



Hi {{ contact.FIRSTNAME | default : "there" }},

Welcome to the December 2023 edition of the BRI Newsletter. We hope you find this content useful. You can find a PDF version of the newsletter [here](#). As always, if you have any comments, announcements, or recommendations for content in future editions, or would like to contribute content, please let me know:

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From the Editor's Desk



Reflecting on 2023 and looking forward to 2024 and beyond

By Doug Heintzman
Chief Catalyst, BRI

It is that time of the year when we step back and assess the year that has passed, take stock of our available resources, and think about how to approach the year to come.

After a couple of years of lockdown, a war in Europe, shocks to the global energy market, a meltdown of the crypto market, and tribal political acrimony, I was optimistic that 2023 would be a reset. Alas I'm left with a sense that 2023 didn't live up to its potential.

Yes, the global economy has fared better than some had forecasted, but a continuing housing crisis, rising prices, tragedy in the middle east, bank failures, tight capital markets, and a general business malaise, has me looking forward to better days to come.

While it wasn't a great year for parts of the Web3 world, there were some notable bright spots. The Web3 music ecosystem innovated and thrived. ChatGPT got us thinking about some creative applications of a potentially very powerful new technology and head the first whispers about [Project Q*](#), a breakthrough in AI reasoning systems. We saw some big companies like Disney, Visa, Mercedes, and Starbucks building out substantial infrastructure to execute Web3 plays. We also got a glimpse into the future of the metaverse with Apple's announcement of the [Vision Pro](#) headset.

It seems like 2023 was a transition year for Web3. Venture capital firms seemed to have less tolerance for pie-in-the-sky vision plays and forced startups to think more about early profitability. It also seems that the utopian view of Web3 replacing all our existing systems, has given way to a more realistic view that Web3 compliments, and extends existing systems. Many Web3 warriors have toned down their rhetoric about taking on big tech in an all-out frontal assault. These

are signs of a maturing market.

Some predictions about 2024 are easy. I think we will see significant growth in Web3 games including a lot of Web2 games implementing Web3 features. I think we will see stable coin volumes surpass Visa. The crypto markets may see a good year driven by Bitcoin's halving among other factors. I think we will see activity across the Ethereum ecosystem grow significantly in 2024 and more companies will begin to deploy enterprise workloads on public blockchain infrastructure. AI will continue to disrupt almost everything.

Predictions are observational, they are not aspirational. As I've been trying to frame my thinking about where we go from here I think back to [Marc Andreessen's Techno Optimist Manifesto](#) which is an expression of some of the ideas in the [Effective Accelerationism \(e/acc\)](#) movement and which I discussed in the [October newsletter](#). Many of my reservations about Andreessen's unbridled libertarian techno optimism were addressed well in a blog post by Vitalik Buterin titled [My techno-optimism](#). In his post, Vitalik argues for intentional selection or deselection of technologies based on their potential positive or negative impacts. He points to many examples where we have collectively focused on encouraging technologies that advance the human condition and restricting technologies that have a negative impact. He argues for a <d/acc> where the "d" stands for "defence, decentralization, democracy, and differential". He touches on many themes, including the fact that "creating decentralized governance mechanisms to deal with negative externalities is socially a very hard problem." He also makes the case for using blockchain and AI to improve our collective agreement on truth and facts. He even ponders big questions about AI's potential central role in government decision making and operations.

The summary that should resonate with many of us is: "If you are a blockchain advocate, then d/acc is a more modern and broader narrative to embrace than the fifteen-year-old emphasis on hyperinflation and banks, which puts blockchains into context as one of many tools in a concrete strategy to build toward a brighter future." The post is a long 11,000-word essay and well worth the read.

I think we need more of this kind of thinking. Most of the time we look at a new technology and try to figure out how it will make us more productive. We are however at the advent of an era shift where some remarkably powerful and force-multiplying technologies are converging into a new platform. We will build new business and societal structures on this platform. It will likely be the foundation of a new social contract. This is exactly the time to do some deep thinking about not only what we *can* do with new technology but what we *should* do with it.

Announcements and News



The Web3 book tour was a great success. It visited Toronto, San

Fransisco, Los Angeles, New York, Miami, Montreal, Washington, Boston, Calgary, Vancouver, Ottawa, Chicago, and Detroit.

To the tours sponsors, thank you for your support. For all who attended, it was great to meet you and we hope you enjoy the book. For those of you who were not able to join us you can pick up the book at [Amazon](#) or get the excellent audio version on [Audible](#).



Solve.Care hosted the BRI's Doug Heintzman on their X Space on the topic: [Beyond chatbots: AI can save industries billions behind the scenes](#).



[Wallets on Hedera Collaborate to Launch WalletConnect Integrations](#)



HYPERLEDGER

[Hyperledger Foundation celebrated its 8th anniversary and added 7 new members](#).



[Enterprise Ethereum Alliance released its Business readiness 2023 report](#)



[IBM Unveils Offline Crypto Storage for Institutional Investors Seeking Top-Notch On-chain Security](#)

Featured Research

BRI BIG IDEA WHITE PAPER

Web3 in the Pharmaceutical Industry

How blockchain, artificial intelligence and other digital technologies will transform productivity and innovation in the pharmaceutical industry.

Douglas Heintzman
Blockchain Research Institute

[Learn more](#)

BRI BIG IDEA WHITE PAPER

Which Smart Contract Platform do you need?

This research helps leaders to determine which smart contract platform is right for their blockchain use case.

Massimo Bartoletti
University of Cagliari

[Learn more](#)

BRI BIG IDEA WHITE PAPER

Decentralized Finance Analysis

How to Identify Value Within the Crypto Ecosystem

John Robison, Columbia University
Aryan Sheikhalian, CMT Digital

BRI BIG IDEA WHITE PAPER

Coopetition in Global Commerce

Why it will take a pro-competitive Global Village to scale Blockchain

Dale Crystie

Alex Tapscott, Ninepoint
Partners LP

[Learn more](#)

FedEx Corporation

[Learn more](#)

Headlines

[Chinese Web3 VC to launch \\$10B accelerator fund](#)

[Binance debuts new web3 AI gaming platform](#)

[Japan's Cabinet Proposes Scrapping Corporate Tax on Unrealized Crypto Gains](#)

[The 6 Most Important Web3, Blockchain And Cryptocurrency Trends In 2024](#)

[Blockchain, Web3 And GenAI: The Tech Superheroes Of Today](#)

[How blockchain can help solve proof of personhood](#)

[How 2023 Shaped Up For Blockchain](#)

[AI, Metaverse, Chatbots: Workplace Trends to Watch for in 2024](#)

[2024 predictions: How AI will impact everything in healthcare](#)

BRI Education

The advertisement features a dark background with a glowing, multi-colored cube on the right side. The cube is composed of smaller, translucent blocks in various colors like blue, green, yellow, and red, creating a 3D effect. On the left, the text 'WEB3 AND BLOCKCHAIN FUNDAMENTALS' is written in large, bold, white capital letters. Below this, in smaller white text, it says '*NEW* Short course! Earn your certificate in under 4 hours. Developed by the BRI in collaboration with INSEAD and Coursera.' Further down, it says 'Enroll today!' and provides the URL 'bit.ly/w3b-fundamentals' in a white box.

WEB3 AND BLOCKCHAIN FUNDAMENTALS

***NEW* Short course!** Earn your certificate in under 4 hours. Developed by the BRI in collaboration with INSEAD and Coursera.

Enroll today!

bit.ly/w3b-fundamentals

The demand for Web3 and blockchain education is high, and Coursera—the world’s largest provider of Massive Open Online Courses (MOOCs)—has identified it as an “in-demand topic” for 2023. As a member of the BRI community, we also recognize that your time is incredibly valuable and that your busy schedules can make it challenging to commit to lengthy educational programs. That's why we're excited to announce the launch of our new short course, [Web3 and Blockchain Fundamentals](#), developed in collaboration with INSEAD and Coursera.

We've designed this new course specifically with our community of

business leaders in mind. In under four hours, you'll gain a comprehensive understanding of the fundamentals of Web3 and blockchain technology, including topics such as digital assets (tokens), smart contracts, decentralized autonomous organizations (DAOs), and the blockchain "trilemma." You'll also explore some real-world use cases and examples of companies that have successfully incorporated blockchain into their business models.

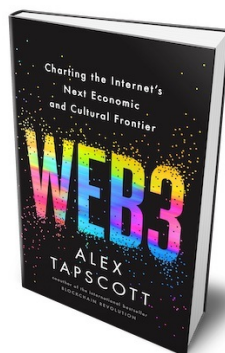
At BRI, we are committed to delivering the most relevant and tailored educational content to our Members. That's why we want to remind you that our team is always available to discuss the possibility of customizing our courses to meet the specific needs of your organization, audience, or customers. Whether you're looking to deepen your knowledge of Web3's impact on a particular industry or to achieve specific targeted learning objectives, we are here to help you create a bespoke educational program that is right for you. Reach out to us today to discuss how you can leverage the BRI's expertise to enhance your organization's learning experience.

Explore our online courses



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Books

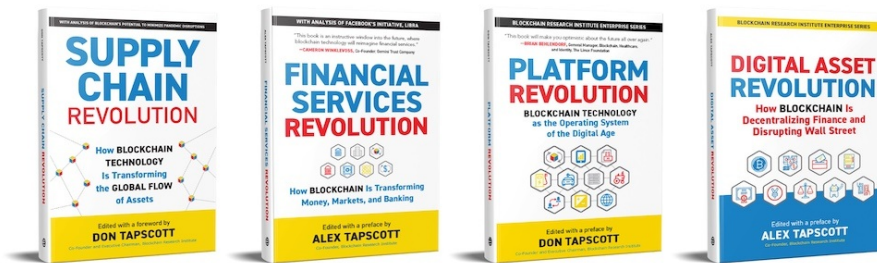


Web3: Charting the Internet's Next Economic and Cultural Frontier

Authored by BRI co-founder, Alex Tapscott, this book serves as a cutting-edge guide to the Internet's next era, covering everything from the metaverse and NFTs to decentralized finance and self-sovereign identity.

Order today on [Amazon.com](https://www.amazon.com) or [Amazon.ca](https://www.amazon.ca).
Get the audio version at [Audible.com](https://www.audible.com) or [Audible.ca](https://www.audible.ca).

BRI Book Series



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Podcasts

W3B Talks

Listen to our latest episode: [Getting Startup Funding for Web3 and Blockchain with Aly Madhavji](#)



You can find "W3B Talks," our podcast series on Web3 and its impact on business and society [here](#).

You can also find it on your favourite podcasting platforms such as [Spotify](#), [Amazon Music](#), [Google Podcasts](#), and [Apple Podcast](#).

DeFi Decoded



Check out the latest episode of DeFi Decoded with Alex Tapscott and Andrew Young: [Investing in Web3, the Easy Way with ML Tech](#)

You can see other episodes on YouTube [here](#).

About BRI

Blockchain Research Institute is a global think-tank exploring the promise of blockchain technology for business, government, and society. Our syndicated program is funded by an international community of Member organizations, including enterprises, governments, and technology start-ups from around the world.

We're always looking for new organizations to collaborate with, through a number of initiatives:

- BRI Member Program
- BRI Global Partnership Program
- Web3 and Blockchain World Conference

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