





Blockchain & Web3 Observatory

BLOCKCHAIN and WEB3: a simple introduction

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Why does web3 matter, and what problems does it solve?



Big tech shift toward centralization

Web2 platforms have democratized access to some web services, but **infrastructure** and content distribution often **remain centralized.**



Privacy concerns

Web2 platforms often **collect and sell user data to advertisers**, for profiling users' interests and behaviors.



Lack of transparency

Web2 platforms can be opaque, leaving users uncertain about their operations, data usage, and responsibility for privacy and security protection.



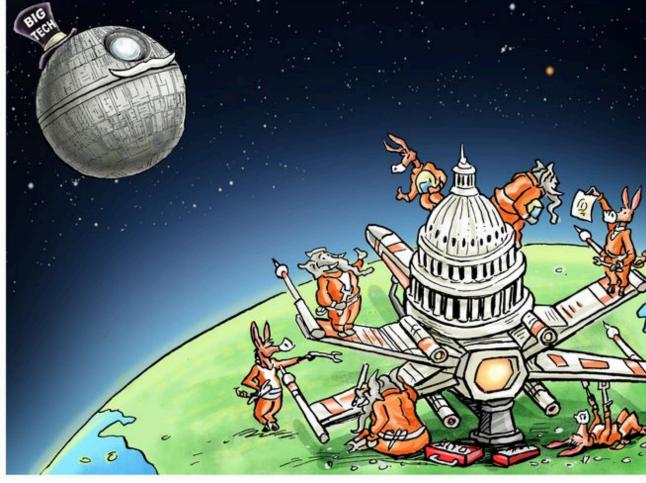
Vendor lock-in

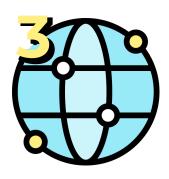
Web2 platforms can make it **difficult for users** to move their data or **switch to other platforms**, creating a form of vendor lock-in.



Lack of users' control

Web2 platforms may be structured to **restrict users' control** over their data and online experiences.





<u>Web3</u> is a new version of the web grounded on key principles such as decentralization, composability of applications, service accessibility, data privacy, and the ability for users to own and exchange digital assets while managing their online identities without intermediaries.





Web3: introduction and definition

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Over the years, the concept of web3 has evolved, from initial conceptualization to the growth of use cases associated with it.



Web3 first conceptualization

In 2014, computer scientist Gavin Wood used for the first time the term "Web 3.0" linked to the future of the internet and blockchain technology.



The growth of crypto and **ICOs**

Strong growth phase of the cryptocurrency market. ICOs are in the spotlight and raise \$ bn.



First "cryptowinter"

Collapse of the cryptocurrency market. Many projects fail and ICOs face numerous hurdles and challenges.



Second NFT hype

Much stronger than the previous one, the new hype surrounding NFTs leads to the creation of a billiondollar market.



Second "cryptowinter" and the Metaverse

The cryptocurrency market crashes again due to scandals affecting it. Simultaneously the idea of metaverse on blockchain gains 💞 🧭 traction.



2008-2009

→ Birth of Bitcoin

2013-2014

2015-2018

2019-2020

2021-2022



The birth of **Ethereum**

New general purpose platforms and assets spreads the idea that Blockchain may be used not only for the exchange of value.



First NFT hype

Launch of several NFT projects, including Curio Cards, CryptoPunks and Cryptokitties.



The rise of DeFi

The number of DeFi projects increases, and their value starts to grow exponentially.



Traditional companies start to enter in Web3

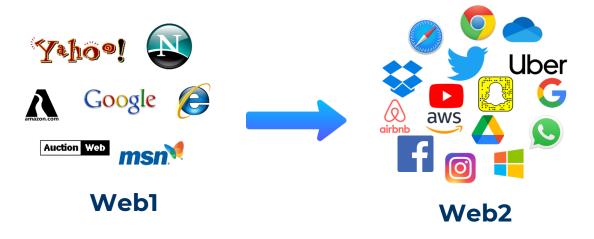
The number of traditional companies embarking on Web3 projects increases. thanks in part to the wider adoption of tokenization.











- In **web1** most users could only access information. Web2 has enabled anyone to create content online.
- The term **web2** (or web 2.0) refers to the set of services offered by a small and defined set of platforms.
- These centralised platforms introduced major innovations, such as social and content aggregation.









- The content we create in the web2 paradigm does not really belong to us.
- The user who uses a 'proper' **username on Twitter** may not necessarily also use it on **Facebook** or **YouTube**.
- Twitter may revoke control of the name
- The same thing happens with identity attributes.









Web3 enables a seamless user experience across different services, due to the possibility of certifying digital identity and easily proving the ownership of digital assets and attributes



SCHOOL OF MANAGEMENT













Read



Web2

Read Write



Web3

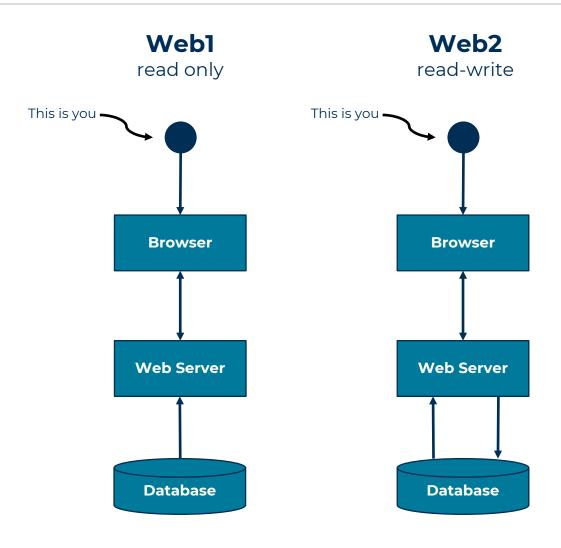
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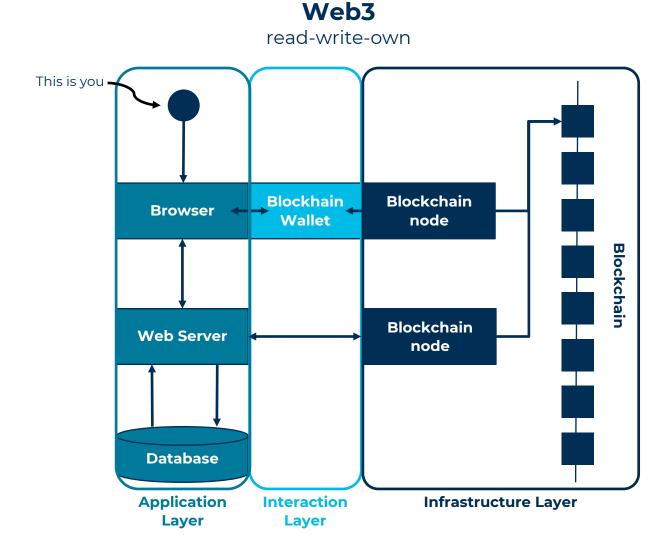




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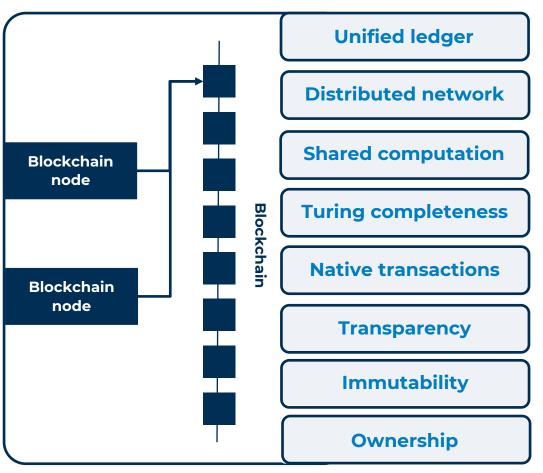








Web3: the impact on "traditional" business





Lego-like service integration



Enhanced «copy & paste»



Identity, data & asset ownership



Increased user involvement



Tokenization

Infrastructure Layer







Even during a period of global economic difficulty, in 2023 the adoption of Blockchain and web3 continues in the corporate sector.

Applications of Blockchain technology

Internet of Value

Applications focused on value exchange, such as cryptocurrencies, stablecoins and virtual currencies promoted by central banks - CBDCs



Blockchain for business

Projects where traditional business processes are streamlined using Blockchain technologies



Decentralized web

Blockchain becomes an **enabling infrastructure** for the creation and development of **innovative business solutions**



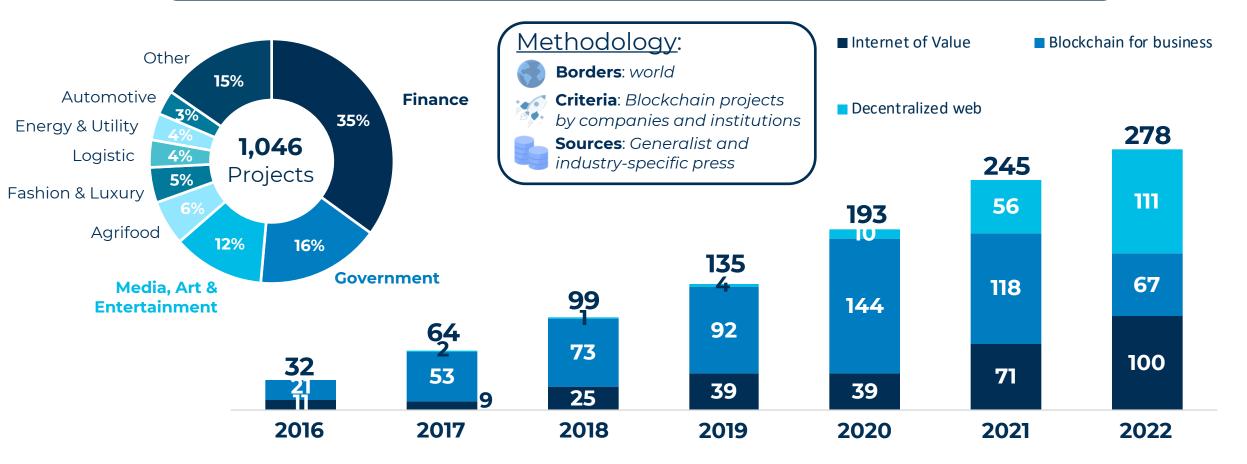






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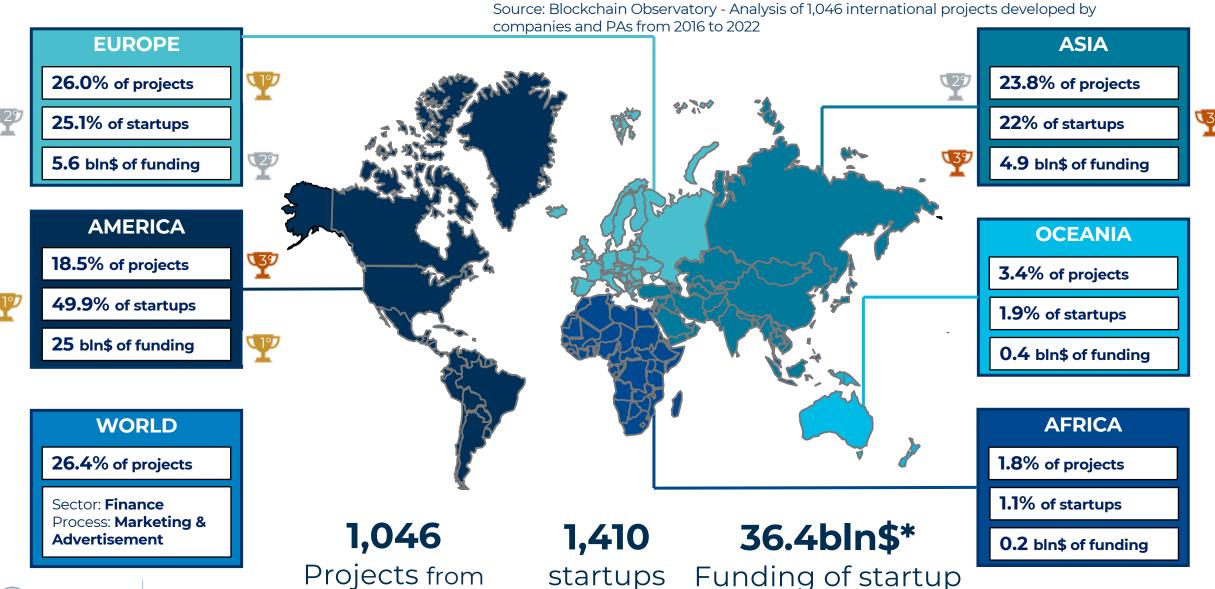




Worldwide blockchain projects and startup distribution

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