

A FUTURIST'S VIEW ON

H O L  C H A I N

(THE ALTERNATIVE TO BLOCKCHAIN)

Nancy Giordano
March/April 2018

The problem you are looking to solve... depends on which door you walk through

BUSINESS INNOVATOR

COMP SCI GURU

TECH INVESTOR

POLITICAL THEORIST

SYSTEMS LIBERATOR

SOCIAL STRUCTURE
INNOVATOR

FINANCIAL DISRUPTOR

COMMUNITY
INNOVATOR



STRATEGIC FUTURIST

The mounting issues I worry about with increasingly centralized systems...

Digital Privacy

Data Security

Concentration of wealth/access (need for more inclusion/participation)

Fragile Systems

Cost barriers to exponential/radical innovation

Problems with interoperability

Mutual sovereignty/individual agency





**Developing the tools and platforms
for open sourcing the next
economy**



**Developing the tools and platforms
for open sourcing the next
economy**

H O L  C H A I N

**Truly distributed apps +
computing to more effectively
foster social coordination**



**Developing the tools and platforms
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**Truly distributed apps +
computing to more effectively
foster social coordination**



**Providing an easily
accessible gateway to the
distributed web**

H O L  C H A I N

A more Human Internet

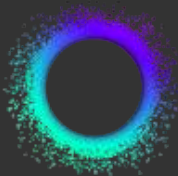
WHY?

To enable more effective social coordination, at any scale.

HOW?

By putting Humans in the center (vs applications).

H O L O C H A I N



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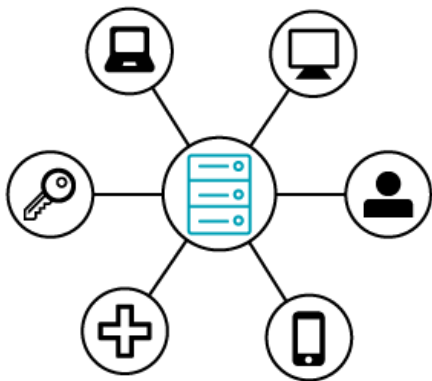
INNOVATIONS

Agent-centric (vs token or data-centric)

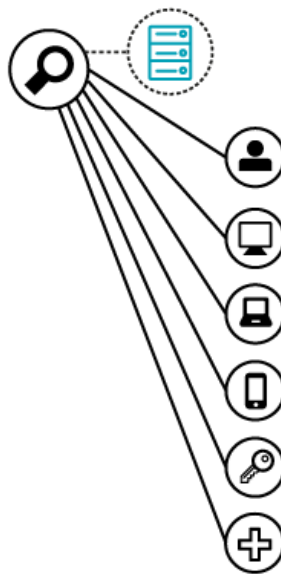
- Multi-perspective (vs mono)
- Each application has its own holochain / “source chain” (vs everyone holds)
- Lightweight enough that everyone can be a full participant (even on mobile)
- Ability to handle microtransactions at scale
- No mining, no cryptocurrency required

Holochain eliminates bottlenecks that make blockchains unfit to build the decentralized world we want

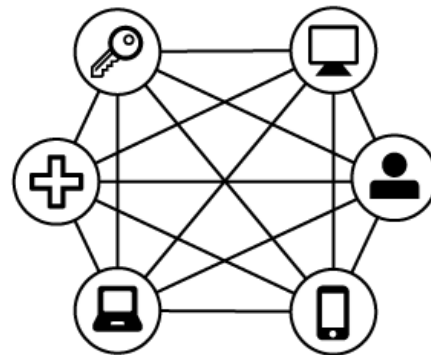
Centralized

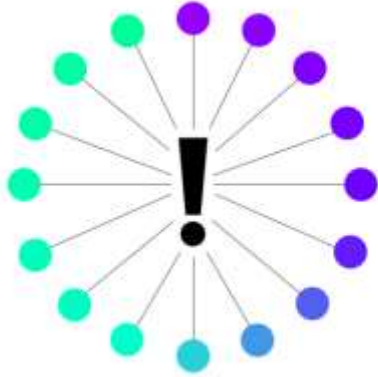


Decentralized



Distributed +
Interconnected





TRADITIONAL BLOCKCHAIN

Centralized network-wide consensus validation

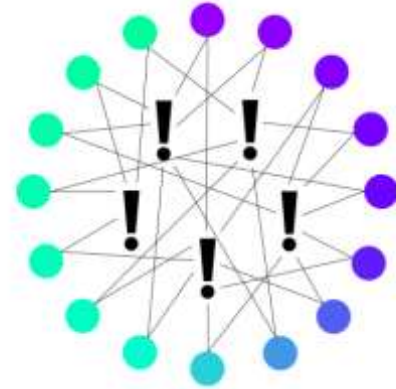
99.99% of data created is discarded

Network MUST update in unison, creating a supercomputer that can only process one perspective

Trust is network-wide or bust

Mono-perspective

Data-centric



HOLOCHAIN

Distributed network for individualized validation

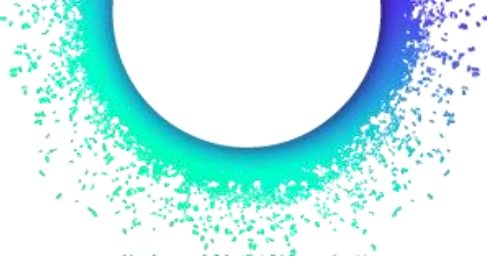
All data is held, and is considered valuable

Network updates in parallel instead of in unison

Trust generated on an individual basis

Multi-perspective; holographic storage

Agent-centric



	Holochain	Ethereum/ Blockchain	IPFS	Relational Databases
Decentralized Architecture	●	●	●	⊘
Distributed App Environment	●	●	⊘	⊘
Secure Hash Chains	●	●	⊘	⊘
DHT (Distributed Hash Table)	●	⊘	●	⊘
Data Integrity	●	●	⊘	●
Custom Data Validations	●	⊘	⊘	●
Scaling	●	⊘	●	●
Load Required by Client	Variable (<<100%)	100% (for full client)	Variable	0%



Hello. We're Holo.
Where the crowd is the cloud

Imagine an internet where...

1

Everyone can explore the decentralized internet **without much tech know-how**

2

You are rewarded for bringing user-controlled apps **to mainstream adoption**

3

Community-minded developers **need not rely on corporate hosting giants**



**a fully distributed application hosting platform
which puts cloud hosting in the hands of the users**

Building an ecosystem, and innovating by design



CLUTTER

Distributed version
of Twitter



HOLO CHAT

Multi-room P2P chat
(like distributed Slack)



FRACTALWIKI

A hierarchical Wiki



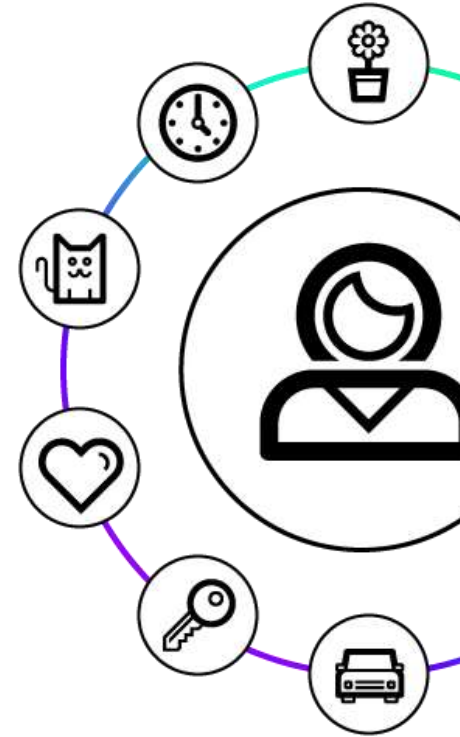
COINTOSS

App for trustable
random initiation

What does an ecosystem built on Holo/Holochain enable?

- More control of your data; you choose what to share with whom
- New types of applications with more flexibility of use and interaction
- Fast microtransactions that can handle credit-card scale processing
- Interoperability of Apps

Applications built on Holochain can be used to create distributed clones of existing technologies, to bootstrap emerging technologies...and to deliver on the promise of true integration



Potential Applications?



A rideshare app run by riders and drivers, without a corporation in the middle dictating terms.

Holo hosts would get paid for helping host a website where anyone can book a ride



Emergency Responders all to coordinate in the immediate aftermath of a disaster, without needing a connection to central, remote server/data center.

Holo apps run just fine on a mesh network.



A community of rural homeowners who generate, and share electricity using a combination of renewable energy sources (solar panels, windmills, water turbines).

Holochain enables these microtransactions.

Development Timeline

Holo Ecosystem

- Crowdfunding campaign launches to distribute Holo hosting devices
- ICO raises capital for Holo, grows Holo network, and attracts developers for Holochain
- First HoloPorts ship to 600+ hosts
- First test transaction on Holo using Holo fuel
- Approaching 5,000 hosts
- 100M test transactions per hour on Holo using Holo fuel
- Test net of Holo running on 15,000 host devices
- Test net of Holo running on 30,000 host devices

Q4 2017

Q1 2018

Q2 2018

Q3 2018

Q4 2018

Holochain Core and Apps

- Holochain Alpha 0 and Alpha 1 Release
- Prototype voting and decision-making apps
- Holochain Alpha 2 Release: High level application development framework and pluggable governance
- Holochain Alpha 3 Release: Security audit and the ability to adjust DHT parameters and behavior
- Core app services available: Package manager, Identity Services, Holochain Index, Smart Caching
- Holochain Beta Release: Continued backward compatibility and more security audits
- Holochain approaching production-level sophistication

Fundraising & Investment Opportunities

Launching an Ethical ICO

1. Measure Actual Demand for Your PRODUCT to Scale Your ICO Supply
2. Seek the Crowd, Not Just the Funds
3. Be Radically Honest
4. Deliver Substance Beforehand—
Show Don't Just Tell
5. Don't Take it All Up Front
6. Establish a Reasonable Cap
7. Minimize Risk of Being Considered a Security (for Everyone's Sake)
8. Better Currency Design and System Dynamics
9. Accountability

Indiegogo Campaign

\$580,387 (263% funded)

Available to everyone, funds the launch of Holoports

ICO (Initial Community Offering)

€20,000,000 Max

Not Available in US, South Korea, or China, funds Holo development

Ecosystem Incubator

\$10,000,000 Max

Available to Accredited Investors only, funds Holochain Incubator and seed funds Incubator Projects

What folks are discovering...



CRYPTO INSIDER

NEWS - OPINIONS - SUBMIT A PRESS RELEASE

BLOCKCHAIN, NEWS, OPINIONS, POLITICS, TRISTAN ROBERTS

What could come after blockchain technology? The what and why of Holochain

More than all of this technical knowledge, however, the reason why I support Holochain is its community. It is both literally and figuratively a magical group of people.

None of the people seemed to be there to get wealthy: all of them were passionate about building something better. Of restoring the internet to its former glory, before behemoths sucked up all the value.

-Tristan Roberts



unblock

GUIDES ▾ PROFILES ▾ NEWS

Introduction to Holochain, A Post-Blockchain Crypto Technology

[Home](#) - [Articles](#) - Introduction to Holochain, A Post-Blockchain Crypt...

 Moritz Bierling  March 5, 2018

Enough people are tired of governmental and corporate invasions into their privacy to look for alternatives. But so far the tools for large-scale protection and coordination haven't been available.

Now they are.

-Moritz Bierling

What folks are discovering...



Blockchain is facing a backlash. Can it survive?

Today's [advocates of blockchain](#) and digital currencies describe the potential for more privacy, transparency, accountability, efficiency and competition in all forms of commerce, [finance](#) and bureaucracy. Some see blockchain as providing technologies for democracy itself, from elections to budgeting...some [fascinating applications](#) in the fields of logistics, inventory and supply chain management. Despite these advances, there has been a growing backlash from opinion leaders as the technology's drawbacks become better known.

- Jem Bendell

Holochain Code Review And Distributed Computing Thoughts

Holochain is kind of freaking me out. What is this new, weird, awesome creature?

Holochain is not really like anything I've seen before, so this code review won't be quite like anything you've read from me before.

The Holochain scalable distributed computing model seems to be taking decentralization to a new level, but bloody hell, is this thing just too good to be true?

- Andre Cronje

Decentralized, Diverse Team



Holo team members



CRITICIZE BY CREATING

A CONFERENCE FOR VISIONARY ENTREPRENEURS
AND CREATORS DESIGNING THE FUTURE.

REGISTER

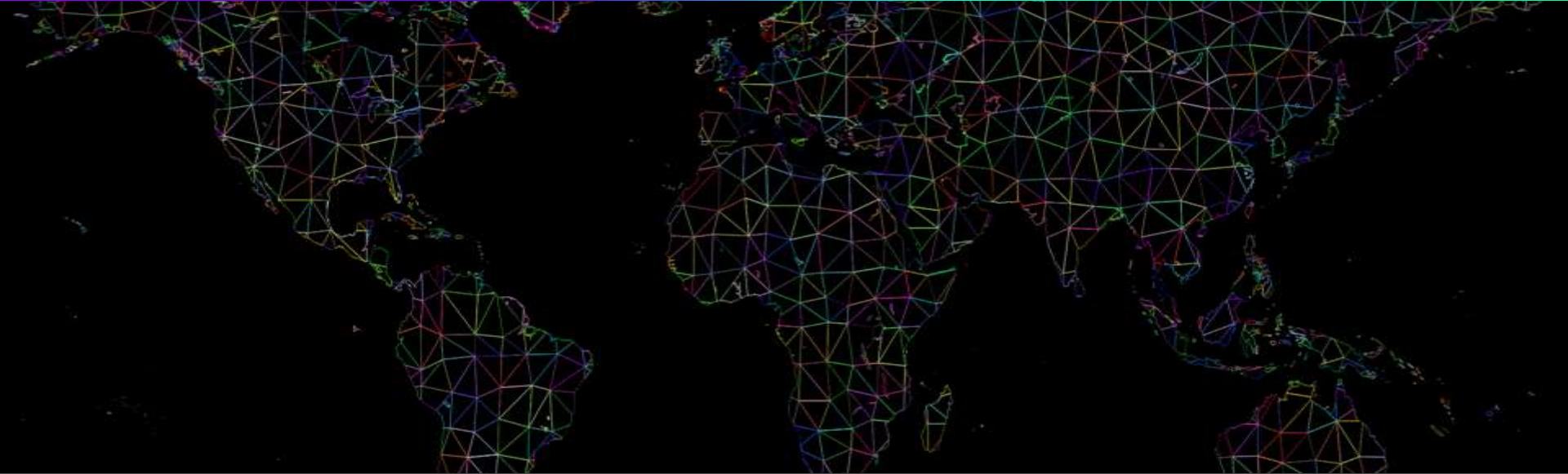
MAY 18 - 20, 2018 | AUSTIN, TX



Arthur Brock
*Holochain: Biomimicry, Code and
Radical Collaboration*

Hackathon May 25-27

Dive Deeper and Get Involved in Holochain Today



Whitelisting/ICO info & Technical Papers - [Holo.Host](https://holo.host)

Upcoming global hackathons and other News - [Holochain.org](https://holochain.org)

Twitter - [@holochain](https://twitter.com/holochain) [@H O L O](https://twitter.com/HOLOLO)

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