




# WEB3

What? Why? When?

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**...we tend to  
overestimate the effect  
of a technology in the  
short run and  
underestimate the  
effect in the long run...**



# What is Web3?

Will we know it when we see it?





## Web3 Definitions



“Web3 is the internet owned by the builders and users, orchestrated with tokens” – Packy McCormick



“Web3 (also known as Web 3.0) is an idea for a new iteration of the World Wide Web which incorporates concepts such as decentralization, blockchain technologies, and token-based economics.” - Wikipedia



Web3 is a new stack of technologies for the development of decentralized web applications that enable users to control their own identity and data. These technologies include blockchain as a trust verification mechanism, privacy-preserving and interoperability protocols, decentralized infrastructure and application platforms, decentralized identity, and support for applications like decentralized finance. - Gartner



# WEB3

**Read + Write + Own  
Digital Assets  
Open DB & Compute**

# WEB2

**Read + Write  
Platforms & Identity  
Attract & Extract**

# WEB1

**Read  
Information  
Open Networks & Protocols**



# Web3 is a “Big Tent”

## DAOs, DApps, Wallets, Smart Contracts, and More!

- **eXtended Reality (XR)** changing when, where, and how we engage with our realities (digital, physical, both!)
- **Metaverse** “A massively scaled and interoperable network of real-time rendered 3D virtual worlds that can be experienced synchronously and persistently by an effectively unlimited number of users with an individual sense of presence, and with continuity of data, such as identity, history, entitlements, objects, communications, and payments.” – Matthew Ball
- **Blockchain** “A blockchain is a database of transactions that is updated and shared across many computers in a network. Every time a new set of transactions is added, it's called a “block” - hence the name blockchain.” - Ethereum.org
- **AI/ML** “Artificial intelligence generally refers to processes and algorithms that are able to simulate human intelligence, including mimicking cognitive functions such as perception, learning and problem solving. Machine learning and deep learning (DL) are subsets of AI.” - Red Hat
- **Cloud** “Cloud computing is the on-demand delivery of IT resources over the Internet with pay-as-you-go pricing.” - AWS
- **IoT / Edge** “Internet of Things refers to the collective network of connected devices and the technology that facilitates communication between devices and the cloud, as well as between the devices themselves.” “Edge computing refers to the technology used to make smart devices do more than just send or receive data to their IoT platform.” - AWS



# Why Web3?

Who's going to benefit from Web3?





**YOU.  
ME.  
WE!**

**Trust.  
Control.  
Decentralization.  
Visibility.  
Ownership.  
Identity.  
Innovation.  
Efficiency.  
Learning.  
Fun.  
Censorship Resistant.  
Code is Law.**



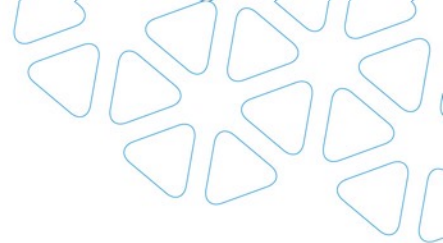


# When will we have Web3?

When do I have to start investing time and energy?

# Many, many questions (and opportunities)!

- Which blockchain / technologies will win?
- Do I need a new browser?
- How will decentralization change my industry?
- What regulations will change? Which regulations will emerge?
- Is this a security? A commodity?
- What will be my token / digital asset strategy?
- ...



# When to Start? Today and Tomorrow!

## When is the best time to plant a tree?

- **Read** – Ethereum.org, CoinDesk, Climate Collective, Web3 Foundation, The Metaverse (Matthew Ball), a16z, Not Boring, Snow Crash, Digital Gold, The Age of Cryptocurrency, Cashless
- **Learn** - Take a class on Blockchain and learn about tokens, smart contracts, and crypto. Check out the OpenZeppelin Docs covering ETH related standards. Participate in a hackathon.
- **Get a Wallet** - The future has some friction and challenges. Get a wallet installed and configured. Acquire some digital currency.
- **Acquire Digital Assets** - Now that you have a wallet and some digital currency acquire some digital assets. Which assets appeal? Why do they appeal? How can they be used?
- **Connect** - Twitter, Discord, and many websites offer ways to connect with others that are building and using Web3.
- **Create** - Trying to build something new will challenge what you've learned, will guide you to connect, and offer opportunities to accelerate Web3 and your role in Web3!



## Resources

- **Ethereum.org** –has an excellent introduction to Web3 and many additional articles and guides covering DAOs, Blockchain, Ethereum, Smart Contracts, DApps, and so on.
- **Andreessen.Horowitz (<https://a16z.com/web3-policy/>)** - Excellent materials introducing Web3 and then digging into more advanced topics and policies.
- **HumaneTech (<https://www.humanetech.com/>)** – If we’re building a new web, shouldn’t we be focused on one that advances our humanity and well-being?
- **Canadian Blockchain Consortium (<https://www.canadablockchain.ca/>)** Learning, connecting, advocating, reporting, and building community. Focus on Blockchain including Web3, ESG, Regulatory, FinTech, and more!
- **UBC (<https://blockchain.ubc.ca>) and Berkeley (<https://blockchain.berkeley.edu>)** offer opportunities to learn more about Blockchain.



A vibrant night cityscape, likely Toronto, featuring the CN Tower and a complex network of glowing white lines connecting various points across the skyline. The lines form a web-like structure, symbolizing connectivity or a network. The city lights are colorful, with blues, purples, and oranges. In the foreground, there are light trails from a highway interchange.

**Thank you!**

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## References

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