

Bitcoin vs The Rest

Kevin Bluer



Agenda

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- Bio / Experience
- Goals
- Bitcoin...
- Altcoins vs Tokens
- Rise of Crypto Collectables
- Acquiring + Getting Started
- BONUS - Deploying a (ERC20) Token
- Summary & Q&A

Bio / Experience

- 15+ years in technology (BSc Applied Computer Science / MSc Technology Management)
- Prior roles within Microsoft, JPMorgan, MTV Networks / Viacom, General Assembly
- Dabbling in the blockchain space for 4-5 years
- Most interest / experience with the programmatic aspects (smart contracts, Distributed Apps, etc)

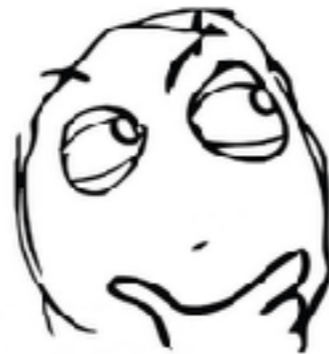
Session Goals

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- Come away with a deeper understanding of the landscape (cryptocurrencies, tokens, etc)
- Appreciate the potential of “crypto collectibles”
- Understand how to get started...

Your Goals?

- Get rich quick?
- Longer-term investment?
- Under the potential of the technology / business / other applications?
- Buy some crypto-kitties?
- All / none of the above :)



The Landscape

Bitcoin Facts

- White paper entitled “*Bitcoin: A Peer-to-Peer Electronic Cash System*” released in 2008 by Satoshi Nakamoto
- <https://bitcoin.org/bitcoin.pdf> (only 9 pages)
- Ledger started in **3rd January 2009**
- Market Cap: \$139,594,018,828 (at time of writing)
- Extremely volatile price (relative to fiat) is challenging its utility as a form of currency, e.g. its stated intent...

Altcoins (Bitcoin Derived)

- Currencies that are derived from Bitcoin's blockchain (usually with some minor tweaks / enhancements)
 - Litecoin (LTC)
 - Dogecoin (DOGE)
 - Peercoin (PPC)
 - Namecoin (NMC)
- <https://github.com/bitcoin/bitcoin> vs
- <https://github.com/litecoin-project/litecoin>



🔗 [litecoin-project / litecoin](#)
forked from [bitcoin/bitcoin](#)

Altcoins (Native Blockchain)

- Currencies whose blockchains (and associated technologies) have been built from the ground up
 - Ethereum (ETH)
 - Ripple (XRP)
 - EOS (EOS)
- Offer significant improvements in performance, scalability, functionality (programmatic)
- Often thought of as 2nd or 3rd generations blockchains

Ethereum / Quick Look

- Ethereum Block

- <https://etherscan.io/block/5472770>

Transactions :: For Block 5472770 Home / Transactions

Sponsored Link: [Quant Overedge: \\$QNT powered Blockchain OS. Buy now to build Multi-chain Apps. Ends 30th April](#)

A total of 217 transactions found First Prev Page 1 of 5 Next Last

TxHash	Block	Age	From	To	Value	(Info)
0xaf846cb8d98bbaf...	5472770	23 hrs 8 mins ago	0x493881521f6bc8...	0x55788e9edd8e47...	0.0002 Ether	0.000084
0xac1bb920c58319...	5472770	23 hrs 8 mins ago	0x53ac4b5d9dd771...	0xa689206d3c996a...	0 Ether	0.0001179
0xbb16e6e734ed51...	5472770	23 hrs 8 mins ago	0x0400e50020003a...	0xa689206d3c996a...	0 Ether	0.0001179
0xd8919785a757a7...	5472770	23 hrs 8 mins ago	0x2ae5251a8a937d...	0xa3d7b7ac305328...	0.0894846 Ether	0.000084
0x8af298b140c2239...	5472770	23 hrs 8 mins ago	0xaf9cd2bb4e1aa6a...	0x2b4633ce8d9711...	1.000084 Ether	0.000084
0x0a075b0002147...	5472770	23 hrs 8 mins ago	0x2c90b15d2096...	0xbd22404750b4e...	0.1 Ether	0.000084
0xd84e01617a35f0...	5472770	23 hrs 8 mins ago	0xf2e385684189d5...	0x9b4a2b4b13d125...	0 Ether	0.0000816
0x42910a6a28ad86...	5472770	23 hrs 8 mins ago	0x71494ca56868f...	IOSToken	0 Ether	0.0001489
0x1b396ea3edaf64...	5472770	23 hrs 8 mins ago	0x00e060e4fbb2f...	0xe04e81e7132386...	0.00010015 Ether	0.000084
0x804148849a8bc0...	5472770	23 hrs 8 mins ago	0x7179e15aa8c796...	0xa1ad917931b0e...	0 Ether	0.0001237
0x5276970a859ca8...	5472770	23 hrs 8 mins ago	0x734a6d000994f...	0x9b4a2b4b13d125...	0 Ether	0.0001442
0x2204017100a50...	5472770	23 hrs 8 mins ago	0xcd80eae0140c1...	0x0b103c1a76a724...	5 Ether	0.000084
0x27c4adec61ee6f...	5472770	23 hrs 8 mins ago	0x86a2be5eb7e22f...	QunQunToken	0 Ether	0.0001407

Tokens

Tokens

- Units of value (sometimes questionable) that reside on top of an existing blockchain platform
- More often than not this is on top of Ethereum's blockchain and implements the ERC20 standard
- E.g. <https://www.ethereum.org/token>

ERC20



Tokens








Ethereum Tokens Market Capitalization

A total of 67750 ERC20 Token Contracts found

(Sorted by MarketCap value in DESC Order)

Search for any ERC20 Token Name/Address

Page 1 of 9

	Token	Price	%Change	Volume (24h)	MarketCap
1	 EOS (EOS) Infrastructure for Decentralized Applications	\$6.4266 <small>0.0000374 Btc</small> <small>0.015387 Eth</small>	▲ 10.04%	\$387,644,000	\$5,063,953,381
2	 Tronix (TRX) TRON is a blockchain-based decentralized protocol that aims to construct a worldwide free content entertainment system with the Blockchain and distributed storage technology.	\$0.0387 <small>0.00000538 Btc</small> <small>0.000088 Eth</small>	▲ 0.53%	\$247,488,000	\$2,413,882,746
3	 VeChain (VET) VeChain aims to connect blockchain technology to the real world by providing a comprehensive governance structure, a robust economic model as well as advanced IoT Integration.	\$2.7353 <small>0.00038886 Btc</small> <small>0.006548 Eth</small>	▲ 3.07%	\$70,098,700	\$1,435,404,763
4	 BNB (BNB) Binance aims to build a world-class crypto exchange, powering the future of crypto finance.	\$11.6799 <small>0.00173285 Btc</small> <small>0.028445 Eth</small>	▼ -1.39%	\$95,450,600	\$1,381,176,231
5	 OmiseGO (OMG) OmiseGO (OMG) is a public Ethereum-based financial technology for use in mainstream digital wallets	\$9.3296 <small>0.00136085 Btc</small> <small>0.022338 Eth</small>	▲ 3.80%	\$30,812,800	\$952,016,181
6	 ICON (ICX) The ICON Network is comprised of various institutions ranging from: financial institutions, insurance companies, hospitals, universities and more.	\$2.1593 <small>0.00031486 Btc</small> <small>0.006170 Eth</small>	▲ 9.11%	\$52,188,500	\$835,722,708
7	 Bytom (BTM) Transfer assets from atomic world to byteworld	\$0.6054 <small>0.00008630 Btc</small> <small>0.001450 Eth</small>	▲ 14.76%	\$35,172,900	\$597,514,008

And the point is?

- Enabling ICO's (e.g. capital raising)
- Gateway to future services (Filecoin, EOS)
- Financial speculation
- Application / service specific utility
- Other?

The long(er) tail...

The long(er) tail...

- Hyperledger
- Blockstack
- Steem
- Corda
- Etc
- Etc
- Etc

Crypto Collectables

Crypto Collectables

- Would you spend US\$115,000 on this?




- According to this makes sense... <https://medium.com/swlh/people-are-spending-millions-on-digital-cats-and-heres-why-it-make-sense-aea431740bcf>

Crypto Collectables

- Applies the principals of ownership, security, transferability, etc to everything / anything
- Allows for digital assets to take on real world attributes such as scarcity...
- Example include...
 - Kitties + Punks + Monsters + Bots + Land
- More tangibly: Collectibles, Art, Land
- Note that the interfaces to these things are DApps (and powered by underlying smart contracts)

Cryptokittes / My Kitties

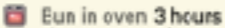



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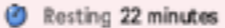

all for sale siring

Sort by **Kitty ID** **High to low**

2 Kitties Filter Kitties

Martin
Kitty 619644 · Gen 14 · Plodding
♥ 1





Lil Hoyo
Kitty 613160 · Gen 11 · Brisk
♥ 1

Cryptokittes / Purchase

You're about to buy Martin.

You — 0.0168 ETH —> Bonny



By clicking the button below, you will transfer **0.0168 ETH** to **Bonny** and **Martin** will be transferred to you in return.

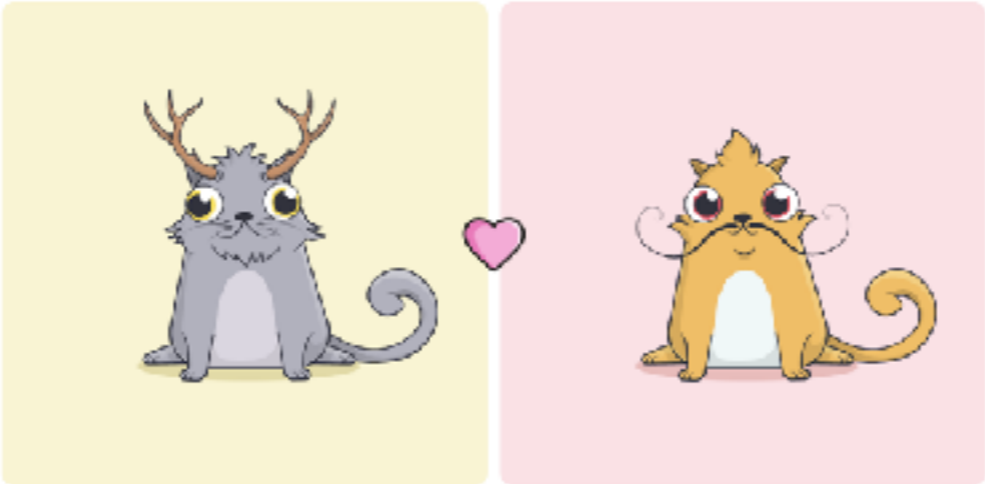
OK, buy this Kitty

Cryptokittes / Siring

Two of your lovely Kitties will soon be parents!

Martin will lay an egg

Lil Hayo will be the sire



Kitty 819844 · Gen 14 · Plodding

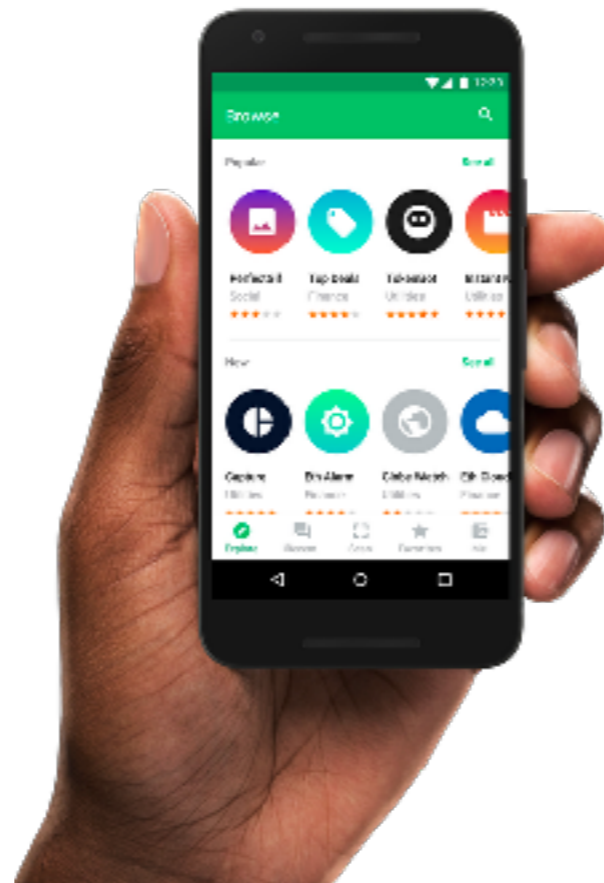
Kitty 813160 · Gen 11 · Brisk

By clicking the button below, your two kitties will breed, and the **offspring** will belong to you once it's born.

OK, give them some privacy

Enter the DApp Browser(s)

- Toshi: <https://www.toshi.org>
- WeChat for Distributed Apps (and chat, money transfers, etc)



Acquiring + Getting Started

Acquiring + Getting Started

- Exchanges (e.g. ANX)
- ATMs
- Earn some: earn.com, ethlance.com, etc
- Tangem
- Bancor
- Other people / friends :)

Deploying a Token

Tools & Technologies

- Solidity / Smart contract programming language
 - <https://ethereum.org/token>
- Remix / One of the many development tools
 - <https://remix.ethereum.org/>
- MetaMask / Chrome plugin that provides a bridge to smart contracts on Ethereum's blockchain

Steps

- Open <https://remix.ethereum.org>
- Click “new” button in the top-left of Remix
- Name it “MyFancyToken.sol”
- Copy and paste in the code from <https://gist.github.com/kevinbluer/e9622ce43e5f463f73181e98d9783d2d>
- Select the “Run” tab and click “Create”, “Accept”
- It may take a minute or two
- Example - <https://ropsten.etherscan.io/token/0x5c5582bccd069133d259303b886c1a68cc433c1e>

Summary + Q&A