



How Web3 helps your business

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Agenda

- Web3 101
- What are building blocks of Web3
- Web3 and businesses

Web3 101

The evolving and improving Web

Web1

The internet of
information:

Read



Web2

The internet of
interactions:

Read-**Write**



The challenge with Web2

Web2 provides an Internet experience that is
Interactive, Simple, and Fast.



Web2 centralizes monetization, control,
and data with the builders.



Web2 is more suitable for centralized
business processes.

What is Web3?

Web1

The internet of
information:
Read



Web2

The internet of
interactions:
Read-Write



Web3

The internet of
value:
Read-Write-Own



How guiding principles of Web3 improve on Web2

Decentralized

Ownership of network distributed among builders **and users**.

Permissionless

Equal access to participate and no one gets excluded.



Native Payments

Uses **digital currencies** for payments and asset ownership.

Trustless

Uses **technology** and **economics** over trusted third-parties.

Web3 adoption stats

Investments

\$50B+

Invested by VC in Web3 since 2021, \$18B in H1 2022.¹

Businesses

85%

Companies with >\$1B revenue integrating cryptocurrencies.²

Individuals

51%

GenZ expect to do work in the Metaverse in 2 years.³

1) <https://www.mckinsey.com/industries/financial-services/our-insights/web3-beyond-the-hype>

2) <https://www.pymnts.com/wp-content/uploads/2022/06/PYMNTS-Paying-With-Cryptocurrency-June-2022.pdf>

3) Microsoft's Work Trend Index 2022 metaverse

The current limitations of Web3

Not accessible (complicated new concepts)

Not ready for mass utilization

Low-trust environment for public (bug exploits and scams)

Poor user experience

Web3 is not “the end” of centralized companies

Existing systems are already decentralized, to a degree.

Mass consumer still value brand names, but don't like the centralized control of data and value.

Web3 will need the technology, expertise, and data provided by centralized companies.

What are the building blocks of Web3?

Crypto Payments

Cryptocurrency payments offer cheaper transaction fees (especially for cross-border), faster settlement, and inclusive access for the unbanked.

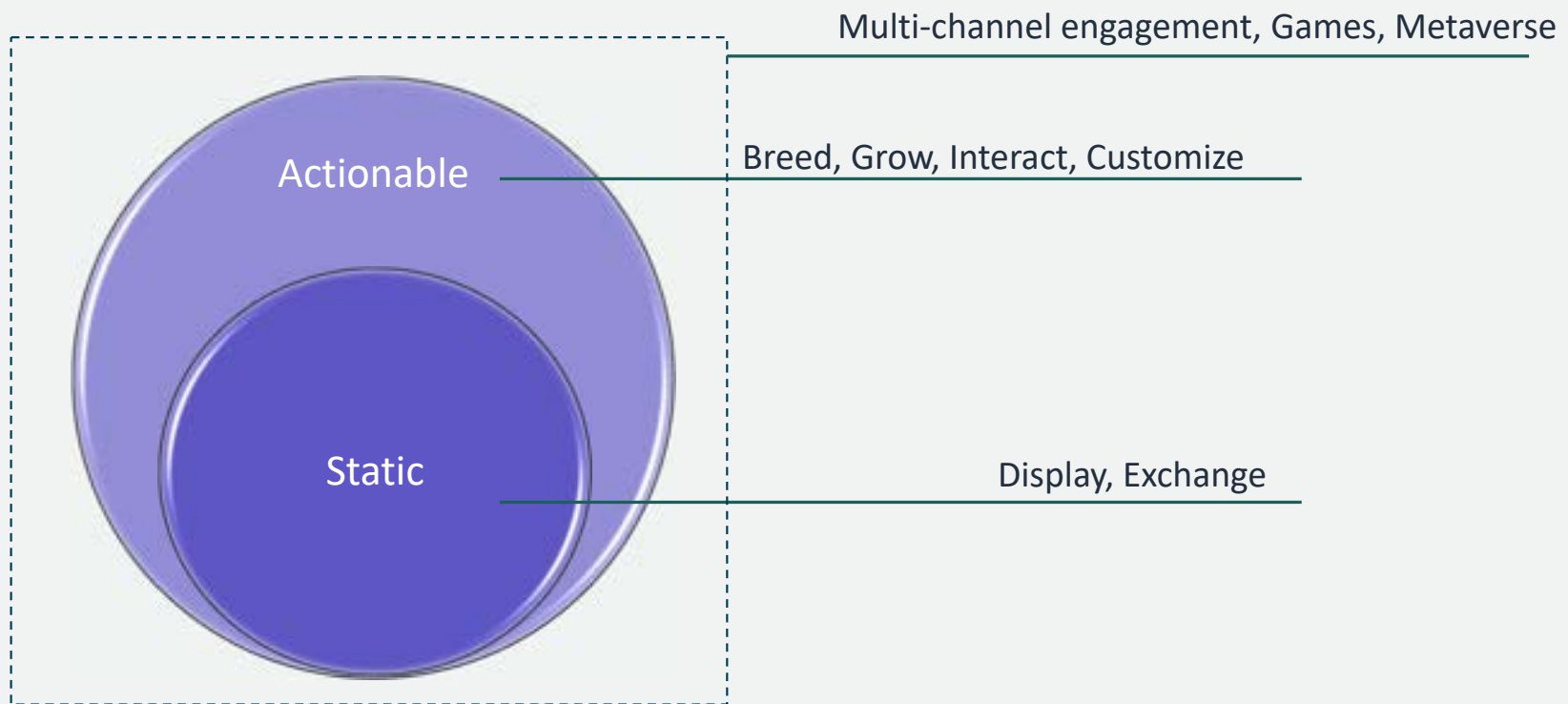
What is Decentralized Finance (DeFi)?

DeFi is the financial system built on a peer-to-peer transaction network and replaces middlemen with smart contracts.

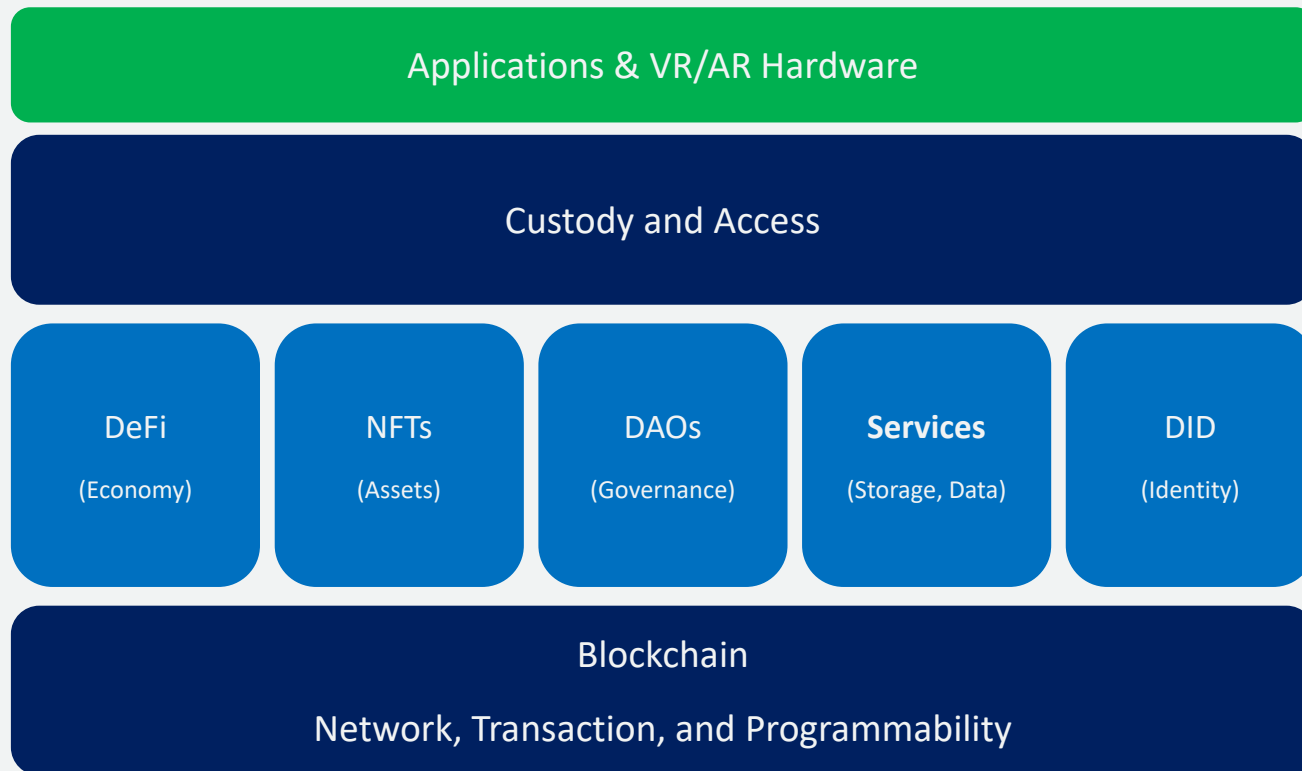
What are Non-fungible Tokens (NFTs)?

A Non-fungible token is a cryptocurrency representing unique (or semi-unique) assets and acts as a digital certificate of authenticity and ownership.

NFTs beyond “static” collectible.



Web3 Building Blocks



Is the Metaverse Web3?

The Metaverse builds on the Internet to create a virtual and mixed reality world focused on **social connection** in **real-time** and **across spaces**.

The Metaverse is emerging from digital behaviors from both **businesses** and **consumers**.

Is the Metaverse Web3?

The Metaverse builds on technology that supports:

Network for portable and interoperable identity, data, and assets.

Digital asset payments and ownership.

Consumer-first principles for data control and ownership.

The Metaverse builds with Web3.

Web3 and Businesses

How Web3 can help your business



Provide a better way to automate and distribute business workflows and share data between organizations.



Connect with the consumers of tomorrow (GenZ) and meet their digital expectations (privacy, ownership, and experience).

Web3 and Finance

The challenges of digitizing the economy.

The journey to digital economy is already underway, however the journey is slowed by limits of existing system.



Inefficiencies from siloed data, siloed networks, and third-parties.



Growing cost of regulatory compliance as more data and economy goes on-line.



1.7B unbanked people, 35% economic activity happens on “informal economy”.¹

1. <https://www.weforum.org/agenda/2022/09/decentralized-finance-a-leapfrog-technology-for-the-unbanked/>

Leverage digital currency and decentralized finance innovations

Digital assets, smart contracts, and "open" network increase velocity of money.

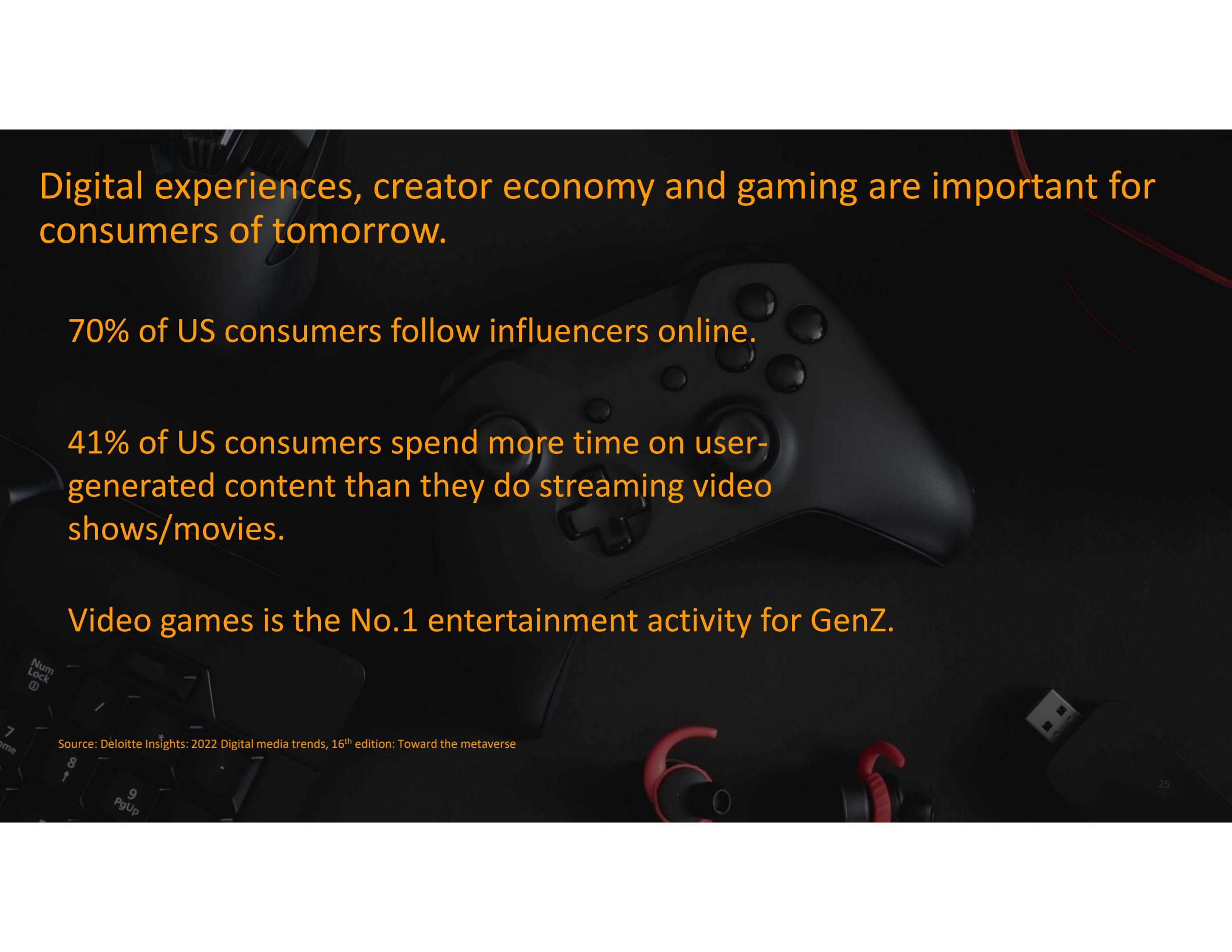
Ready-to-use financial widgets and open networks accelerate financial digitization.

Cryptocurrencies, stablecoins, and tokenized assets provide new forms of diversification.

Simplify compliance with shared, rich data and transaction history.



Web3 and Consumer Engagement

A dark, high-contrast background image featuring gaming peripherals. A black game controller with red accents is the central focus, surrounded by a keyboard and a mouse. The text is overlaid in a bright orange color.

Digital experiences, creator economy and gaming are important for consumers of tomorrow.

70% of US consumers follow influencers online.

41% of US consumers spend more time on user-generated content than they do streaming video shows/movies.

Video games is the No.1 entertainment activity for GenZ.

Source: Deloitte Insights: 2022 Digital media trends, 16th edition: Toward the metaverse

Web3 simplifies multichannel engagement



Sample: Web3 Movie launch and engagement

Exclusive digital collectible movie ticket for purchase.

Digital collectible reveals at movie theater.

Digital collectible gives access to paired physical merchandise.

Digital collectible unlocks in-game asset from partner studio.

Collect 5 different movie tickets, unlocks new collectible tier.

Web3 and other Business Use Cases

Web3 and other business use cases



Supply chain illumination and management.



Document Management (encryption, versioning, audit).



Identity and sensitive data (e.g., healthcare) sharing.

D2.



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<https://aws.amazon.com/blockchain/>

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