



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

Welcome to the October 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



Living as a Constrained Techno-Optimist.

By Doug Heintzman
Chief Catalyst, BRI

I have been accused of being pathologically optimistic, and by those closest to me, even "... annoyingly so." I'm one of those people that not only thinks that the glass is half full but immediately starts strategizing as to how to make the glass completely full. I considered myself, by and large, to be a techno-optimist. I believe that humankind's historical prosperity and improving welfare, as well as its prospects, are a result of technology innovation.

In the past month I've read two books and a manifesto that have me reflecting on my optimism and how I should channel it into my world view and development of business strategies.

One of these was Internet innovator and Andreessen Horowitz's co-founder and general partner, Marc Andreessen's [The Techno-Optimist Manifesto](#).

There are many elements in the manifesto that resonate with me. Ideas like "We believe technological change, far from reducing the need for human work, increases it, by broadening the scope of what humans can productively do" and "We believe markets are generative, not exploitative; positive sum, not zero sum." Other ideas such as "We believe in Augmented Intelligence just as much as we believe in Artificial Intelligence" dovetail with thinking I've been doing on the evolution of generative AI into pervasive digital assistants that we will interact with through smart glasses, but more on that in a future newsletter.

I did however feel a bit uneasy about how boundless Marc's argument was ...just how unconstrained his optimism seems. It seemed to me to be a sort of a techno-libertarianism. To be fair, Marc does acknowledge that techno-optimism needs to be constrained to some extent, but I think that there are constraints on natural

resources, on the amount of environmental damage we can afford to do without consequence, and on cultural and societal interactions, that he hasn't fully taken into consideration.

Markets are wonderful economic mechanisms, but they often don't factor in externalities. Rugged individualism and an absence of regulation may be a rational means of maximizing value creation and wealth generation when there are infinite natural and geographic resources, but when the interests of individuals or groups come into conflict because they share space and resources in a closed system, we need rules and regulations in order to maximize collective welfare.

Technology, and AI in particular, has enormous potential to create vast amounts of new value, but if the wealth created by AI is overly concentrated in a small portion of the population, we risk social decohesion. Conflict, unrest, and war do not contribute to social or individual welfare.

In Brett King and Dr. Harry Kloor's book *The Rise of Technosocialism: How Inequality, AI and Climate will Usher in a New World*, system constraints and the potential for conflict over finite resources are front and center. They too believe that aggressive technology innovation is the way forward, especially as a means to manage resources more productively and to open our system a little to external inputs (aggressive capture of solar radiation, asteroid mining), but also that we will need something like a universal basic income to insure social cohesion in a time of dislocation and uncertainty.

In his book *Facing our Futures*, futurist Nicolas Badminton suggests that we need to look far into the future and consider very negative potential scenarios. This approach forces us to examine how system constraints should temper our optimism and shape our strategies going forward.

The BRI's mission is to accelerate the transition to the Web3 era. We think Web3, with its blockchain foundation, will support a much more decentralized, and as a result, a more agile and productive, business ecosystem. We think that along with blockchain, IOT and AI will help us count and ledger externalities much better and thus make markets more efficient. Greater transparency about the cost of those externalities and the incorporation of those costs into pricing signals, will allow consumers to make better decisions and investors to deploy capital more effectively.

As much of an optimist as I am, I'm not convinced that technology innovation, and its associated productivity improvements and wealth creation, will outpace our need to consider the constraints of living in a closed system. I think that we will need to rethink our social contract as a result.

The potential upside of the Web3 era is huge. I fear that if we aren't careful about considering externalities and real-world consequences of resource constraints and resentments about inequitable wealth distribution, the downside could be catastrophic.

Let's be enthusiastically optimistic, innovate aggressively, and chart a future together. A future that that respects our fragile environment,

and promotes a fair, prosperous, and inclusive society.

A good way to start along that journey is to pick up Alex Tapscott's new book *Web: Charting the Internet's next Cultural and Economic Frontier*.

Announcements and News



The Web3 book tour hit Toronto, San Francisco, Los Angeles, New York, Miami, Montreal and Washington. It continues in:

Boston - Thursday 26th October 2023

Calgary - Monday 30th October 2023

Vancouver - Wednesday 1st November 2023

Ottawa - Tuesday 14th November 2023

Chicago - Wednesday 15th November 2023

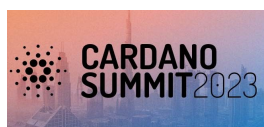
Detroit - Thursday 30th November 2023

You can register to attend in any of these cities at web3booktour.com.

We look forward to connecting with you.



BRI Middle East hosted the *Web3 Summit: Blockchain and Beyond* is being held in Riyadh Saudi Arabia on October 19th. It brought together thought leaders from around the world to explore how Web3 is changing business and government.



Cardano 2023 summits are happening all over the world.
[Join one of these community led events!](#)



The BRI's Douglas Heintzman presented at a London Stock Exchange Group event on the role of AI in wealth management and to the Turkish Bankers Association on the Future of Banking in the Web3 Era.



Blockchain for Energy, the consortium of 13 oil and gas companies including new members Saudi Aramco and EQT, released their new logistics solution. [Read about it here.](#)

Featured Research

BRI BIG IDEA WHITE PAPER

Which Smart Contract Platform Do You Need?

A framework for evaluating blockchain systems with an analysis of the top eight protocols

Massimo Bartoletti
University of Cagliari

[Learn more](#)

BRI BIG IDEA WHITE PAPER

Coopetition in Global Commerce

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

Dale Crystie
FedEx Corporation

[Learn more](#)

BRI LIGHTHOUSE CASE STUDY

It's Easy to Talk. It's Hard to Build.

Don Tapscott Interviews Charles Hoskinson on Building the Future

Don Tapscott, BRI
Charles Hoskinson, Input
Output

[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
Alex Tapscott, Ninepoint
Partners LP

[Learn more](#)

Headlines

[The Future of Green Energy: How Rowan Energy is Merging Blockchain with Solar Power](#)

[Vodafone, Chainlink Show Blockchain Can Support Global Trade Processes](#)

[Web3 Social Media Platform DSCVR Launches on Solana Blockchain](#)

[Blockchain Helps the Good Guys Track the Bad Guys](#)

[Blockchain-based app to detect fraudulent medicines unveiled in Copenhagen](#)

[Decentralization on a Spectrum: How Fully On-chain Games Are the Future of Web3 Gaming](#)

[Mastercard Teams Up With MoonPay for Web3 Push](#)

BRI Education

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.

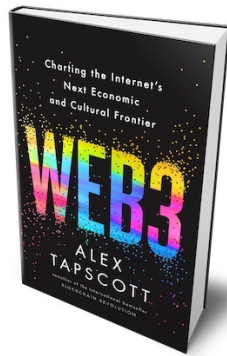
Explore our online courses



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Books

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



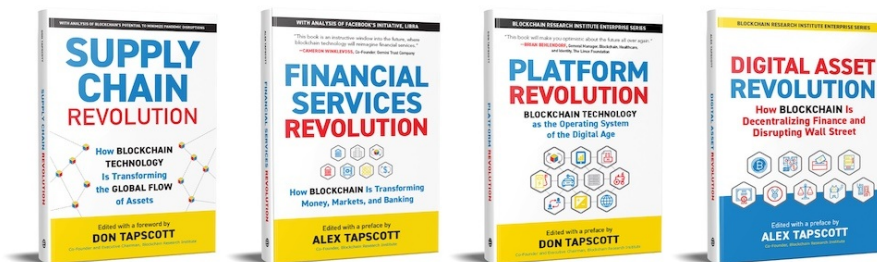
Authored by BRI co-founder, Alex Tapscott, this book serves as a cutting-edge guide to the Internet's next era, covering everything from the metaverse and NFTs to decentralized finance and self-sovereign identity.

Release Date: September 19, 2023

Pre-order today on [Amazon.com](https://www.amazon.com) or [Amazon.ca](https://www.amazon.ca)

To inquire about sponsoring the book tour or volume purchases, please visit alextapscott.com.

BRI Book Series



[Learn more](#)

Podcasts

W3B Talks

Listen to our latest episode: [WEB3 and AI with Irving Wladawsky-Berger](#)

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: [Bitcoin ETF False Alarm Sends Market into Frenzy](#).

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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