



# A LEADER IN BLOCKCHAIN AND EMERGING TECHNOLOGIES

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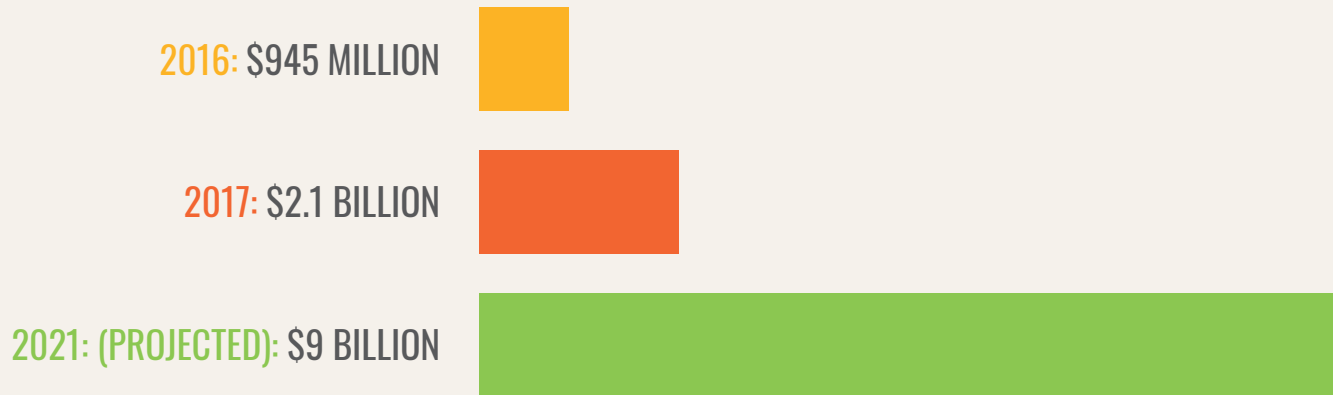
## **WHAT IS BLOCKCHAIN?**

A blockchain is a computer program, that can be integrated with your existing systems, or developed as a new stand-alone system, that acts as a transparent ledger. New information can be added to the ledger but old information cannot be altered or deleted, even by you. Whereas your existing IT systems currently are hosted in one place (a server), the blockchain will simultaneously exist on the devices of all who access it.

## **WHAT ARE THE BENEFITS?**

With old (centralized) IT there is no way for individual users to verify data. With blockchain (decentralized) technology, all participants in the network are able to verify each transaction, creating increased consumer trust. Additionally, because the system is decentralized and exists on many, many devices, it becomes nearly impossible to hack.

# GLOBAL BLOCKCHAIN SPENDING



(source: International Data Corporation)



## HOW DOES THIS APPLY TO MY BUSINESS?

Many businesses are starting to realize that we are on the cusp of a blockchain revolution, a technology so profoundly powerful that it can only be compared to the personal computer, the internet, email, smartphones, and other similar technologies. Almost any business can benefit from integrating blockchain into its line-of-business operations.



## FINANCE

Imagine you had a choice between two financial management firms. One takes your money and makes all of their trades and investments in secret. The only reporting you have are the reports they give you. You would like to trust them and their decisions but you have no real way of verifying their ROI, what percentage they are taking for themselves or whether they are making smart decisions other than their word.

The other firm is blockchain finance, you can see all of their trades in real time. Any commission they take for themselves you can also see in real time. This firm is not able to edit this data and their history and track record, going back for years, is publicly available and verified by tens of thousands of random users from around the world.

Which firm would you use?



## SUPPLY CHAIN

Imagine you had a chocolate company and you imported raw cocoa for your product. You have a choice between two supplies. The first supplier assures you that their cocoa farmers get paid a fair price and that their mark-up is reasonable based on their expenses. But you have no real way of verifying this. The second supplier is a blockchain cocoa supplier. Using smartphones in the hands of local cocoa farmers, importers, exporters, and distributors, you can track exactly how much local cocoa farmers were paid for their product, and how much each party in the supply chain got paid along the way before the cocoa arrived at your door.

Which supplier would you use?



## REAL ESTATE

Regardless of which country you're in, the process of buying or selling property can range from somewhat convoluted to extremely complex, involving multiple validations of personal and property data, multiple data transactions, several meetings and a lot of time. Blockchain, through smart contracts (code that automatically executes agreements once certain conditions are met) can automate this entire process. Imagine a customer simply seeing a house they want and applying for it. Smart contracts automatically validate their identity, their credit, verify their employment, issue them a loan, disburse the loan, and transfer the title over. The only thing the property owner needs to do is turn over the keys. Many real estate, mortgage firms, and banks are racing towards this not-so-distant future. Mortgage blockchain apps are already under development by many top brokerages though none have been released as of July, 2018.



## HEALTHCARE

Health data is highly fragmented. How many times have you wondered whether or not you received this or that vaccination? Wondered whether you had chicken pox or not? What the date of your last doctor visit or surgery was? What if all of that could be stored, completely securely within the blockchain and accessed by a unique private key only known to you? That future is on the cusp of becoming a reality with pilot apps already being launched by healthcare providers around the world.

## CRYPTOCURRENCIES

So what about cryptocurrency? Does your company need that? Very few companies realistically need to develop a cryptocurrency in order to leverage blockchain technology though some may want to. Some considerations:

1. Developing a crypto can be a great form of de facto fundraising or “pre-selling.” For example if you are launching a new service or product, you can inexpensively release a coin that is convertible for that service or product. Investors and customers can buy it in order to invest in your firm and they will be able to liquidate their coin for services or products from your company.
2. In some cases, if your app is developing a complex internal or tokenized economy, you can use crypto to facilitate internal transactions.
3. In some cases crypto acts as a powerful branding or marketing tool.

But in many cases crypto is not necessary for a successful blockchain app.

## THE PROCESS

We provide all of our customers and partners a sophisticated agile process of planning, designing and developing their applications.

### PHASE 2

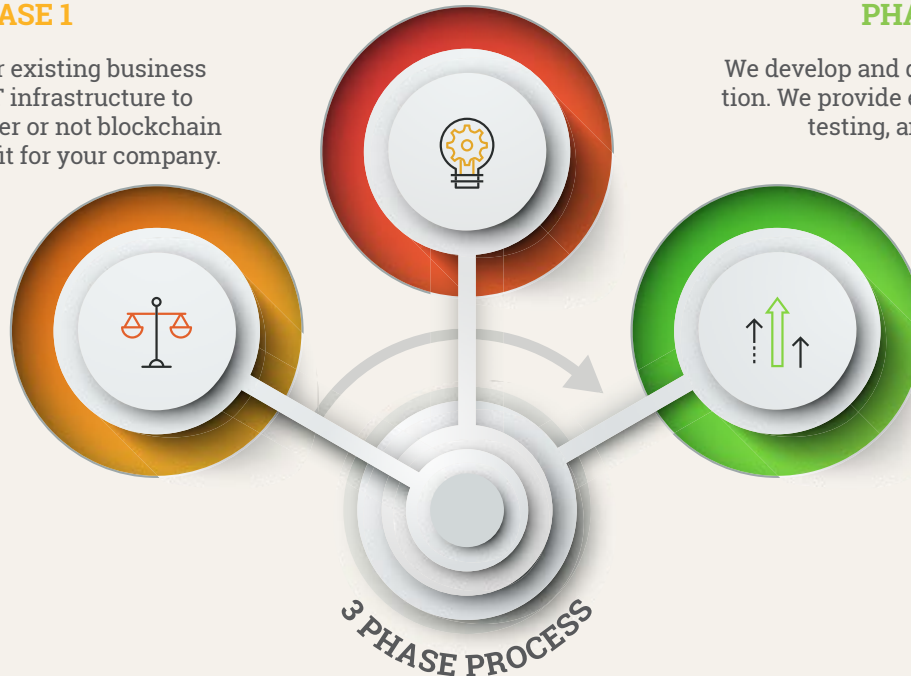
We develop in-depth wireframes, prototypes and designs in order to finalize all functionality and scope, as well as provide an interactive visual interface of what the blockchain app will look like.

### PHASE 1

We analyze your existing business systems and IT infrastructure to determine whether or not blockchain would be a good fit for your company.

### PHASE 3

We develop and deploy the application. We provide extended warranty, testing, and support.



An underwater photograph of a coral reef. A fishing net with a white polka-dot pattern is visible in the upper left, partially obscuring the view. The reef is composed of various types of coral, including large, flat, porous structures. The water is clear, and the overall scene is dimly lit, suggesting an underwater environment. A dark blue semi-transparent overlay covers the entire image, and a horizontal bar with colored segments (yellow, orange, pink, purple, blue) is at the top left.

# SIGNATURE CASE STUDIES





Electric Web has partnered with the Bank of China to provide a unique blockchain-based transaction experience for Chinese and Korean customers.

- Electronic exchange of Yuan to Won or vice versa.
- First of its kind in China.
- Can be used for National Chinese cryptocurrency.
- Can process any transaction under 900 Yuan/150,00 Won.
- Scalable, requires only 9 developers to maintain.
- Up to 30 million payments per day.
- Integration with local vendors.



NATIONAL BANK OF KAZAKHSTAN

In partnership with local development agencies, Electric Web has had the honor to internally develop and test a premier net-based blockchain app to sell short-term debt notes to investors.

- Can invest up to 100 Tenge at a time without a brokerage account.
- Can be used to sell funds, securities and facilitate IPOs.
- Over 900 investors and 75 banks.
- Can settle domestic payments.
- Featured app by Kazakh Economic Council.



# ABOUT US

Only a small handful of development teams can claim to be 80 + % comprised of developers with 7 + years of experience in blockchain technology, given how new this field is. Our team of developers, many of whom are Stanford graduates, have trained meticulously, through trial and error, in the development of some of the most robust and well-known applications of blockchain and cryptocurrency.

We are located in Sacramento, California and have worked with both entrepreneurs and Fortune 500 companies such as Mercedes, Siemens and many more. We have 8 full-time developers and have been in business since 2011.



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