



Blockchain Presence

INFORMATION FOR STUDENTS

JANUARY 2021

Information for Students

- You are a student of economics, business, banking & finance, or informatics?
- You are looking for an interesting topic for your written thesis (BA, MA)?¹⁾
- You prefer project work over purely academic writing?
- You like the idea of becoming member of a team consisting of UZH students?
- You are interested in new technological developments, such as smart contracts and blockchain technology?

Then you might find the information contained in this slide deck useful!

1) Or you are looking for an Individual Learning Unit (6 ECTS).

Overview

1. This project
2. Choosing your team
3. Your thesis
4. Next steps



Some Background

- A **blockchain** is a database, typically decentralized, that holds an immutable record of transactions, obtained through a consensus protocol between parties that do not necessarily trust each other.
- Software applications deployed on a blockchain are known as **smart contracts**.
- Blockchain **oracles** are the data feeds of the blockchain world. Thus, blockchain oracles allow smart contracts to get access to real-world data.

Blockchain Presence aims at developing a blockchain oracle on the Ethereum¹⁾ network!

1) Ethereum is an open permissionless blockchain that executes smart contracts.

Where We Stand



- Preliminary business model
- Competitor analysis
- Implementation of prototype

- Design of a marketable product
- Implementation of a basic product functionality

- Implementation of the marketable product
- Marketing strategy
- Launch on the Ropsten Testnet¹⁾

- Market analysis
- Legal entity
- Building a network of industry partners

- Launch on the Ethereum Mainnet
- Social media channels
- Preparation of Funding

1) A network used to simulate the behavior of the main Ethereum network

Our Vision

«Being the most trusted and cost-efficient channel of communication between information providers and smart contract applications»

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Choosing Your Team

Based on your background and preferences, you will be assigned to one of the following four teams:

1. Strategy
2. Development
3. Marketing
4. Accounting, Taxes, and Legal (ATL)

Each team has its own tasks and responsibilities!

Strategy

Main Tasks	Requirements
<ul style="list-style-type: none">• Market surveillance• Competitor analysis• Content for tweets and blog entries• Suggestions for the business model	<ul style="list-style-type: none">• Strong analytic skills• Willingness to acquaint yourself with the specifics of the blockchain industry¹⁾• Interest in current market developments



September 7th, 2020: Ethereum had a significant price correction of 23% over the last 5 days. This was unexpected after the performance of the past months and the currently booming DeFi market. The most impacted Token was SUSHI (SushiSwap) which lost 69% of its value. For details (in German) click [here](#).

1) This includes the willingness to use Python and the web3 library to access blockchain data.

Development

Frontend development

- Web design
- User experience
- html, css, php

Backend development

- Customer data
- Interaction between website and smart contracts
- Server administration
- Django, javascript, Python, Web3

Smart contracts

- Tokens/DeFi
- Use cases
- Solidity

Sender Convenience Application (SCA)

- Development of SCA according to partner needs
- Additional functionalities (e.g., mobile apps)
- Python, Web3

Having a background in programming is an advantage but not required!



Marketing

Main tasks	Requirements
<ul style="list-style-type: none">• Social media (Twitter, LinkedIn, Medium, Newsletter, etc.)• Website professionalization• Conducting interviews• YouTube videos• Events (virtual)	<ul style="list-style-type: none">• Outgoing personality and good communication skills• Interest in online marketing• Expertise in MS-Office (e.g., PowerPoint)• Familiarity with social media

For links to our social media presence, click [here](#)



Accounting, Taxes, and Legal

Areas of activity	Requirements
<ul style="list-style-type: none">• Accounting of crypto revenues• Reporting (balance sheet, P&L)• Taxes (income tax, capital tax, VAT)• Contracts (student employees)• Corporate finance (shares, dividend equivalent rights, prospectus, ICO)• Regulation (e.g., Finma)	<ul style="list-style-type: none">• Some relevant background• Interest in accounting and/or corporate finance• Being able to work accurately and in a reliable way

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Your Thesis (Econ, Business, B&F)

- You receive an email from OLAT on the agreed starting date. Then, you have 24 hours to click on your topic.
- You have 6 months to complete your assignment. BA students: Reserve 60% of your study time over 6 months (corresponding to 18 ETCS). MA students: Reserve 100% of your study time over 6 months (corresponding to 30 ETCS).
- The thesis itself (5-10 pages) provides an overview of the tasks assigned and the results obtained. An appendix provides evidence (screenshots, code, etc.)
- Your thesis may be written either in English or in German. The project language is English, however.
- At the end of the six-month period, you upload a pdf of your thesis to OLAT. Do not miss the official deadline!
- Your final grade will be based on your contribution to the overall project goal.

Your Thesis (Informatics)

- If you are a student of informatics, **your official supervisor will be a professor from the institute of informatics (Ifi)**. To identify a suitable supervisor, please see the website of the UZH Blockchain Center for professors in informatics that are either in the steering committee or members of the center (<https://www.blockchain.uzh.ch/about/>).
- The thesis must be in line with the usual standards at the Ifi. I.e., the idea must be **novel**, the research question must be approached in a **systematic way**, and the written document must be **of substance** (about 50 pages). To establish novelty, the **related literature** should be surveyed at the beginning of the thesis.
- Prof. Ewerhart offers you help in identifying a topic within the framework of the BCP project. However, **preparing the proposal according to Ifi standards is your own responsibility**.
- Your **final grade** will be determined by your supervisor at the Ifi.

How We Work

We interact via MS Teams



There are project meetings every two weeks (presently as virtual meetings).

Additional meetings between project members are set up as needed



Important Additional Information

- **Moving-target problem.** As the project works in a dynamic market environment, and the project goal is ambitious, your task assignment may change unexpectedly. Sometimes, this even requires you to stop working on a task before it is finished. This possibility must be kept in mind throughout the entire project.
- **Commitment.** You are entirely free to schedule your working time. Thus, you can do your student job, go on vacation, prepare for exams, etc. However, be aware that your team colleagues may depend on your input, so communication is key.

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Next Steps

Should you consider writing your thesis within the framework of the BCP project, please contact Prof. Ewerhart via email: christian.ewerhart@econ.uzh.ch

You may then be asked to sign a confidentiality agreement.

CONFIDENTIALITY AGREEMENT		
between		
	Prof. Dr. Christian Ewerhart	(«The Advisor»)
and	_____	(«The Participant»)

For a definite decision and assignment to one of the four teams, please:

1. State which team (or teams) you would like to join
2. Include a transcript of records and your CV

We are looking forward to receiving your application!

Further Information



<http://blockchainpresence.net/>



[@BCPresence](https://twitter.com/BCPresence)



[Blockchain-Presence](https://medium.com/blockchain-presence)



[Blockchain-Presence](https://www.linkedin.com/company/blockchain-presence)

