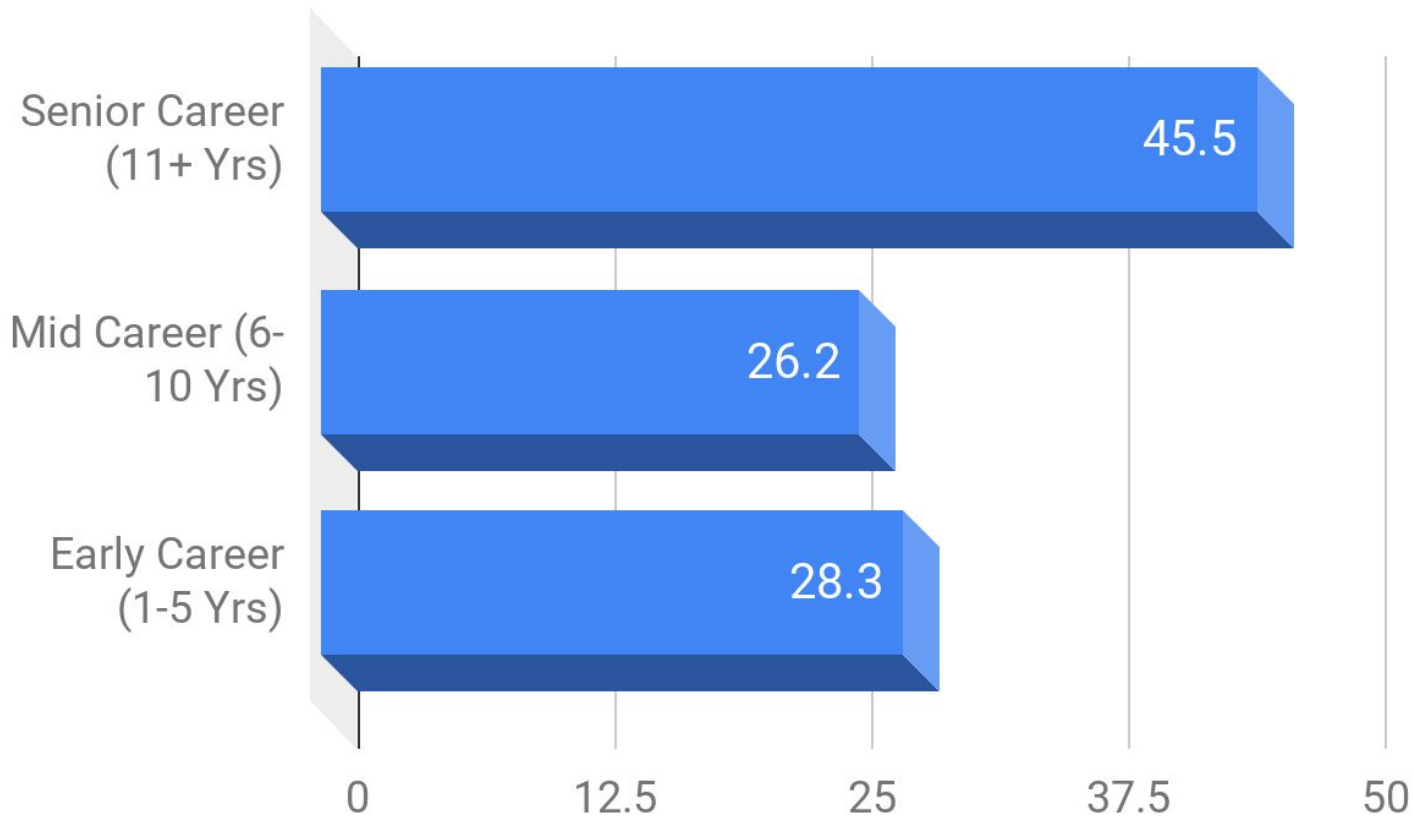


***Opening Keynote Address***  
*Thriving Through the Next Wave of Disruption*

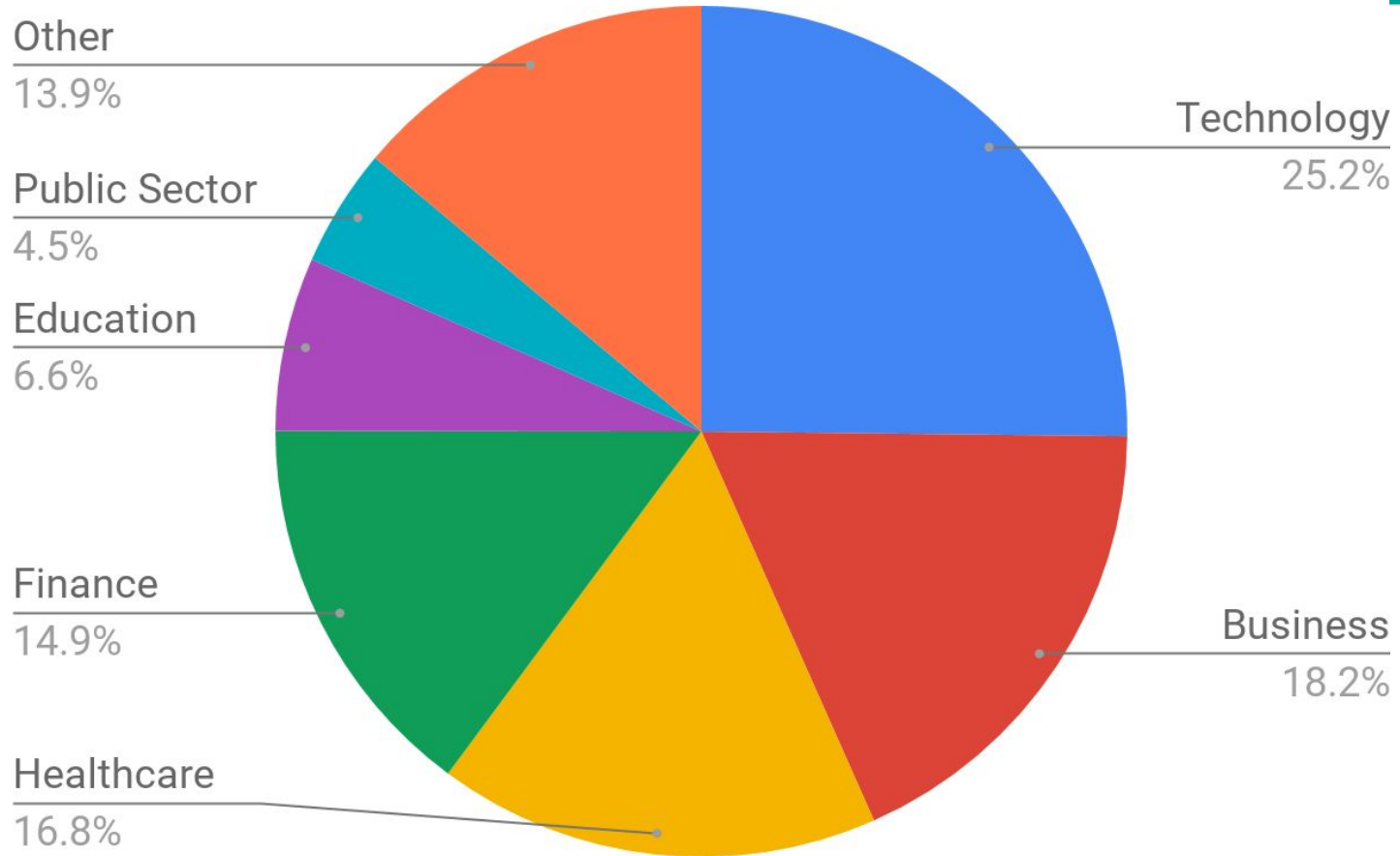


**Asiff Hirji**  
President & COO,  
Coinbase

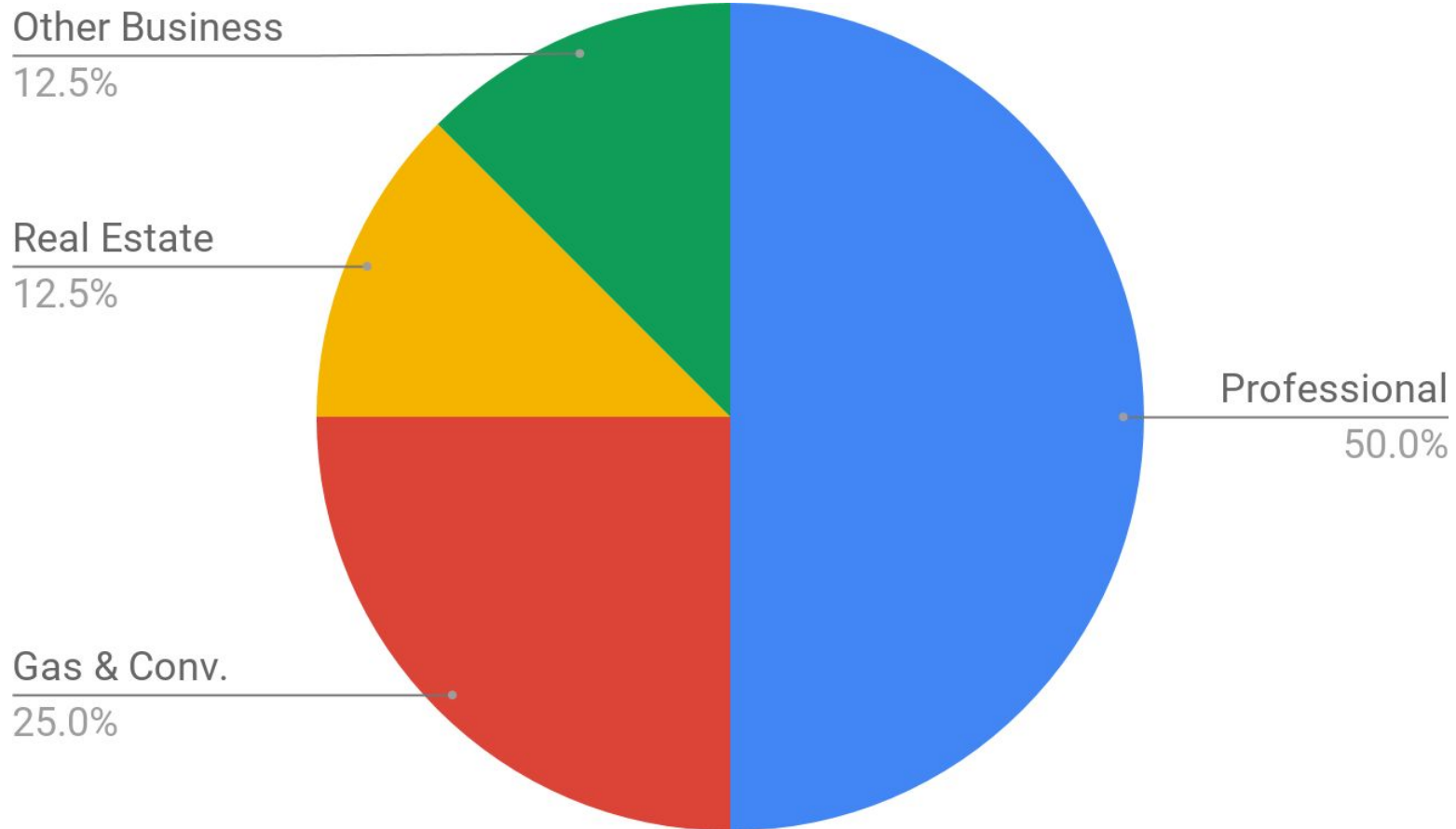
# Conference skews more senior career...



# ... and more tech and business owner



# Similar to my estimated breakdown of US Jamat



GENERAL MANAGER



**ROD DEVRIES**  
Trained at World  
Transmission H.Q. Phil.

# A-AASTRO TRANSMISSION & CLUTCH

For Minor Repairs and Rebuilds

911 - 46 AVENUE S.E.

**272-5666**

www.aaastrotransmission.com

LICENSED RETIRED



**STEVE HINGLE**  
will share his  
experience with you

**PRICE**  
30% to 40% Lower  
than dealerships  
and transmission  
chains.

**FREE**  
Test Drive with you  
Computer and  
Hoist Diagnostic.  
**FIRM PACKAGE PRICE.**  
Parts & Labor  
**WE WILL NOT CALL YOU  
WITH A PRICE  
INCREASE.**

**90 DAYS  
DO NOT PAY  
FINANCE PLAN**  
(for approved credit)

DYNO TESTER



Our transmissions are Dyno tested

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All vehicles parked indoors.  
60% of our business is referrals.  
Free towing in city with any repair.  
Shuttle and subsidised rental car.  
Senior, Student, AMA Members  
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Competitor's Coupons Honoured  
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Formerly at Hubalta Road

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May 2, 2000

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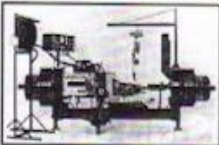
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**DO 90**

Placement

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& CLUTCH  
911 AVE S.E.  
3 BLOCKS EAST OF  
SHAW GATE  
5 MINUTES FROM CHINOOK  
SHOPPING CENTRE  
99 AVE S.E.

Formerly at Hubalta Road

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LICENSED RETIRED



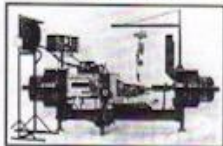
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**SEO**

**Quality**

**Quality**

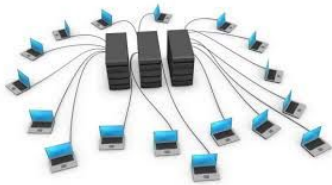
**A-AASTRO Transmission & Clutch**  
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# Pre-Internet era - centralized app and data



Pre-Internet  
*Pre-1995*

**MAINFRAME  
COMPUTING**



**IBM**  
**SONY**





An aerial photograph of a massive, curling ocean wave. The water is a deep, vibrant blue, and the crest of the wave is breaking into a thick, white foam. The wave is moving from the top right towards the bottom left of the frame. The sky is a clear, bright blue.

**Internet 1.0**

# Internet 1.0 era - distributed app, centralized data

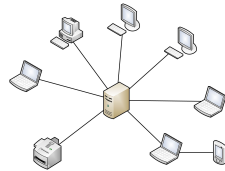
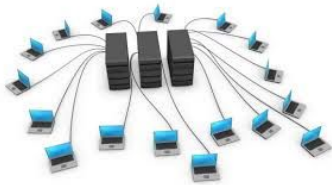


Pre-Internet  
*Pre-1995*

Internet 1.0  
*1995 to 2005*

MAINFRAME  
COMPUTING

DISTRIBUTED  
COMPUTING



IBM  
SONY



YAHOO!

Microsoft



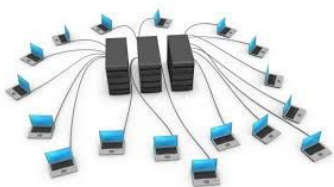
# Internet 1.0 era - obvious disruptions



Pre-Internet

*Pre-1995*

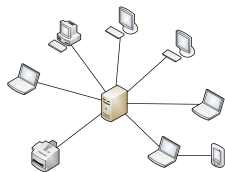
**MAINFRAME  
COMPUTING**



Internet 1.0

*1995 to 2005*

**DISTRIBUTED  
COMPUTING**



**IBM**  
**SONY**



**YAHOO!**

**Microsoft**

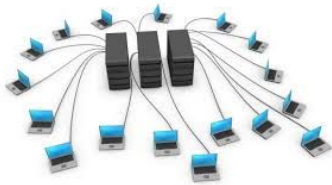
**amazon.com**

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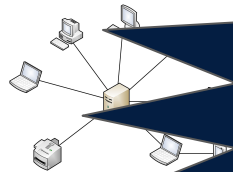
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MAINFRAME  
COMPUTING



Internet 1.0  
*1995 to 2005*

DISTRIBUTED  
COMPUTING



IBM  
SONY



YAHOO!

Microsoft

amazon.com



Winners leveraged  
inherent capabilities  
of Internet 1.0;  
Disrupted didn't  
adapt



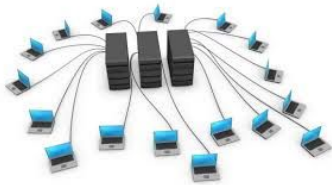
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**Internet 2.0**

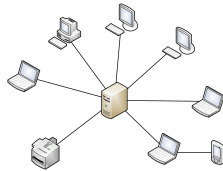
# Internet 2.0 era - mobile/cloud app, centralized data



**MAINFRAME  
COMPUTING**



**DISTRIBUTED  
COMPUTING**



**CLOUD & MOBILE  
BROADBAND**

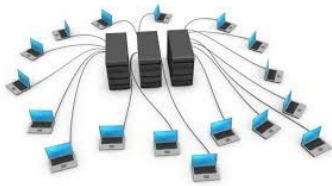


IBM SONY Yellow Pages YAHOO! Microsoft amazon.com Google Apple a f

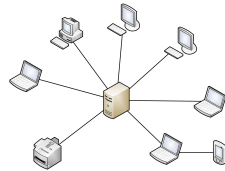
# Internet 2.0 era - obvious disruptions



**MAINFRAME  
COMPUTING**



**DISTRIBUTED  
COMPUTING**



**CLOUD & MOBILE  
BROADBAND**

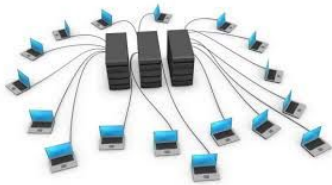


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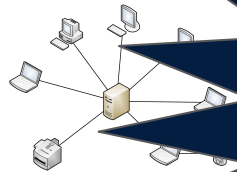
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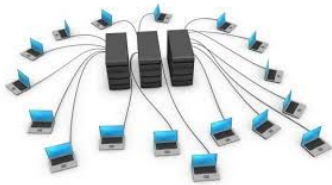
**Internet 3.0**

# Internet 3.0 era - decentralized app and data



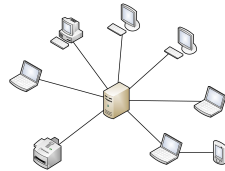
**Pre-Internet**  
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**MAINFRAME  
COMPUTING**



**Internet 1.0**  
*1995 to 2005*

**DISTRIBUTED  
COMPUTING**



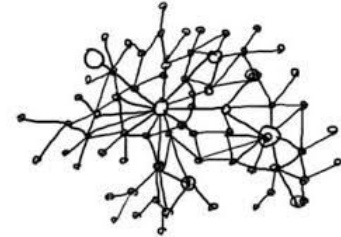
**Internet 2.0**  
*2005 to 2015*

**CLOUD & MOBILE  
BROADBAND**



**Internet 3.0**  
*2015 to next decade*

**DECENTRALIZED  
COMPUTING**



**IBM**  
**SONY**



**YAHOO!**

**Microsoft**



**Google**



**coinbase**

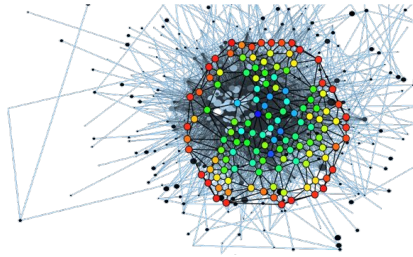


# Internet 3.0 foundational technologies



## Machine Learning

*Intelligence in every device*



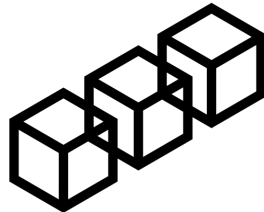
## 3D Printing

*Make anything anywhere*



## Blockchain

*Decentralized data & native currency for the Internet*



## Emerging Applications



Autonomous Vehicles and Electric Powertrains will deliver **Transport as a Service**



Virtual/Augmented Reality will make **blended Physical and Virtual experiences** the norm



Globalization and on-demand service growth will make the **Gig Economy** the norm

**SUBSCRIBE**



Asset-lite lifestyles (rent vs own) will accelerate **Subscription Service economy**

# Transport as a service - disrupts > 25% of economy



## Implications

- Generation that will not drive  
**Freedom = Phone (not car)**
- **On demand rolling hotel room/office.**
- **Much safer**
- **Transport costs crash**
- **Driver's license no longer ID**

# Transport as a service - disrupts > 25% of economy



## Implications

- Generation that will not drive  
**Freedom = Phone (not car)**
- On demand rolling hotel room
- Impacts >50% of our community
- IT2
- Driver's license no longer ID

# VR/AR - disrupts > 15% of economy



## Implications

---

- Working/planning/shopping is **blended experience**
- Scales **teaching quality**
- **Meet and travel virtually**
- **VR better than reality?**

# VR/AR - disrupts > 15% of economy



## Implications

---

- Planning/shopping is **blended experience**
- Scales teaching quality

Impacts >20%  
of our  
community

# Gig & Subscription economy - disrupts > 20% of economy



## Implications

---

- Professions become **on-demand**
- Career = **series of gigs**



## Implications

---

- **Rent** rather than own
- Businesses become **assemblages of services**



# Gig & Subscription economy - disrupts > 20% of economy



## Implications

- Professions become...
- Career = **series of gigs**



## Implications

- ...than own
- ...become **assemblages**
- ...**services**

# ML and 3d Printing - disrupts > 20% of economy



## Implications

---

- **Decision support** and 1st line **diagnosis** move to ML
- **Personalized** prescriptions
- Almost **everything connected** and processing



## Implications

---

- **Print everything anywhere** from parts to organs
- **Personalized** products with **minimal supply chain**

# ML and 3d Printing - disrupts > 20% of economy



## Implications

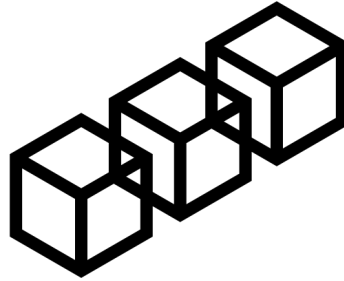
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Impacts >10%  
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## Implications

- **Everything anywhere** from organs
- **Personalized** products with **minimal** supply chain

# Blockchain disruption not fully understood - will be large



## Explanation

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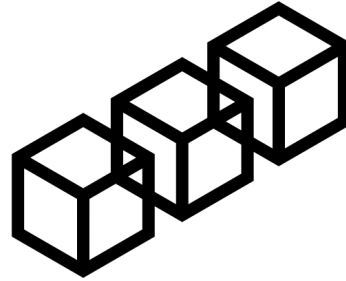
- **Fundamental innovation** behind Bitcoin
- **Tamper-resistant decentralized** database for storing things of value
- **Solves 2 biggest failings of Internet**
  - Users control data
  - Money built in

## Implications

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- **Costs of financial products crash**
- **Privacy** shields individuals from governments and other actors
- Most assets become **tokenized** and **new classes of assets** arise
- New **governance** model
- New form of **ID**

# Blockchain disruption not fully understood, will be large



## Explanation

- **Fundamental innovation** behind Bitcoin
- **Tamper-resistant** decentralized database for storing data
- **Solves 2 biggest failures**
  - Users control data
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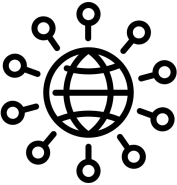
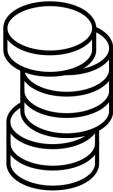


## Implications

- **Costs of financial products crash**
- **Blockchain shields** individuals from governments and other actors
- **Assets become tokenized**
- **New classes of assets** arise
- **New governance** model
- **New form of ID**

Impacts our  
whole  
community

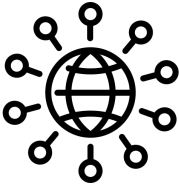



# Internet 3.0 Summary



|   |  |  |  |
|---|--|--|--|
|  | <h2>Decentralized</h2> <ul style="list-style-type: none"><li>• <b>Algorithms</b> run most things</li><li>• <b>Digital money and ID</b></li><li>• <b>VR/AR pervasive</b></li></ul>                            |  | <h2>Tokenized</h2> <ul style="list-style-type: none"><li>• Most <b>assets tokenized</b></li><li>• <b>New classes of assets</b> arise</li><li>• New <b>governance</b> model</li><li>• <b>New form of ID</b></li></ul> |
|  | <h2>Private</h2> <ul style="list-style-type: none"><li>• <b>Control</b> and <b>portability</b> of data</li><li>• <b>Users decide</b> what to share</li><li>• Data can <b>interact with any app</b></li></ul> |  | <h2>Shared</h2> <ul style="list-style-type: none"><li>• <b>Gigs</b> vs jobs</li><li>• <b>Rent</b> rather than own</li><li>• Most things <b>as a service</b> (including transport)</li></ul>                          |

# Internet 3.0 Summary



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**Profound effects for our community**

# Internet 3.0





**My advice for surviving and thriving through this wave**



**Recognize Disruption**

**My advice for surviving and thriving through this wave**



Recognize Disruption

Create New Plan A

# My advice for surviving and thriving through this wave



Recognize Disruption

Create New Plan A

Optionality -> Networks / Alliances

*Thank you and good luck*



*@asiffhirji*



*asiff-hirji*