

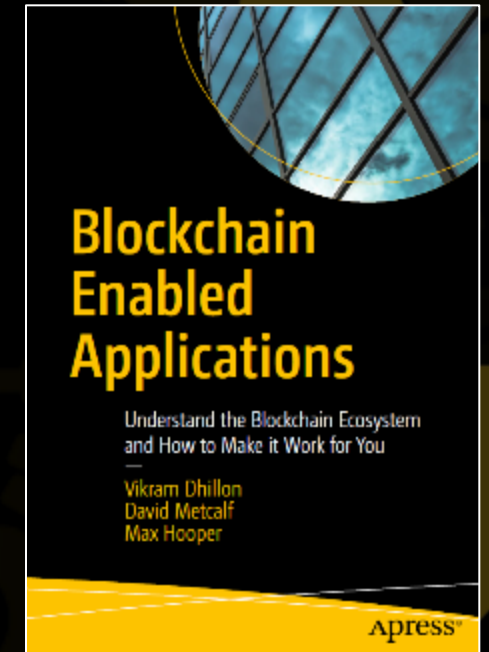


Blockchain for Games:

The Global Impact on Health, Finance and Media

David Metcalf
University of Central Florida
Institute for Simulation and Training
Metil.org

UNIVERSITY OF CENTRAL FLORIDA



Summary and Objectives

Blockchain is changing many industry segments and our society as a whole. It is not just cryptocurrencies and sources of value/exchange- healthcare, finance, media and more are being disrupted by systems of distributed trust (blockchain) and automation (smart contracts). Games and gaming constructs are beginning to be combined in unique ways.

We'll explore: a short history, benefits and liabilities of using blockchain in games, game frameworks and examples and potential uses for serious games that impact sectors of society



The University of Central Florida



- Orlando, FL
- Largest Undergrad pop in U.S.
- 2nd highest number of CS grads
- 3x Cyberdefense National Champs
- 1st in Game Design (Princeton Review)
- 2015-16 enrollment exceeds 63,000
- 12 Colleges
- 216+ degree programs

New College of Medicine launched in 2009

The Institute for Simulation and Training

Research Institute, 35 years, \$250M, 280 Employees





UCF Institute for
Simulation &
Training

\$5B+ in Sim and
Training in CF
Research Park

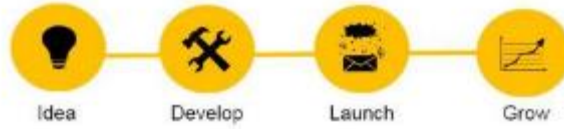
Many federal agencies and 150+
companies involved in MST

National Center for Simulation
240+ members



Innovation Life Cycle

Center for Innovation and Entrepreneurship



Office of Technology Transfer

Find a way to UCF research to commercialize

Center for Entrepreneurial Leadership

Learn from successful small, commercial enterprises with UCF resources and expertise

Blackstone LaunchPad

A place to present an idea to investors, to be mentored and receive coaching

Venture Accelerator

Market research, business planning, and development coaching

National Entrepreneur Center

Learn from other small, commercial enterprises with UCF resources and expertise

Small Business Development Center

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ICORPS

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Business Incubation Program

Learn from other small, commercial enterprises with UCF resources and expertise

UCF Mentor Network

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Florida Angel Nexus

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Starter Studio

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GrowFL

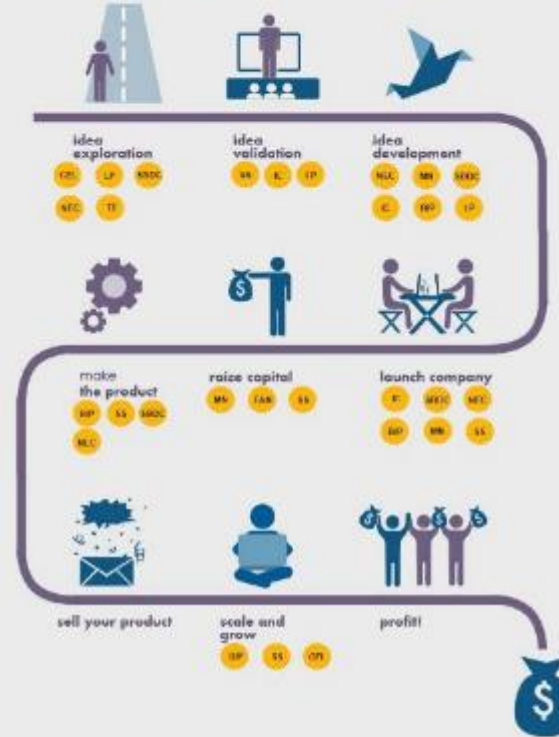
Learn from other small, commercial enterprises with UCF resources and expertise

to access these services:

cie.ucf.edu

Innovation Road Map

Center for Innovation and Entrepreneurship



UCF Center for Entrepreneurial Leadership

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Applied Research Institute

UNIVERSITY OF CENTRAL FLORIDA

Early NSF Award for HealthShares 2013-14



INDUSTRY

GOOGLE



LOWE'S



Microsoft

cognition

collaboration

learning

TECHNOLOGIES

WEB 2.0

mobile

KNOWLEDGE

MILITARY



COMBAT MEDIC
PLAYING CARDS



USMC
COMBAT HUNTER



HEALTH



REALITY MEDS
VIRTUAL FAMILY

SOCIAL



HADR

HUMANITARIAN ASSISTANCE
DISASTER RELIEF



Mixed Emerging Technology Integration Lab (METIL)



McGraw-Hill

Interactive medical iPad apps



SuperNutrition

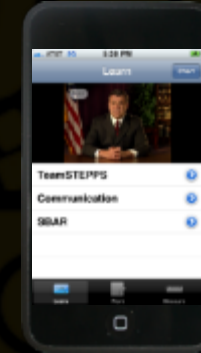
Multi-platform
Facebook-style social
game for teaching
9-12 year-olds about
nutrition and energy



Microsoft Mobile SCORM-conforming courses



TeamSTEPPS Patient Safety Mobile App



Learning, Performance & Well-being

Mobile Games and Simulations Virtual Worlds

Collaborative Technologies
Web 2.0 and beyond

Johnson & Johnson PRD 3D University



Corporate Mobile Learning,
Virtual Worlds and KM/Collab

Combat Medic



Multi-modal game-based training for
Army field medics
(physical cards
and mobile app)

WHAT IS THE INTERNET OF THINGS?

The Internet of Things connects devices such as everyday consumer objects and industrial equipment onto the network, enabling information gathering and management of these devices via software to increase efficiency, enable new services, or achieve other health, safety, or environmental benefits.

CONNECTED HOMES

- Smart Thermostats
- Smart Appliances
- HVAC Systems
- Security
- Smart Lighting
- Entertainment Systems

WEARABLES

- Fitness Bands
- Smart Watches
- Smart Glasses
- Action Cameras

INDUSTRIAL INTERNET

- Real-Time Analytics
- Factory Automation
- Robotics
- Supply Chain Efficiency

CONNECTED CARS

- Safety
- Vehicle diagnostics
- Infotainment and Navigation
- Fleet Management

CONNECTED CITIES

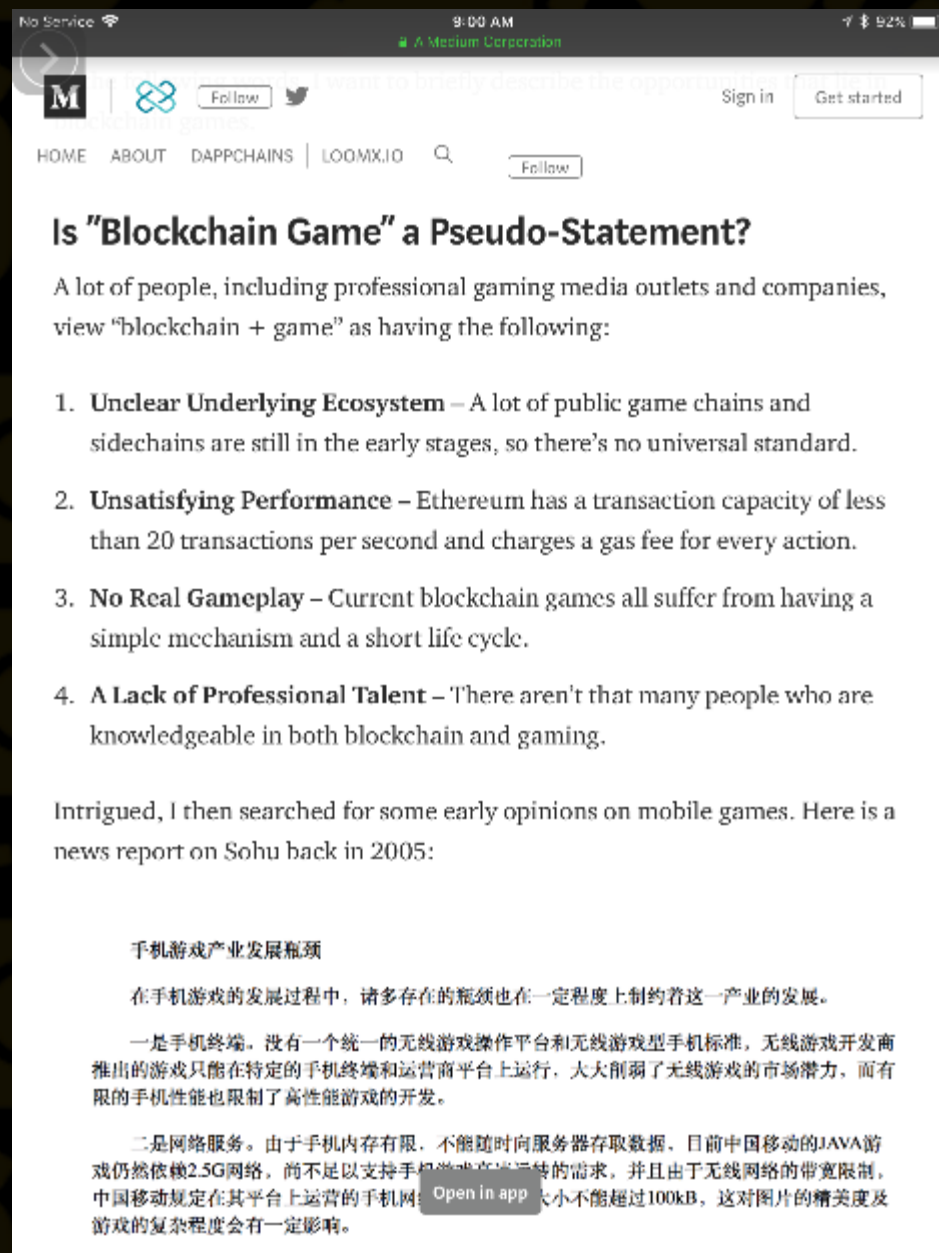
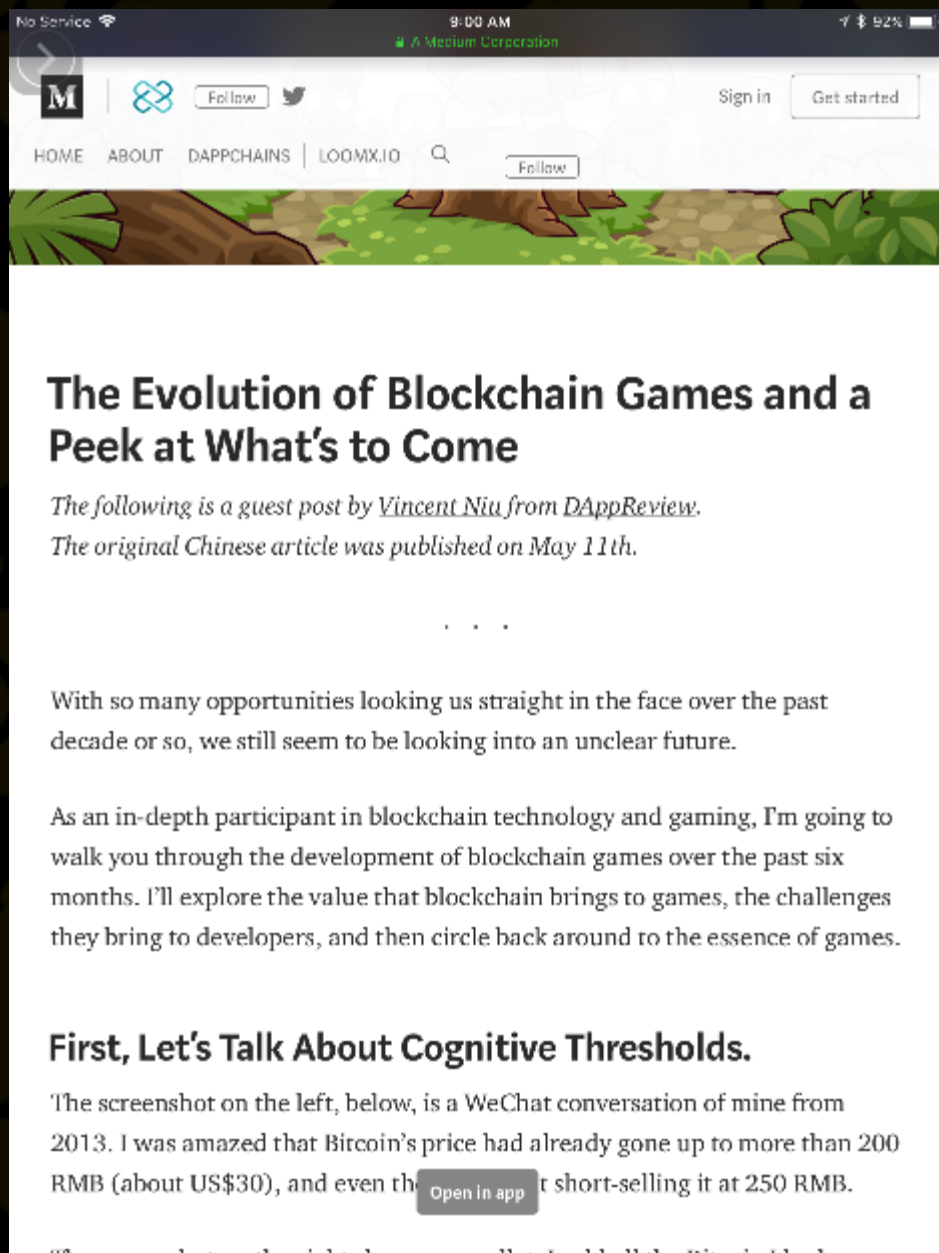
- Smart Meter Technology
- Smart Traffic Lights
- Smart Parking Meters
- Electric Vehicle Charging
- Real-Time Analysis



https://www.youtube.com/watch?v=ywvTIM_eOVI

GDC

<https://www.youtube.com/watch?v=Az9xG3l8-0g>



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The Blockchain Game 1.0 Era You Didn't Know About

November 2017: CryptoKitties Opened the Door to DApp Games

CryptoKitties was the first viral DApp, and also the longest living game DApp. Holding the record of over 14,000 daily active users (December 9th, 2017), it succeeded in paralyzing the Ethereum network. As of April 30th, the total transaction amount equaled 43067.04 ETH, or about 32 million USD.

CryptoKitties ETH Volume

Source: <https://dapp.review>

The graph shows a sharp peak in ETH volume in late December 2017, reaching 4833 ETH. The volume then drops significantly and remains low through April 2018, with a small secondary peak in early 2018.

From the perspective of conventional video game players, CryptoKitties was not really a “game”, but a novelty. The “transaction attributes” and “unique private assets” of the blockchain. At the same time, this was the first blockchain game with a decent game mechanism and UI design. Other DApps

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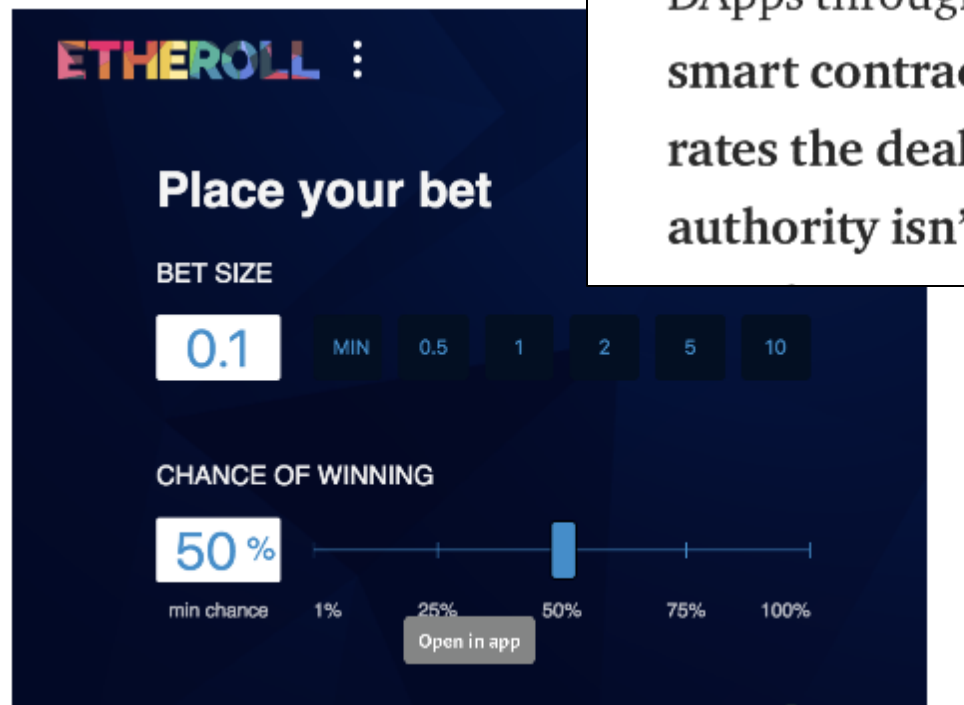
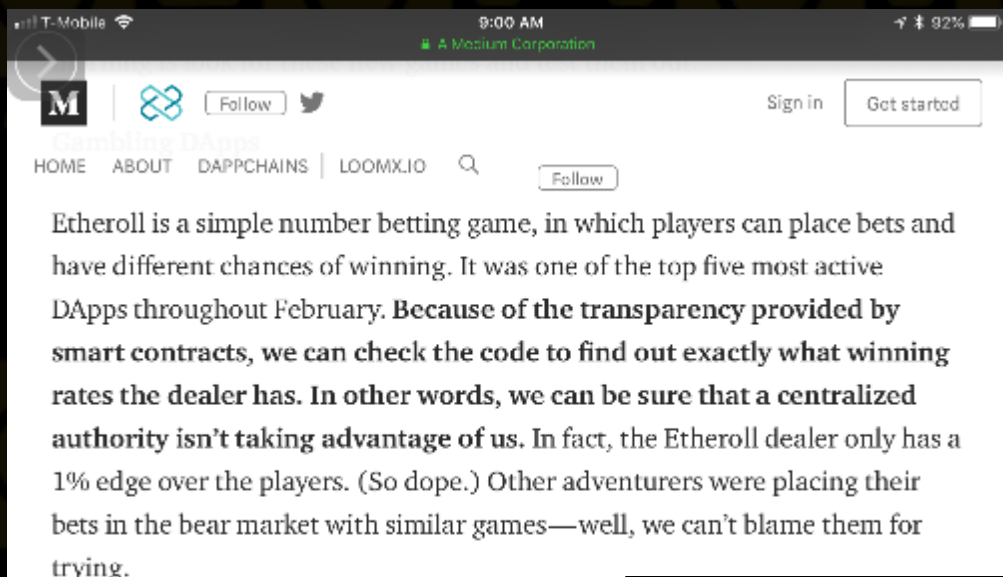
As of writing this, there are still about 4,000 transactions and 300–500 active users every day on CryptoKitties.

In early December, my partner TZ and I began to study the genetic synthesis of CryptoKitties, and tried to deduce the logic inside this black box. Eventually, we were able to synthesize a mistletoe cat (which was super rare at the time) and three of the top ten Christmas cats in the entire game.

February–March 2018: Popular Financial Games During the Bear Market

The coin market started to go down starting at the end of January, so coin holders were unable to profit from speculation. This led to the popularity of two types of games. There were, on average, five new game DApps coming out every day in the first quarter of 2018. The first thing I would do every morning is look for these new games and test them out.

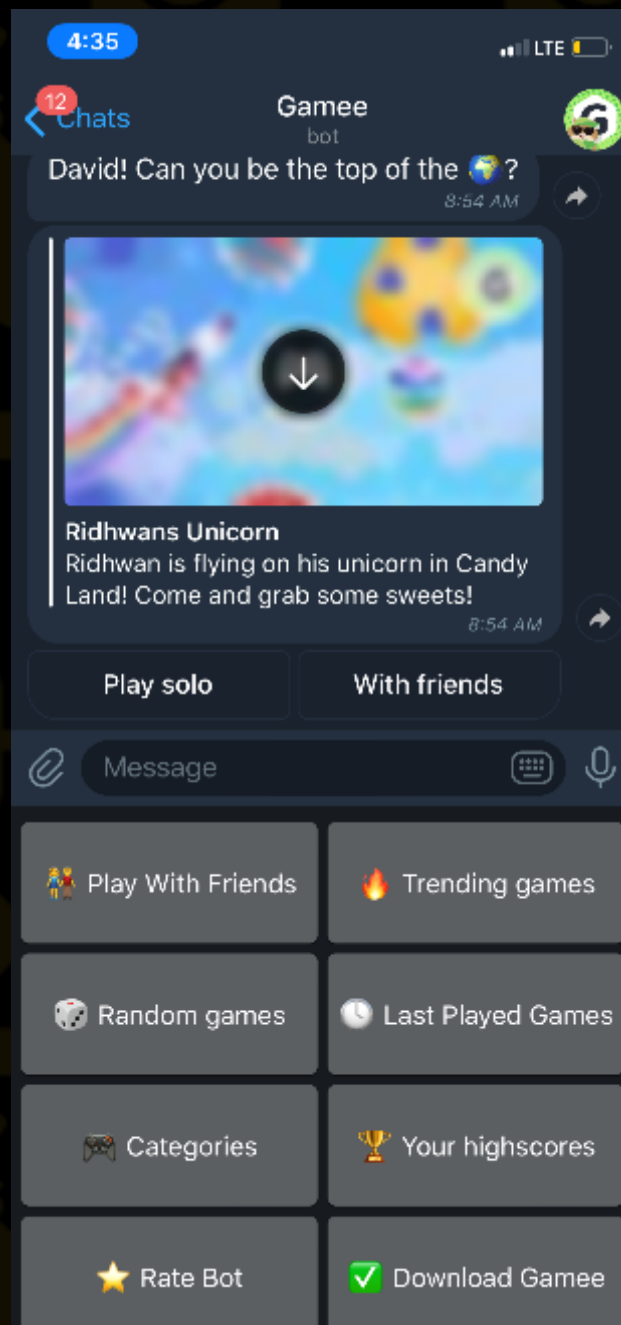
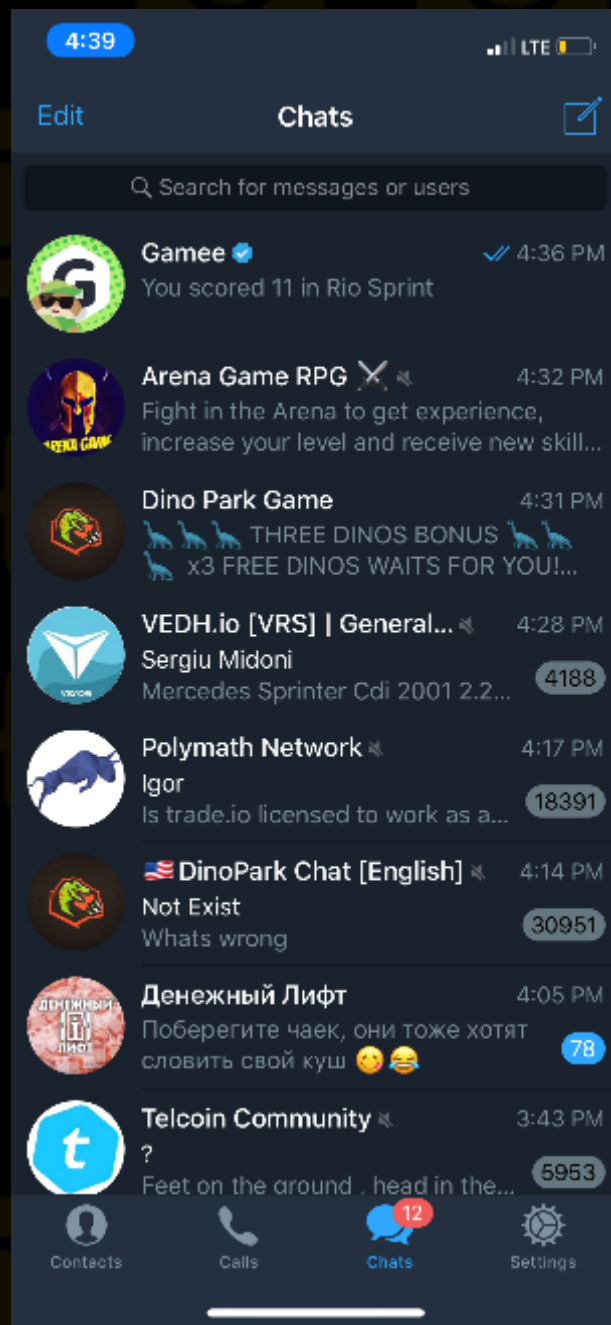
Gambling DAppsOpen in app

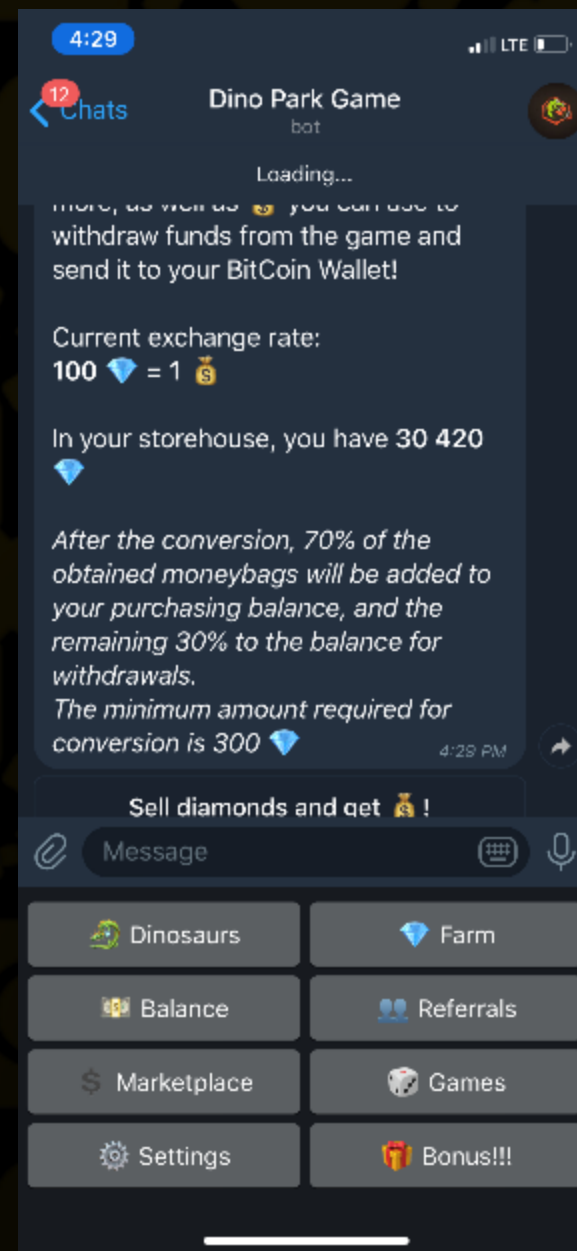
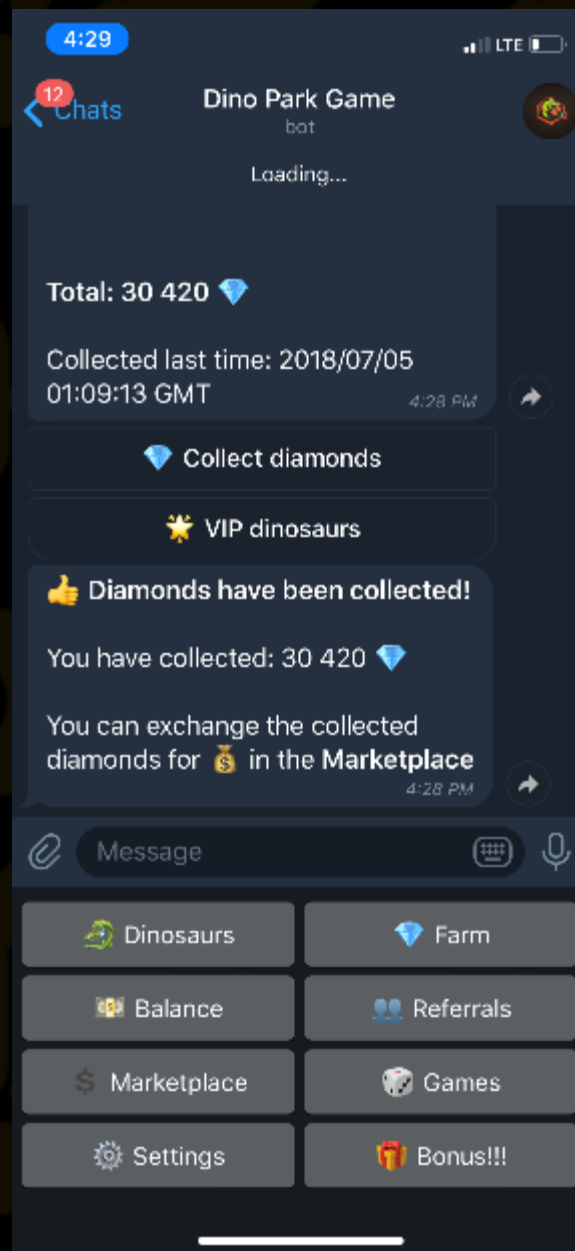


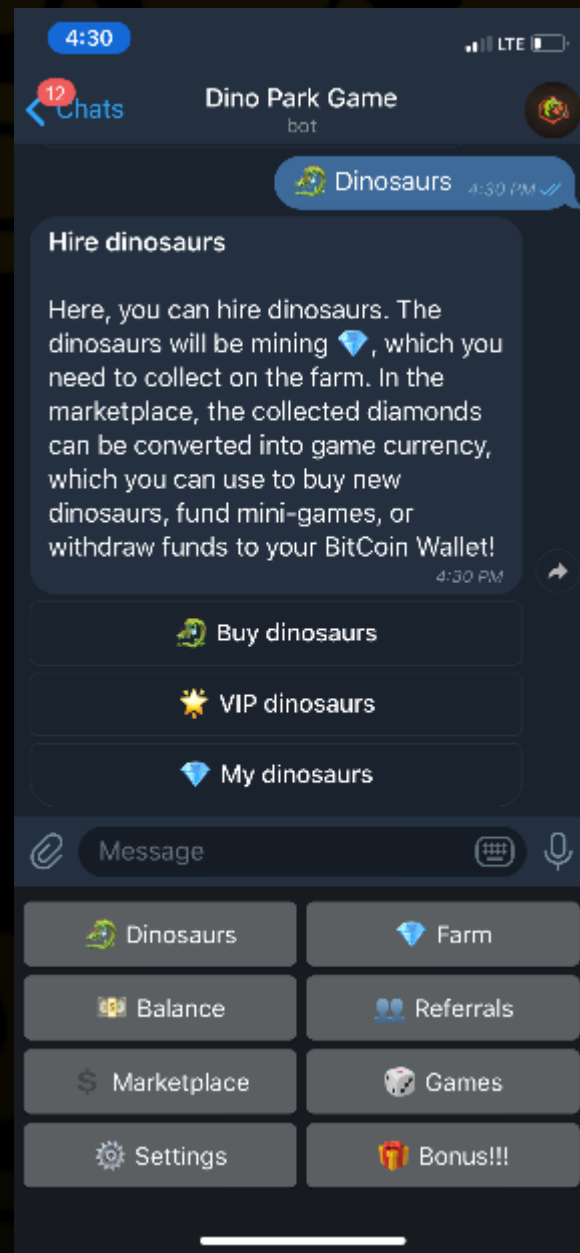
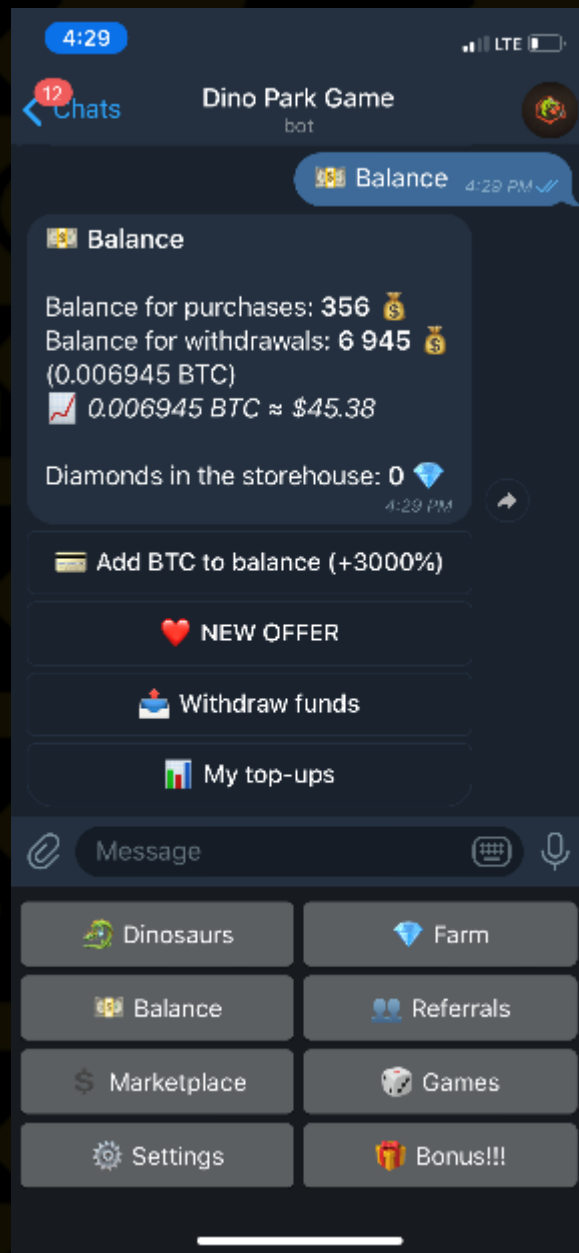
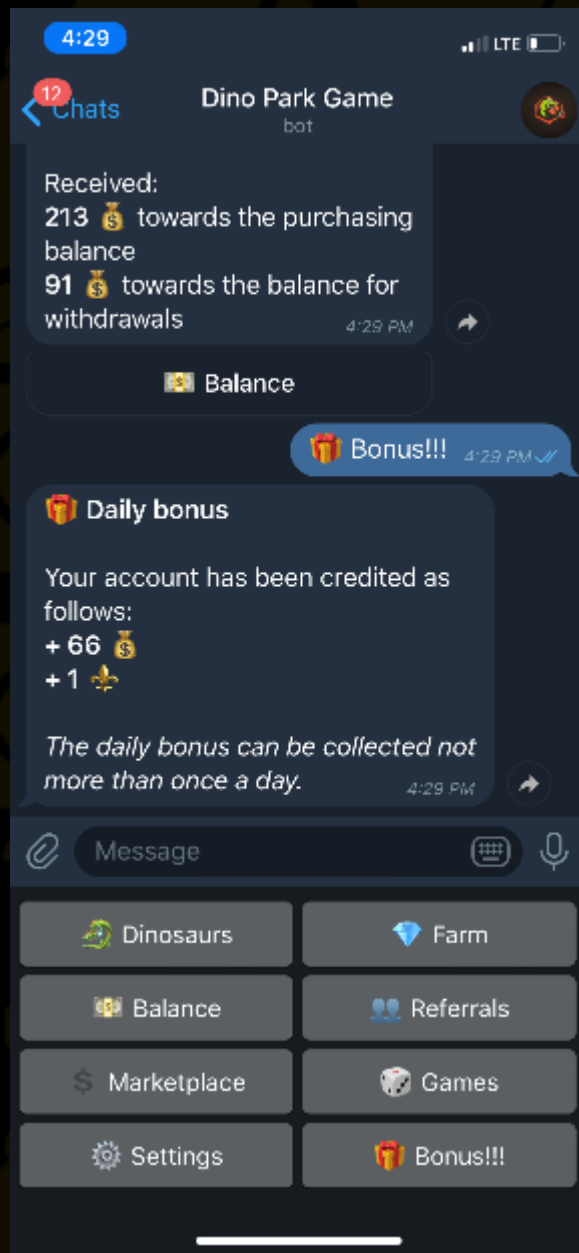
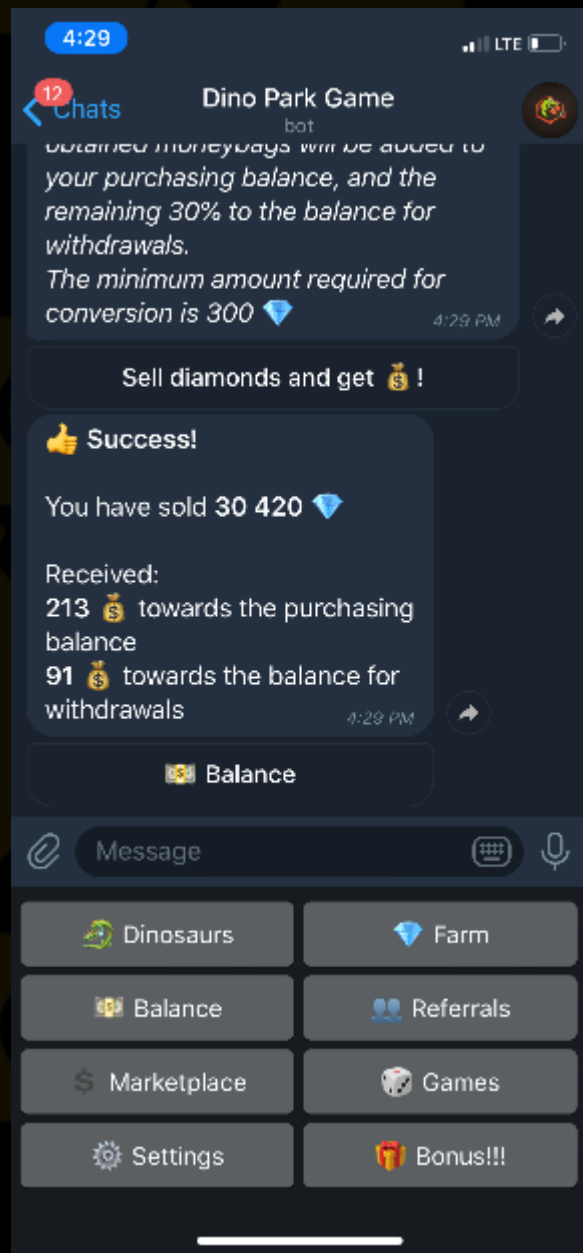
DApps throughout February. Because of the transparency provided by smart contracts, we can check the code to find out exactly what winning rates the dealer has. In other words, we can be sure that a centralized authority isn't taking advantage of us. In fact, the Etheroll dealer only has a

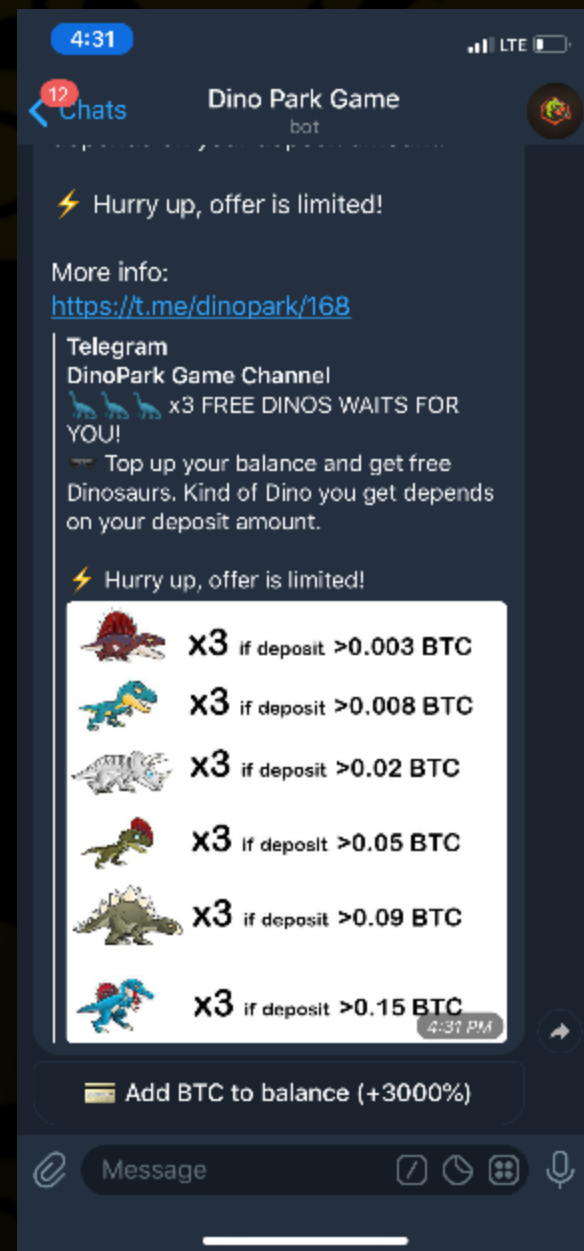
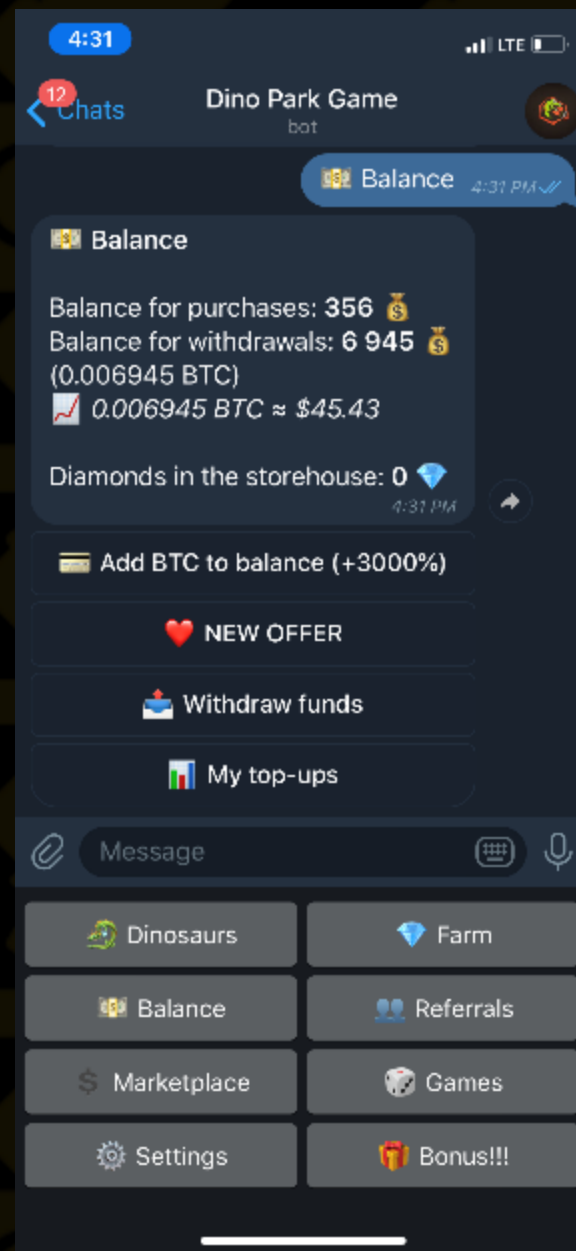
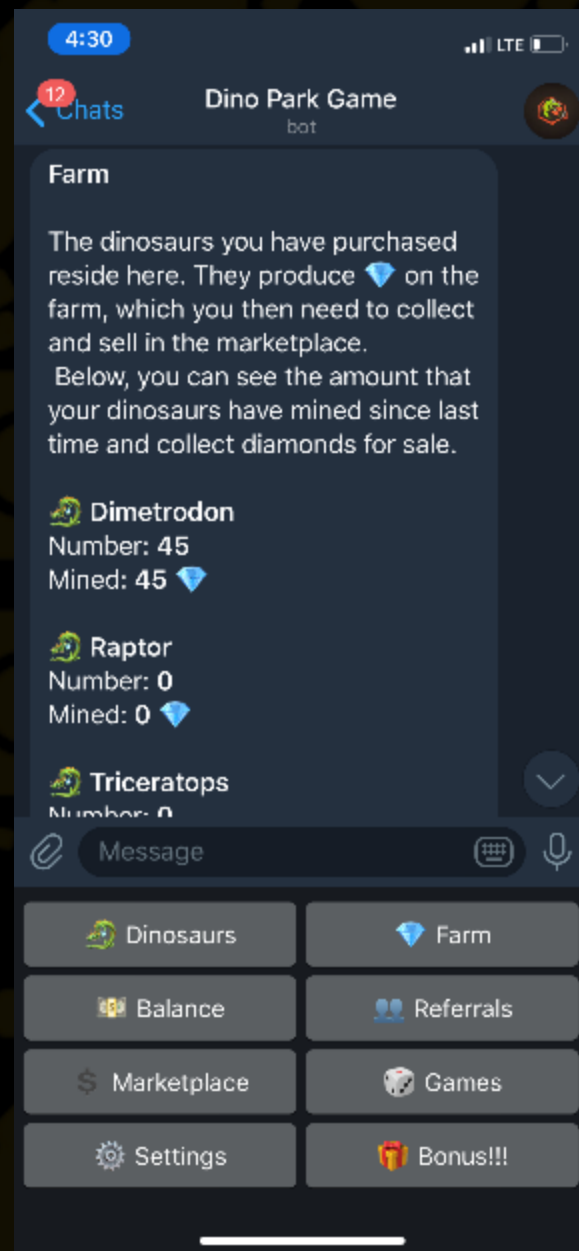
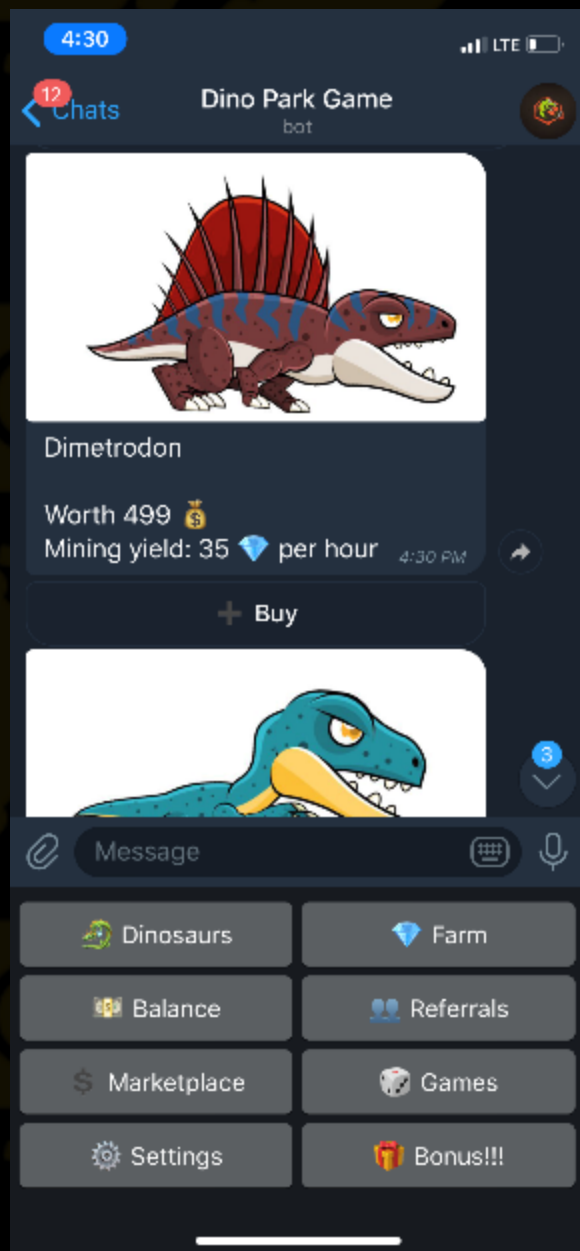


Telegram









CryptoCountries. In early 2018, it only took seven days for this monster to accumulate 45,000 ETH worth of transactions—exceeding what CryptoKitties had in 4 months. This was absolutely mind blowing, even to the creator himself!

Hot Potato DApps

These types of games revolve around the buying and selling of digital tradable assets (ERC721 tokens), ranging from countries to cities, from colors to emojis, and from celebrities to Lamborghinis. Nearly anything you can think of can become an ERC721 token that you can launch and trade on Ethereum. Out of everything, the one game that most people were crazy about was CryptoCountries. In early 2018, it only took seven days for this monster to accumulate 45,000 ETH worth of transactions—exceeding what CryptoKitties had in 4 months. This was absolutely mind blowing, even to the creator himself!

In CryptoCountries, every country is an individual ERC721 token that any player can purchase. However, the next player must pay a higher price (1.2x) to buy it. The seller takes the difference in price, except for 2–5% of the transaction, which goes to the developer.

PRICE DESCENDING ▾



Japan

OWNER: CRYPTOPLANET

Capital: Tokyo
Population: 126,900,000

Language: Japanese
Currency: Japanese yen



Hong Kong

OWNER: CRYPTOPLANET

Capital: City of Victoria
Population: 7,324,300

Language: English
Currency: Hong Kong dol.



China

OWNER: JOEY LOVE AILING ZENG

Capital: Beijing
Population: 1,377,422,366

Language: Chinese
Currency: Chinese yuan



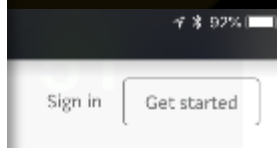
Korea (Republic of)

OWNER: CRYPTOPLANET

Capital: Seoul
Population: 50,003,405

Language: Korean
Currency: South Korean ...

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Here, we have the lucky player who faded into the dark with more than 600 ETH and a big smile on his face, as well as the “warrior” who dropped over 700 ETH and stayed there.

Gradually, everyone realized the downside of such games: forced trade, a single mechanism, and digital assets with no long-term value. The number of transactions of similar games that came after just plummeted—a few hundred transactions is all they would see.

So far, on Ethereum, I still own two “countries”, two “paintings by Van Gogh”, and “Benedict Cumberbatch” from CryptoCelebrity. Collectively, I lost about 20 ETH in these games.

DappRadar

Submit your dapp

All Dapps

New Dapps

100%

100%

100%

#	Title	Category	Balance	DAU	Volume (24h)	Volume (7d)	Tx (24h)	Tx (7d)
1	EtherOnline: Jackpot Edition	Game	12.22	158	23.48	79.73	837	4,061
2	EDX	Other	35,378.33	7634	21,608.48	44,387.40	44,547	56,408
3	ForKData	Other	32,181.37	3,278	4,451.62	34,095.07	11,481	56,592
4	Baroor	Other	0.03	1,079	4,776.17	22,188.95	2,106	11,547
5	CryptoKitties	Game	140.28	501	26.51	77.13	2,140	23,732
6	POWH 3D	Other	5,697.32	425	0.01	138.85	956	7,022
7	LocoEthereum	Other	188.07	279	179.90	1,155.20	560	4,104
8	Proof of Trevor Jones	Other	404.62	240	50.28	533.44	789	6,229
9	Kyber	Other	85.19	195	387.41	2,076.46	379	2,008
10	Ether Goo - Idle Game	Game	230.68	195	0.88	67.75	731	18,315
11	The Token Store: Trade by Address	Other	742.33	195	40.62	403.09	578	6,111
12	Go Protocol	Other	0.03	181	0.00	0.00	3,845	18,111
13	EtherOnline: Jackpot Edition	Game	12.22	158	23.48	79.73	837	4,061
14	AI Swap	Marketplace	0.03	151	168.70	706.72	373	2,174

DappRadar.com — the first Dapp-analytics site

On February 3rd, a young Lithuanian man named Skirmantas Januškas registered the dapp radar.com domain. In two weeks, he built the first navigation web DApp. From mid-February to early March, I visited DappRadar, as well as the Discord game forum and various crypto games every day. I realized that DappRadar wasn't user-friendly enough, especially for new DApp gamers.

9:03 AM

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DAPPCHAINS

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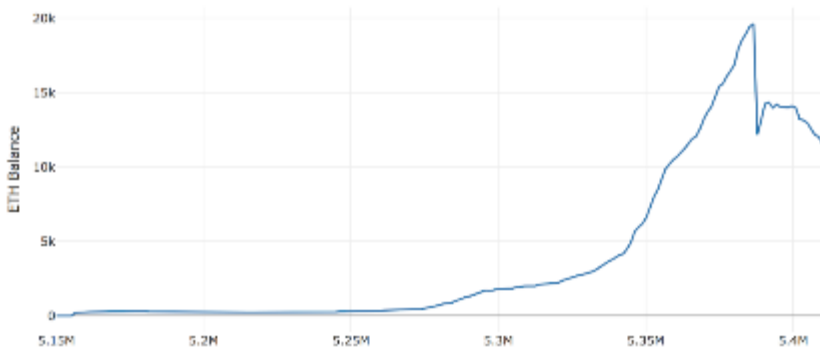
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April 2018 — Ponzi Schemes Start to Flourish, but Innovative Games Break Through

As the market picked up, gambling games became less attractive. The life cycle of the hot potato games went from two weeks to just a few days due to their single game mechanism.

During this time, a Ponzi-investment game called “PoWH 3D” quietly climbed to the top of DAppReview rankings. Its contract balance reached a maximum of nearly 20,000 ETH (about 8 million USD) in early April, and the number of daily active users peaked at 3,000.

ETH Balance over Ethereum Blocks



PoWH 3D was born out of the early PoWH project, and its gameplay mechanism goes like this:

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Surrounded by all of these money-driven peers, an independent developer named James quietly built the first blockchain idle game: EtherGoo.

The fresh gameplay mechanism smashed all of those outdated trading and Ponzi games on the market and attracted lots of Ethereum game lovers to come and experience it firsthand. This resulted in Ethereum network congestion by accomplishing more than 40,000 transactions in just a little more than one day!

Ether Goo



Addictive crypto idle game




EtherGoo then ranked number one in the game section, with nearly 5,000 daily active users. James is constantly changing the dynamics of the game to extend its life cycle. Until now, EtherGoo still hangs around top three in the games section.

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
Ether Goo

 **Total Research Pot: 2**  (10% distributed daily)

 **Global Goo Production: 4** (per second)




You currently have 83798 Goo


Your lab produces 3 Goo/s, roughly 75% of the Global Production
In 01:59:02, you will earn 75% of today's 0.2  research pot

Rare Item Raffle



Worth 0.5 

01:59:39 left


Ticket Cost: 1K 

(You have 0 Tickets)

1x 10x MAX BUY

Game Tutorial:


Buy scientists and upgrades to increase your Goo production.
Some items cost Eth as well as Goo, but offer more production.
All scientists can be sold for 75% of their Eth/Goo buy price.
You can spend your Goo in the Barracks to attack other players!
Finally the raffle allows you to win Eth by spending Goo on tickets.


Balance: 0  [Withdraw](#) [Goo Leaderboards](#)

x3





Intern Kitties


Makes: 1  (each)

Cost: 30 

1x 10x MAX BUY
1x 10x ALL SELL


 +100% Production
Cost: 100 BUY


 +100% Production
Cost: 100 BUY

 +100% Production
Cost: 100 BUY





Graduate Gerbils


Makes: 2  (each)

Cost: 50 

1x 10x MAX BUY
1x 10x ALL SELL


 +100% Production
Cost: 100 BUY

 +100% Production
Cost: 100 BUY

 +100% Production
Cost: 100 BUY





Lab Rats


Makes: 10  (each)

Cost: FREE

1x 10x MAX BUY
1x 10x ALL SELL

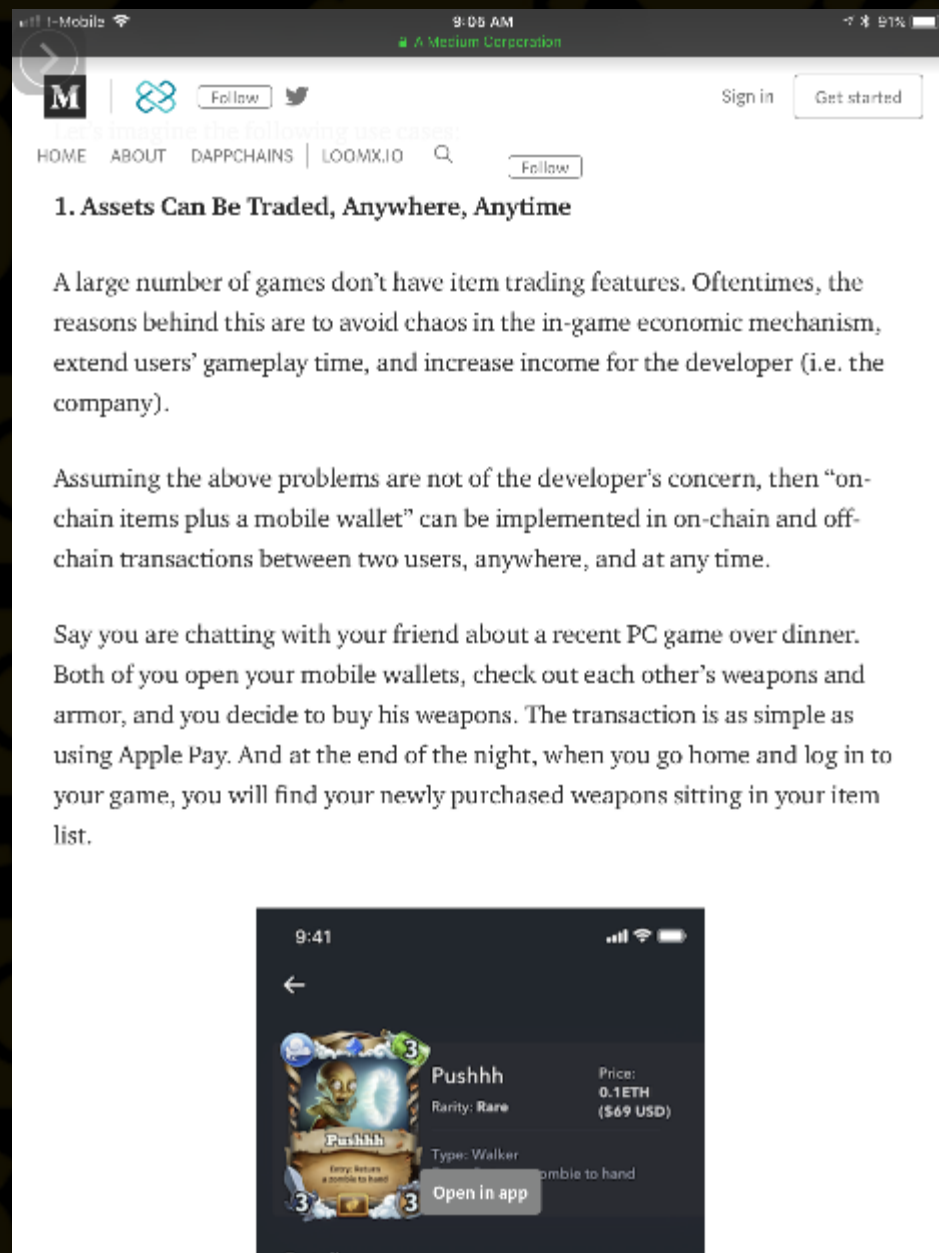
 +100% Production
Cost: 100 BUY

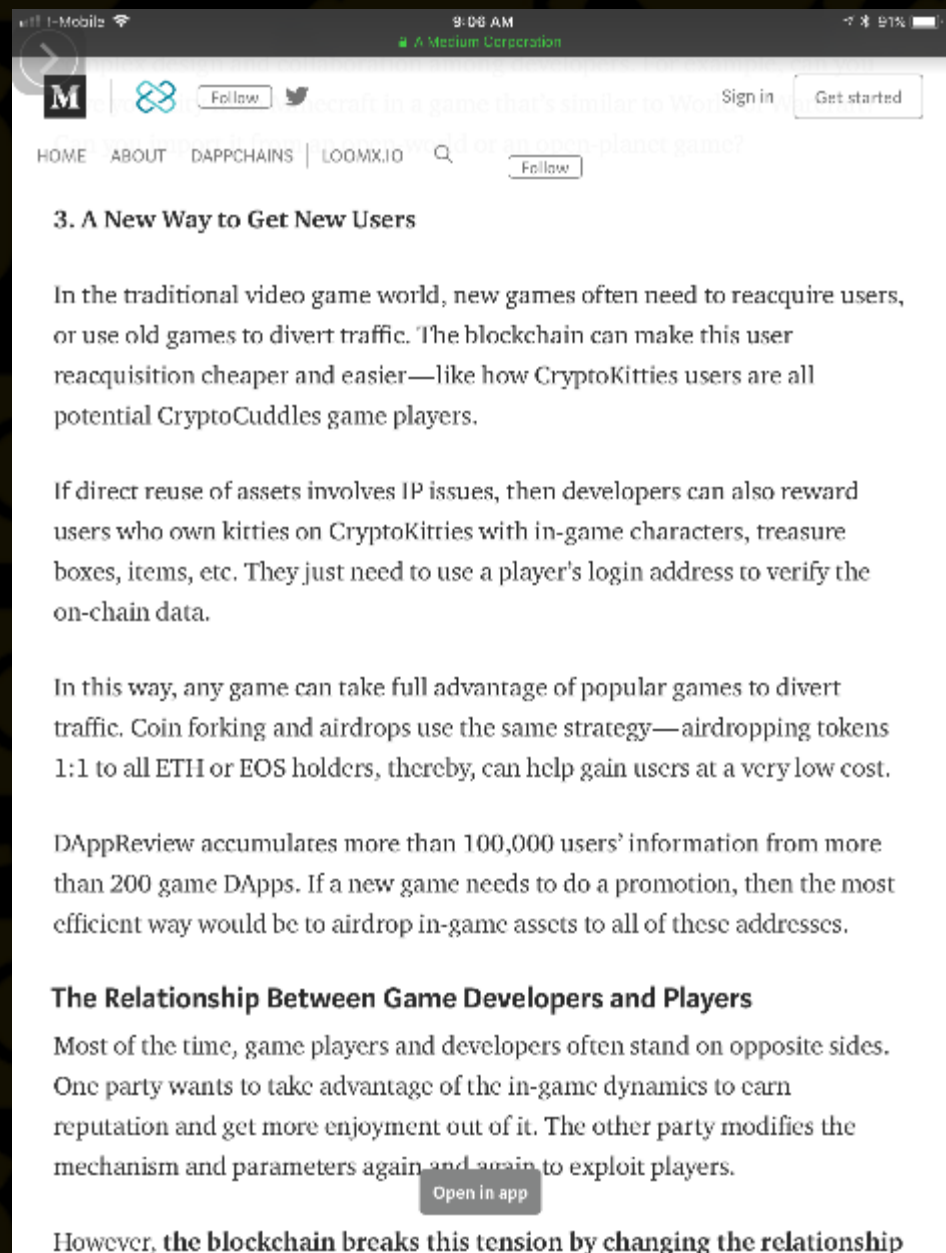
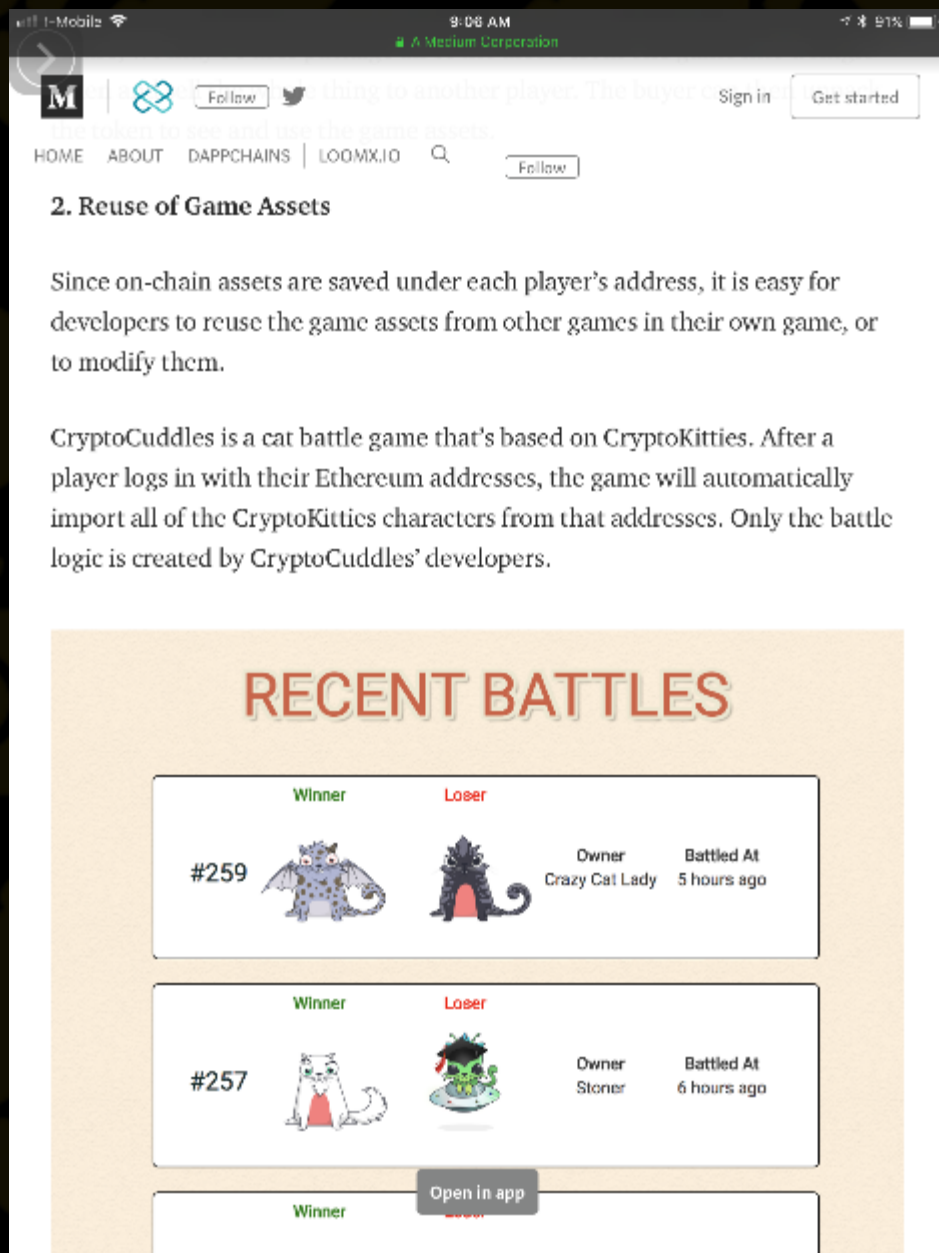
 +100% Production
Cost: 100 BUY

 +100% Production
Cost: 100 BUY

[Switch to Barracks](#)

[Join Discord](#)





HOW DO YOU MONETIZE?

This is an inevitable question. Game developers need to make a living and they need to increase the company's commercial value. Perhaps after reading the above four aspects, most people in the game industry will be like, "Whaaaaat?! How am I supposed to make a profit then?"

Due to the increased liquidity of in-game items, they might only be able to make x amount of money, instead of 100x, like before. The traditional locked-safe strategy allures players to continue spending money and testing their luck. Now that all of this will be open to the public, who's gonna be stupid enough to pay for that?

Indeed, from the standpoint of developers, these questions are very substantial. But the problem is, we are still applying such traditional logic to a new concept. We need to think out of the box and break some assumptions. Past experience will be a good reference, but it won't provide practical solutions.

With the Internet, we went from free access to premium services, and then to traffic monetization. We've all been there to witness the transition from buyout to regular subscription.

Each iteration of new technology will more or less have an impact on the monetization of the existing system.

Similarly, the blockchain

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The Real Challenges

Numerical Game Design vs. Tokenomics

Numerical game design is a way to adjust parameters and algorithms, in order to ensure balance and extend game time in traditional games. The complexity increases exponentially when applied on the blockchain. **Because the economic system is no longer a closed loop, it is necessary to consider the interactions with the entire blockchain ecosystem.**

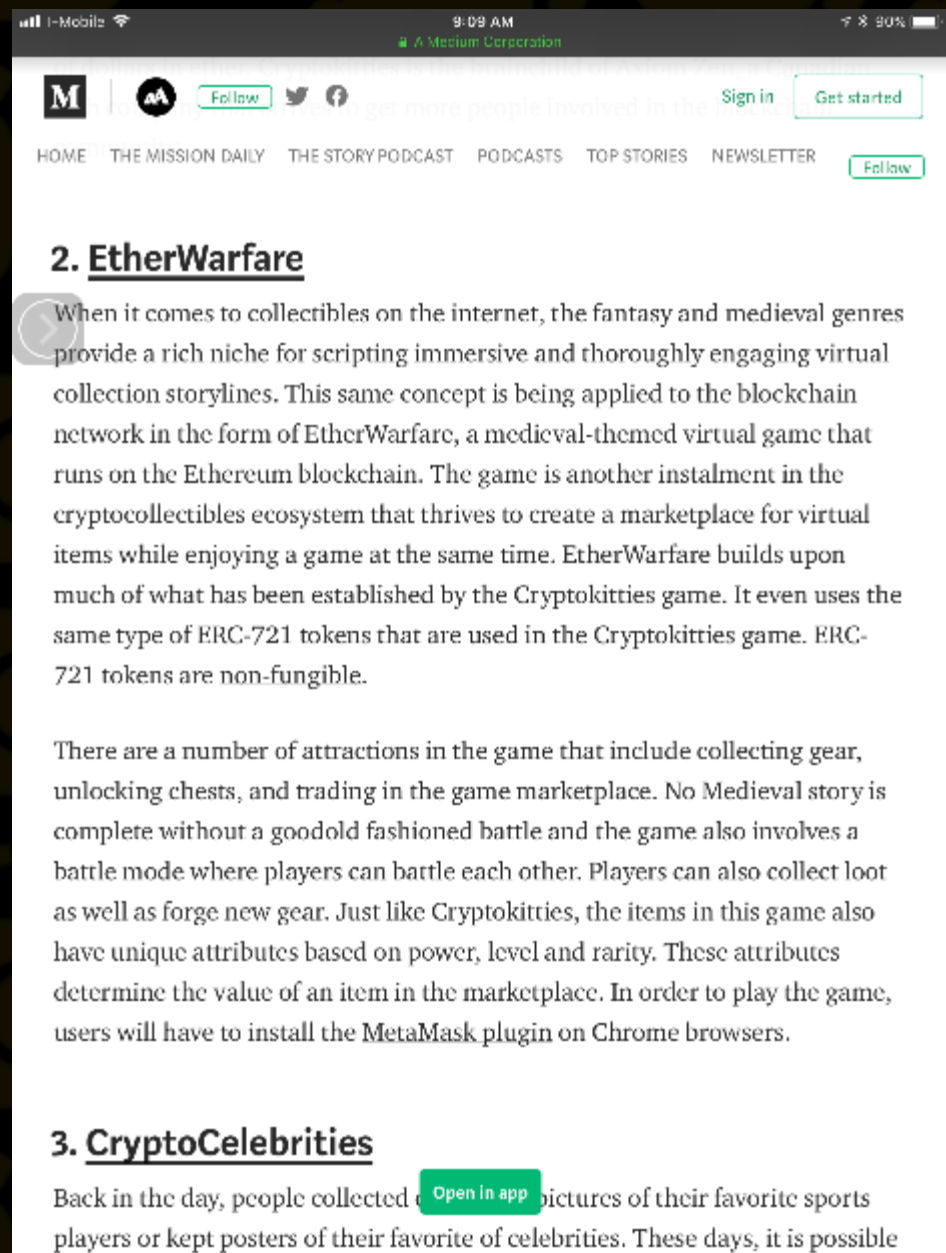
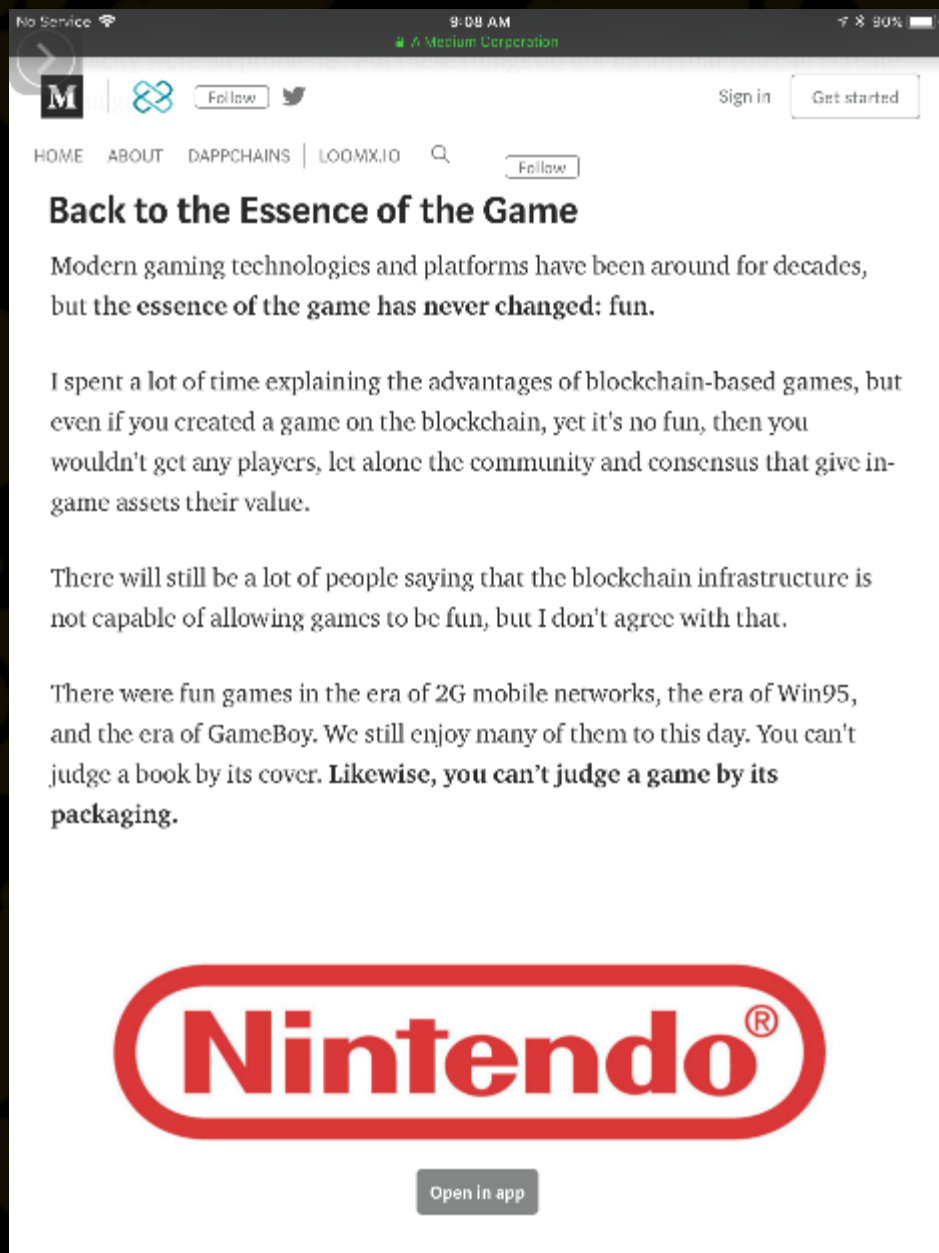
Once game assets are put on chain, we will need a token economy. That means the gold coin system in the game will be indirectly linked to a real world currency. If the asset tokens can be increased indefinitely, then the corresponding game assets may depreciate indefinitely.

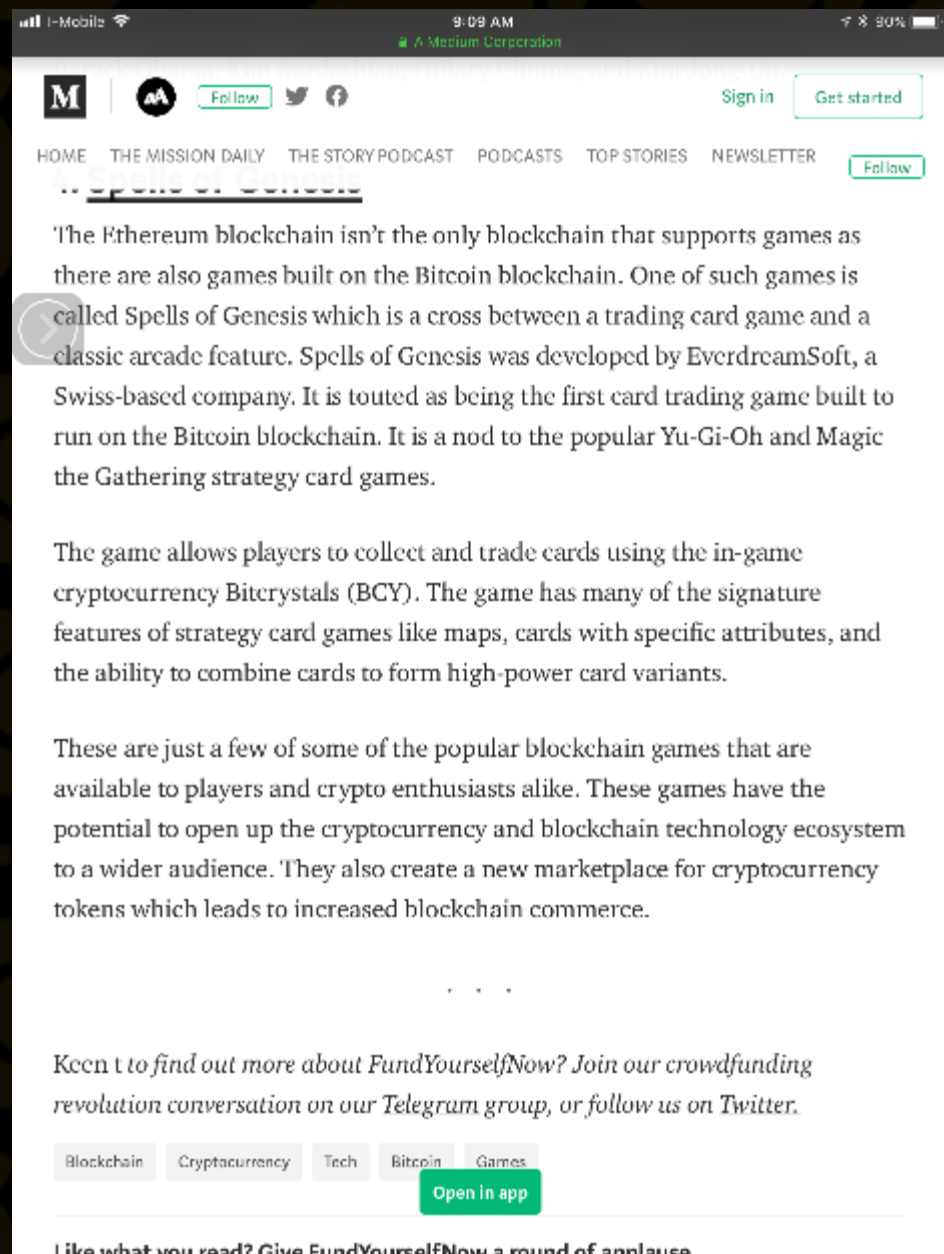
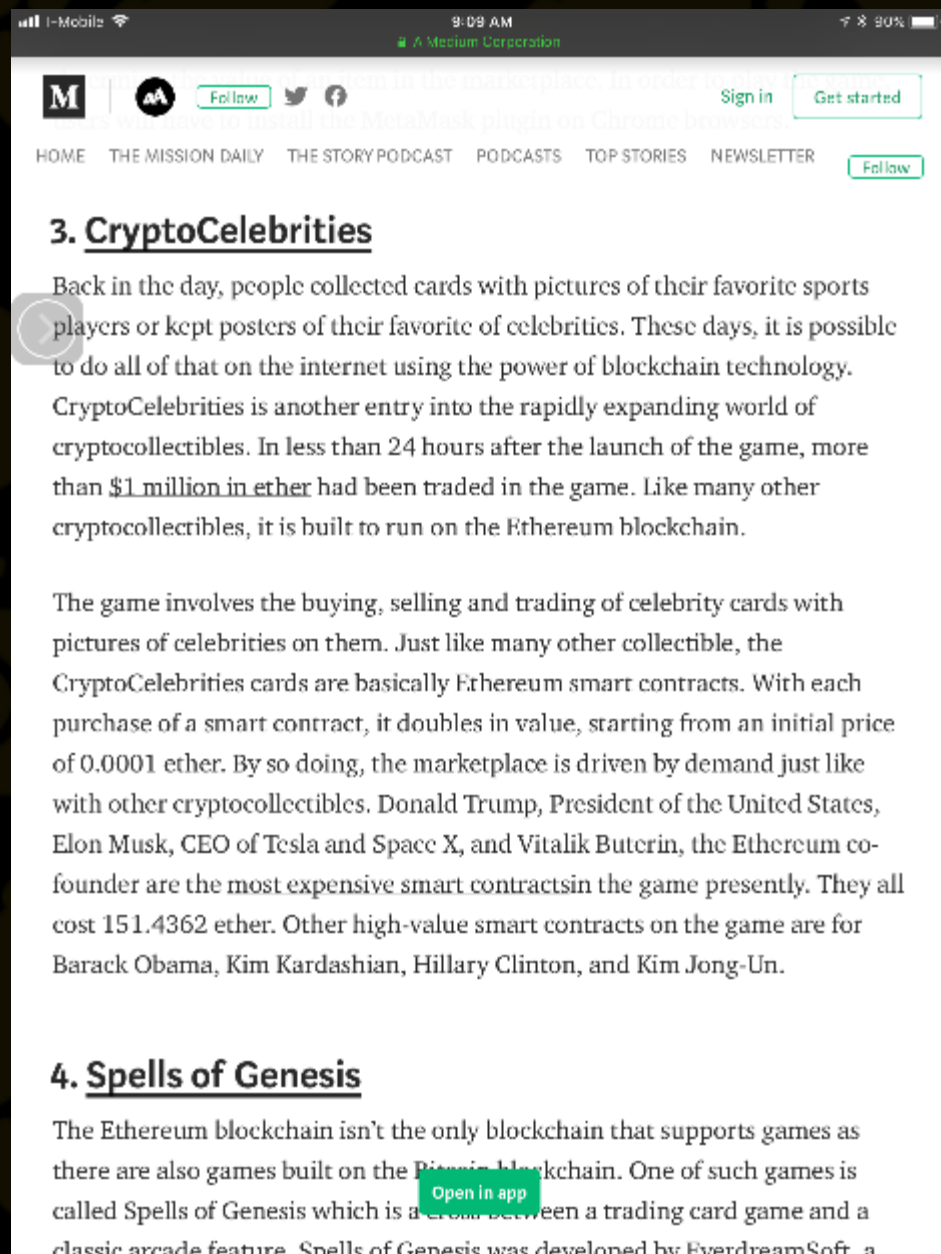
The token economy requires careful design. This design must focus on the macro and micro perspectives, and must be combined with the gameplay mechanism. It should answer questions like:

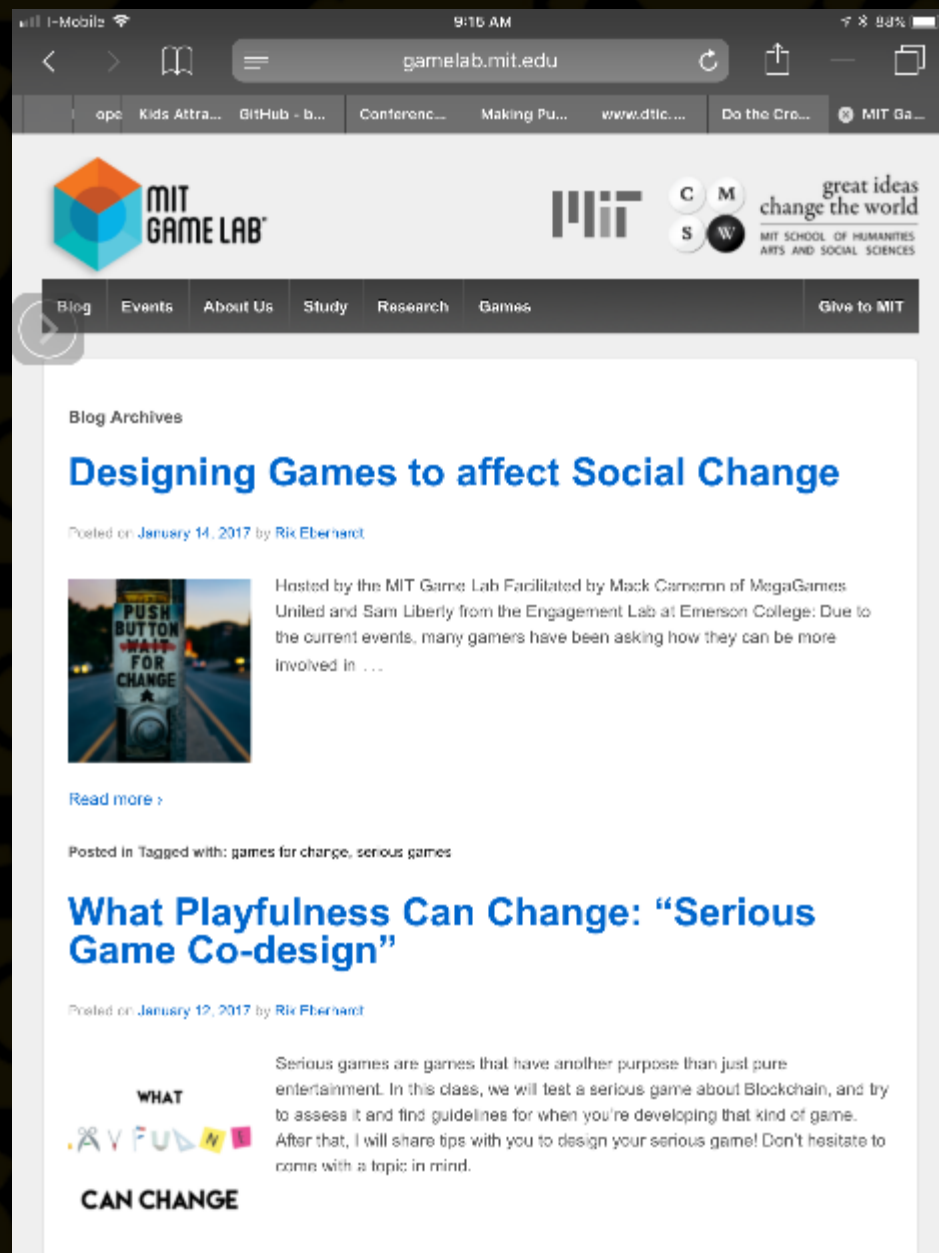
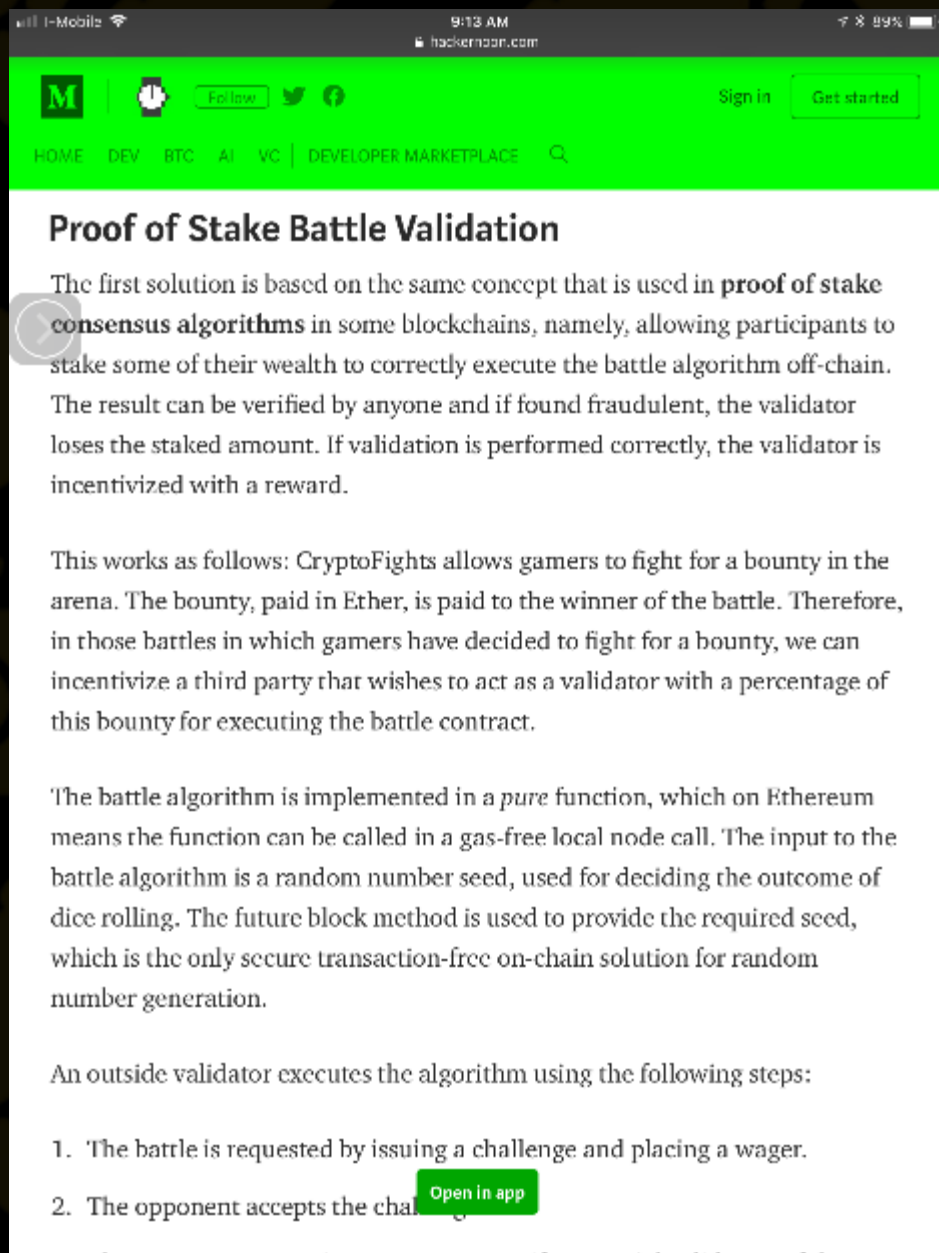
How are the tokens generated? How are they distributed, consumed, and destroyed? How is the token value determined? How are they exchanged for other currencies like ETH?

Imagine for a second that ETH is USD, and imagine that a token issued by a game on Ethereum is the currency of some country. If the exchange rate between the two is not stable, or if there is an opportunity for exploitation, then **might we see an economic system that could be used to kill a game from the secondary market, like George Soros short-selling Baht?**

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WHAT



CAN CHANGE

Part of a series of workshops about exploring playfulness and its business applications.

Playfulness is a very human value proposition that empowers people doing all kind of things. In this class, I'm offering to discover the Playful and all its possibilities: From the empowerment of your employees, your processes or your learning, the Playful design methodology can be a real leverage of empowerment.

Serious Game Co-design

Serious games are games that have another purpose than just pure entertainment. In this class, we will test a serious game about Blockchain, and try to assess it and find guidelines for when you're developing that kind of game. After that, I will share tips with you to design your serious game! Don't hesitate to come with a topic in mind.

The class is open for all and divided in 3 workshops that are independent from each other but you are encouraged to follow all of them to have a better overview!

To attend, contact: Laure Dousset, +33661756009, LDOSSET@MIT.EDU

[+ GOOGLE CALENDAR](#)

+ ICAL EXPORT

Details

Date:

JANUARY 17, 2007



Can You Use Cryptocurrencies In Serious Games

May 29, 2018 The Golden boy Comments(2)

Most experts agree cryptocurrencies are here to stay so this week we will look at cryptocurrencies and blockchain technology in the gaming industry and how they might be the future of microtransactions. This first article will focus on what the theoretical possibility can lead to and how we imagine a cross-game currency and trading system.

On, two, three

The benefit of using cryptocurrency as a form of payment is the possibility of affordable microtransactions. Today we see many games where you have the opportunity to buy extra stuff is either bundling it together so the package is more expensive or they have their own point towards a pay to play system. Suitable examples of the points system are massively multiplayer online games where you often buy in-game currency or points that can be exchanged for in-game items, and on the other hand we got EA games there are famous for selling extra in-game items and content in bundles. What is typical for both systems is that you have to commit to a purchase of \$10, \$20 or something like that and it is only for the one game even if the only thing you want is a new skin for an item which is worth \$0.10. So now you have paid 100 times more than what the item you wanted is worth. And as we see it, there must be a smarter way to do these small transactions so we have looked at how cryptocurrencies, blockchain and smart contracts might be used to make this whole process smarter.

One currency

As a gamer I know I would use more money in games if I could get by one skin at the time I was not committed to buying a set amount of game currency. So if a couple of MMO games united accept one cryptocurrency, so I only had to buy that one currency we would go a long way to establish a system where you and I would be more inclined to purchase in-game items. This is because we would know that no money would be wasted on points that can not be used.

A functional currency for such transactions is something we value like dogecoin which is small in value. Low on transaction fees, there are missing some function on the dogecoin blockchain, so that is why we need something with more features.

Block by block

Blockchain technology can be used in games, and online games will primarily benefit from the use of blockchain technology to secure the ownership of items and resources. At the same time the players can



Welcome to the Pineapple Arcade!

Play arcade games, solve puzzles, and join the digital scavenger hunt.
Hidden within are more than 17.5 BTC, 15 ETH, and 1,000,000 **COIIN** in prizes!

Click anywhere to zoom and explore. All puzzles and games are free to play.
By playing, you agree to the **Pineapple Arcade Terms**.

Learn more or **close this banner**. Have fun!



Pineapple Arcade

Welcome to the Pineapple Arcade!

The Pineapple Arcade may look like a dream-induced arcade of the 80s, but there's more: the games, the furniture, and even the walls, hide puzzles and scavenger hunts leading to hundreds of thousands of cryptocurrency prizes!

Do you have what it takes? Stay sharp, Degen! Only the most untethered will discover the bounty that awaits.

The Arcade is free to play, and all puzzles are skill based. These puzzles will test your creative puzzle-solving mind! Information on how to claim your prizes is provided below. Metamask is required and must be logged in prior to playing Coiin-Man to receive Coiin prizes.

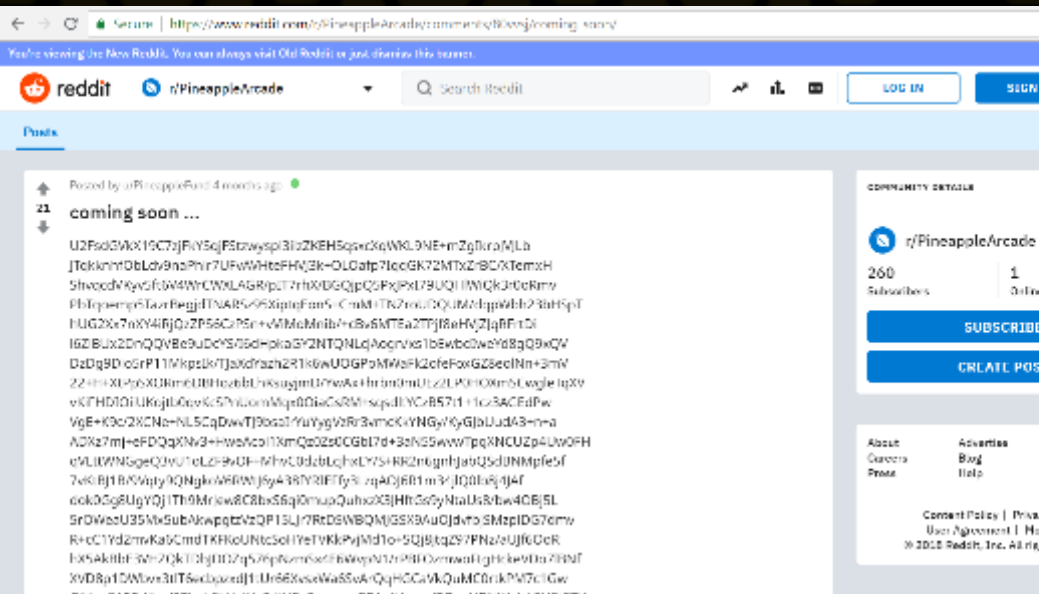
Good Luck!

How to play

Play the games, explore the arcade, and take note of anything interesting or curious you see. Puzzles may be obvious, or they may be subtle.

Working as a team is encouraged - you'll increase your chances of being the first! Join the conversation on our discord <https://discord.gg/quBUec>

To help you, here's the starting point for some puzzle trails.




Start | Medical F | UCF Office | UCF ARG | UCF Fede


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OUR AIRDROP IS LIVE NOW!!
GO TO THE ARCADE AND WIN
FREE







9:21 AM
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DIGITAL TRENDS

Now Reading: From gold to greatswords, blockchain lets gamers truly own their loot

From gold to greatswords,
blockchain lets gamers truly own
their loot

By Matthew S. Smith Posted on April 16, 2018 3:02 AM

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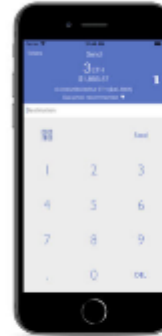
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Today



Games



Apps



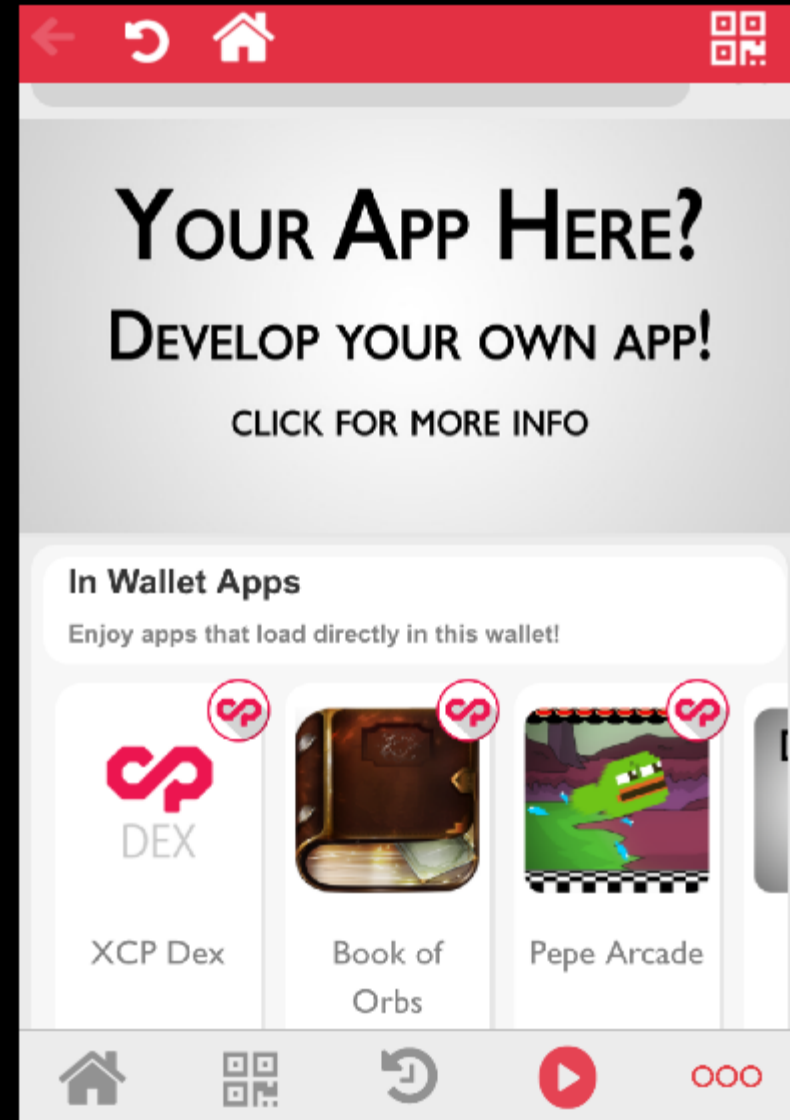
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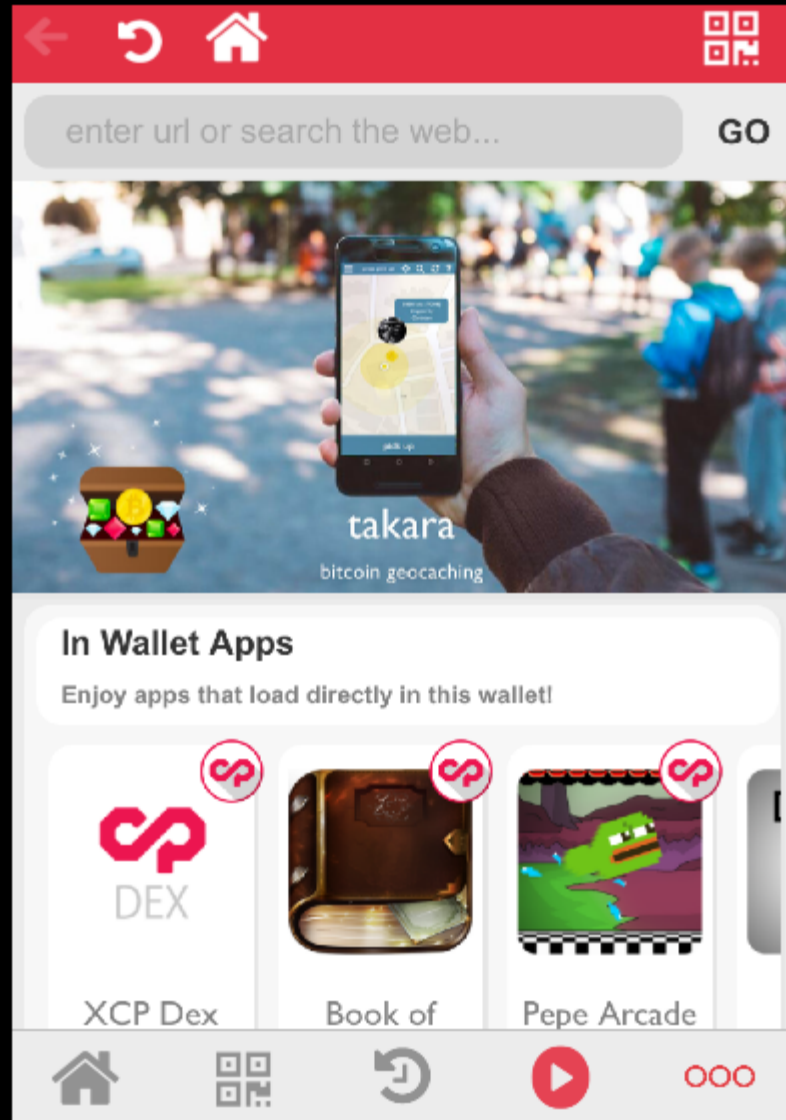
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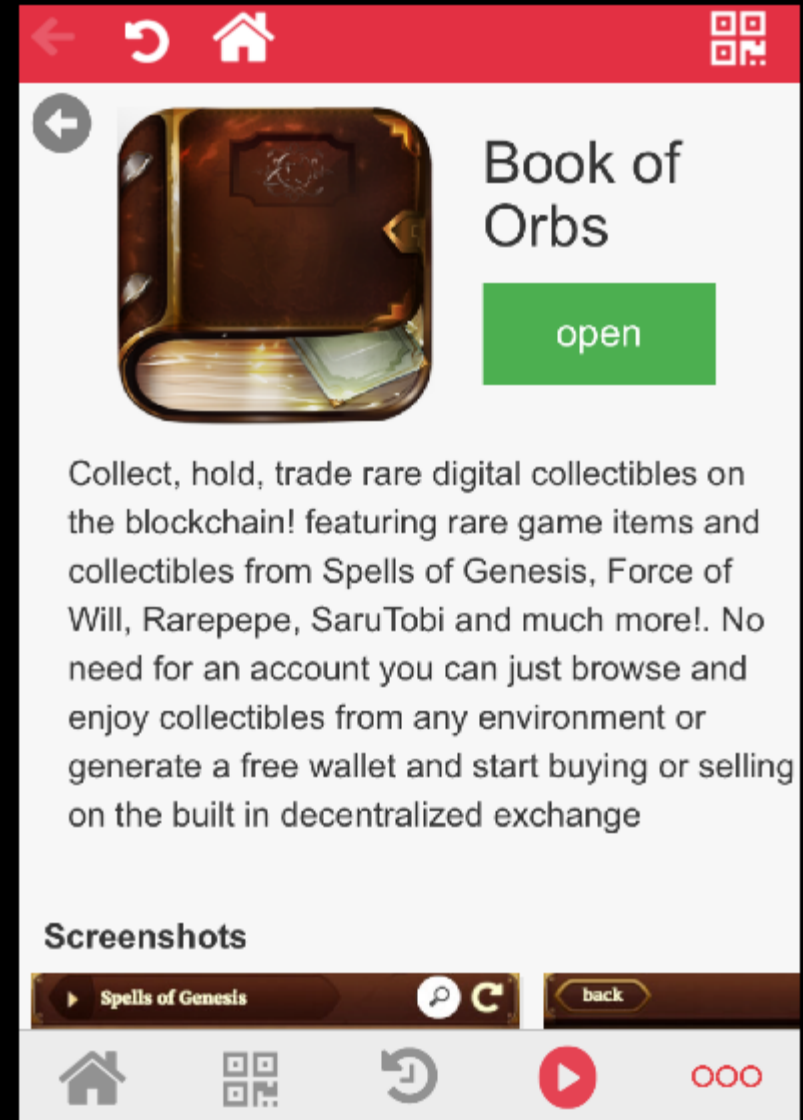
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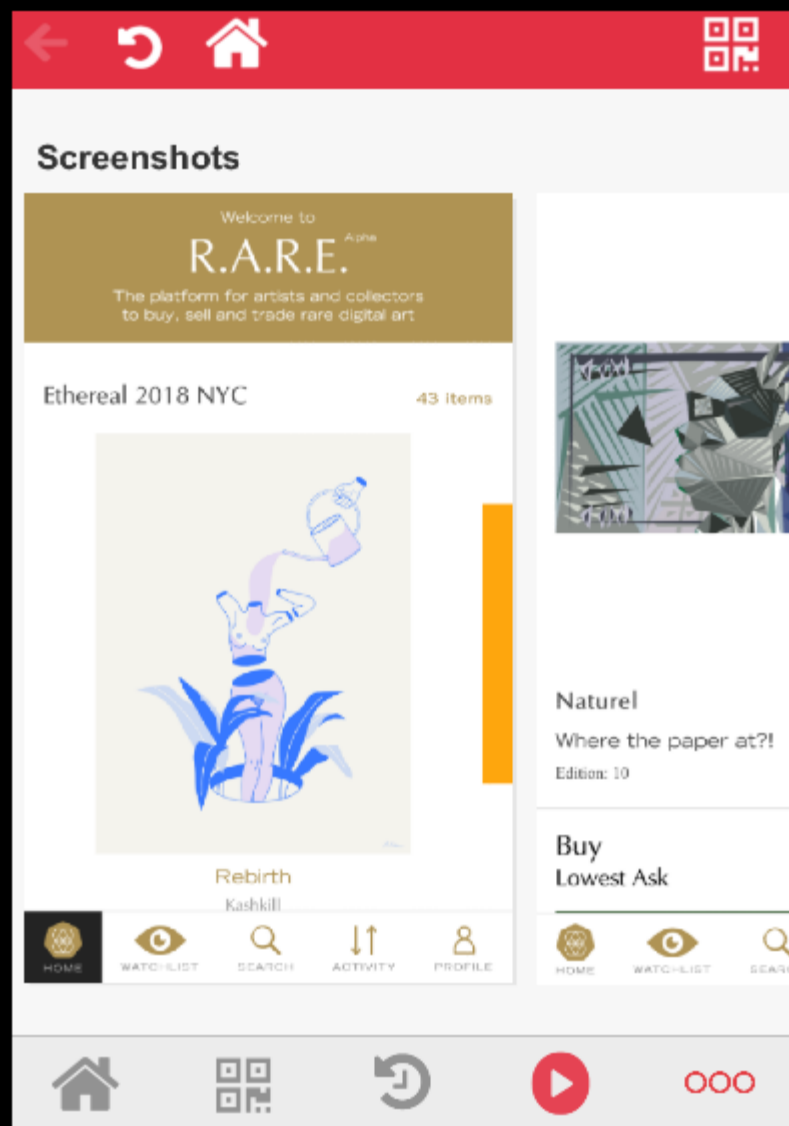
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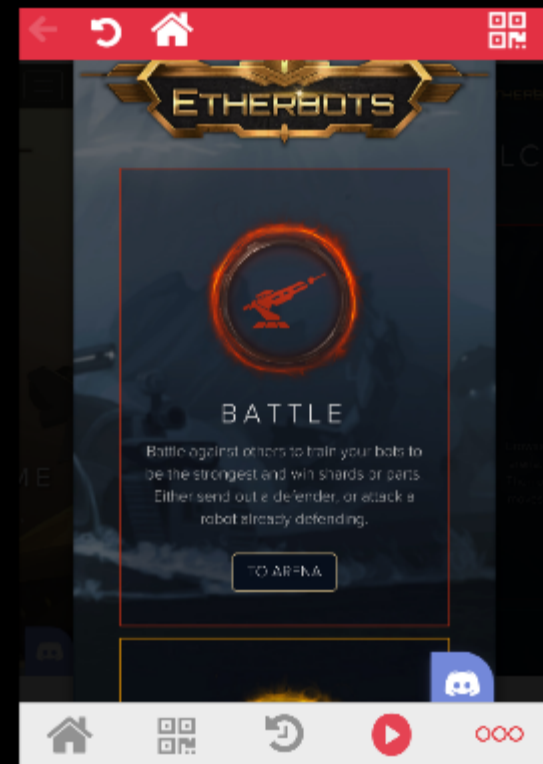
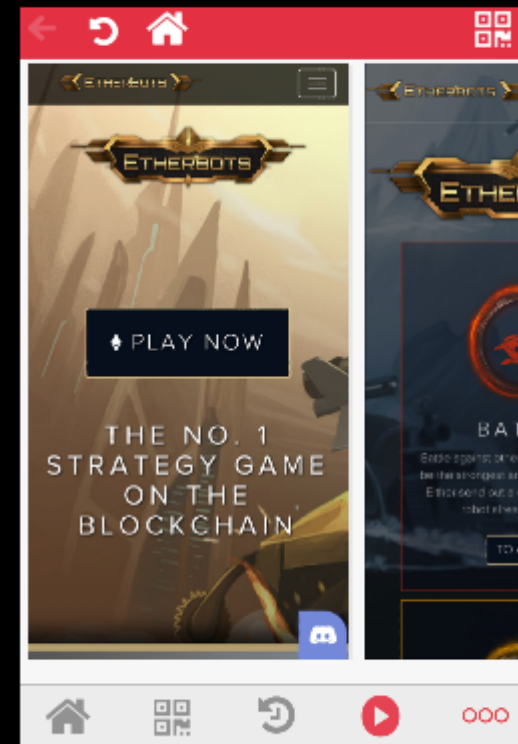
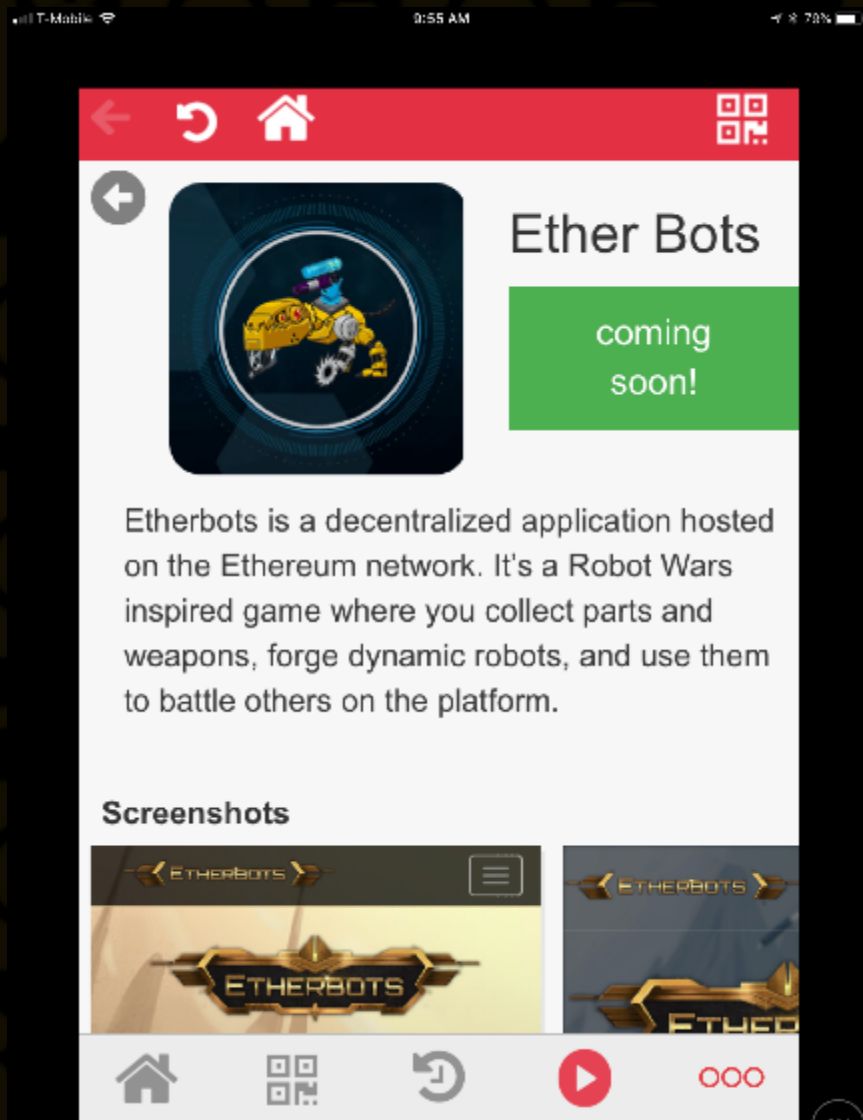


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96%

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Game Protocol allows game fans to fund developers and benefit from their success.

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 **GAME
PROTOCOL**


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GameStarter

GameStarter helps game developers, programmers, and enthusiasts get the funding they need for their project, with the help of Game Protocol and the assistance of our amazing community. Using GameStarter allows game creators and developers create the game they would like to make and avoid having big studios dictate how or what the game should be. With GameStarter we hope to see many great games published.

Popular Projects

Have a look through our top projects



Game Name

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About

Help us create a unique online experience! Special Guns is browser based online FPS. This means that you can play nearly anywhere without downloading a thing! Choose from over 72 different weapons and challenge your friends in

Next Steps

- Leverage Strengths- Games? Social Causes? Vertical Industry- (Health, Finance, Media, etc.)
- Find or Grow a base of blockchain developers
- Partner wisely
- Seek out projects or potential grants with a social value for something you are involved in or care about
- UCF is actively seeking partners in some of these areas for our projects
 - IOT and Blockchain solutions
 - Blockchain Simulator
 - Social Entrepreneurship and Impact Metrics (Global DApp)
 - Continuation of early Healthcare solutions using Blockchain

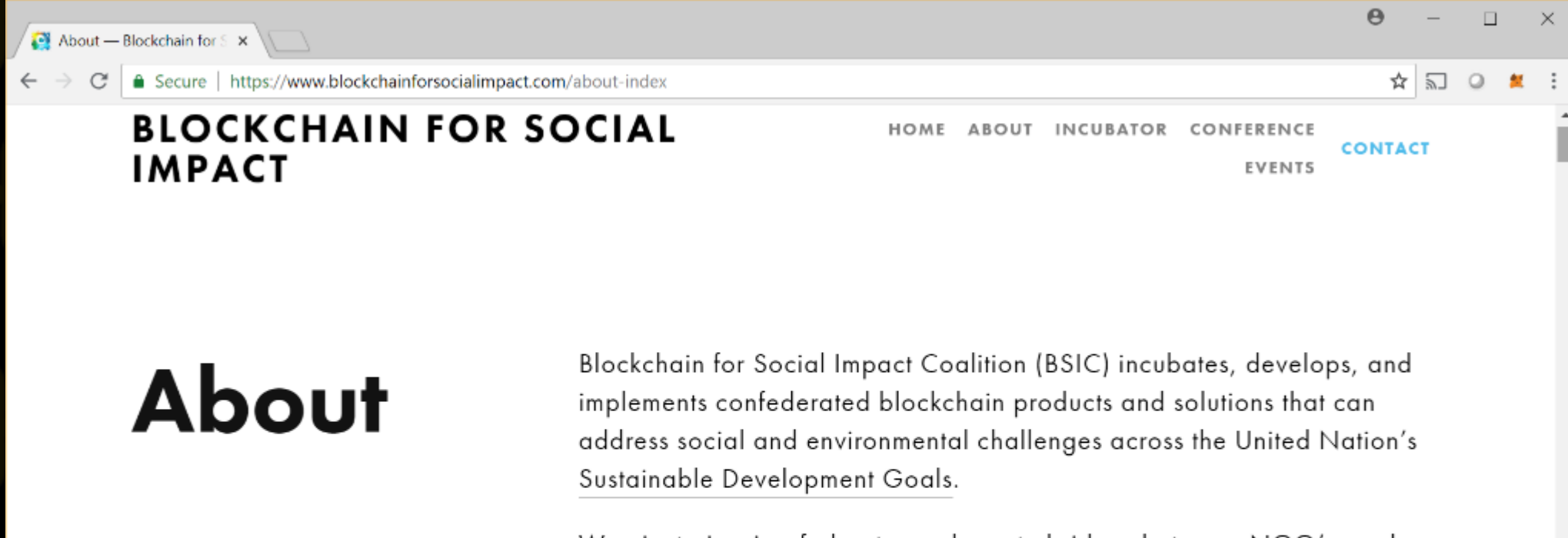
What Sectors of Society Can Benefit Most?



UCF

- Cross-sector technology integration strategy-
 - Mil/GovTech, HealthTech, EdTech, FinTech, TransTech, Global/CharityTech
- Military research benefitting other sectors of society through commercialization and licensing (Dual use)
- Each sector benefits from the others in a neutral academic setting- creating public/private benefit to society

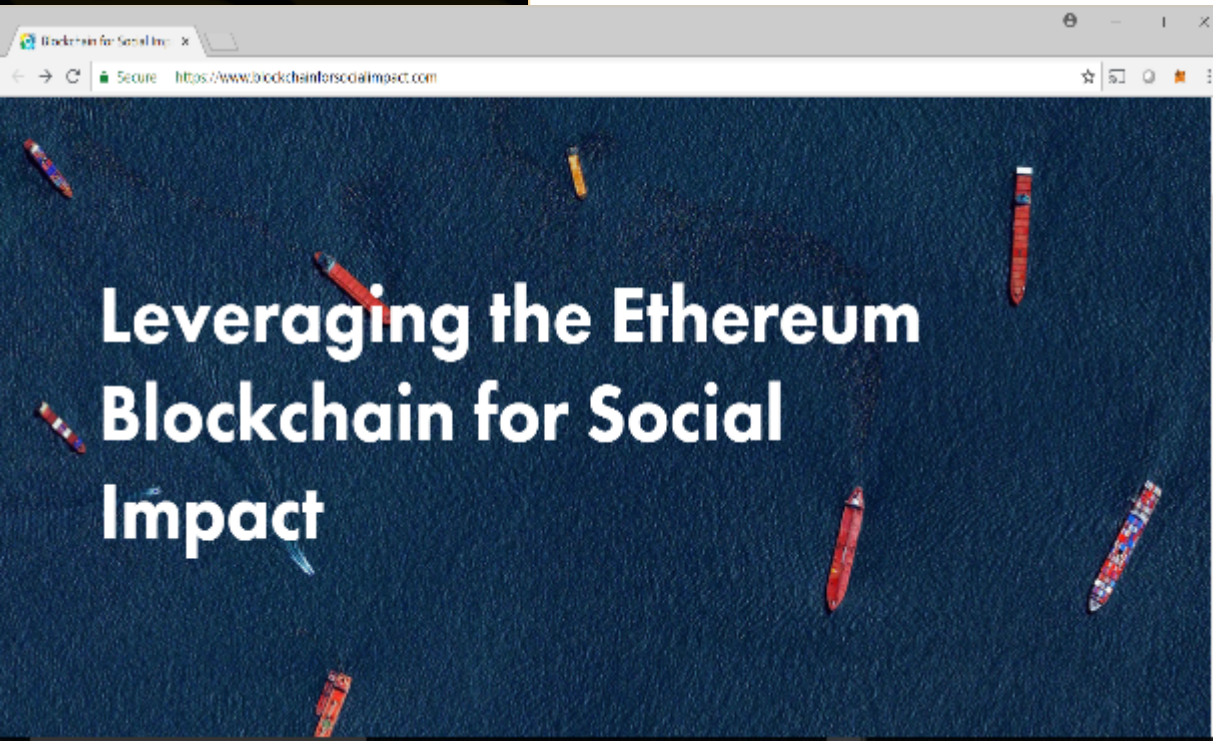




Blockchain for Social Impact Coalition (BSIC) incubates, develops, and implements confederated blockchain products and solutions that can address social and environmental challenges across the United Nation's Sustainable Development Goals.

We aim to inspire, federate, and create bridges between NGO's, and government agencies, foundations, impact investors, philanthropists and technologists by focusing on the following focus sectors:

- Financial Inclusion
- Supply Chain
- Identity & Vulnerable Populations
- Energy & Environment



Leveraging the Ethereum

Blockchain for Social Impact



Partnership Approach at Univ of Central Florida Institute for Simulation and Training



- Partners with similar vision
 - Public, nonprofit university
 - Compelling projects with the potential for global impact
 - International partnerships that meet the broad goals of UCF, and the Institute
 - We can be an academic partner that understands how to interact with NGOs, Government and Industry partners
 - Joint pursuit of grants
- Resource strategies for people, funding, and tools that create sustainable innovation
 - Spin-off multiple commercial entities and help launch/fund startup activities for students, faculty and our staff
 - Develop next generation leaders and technologists





• Intelligent Garage



Institute for Simulation
and Training
UCF UNIVERSITY OF CENTRAL FLORIDA

UCF Construct at WHIT Intelligent Garage
Studio for 3D virtual reality, augmented reality and holographic visualizations

*Ideation
Creation
Evaluation*

I Operator

II Operator

3D Visulatzation
Wellness
Health
Performance
Living Laboratory

Mixed Reality
Weasble Evaluation



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