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

Welcome to the September 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: douglas@blockchainresearchinstitute.org
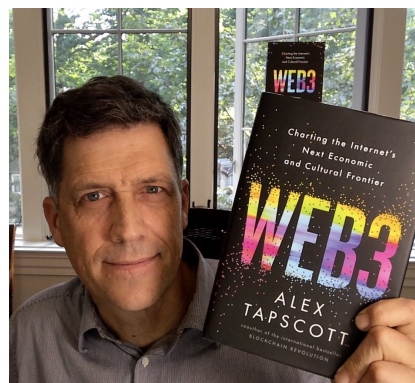
From the Editor's Desk

Charting the Internet's next Cultural and Economic Frontier

By Doug Heintzman
Chief Catalyst, BRI

Last night, 240 people joined us in Toronto for the global launch of BRI cofounder Alex Tapscott's new book Web3: Charting the Internet's next Cultural and Economic Frontier. Alex delivered an inspirational speech about the potential of the Web3 era, and a panel explored many of the big themes from the book.

I was lucky enough to get an early copy of the book and I binge read it over the weekend. It's a very good book. It is one of those books that is not only data and example laden, but it provides you with an intellectual framework that helps you to see patterns in business and society and imagine how those patterns will shift as we continue to adopt a new infrastructure.
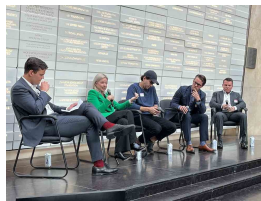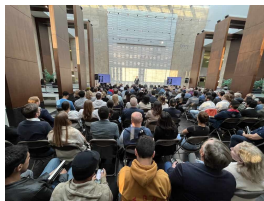
I think it is fair to say that unlike many business management books, Web3 poses more questions than it answers, but I think that is appropriate at this juncture. We need vocabulary, concept and technology understanding, and frameworks to shape the important dialogue that we all need to be engaged in.

The Web3 era will be built on a group of complimentary and mutually force multiplying technologies including blockchain, AI, IoT, and extended realities. Alex's book touches upon all of these to some extent and examines their impact on finance, culture, gaming, organizations, and civilization. While I personally enjoy understanding the technical nuances of the technologies and how they do what they do, the far more important question is how they will impact us as they coalesce into the infrastructure upon which innovators and policy

makers will build our collective future.

In his book Alex often returns to the idea of building blocks which he calls "primitives". I think this reductive thinking is a particularly useful tool in building strategies. As complexities get abstracted into compound building blocks such as high level, easily usable technologies or even business services, the world becomes much more composable. Composability is another major theme of the book. Every time a society has made a rapid advance in composability, its ability to innovate and become more productive has accelerated substantially.

At the end of the day, this is why historians will eventually describe the Web3 as being a significant inflection. Viewed with this lens, Web: Charting the Internet's next Cultural and Economic Frontier is exactly what its title suggests, a structured forecast.

Please join us, or encourage your friends and colleagues to join us, in one or more of the other cities on the North American book tour:

Los Angeles - Tuesday 3rd October 2023
San Francisco - Thursday 5th October 2023
New York City - Tuesday 10th October 2023
Miami - Wednesday 11th October 2023
Montreal- Tuesday 17th October 2023
Washington - Tuesday 24th October 2023
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.

Announcements and News

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.

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

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

Web3 is about solving business problems, not token prices: Google Cloud exec

Sino Global, Coinbase and Libra Alums Start $60 Million Web3 Fund

Coinbase Launches Web3 Wallet Targeting Institutional and Enterprise Clients

3 Major Ways Web3 Will Disrupt The Financial Services Sector
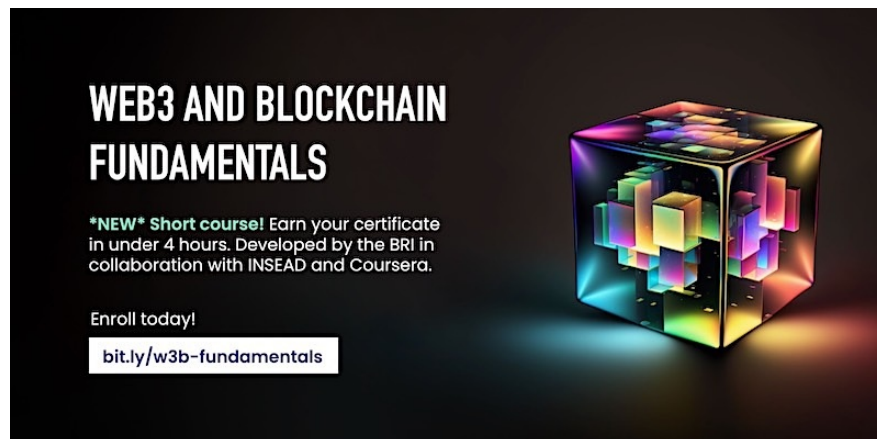
Solana Pleads with U.S to Embrace Web3 After SEC Attack

Citi debuts deposit and trade services on blockchains for institutional clients

Blockchain in Retail Market Size to Surpass USD 2,082.8 Million by 2028, exhibiting a CAGR of 42.8%

Indian state governments spur blockchain adoption in public administration

BRI Education

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.
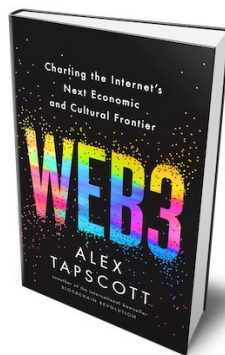
Explore our online courses

Learn more

Books

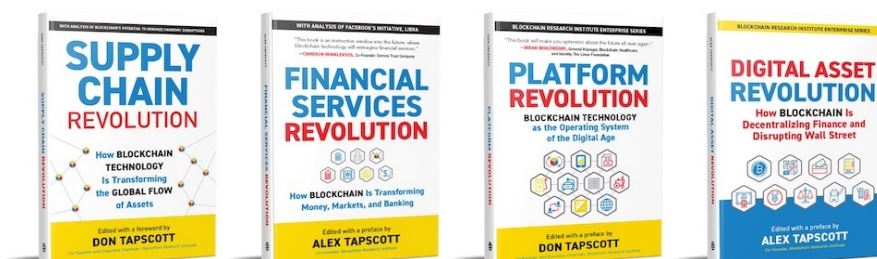### Web3: Charting the Internet's Next Economic and Cultural Frontier

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 or 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: Building a New Financial Architecture on Top of Bitcoin with LEDN Co-Founder Mauricio Di Bartolomeo

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