

BLOCKCHAIN

IS THE FUTURE.



ARE **YOU** THE FUTURE
OF BLOCKCHAIN?



Blockchain could slash the cost of transactions and reshape the economy.

Harvard Business Review, *"The Truth About Blockchain"*

Bitcoin. Ethereum. Ripple.

While these names have been stealing the limelight -- as well as the news headlines -- the real story goes deeper.

Underneath these cryptocurrencies lies a revolutionary technology. It is so powerful that many are saying it will impact our lives more than the Internet - radically altering the way we live, work, and interact.

This revolution is blockchain.

This short report will give you an overview not just of what the blockchain is, but how it's going to disrupt virtually every industry from agriculture to real estate to health care and beyond.

And once you see how blockchain will radically disrupt life as we know it, we'll show you how you can earn your place as a leader in the field... and dramatically increase your salary as a developer (more on that point later in this report).

The future is here. The future is blockchain. The future is YOU.



This is the distributed trust network that
the Internet always needed and never had.

Marc Andreessen, co-founder of the world's first Internet browser,
venture capitalist, technology futurist

WHAT IS BLOCKCHAIN?

Blockchain technology is actually pretty easy to explain.

It's an open, public, and anonymous peer-to-peer, distributed ledger. But what does that really *mean*?

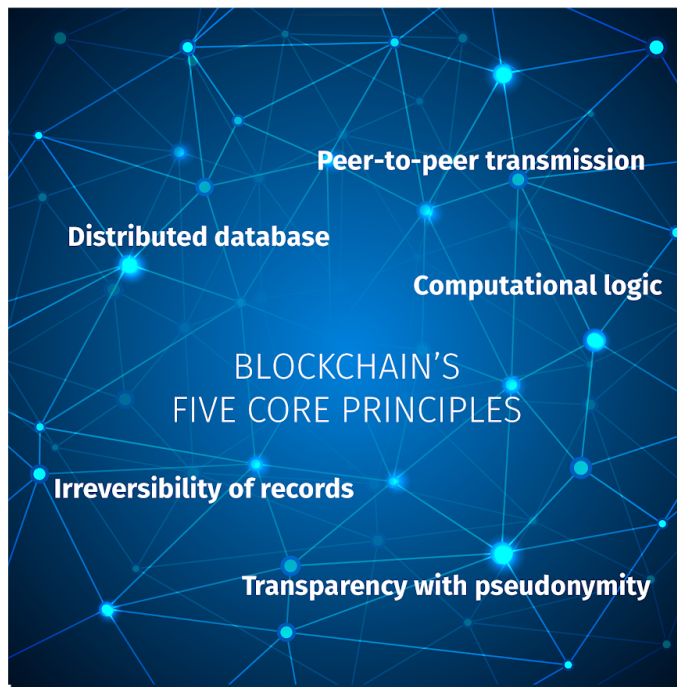
What it means is that strangers can interact in a myriad of ways to exchange value, data, and information, without having to know or trust each other -- and without having to rely on a trusted intermediary to intercede in the exchange.

The network's design performs the functions currently held by banks and other trusted institutions, from credit card processors to PayPal to escrow companies to eBay and even the government.

Every transaction occurring on the network -- the blockchain -- is tracked and recorded publicly, throughout the entire network. Anyone can, at any time, verify each and every transaction. Trust is created by design and by default, not by your knowledge of who is at the other end of the transaction.

Are you starting to get excited? Beginning to see the possibilities of just how big blockchain could be? Keep reading...

[The Harvard Business Review](#) says there are five basic principles underlying the blockchain technology:



Distributed database. No one party controls the data or the information, and every party has access to the records directly, without an intermediary.

Peer-to-peer transmission. Each user of the network communicates directly with every other user, not through a central node.

Transparency with pseudonymity. Users can choose to remain anonymous or share identifying information because transactions occur between blockchain addresses.

Irreversibility of records. Records cannot be altered once they are entered into the database. The ledger is permanent, in chronological order, and transparent.

Computational logic. Transactions can be pre-programmed through algorithms and rules, giving rise to “smart contracts,” such as triggering payment upon delivery of a good or service.

There are plenty of advantages to blockchain technology:

- **Blockchain is hack-, loss- and error-proof.** Its transparency and immutability make it nearly impossible to introduce error or outside threats.
- **Blockchain is fast.** For example, instead of the 7-10 days it typically takes to transfer money internationally, a transfer via blockchain can occur in just a few hours.
- **Blockchain is less expensive.** Forget payment processing fees, listing fees, bank fees... there's no need to compensate a trusted intermediary because the essential function of these third parties is now performed automatically through the network.
- **Blockchain is accessible.** There are an estimated 1.1 billion people around the world not recognized by any government, and approximately 2 billion people who are considered “unbanked” because they do not have access to traditional financial institutions. The blockchain will enable these global citizens to access economic markets previously barred to them.
- **Blockchain is private.** You own your personal information. No more storing credit cards, medical records, or identification on a centralized database to prove your identity. Your information remains yours, private and secure.



Money raised from initial coin offerings has surged past \$4 billion for the first time.

Wall street Journal, Dec 14 2017

DEMAND EQUALS OPPORTUNITY

As you begin to understand the implications for blockchain technology, you'll suddenly see potential applications everywhere:

You pay your monthly Netflix bill with your PayPal account... *what if you only paid for the movies you watched, and the payment went right to the actors, directors, and other crew members -- not to a series of third parties who each took a cut?*

You hear about a nationwide e.Coli outbreak at a restaurant chain you ate at yesterday... *what if you could easily see if the ingredients in your burrito bowl were tainted?*

You need a new prescription for allergy medication... *what if your allergist had a way to check to see if a particular drug would interact with other medications you've been prescribed by your primary care physician? And what if you never had to fill out another form in the waiting room before your appointment?*

You donate \$20 to your friend's Team in Training marathon fund... *what if you could verify that the dollars you donated went to the charity you intended, and you could see exactly how they were being allocated?*

These are just a few of the ways blockchain could impact your life over the course of an ordinary day. There are hundreds upon hundreds of more initiatives and potential projects already being funded, investigated, and planned -- and we'll touch on some of these later.

But for now, the takeaway is that blockchain is **big**.

Really big.

Blockchain startups raised [over \\$4 billion](#) via token sales (formerly called ICOs), an alternative crowdfunding mechanism for raising capital, in 2017 alone.

In traditional enterprise, things are heating up as well. A recent survey of 200 Fortune 500 financial services and technology executives showed that a huge majority believed that blockchain would be an everyday part of the financial industry within the next decade.

94 percent had plans to launch a blockchain-related initiative, and almost all had the funding to do so.

[Gartner predicts](#) that by 2030, the business value added by blockchain will grow to \$3.1 trillion.

These trillions of dollars and legions of projects add up to one thing: **Opportunity**.

Smart, talented, and dedicated people are needed to build these visionary applications,

Will that be YOU?

Top blockchain developers are so scarce that they can demand annual salaries ranging between £250,000 and £500,000 (\$343,260USD - \$686,520USD) according to industry experts.

Financial News London, June 2017

ACTION EQUALS REWARD

**The technology is here. The ideas are here. The demand is here.
But where are the workers?**

That's something startups, enterprises, governments, and organizations of all types are asking themselves -- and it's a question that will hamper the growth of the blockchain industry if it's not addressed.

The good news is, for those who are ready, willing, and able to take a plunge into the deep end of the blockchain technology pool, there are myriad opportunities -- at a premium salary. The number of job offers on LinkedIn related to blockchain has tripled from 2016 to 2017. [Data from the site show that job advertisements for blockchain-related positions are growing at a rate of more than 40% a quarter.](#)

While the demand is expected to continue to grow, eventually the labor market will balance out as more and more developers become trained and move into the field. At that point, salaries will level off as supply catches up to demand. However, there will continue to be demand for highly-skilled, well-trained developers.

Right now, the doors are wide open for those who have a demonstrated expertise and skill set in blockchain. While highly specialized, the required skills are accessible for current engineers, and even for newcomers who don't have coding or programming skills, but have the aptitude and desire to learn.

If you're interested in becoming a part of the burgeoning field of blockchain engineers and working on innovative, cutting-edge projects, there is no better time to begin your journey.

The time to act is now.

...Half of everything you know will be obsolete in 18-24 months. An expert who chooses the wrong discipline can easily be undermined by the press of technology; a generalist only has to add some more skills and remember the lessons of the past in applying those skills.

The Dodgy Coder, 2011

FUTURE-PROOF YOUR SKILLS

If you're irritated that your iPhone 6 is outdated within a year or two, just imagine how upset you'd be when you learn your computer science degree is completely useless in today's ever-changing technology landscape.

"Working in IT today requires an IT professional to be more of a generalist rather than a specialist in one discipline: the pressure is on to have a diverse knowledge set," [writes Teena Maddox in ZDNet](#).

So how can existing and prospective IT professionals stay up to date on what's required to ensure you remain not just employable, but in demand?

"The fear of obsolescence is driving many IT professionals to further their education and obtain new certifications," says Maddox.

That means augmenting basic coding and programming skills with a specialty in emerging technologies, so you will have the skill set needed to successfully meet current and future demands of your employers.

In other words, you take it upon yourself to keep learning, keep expanding your skills, and stay relevant.

And relevancy for the foreseeable future lies in blockchain. Adding blockchain to your skill set will ensure you're keeping pace with the demands that employers will need for their next generation of IT projects.

Blockchain is that next generation.



[Blockchain] may be poised to inspire solutions to key societal challenges, offering help with everything from trading carbon emissions to maintaining health records.

Will Wright, MIT Technology Review

BEYOND CRYPTO

While cryptocurrencies have been at the forefront of the news, the potential uses for blockchain reach far beyond Bitcoin. Because of the inherent association with finance and its ability to upend traditional markets, it's easy to see why the financial technology and financial services industries have been among the first to devote themselves to exploring how they can leverage blockchain.

Leading banks and financial institutions such as UBS, Bank of America, Goldman Sachs, and American Express have all invested in blockchain initiatives, as have fintech companies like Accenture, Oracle, and IBM, which [Juniper research has named the “blockchain technology leader.”](#)

In the financial sector, blockchain technology is used mainly to increase efficiencies in back-office processes involving trade, clearing, and settlement. But there's so much more to the blockchain than streamlining record-keeping.


Here are just a few examples of how blockchain can quite literally change the world:

- **End Human Trafficking.** The United Nations has teamed up with the World Identity Network (WIN) to develop a pilot blockchain system to help end child trafficking. Because child traffickers typically use fake identification to smuggle victims across borders, children are often invisible to the people and agencies who could save them. By creating a digital identity ledger on a blockchain, it's easier to track potential victims and increase the chance of apprehending perpetrators.

- **Fight World Poverty.** One of the key predictors of poverty is exclusion from traditional financial institutions and markets. Blockchain provides a way for the world's estimated 2 billion "unbanked" individuals to participate in modern economic transactions and activities, from transferring money to buying and selling goods and services, or by providing alternative identification for the 1.1 billion global citizens who have no form of government ID.
- **Save the Environment.** From providing transparency to corporate and governmental activities, to offering peer-to-peer markets for buying and selling energy, to incentivizing positive behavior, to enabling microgrid production of energy in currently excluded communities, blockchain has been tapped as a defender of the environment.
- **Revolutionize healthcare.** Many of the issues with the current healthcare system could be alleviated or eradicated with the blockchain. It could enable a single database of constantly updated personal health information that any medical provider could access, but which is unhackable, tamper-proof, and private. It could even lead to an easier and more robust way to share research results so all practitioners have access to the latest findings.
- **Ensure your privacy.** In our centralized world, your personal data -- even information as sensitive as your bank account, social security number, and health records -- are vulnerable to hacking or loss. Even more, you have no control over your information and who has access to it. Through the blockchain, though, there's no more centralized database. There's no need to link your personal data with you. There's no hacking. And YOU can maintain control of your information, sharing only what you want, when you want.

We're still in the early days of blockchain. Its potential is just being explored. There is so much more to come, and as knowledge expands, so will our concepts of what is possible.

Are YOU ready to help push the boundaries of blockchain?



You can learn an incredible amount about cybersecurity, just by studying the blockchain.

Aggelos Kiayias, Chair in Cybersecurity and Privacy,
Director of the Blockchain Technology Lab at Edinburgh University

WHAT DO BLOCKCHAIN ENGINEERS NEED TO KNOW?

You're convinced: Blockchain *is* the future for technology.

So what exactly do you need to know to land your dream job in this industry?

Specific requirements will vary from project to project and company to company, but here's a good overview:

- a background in computer science or engineering
- experience in a back-end developer role
- strong back-end skills
- fundamentals of cryptography, decentralization, and consensus protocols
- training in cryptocurrency (wallets, transactions, exchanges, mining, tokens)
- DApps (distributed applications)
- smart contracts (upgradable contracts, unit testing, security, etc., as well as Solidity)

It's a long list of requirements, and not something you can pick up in a weekend coding camp or a few nights of cramming on your own. You're going to be on the forefront of technology, and your skills have to be up to par. It will quickly become apparent if you're trying to fake your way through an interview based on a four-hour "Blockchain for Dummies" crash course.

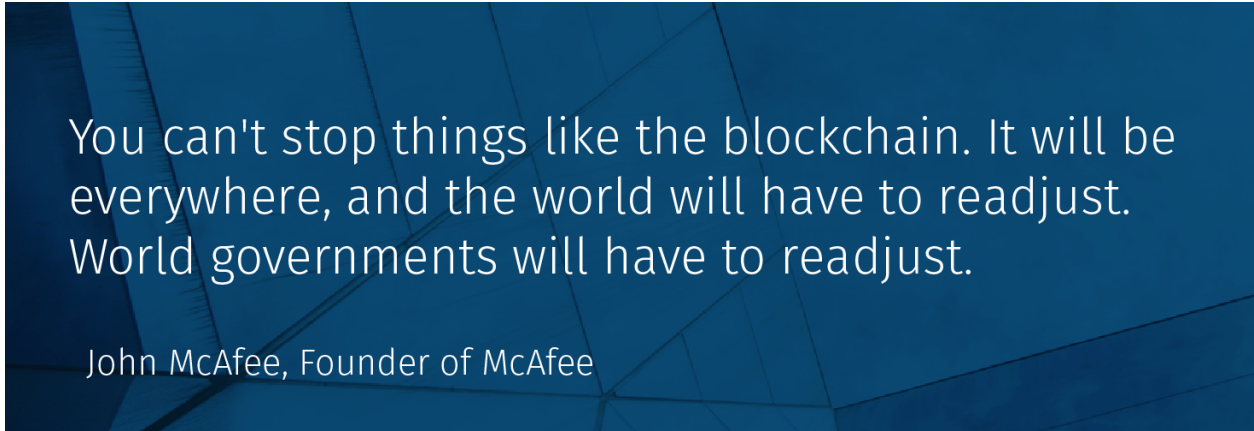
In order to fully prep yourself to enter the blockchain development world, you should look for a comprehensive program that offers in-depth career training, and possibly career assistance as well.

Academy - School of Blockchain is the world's first accredited school for blockchain, and offers a robust, "full circle" blockchain education solution. Whether you're new to the world of coding and you're starting at the very beginning, or you're already a developer who wants to augment your current skill set with blockchain, Academy offers a range of training programs and courses built on an innovative learning management system.

By leveraging relationships with some of the best and brightest visionaries and engineers in the industry, Academy will give you the skills you need to successfully embark on a career in blockchain. And then through an innovative career marketplace, you'll receive assistance in locating opportunities with companies and organizations that need your expertise.

Academy's goal is not only to enable students to take their place in the blockchain ecosystem, but to achieve 100 percent placement for all graduates.

And as the technological landscape continues to morph and change, Academy is committed to remaining at the forefront of education, equipping you for blockchain and beyond.



You can't stop things like the blockchain. It will be everywhere, and the world will have to readjust. World governments will have to readjust.

John McAfee, Founder of McAfee

Not only does blockchain offer ways to create efficiencies in markets of all kinds, it also provides solutions to many of the problems that plague modern society, from poverty to climate change to privacy issues.

As the world's understanding and awareness of blockchain increases, so will demand for talented blockchain engineers. That demand presents a huge opportunity for developers and engineers who can turn the vision of blockchain into reality.

The blockchain ecosystem needs skilled developers and **YOU** are the future of blockchain.

[REGISTER NOW](#) for Academy blockchain immersion courses.