



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

Welcome to the August 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 at douglas@blockchainresearchinstitute.org.



From the Editor's Desk



Coopetition: Prospering in the Web3 World

BY DOUG HEINTZMAN

Chief Catalyst, BRI

For this edition of the newsletter, I was planning on writing about digital currencies and new payments rails. With so many governments moving forward with CBDCs, with some banks advocating for tokenized deposits, and with PayPal entering the stablecoin space, the topic is.... well...topical. Considering how fundamental currencies, in their various forms, are to our modern economies, this is an obvious area of active research for us.

Then, just as I was putting fingers to keyboard, our director of research sent me a link to our latest research project, authored by FedEx's Dale Crystie. Dale's paper, "[COOPETITION IN GLOBAL COMMERCE, Why It Will Take a Pro-Competitive Global Village to Scale Blockchain](#)" talks to a core issue that has slowed the emergence of the Web3 era, namely, the difficulty in moderating our instincts about competition and find common and aligned interests that we can work on together?

Digital currencies will have to wait till a future edition.

Web3's great potential is its ability to coordinate intercompany processes. To allow ecosystems of partner companies and even individuals, to behave as if they were part of a single company with a common and coordinated purpose. The technology to provide data transparency, collective confidence in business logic and allow the formation of new kinds of business configurations exists and is being codified as core network infrastructure. Still, the transition to the next era of the internet has been slow.

Dale's paper looks at historical examples of when competitors worked together for common good. He discusses rail gauge and time zone standardization, the alliances that simplified air travel by integrating routing and scheduling, as well as the cooperation of automobile companies in responding to government safety regulations. In all these examples, companies recognized that by working together they could increase the value of the entire industry in which they

participate.

He also looks at the various blockchain consortium efforts and examines the challenges they face. Of the challenges he identifies, perhaps the most pernicious is the corporate culture problem. He talks about the problems of alignment of interests, governance and coordination, information asymmetry, cultural differences, competitive dynamics, and trust. He warns that resolving these issues "...may require a shift in long term beliefs."

He further makes a compelling argument for the many benefits that will accrue if we can overcome these obstacles and uses many real-world examples from his experience at FedEx.

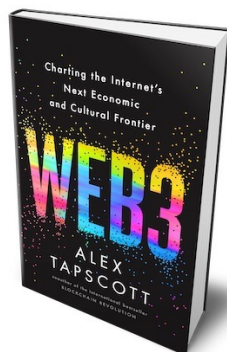
Many of Dale's conclusions dovetail with research I have been working on regarding Web's potential impact on the pharmaceutical industry.

The human part of Web3 is hard. Business schools and business experiences teach us to look at the world through a competitive lens. We are asked "how do we differentiate our products and beat the competition?" Popular culture celebrates one side winning over another in negotiations. All too often we see business interactions as a zero-sum game. We need to reframe the discussion.

Along those lines, on September 19th HarperCollins will release a new book by BRI cofounder Alex Tapscott book called "[Web3: Charting the Internet's Next Economic and Cultural Frontier](#)" (You can [preorder on Amazon](#)). Like Blockchain Revolution before it, we expect this book will go a long way to framing the discussion about how new technology infrastructure will reshape our economy and society. This is an important discussion to have. It is not only important to understand how the technology works and what it is capable of, it is important to understand how it will affect how we approach problem solving as a group of aligned interests who have confidence that the benefits of effort will be distributed equitably.

Web3 infrastructure will allow us to act differently. I also hope it encourages us to think differently.

Announcements and News



Publishers Weekly reviewed [Web3: Charting the Internet's Next Economic and Cultural Frontier](#) concluding that:

"User ownership of digital assets is the future of the internet, according to this thought-provoking treatise. ...Tapscott excels at drawing out the wide-ranging potential of the burgeoning technology, and the straightforward explanations of how it works will be appreciated by those who don't know bitcoin from blockchains (the latter of which, he explains, are "distributed ledgers of transactions that everyone can see but no single party can alter"). This will ignite readers' curiosity."

Alex will be promoting the book with a North American book tour in September and October. We will be sure to forward you an invitation.

[Preorder at Amazon](#)



The German business magazine managerSeminare.de published [an interesting article](#) about Don Tapscott's thought on AI's impact on business and society and the need for a new social contract.



Join representatives from the United Nations & other multilateral organizations, national, state and local governments, corporations, academia and the media at the Government Blockchain Association's conference, [Blockchain & Infrastructure: The Rise of AI, in Washington, DC on September 28-29, 2023](#).



The BRI's online educational programs have won two coveted [Brandon Hall Group awards](#) for excellence within the "Learning & Development" category:

- Best Advance in Custom Content (Silver Award)
- Best Use of Video (Bronze Award)

You can find out more information about the BRI online education programs [here](#).



BRI Middle East is organizing the first-of-its-kind event in Saudi Arabia. The Web3 Summit: Blockchain and Beyond is being held in Riyadh on October 19th 2023. It will bring together thought leaders from around the world to explore how Web3 is changing business and government. You can find more information and register [here](#).

Featured Research

BRI BIG IDEA WHITE PAPER

Coopetition in Global Commerce

A cooperative strategy for realizing the potential of Web3 technologies in global commerce

Dale Chrystie
FedEx

[Learn more](#)

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 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

BRI BIG IDEA WHITE PAPER

Decentralized Finance Analysis:

How to Identify Value Within the Crypto Ecosystem

John Robison, Columbia University
Aryan Sheikhalian, CMT Digital
and Alex Tapscott, Ninepoint Partners LP

[Learn more](#)[Learn more](#)

Research being released into the Creative Commons



**Research
Library**

August 8th

[“What Is Web3? Blockchain as the Foundation of the Next Era of the Internet,”](#) by Douglas Heintzman and Irving Wladawsky-Berger, Blockchain Research Institute.

August 1st

[“Blockchain Revolution in the Oil and Gas Industry: Opportunities for Transformation,”](#) by Douglas Heintzman, Blockchain Research Institute,

Headlines

[An analysis of energy consumption and carbon footprints of cryptocurrencies and possible solutions](#)

[Vessel Capital emerges from stealth with \\$55M fund focused on web3 infrastructure and apps](#)

[Pi Network CEO On Fireside Forum: Revolutionizing Web3 with Genuine Content Over Web2 Chaos](#)

[If AI becomes conscious: here’s how researchers will know](#)

[How AI could make architecture more efficient](#)

[Blockchain Tech and AI Will Have ‘Very Tight Coupling’: Marathon Digital CEO](#)

[USDC to be available on 15 blockchains after adding 6—including Base, Optimism, and Polygon PoS—over next 2 months](#)

[China launches blockchain-powered data exchange](#)

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.

The BRI's online educational programs have won two coveted Brandon Hall Group awards for excellence within the “Learning & Development” category:

- Best Advance in Custom Content (Silver Award)
- Best Use of Video (Bronze Award)



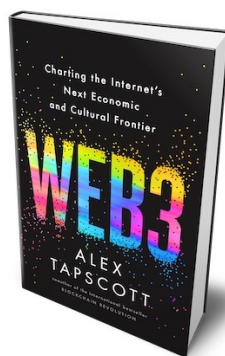
Explore our online courses



Learn more

Books

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

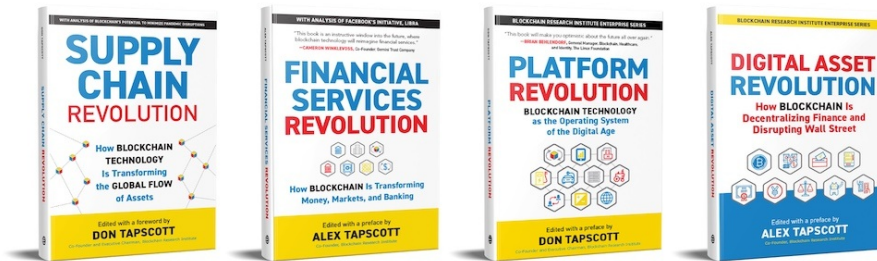


Authored by BRI co-founder, Alex Tapscott, this book serves as a cutting-edge guide to the Internet's next era, covering everything from the metaverse and NFTs to decentralized finance and self-sovereign identity.

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

Our latest episode is:

[Diversity in the new economy with Kara Howard](#)



I've taken a little summer break but new episodes will be coming soon.

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: [Will Canada be a Leader in Web3? A Conversation with Kraken Canada's Mark Greenberg](#)

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

For all inquires, please email douglas@blockchainresearchinstitute.org

1902-170 Avenue Road, M5R 0A4, Toronto

This email was sent to {{contact.EMAIL}}
You've received it because you've subscribed to our newsletter.

[Unsubscribe](#)