

Where Art Thou, Bitcoin?

Alena Vranova & Giacomo Zucco

Where Art Thou...

Developers	Bitcoin & LN developments sped up But still many to-do's Coding for Bitcoin - not sexy?
Investors (VC)	Tactical - tokens and 50x+ Herd VC - seeks hype, limited vision Strategic - Bitcoin allies
Hodlers	Gonna HODL. But When moon? And when SPEDN?
Traders	Create most volume, low economic value

Where Art Thou...

<p>Corporations</p>	<p>Blockchain is probably the thing. But our own. ERC20!</p> <p>Bitcoin is a reputational risk, slow, not scalable, no smart contracts, no tokens, no control!</p>
<p>SMEs / Merchants</p>	<p>Not sure how or why to adopt Bitcoin</p> <p>Too nerdy, too volatile</p> <p>How do accounting? Who trains my staff?</p> <p>Nobody spends BTC</p>

Where Art Thou...

Influencers	All about the blockchainz / tokens / stablecoins baby.
Policymakers	Let's rule this! We need KYC and AML

Where Art Thou...

Your Mom

Bitcoin is internet money for criminals and crazy people

It's not backed by anything and doesn't have intrinsic value

Consumes too much energy

It's too volatile to serve as money

Too nerdy, can't use!

How where why to buy? How store?

Should I invest in that ICO first?

What can I do
about that?

Needs & Wants

Developers	Financing R&D Getting more devs
Investors (VC) / Corps	Better understanding of Bitcoin capabilities and why it's a superior tech
Hodlers	Security, Usable multisig, Self-custody, Privacy
SMEs / Merchants	Frictionless setup Educate their staff and customers
Influencers	Reasons to shill bitcoin
Policymakers	Accept Bitcoin does not fit into your brackets
Your Mom	Amazing UX! Digestible messaging, Skip the tech, gimme the benefits Debunking myths in the media, create realistic picture

Experience with BHB Network

Does Bitcoin Need Us / This?

Important for chances in the long run ?

Important to reduce losses in the short term !

Current Models

- HODL & BUIDL
- Redhat model
- Linux Foundation model

HODL & BUIDL

PROS

- fairly decentralized
- Aligned incentives

CONS

- free-riding
- Long term stability

RedHat Model

PROS

- Partially decentralized
- sustainable

CONS

- Not scalable
- Conflicts of interest
- Cognitive dissonance

Linux Foundation Model

PROS

- Clear goals

CONS

- Centralized (fragile)
- Could lose transparency
- Could lose focus
- Legal

Announcing

THE



theB.foundation



Model

1	Bitcoin / LN are the focus
2	Simple website to match donors and projects
3	Hierarchical tree of projects
4	Advisory board to keep it “clean”
5	Transparent Git-based process



(-) B Foundation (root)

- (-) Projects
 - (+) Bitcoin Marketing & PR ①
 - (+) Bitcoin Usability ②
 - (-) Bitcoin R&D ③
 - (+) Sidechains
 - (+) Cold storage
 - (+) RGB
 - (-) OpenTimestamps
 - Rust implementation Unit Tests
 - (+) Scholarships ④
- (-) Operations
 - (+) IT infrastructure
 - (+) Legal costs
 - (+) Promotion costs
 - (-) Compensations
 - Director
 - Assistant
- (+) Investments

Example:



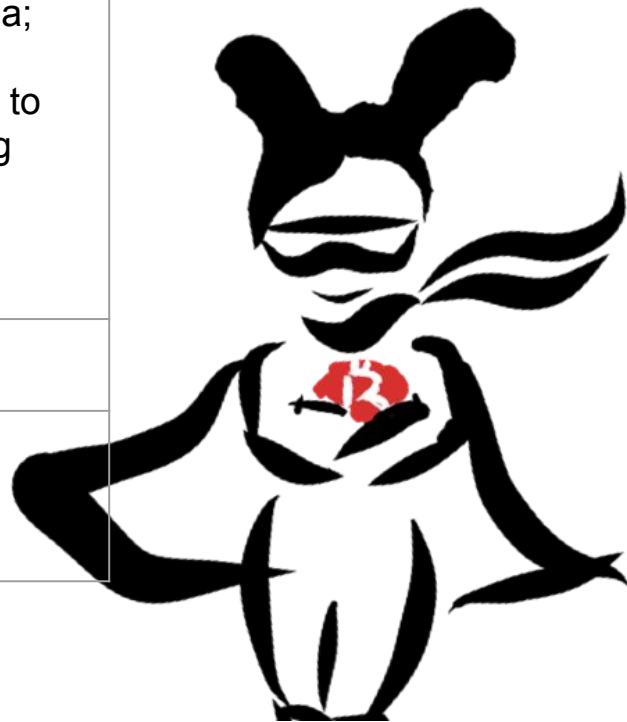
1	Liechtenstein	Bitcoin supportive / savvy government
2	Mixed Foundation	charitable + commercial
3	Governance	Council (legal) Executive team (Director + EA +..) Board - non-paid;
4	Donors	no state run funds; early bitcoiners, bitcoin businesses; Acknowledgement / anonymity
5	Investments	Commercial projects to “feed the monster” - long-term sustainability, no dividends for foundation council or advisors



Priorities 2018	Establish functional advisory board
	Set up project management and donation workflow
	Raise funds



Priorities 2019	Debunking bitcoin myths for mass/social media; Create amazing bitcoin UX - from integrations to engagement through lightweight / fun / gaming experience Develop Satoshka the bitcoin hero
	500 new developers trained (scholarships)
	Donate \$1m+ towards R&D, privacy, fungibility and bitcoin's smart functionality





What Can You Do
To Help?





Spread the love & follow Twitter
@TheB_Foundation

Donate

Email AlenaSatoshi@protonmail.com or
Giacomo@bhbnetwork.com

