BLOCKCHAIN REVOLUTION

THE BLOCKCHAIN CHALLENGE BRIEF

WANT TO BE A PART OF THE NEXT BIG THING?

Outline

We are looking for talented, creative individuals to create a 90-to-120 second animation video on the influence of the Blockchain on the music industry. Prizes and Specs are listed below. Submissions should be sent to jenna@tapscott.com by April 10th at 11:59pm EST.

Introducing [Blockchain Revolution: How the technology behind bitcoin is changing money, business, and the world.](#) The technology likely to have the greatest impact on the future of the world economy has arrived, and it's not self-driving cars, solar energy, or artificial intelligence.

It's called the Blockchain.

Unlike your parents, you grew up with technology and as digital natives you speak the language of disruption and change better than anyone. We want you to find your voice to help the world understand Blockchain technology and why it will transform money, business and the world. You will be the leaders of this new paradigm, so why not step up now and show us what you've got?

For more info and to pre-order the book (out May 10), check out http://www.blockchain-revolution.com.

People

Don Tapscott is the CEO of the Tapscott Group and the bestselling author of *Wikinomics*, *The Digital Economy*, and a dozen other acclaimed books about technology, business and society. He is currently the 4th most influential management thinker in the world, according to Thinkers 50. He is an adjunct professor at the Rotman School of Management and Chancellor of Trent University.

Alex Tapscott is the CEO and Founder of Northwest Passage Ventures, an advisory firm building industry-defining and path-breaking companies in the blockchain industry. In 2014 he researched and wrote the seminal report on governing digital currencies for the Global Solutions Network program at the Rotman School of Management. Prior to founding Northwest Passage Ventures, he worked for seven years in investment banking in New York and Toronto. Alex is a graduate of Amherst College (Cum laude) and a CFA Charterholder.

Prizes

1. The top video will be shown at the global release of Blockchain Revolution at the Rotman School of Management in Toronto in early May, with 500 business executives. The successful candidate will be given an invite to this event, and the opportunity to network with attendees,
2. The successful candidate will receive a $200 cash prize, and a brand new *Kindle Fire* Tablet.
3. Upon successful completion, you may be called on to create similar videos for other Blockchain affected sectors mentioned in the book.

Specs
- Uses the prescribed text below, slight edits of the script permitted for length
- Under 3 minutes in length
- NOT to be a "Blockchain Explained" or "What is the Blockchain" video, see these links to better understand the technology
  - See Wall Street Journal's Explanation http://blogs.wsj.com/cio/2016/02/02/cio-explainer-what-is-blockchain/
  - See Blockchain Implications https://www.youtube.com/watch?v=YlVAluSL9SU
  - See Technical Explanation https://www.youtube.com/watch?v=l9jOJk30eQs
  - See Music Industry Effects: Imogen Heap in *Forbes* Magazine http://www.forbes.com/sites/georgehoward/2015/07/17/imogen-heaps-mycelia-an-artists-approach-for-a-fair-trade-music-business-inspired-by-blockchain/#43c344175912
- NOT an "etch-a-sketch" style drawing animation video, Example: https://www.youtube.com/watch?v=lik9aaFIsl4
- NO physical people in the video (just voiceover and animation)
- Incorporates several quotes from included list of advance praise (if possible)
- Uses the fonts, pictures, and pantone colours provided in the Style Guide (attached)

Please Submit completed videos via Dropbox to jenna@tapscott.com by April 10th, 2016.
Late submissions will not be considered.

Video Spoken Word – This text is to be spoken through the duration of the video, with animation or explanatory video to go along with it.

"We are entering a new era of the digital revolution, based on a new technology called the Blockchain - promising to finally make the music industry fair for artists. The blockchain is an ingenious invention that allows peer-to-peer value exchange without the need for an intermediary, like a bank, VISA, or Paypal.

With the first era of recorded music, artists were beholden to Record Labels who took most of their value. With the digital revolution, artists had to give up even more to big technology companies like Apple or big streaming companies like Spotify. Before digitization, an artist could earn $45,000 selling 1 million records. Today, the artist earns a measly 35 dollars per 1 million streams on Spotify. In protest to this unfair and opaque new regime, Taylor Swift went as far as to pull her tracks from Apple Music entirely.

All this is about to change. Now, musicians can engage with fans directly. Here's how it works: An artist (or group of artists) create a new hit single, they publish it to a blockchain platform like Ujomusic.com. Ujomusic.com empowers artists to set up their own rules for how the content is monetized - Streaming it directly pays 5 cents to the artists and their collaborators. Buying the whole track is $1. When someone buys a song, the value moves peer-to-peer, with no intermediaries from consumer to artist.

Some say the big labels will never go for this. With Blockchain technology, they don't have to. In 10 years time, 70% of all music will be less than 10 years old. Get the new artists online and the rest will follow – including the labels who will be forced to adjust to this new paradigm. In less than a decade, the old days of the music industry might just feel like a bad dream.

So what are you waiting for? Join the Revolution, and help Don and Alex usher in a new era of prosperity."

Select Praise (Optional to include a few if there is room, with photos of individuals)

<div align="center">

Selected Advance Praise for
Blockchain Revolution
By Don Tapscott and Alex Tapscott

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"The blockchain is one of the most fundamental inventions in the history of computer science. Read *Blockchain Revolution* to understand its profound implications."
—Marc Andreessen, co-founder, Netscape and Andreessen Horowitz

"The Tapscotts have written the book, literally, on how to survive and thrive in this next wave of technology-driven disruption. Likely to become one of the iconic books of our time."
—Clay Christensen, author of *The Innovator's Dilemma*

"Everywhere thoughtful people are trying to understand this revolutionary technology and how it might change the world. Team Tapscott has stepped up and written the book we've been waiting for."
—Dan Schulman, CEO, Paypal

"Occasionally a book comes along that changes the global discourse. This is likely to be one of those books. Blockchains are at the heart of the Fourth Industrial Revolution and the Tapscotts lucidly explain why and how to capture the opportunity and avoid the dangers."
—Klaus Schwab, Founder and Executive Chairman, World Economic Forum

"A carefully researched and beautifully written book. *Blockchain Revolution* argues that the 'internet of value' will transform our lives. A must-read book for our disruptive times."
—Dominic Barton, Global Managing Director, McKinsey & Company

"Don and Alex brilliantly illuminate the technology that could profoundly impact the way we manage issues of trust, security and privacy for years to come."

—Indra Nooyi, Chairman & CEO, PepsiCo

"The great missing element in the Internet has been a 'trust protocol," a way of knowing that a transaction is verified and authentic. Blockchain technology could provide a foundation for that. It's a revolutionary idea, and this lucid book explains why."
—Walter Isaacson, author of *Steve Jobs*

"What a spectacular book. Mind-blowing in its expansiveness and profundity. It makes me think we're at one of those times in technological, economic and social history where the sky is the limit."
—Steve Wozniak, co-founder, Apple Computer and Chief Scientist, Prime Data

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SO. ARE YOU IN?