What we offer

- **Marketing Workshop**
  Build an understanding of your business challenges

- **Brand Develop**
  Design your visual brand, tone of voice & market positioning

- **Campaigns**
  Execute meaningful marketing solutions to drive growth

- **Lead Generation**
  Execute ideas to build the sales funnel and create enduring opportunities for the brand
What is a Smart Contract?

- A normal contract is an agreement between two or more parties that binds them to something in the future.
- In a “smart” contract these conditions are both evaluated and executed by computer code making it trustless.
Ethereum Blockchain - The code is law!

- Ethereum is the most used blockchain for Smart Contracts execution.
- It is common belief that Ethereum is the ONLY blockchain that supports Smart Contracts.
The granddaddy of all smart contracts, the vending machine

• The vending machine shares the exact same properties that smart contracts on the blockchain do today. A vending machine has hard coded rules that define what happens when certain conditions are met and then executes certain actions when those conditions are fulfilled.

• In very much the same way, smart contracts are simple rules defined and enforced by code on the blockchain.
Are Smart Contract really Smart?

- Smart Contract are actually pretty dumb as they can only execute conditions as they have been hardcoded.
- An Oracle verifies that all requirements are met and releases the funding.
- A Miner verifies that the transactions are executed as per the oracle output.
The D.A.O - Decentralized Autonomous Organization

- The **DAO was** an organization that **was** designed to be automated and decentralized. It acted as a form of venture capital fund, based on open-source code and without a typical management structure or board of directors.
- $150mln collected - $50mln stolen during a hack
- Ethereum Fork - The Code is Not Law and Smart Contract are not contracts.
TRAKTI - Smart contracts for air fleet maintenance

- Trakti has developed a platform to manage deals and contracts that will be used to manage contractors for air fighters maintenance.

- Contractors can access manuals and smart contracts on the blockchain through AR (augmented reality) interfaces.

- The proof is permanently saved on the blockchain.

- If maintenance execution parameters contained in the smart contract are met, the smart contract triggers an oracle that releases funding automatically.
Don’t be afraid of Jargon

- Smart contracts combine protocols with user interface to formalise and secure relationships over computer networks. Objectives and principles for the design of these systems are derived from legal principles, economic theory, and theories of reliable and secure protocols.

- A smart contract is a digital agreement by two parties executed on the blockchain. Contract terms are preprogrammed and enforceable using data/code on or accessed by the Blockchain.
Digital Agreements/code

- You still have to pick up the keys!
- Self-enforcement is new, a lot to learn
- Not ubiquitous, relevant where no ambiguity, limited potential for wrong interpretation
- Legally enforceable (case by case)
- Potential
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