



# Blockchain Presence

INFORMATION FOR STUDENTS

JUNE 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)?<sup>1)</sup>
- 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 interested in an Individual Learning Unit (6 ECTS).

# Overview

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



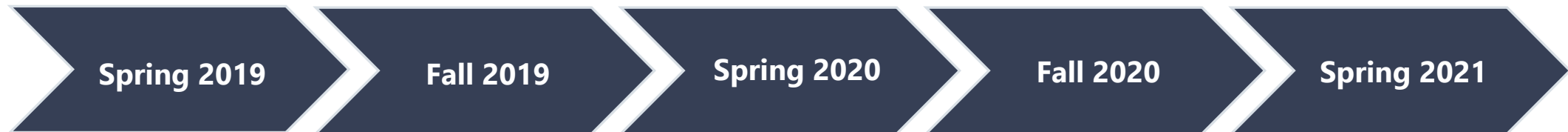
# Some Background

- 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 is designed as a blockchain oracle on the Ethereum network.<sup>1)</sup>

1) Ethereum is a public permissionless blockchain with smart contract functionality.

# Where We Stand



- |  |  |  |   |  |
|--|--|--|---|--|
| <ul style="list-style-type: none"><li>• Preliminary business model</li><li>• Competitor analysis</li><li>• Implementation of prototype</li></ul> | <ul style="list-style-type: none"><li>• Design of a marketable product</li><li>• Implementation of a basic product functionality</li></ul> | <ul style="list-style-type: none"><li>• Implementation of the marketable product</li><li>• Marketing strategy</li><li>• Launch on a testnet<sup>1)</sup></li></ul> | <ul style="list-style-type: none"><li>• Market survey</li><li>• Foundation of Blockchain Presence AG</li><li>• UZH Spin-off since December 2020</li></ul> | <ul style="list-style-type: none"><li>• Social media channels</li><li>• Launch on the Ethereum mainnet</li><li>• Preparation of tokenization</li></ul> |
|--|--|--|---|--|

1) A testnet is 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 innovative 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	Typical requirements
<ul style="list-style-type: none"><li>• Market surveillance</li><li>• Competitor analysis</li><li>• Content for tweets and blog entries</li><li>• Suggestions for the business model</li></ul>	<ul style="list-style-type: none"><li>• Strong analytic skills</li><li>• Willingness to acquaint yourself with the specifics of the blockchain industry<sup>1)</sup></li><li>• Interest in current market developments</li></ul>

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, JavaScript

## Backend development

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

## Smart contracts

- Programming an equity token
- Devising smart contract applications
- Finetuning the oracle contract
- 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	Typical requirements
<ul style="list-style-type: none"><li>• Social media content (Twitter, LinkedIn, Instagram, Medium, Newsletter, etc.)</li><li>• Website professionalization</li><li>• Interviews<sup>1)</sup></li><li>• Interaction via email or LinkedIn</li><li>• YouTube video</li><li>• Events<sup>1)</sup></li></ul>	<ul style="list-style-type: none"><li>• Outgoing personality</li><li>• Good communication skills</li><li>• Interest in digital marketing</li><li>• Being familiar with MS-Office (e.g., PowerPoint)</li><li>• Interest in graphical software (optional)</li><li>• Expertise in social media</li></ul>

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

1) Presently, interaction is purely virtual.

# Accounting, Taxes and Legal

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

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# Your Thesis (Econ, M&E, 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.

# Individual Learning Unit (ILU)

- With an individual learning unit (ILU), you earn 6 ECTS by working on a specific task related to the blockchain project.
- Usually, the duration of an ILU is one term.
- Full-time ILUs (6 weeks) during the term breaks are also feasible.
- ILUs are feasible both at the Bachelor's and at the Master's level.
- To start an ILU, you must download and fill in the official [registration form and](#) send it to [christian.ewerhart@econ.uzh.ch](mailto:christian.ewerhart@econ.uzh.ch).



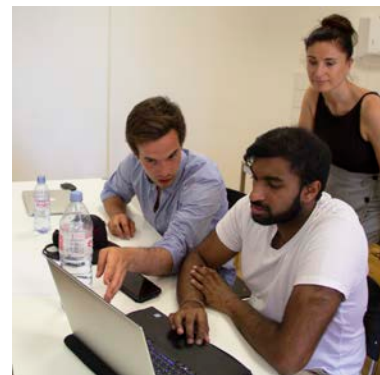
# How We Work

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.

# Seminar “Smart Contracts and Blockchain Technologies”

- Seminar for Bachelor Students (3 ECTS)
- Usually reserved for thesis candidates
- Regular attendance in the team events (Wednesday 6:00 p.m. – 9:00 p.m., about every 3 weeks)
- Three presentations of 10 minutes each, on a blockchain-related topic, will be recorded.
- You will learn how to share what you are working on, your approaches and your results.

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# Next Steps

Should you consider writing your thesis within the framework of the BCP project, please fill out this form and we will get back to you: <https://forms.office.com/r/Fys8eAMKrY>

You may then be asked to sign a confidentiality agreement.

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!

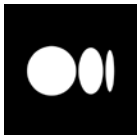
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