



NEWSLETTER

Welcome to the February 2024 edition of the BRI Newsletter. We hope you find this content useful. You can find the archive of our past newsletters [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



Trivergence

By Doug Heintzman
Chief Catalyst, BRI

The introduction of a new technology into the market can change the cost dynamics of products and services and upend industries. This is a phenomenon called disruptive innovation. When disruptive innovation takes hold, incumbents can fall by the wayside and new entrants can become major market players. In some cases entire new segments and business models can be created. While studying and projecting the impact of disruptive innovation is an essential strategy practice, there is an even bigger, albeit less frequent, pattern that is even more important. That is that every once and awhile a group of technologies converge into a new kind of infrastructure upon which entirely new eras are built.

The convergence of irrigation, land terracing, crop rotation, dams and reservoirs, storehouses, and canals and roadways, gave rise to the Agrarian Age. The convergence of factory systems, railways, steam power, mining innovation, and communication networks gave rise to the First Industrial Revolution. The convergence of electrical power networks, telecommunications, rail and urban transit systems, steel production and the internal combustion engine led to the Second Industrial Revolution. In each of these cases, the emergence of a new infrastructure built on the convergence of complementary technologies, reshaped the structure of business and society.

The first era of the Digital Age was built on the convergence of microprocessors, personal computing, digital storage, networking, layered software architecture, and graphical user interfaces. The second era of the Digital Age, sometime called the Web3 era, will be built on the convergence, or perhaps I should say “trivergence,” of three highly complementary technologies: Blockchain, AI and IoT.

This past weekend I received my copy of Bob Tapscott’s new book [TRIVERGENCE: Accelerating Innovation with AI, Blockchain, and the Internet of Things](#). I have been binge reading for the past 3 days. In Trivergence Bob chronicles the rise of each of these technologies, discusses their technical attributes, and explores the way they complement each other. He talks about how these technologies are impacting critical industries, and he addresses many of the challenges and ethical issues we must face as these technologies get adopted. Finally, he posits how these technologies will shape our digital future.

Digital technology convergence, and its impact on industry and government, is one of the most important topics of research at BRI. It is central to many, if not most, of the engagements we are involved in with organizations around the world.

I think *Trivergence* makes a strong contribution to our technical literacy and provides us with a workable framework which we can use to see patterns and develop strategies. As the BRI's executive chairman Don Tapscott says in his introduction to the book, "Whether you're a technology executive thinking about your company strategy, an entrepreneur exploring new markets and new product concepts, a government policy maker working on sensible laws and regulations for technology, a business manager in any part of a company, or simply someone curious about the evolution of digital age, you will find this book helpful and fun to read."

TRIVERGENCE: Accelerating Innovation with AI, Blockchain, and the Internet of Things is published by Wiley and available at [Amazon](#) and other bookstores.

Announcements and News



Hyperledger announces new project called WEB3J, a Ethereum integration library for enterprises.



Join the LACChain community for an online event to celebrate their second anniversary on Feb. 26th at 11:30 EST. The event features and interview with our own Don Tapscott. You can register [here](#).



Food company Mondelez International Joined the Hedera Council to Accelerate DLT Adoption, Digital Transformation, and Improved Business Efficiencies



The Government Blockchain Association will host its conference *The Future of Money, Governance and the Law* May 2-3 in Washington, DC. The BRI's Don Tapscott will be a featured speaker. Tickets can be obtained [here](#).

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

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

Blockchain Research Institute

University of Cagliari

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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](#)

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

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Headlines

[Forbes Launches Permanent Presence In The Sandbox Metaverse](#)

[Klaytn, Finschia merge for web3 expansion in Asia](#)

[Investors Remain Cautious As Clouds Clear Over The Web3 Investment Landscape](#)

[How AI is helping the search for extraterrestrial life](#)

[OpenAI unveils Sora, a tool that uses AI to generate videos from written prompts](#)

[Microsoft retires Azure IoT Central retirement announcement](#)

[The Blockchain And Digital Twins Duo: Revamping Retail And E-Commerce](#)

BRI Workshop Program



[Contact us](#) about hosting a BRI workshop or roundtable. We help organizations and associations align stakeholder interests and accelerate high quality decision making. We conduct workshops on a wide variety of technology and industry topics. We provide bespoke context setting pre-reads, deliver a briefing, facilitate the workshop, and produce and output report summarizing key learnings and action plans.

BRI Education

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Check out our short course on Web3 and Blockchain Fundamentals

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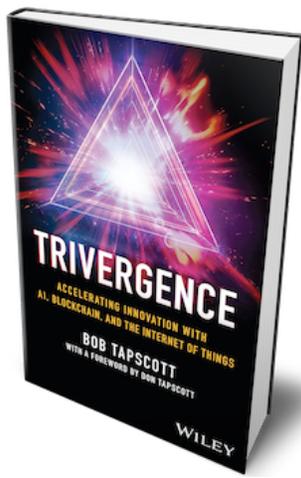
Join the 255,000 people that have already enrolled in one of our specialization courses credentialed by [INSEAD](#) and [hosted at Coursera](#).



The BRI team is always available to discuss the possibility of customizing our courses to meet the specific needs of your organization, audience, or customers.

[Learn more](#)

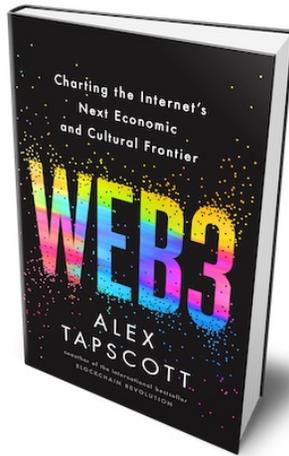
Books



Trivergence: Accelerating Innovation with AI, Blockchain, and the Internet of Things

Bob Tapscott explores the synergies between AI, Blockchain and IoT and the disruptive potential that they will offer, as well as the challenges and risks to making it happens.

Order it today at [Amazon.com](https://www.amazon.com).



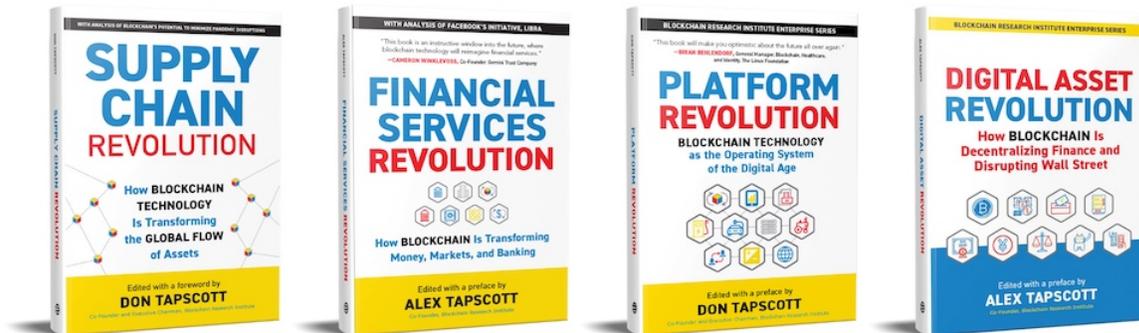
Web3: Charting the Internet's Next Economic and Cultural Frontier

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).

Get the audio version at [Audible.com](https://www.audible.com).

BRI Book Series



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Podcasts



W3B Talks

Listen to our latest episode: [AI and Blockchain in the Healthcare Industry with Ray Dogum](#)

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: [Web3 Gaming. A powerful idea whose time has come...again! With Rebecca Liao of Saga](#)

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

About BRI

BRI is a global think-tank exploring the promise of blockchain technology for business, government, and society. We work with 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
- BRI Workshops
- BRI Education
- Web3 and Blockchain World Conference

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