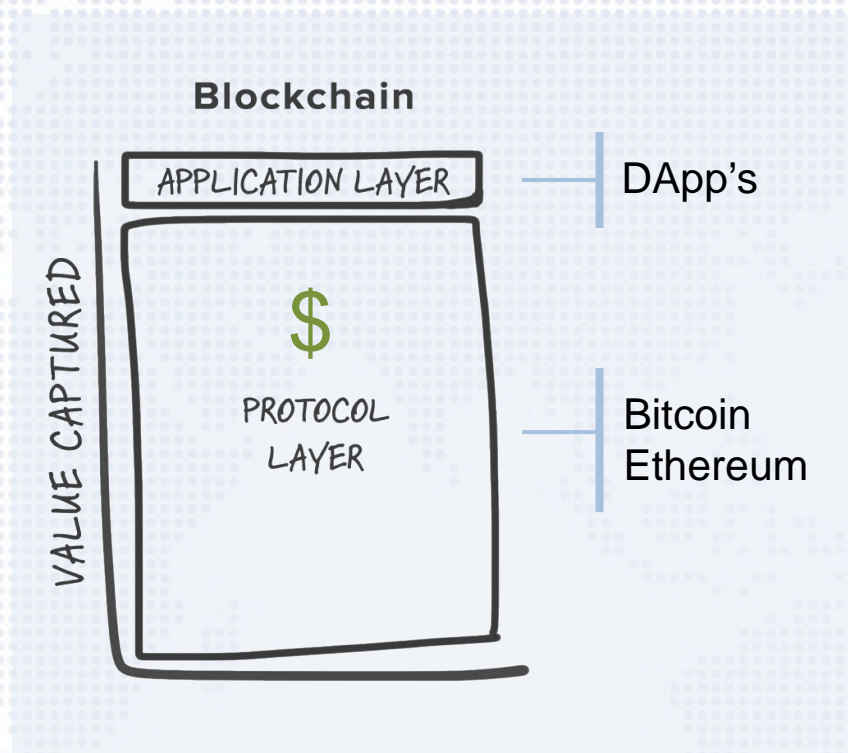
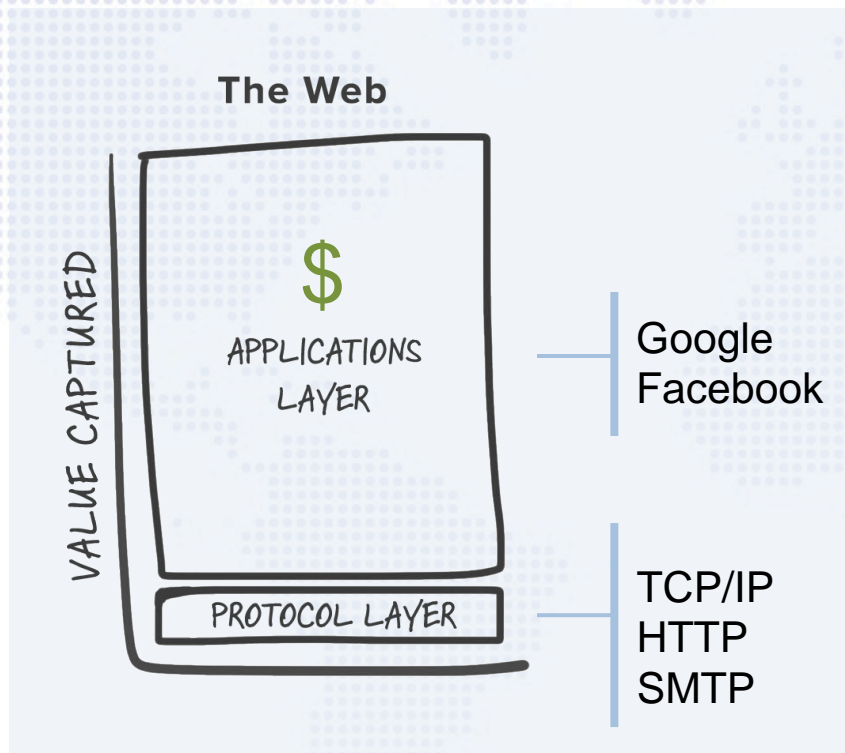
Organizing The World's Assets

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

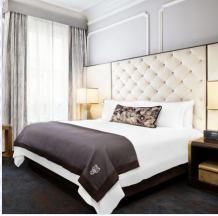


VIDEO

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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