

# THE EVOLUTION FROM WEB1 TO WEB3

## Key Takeaways

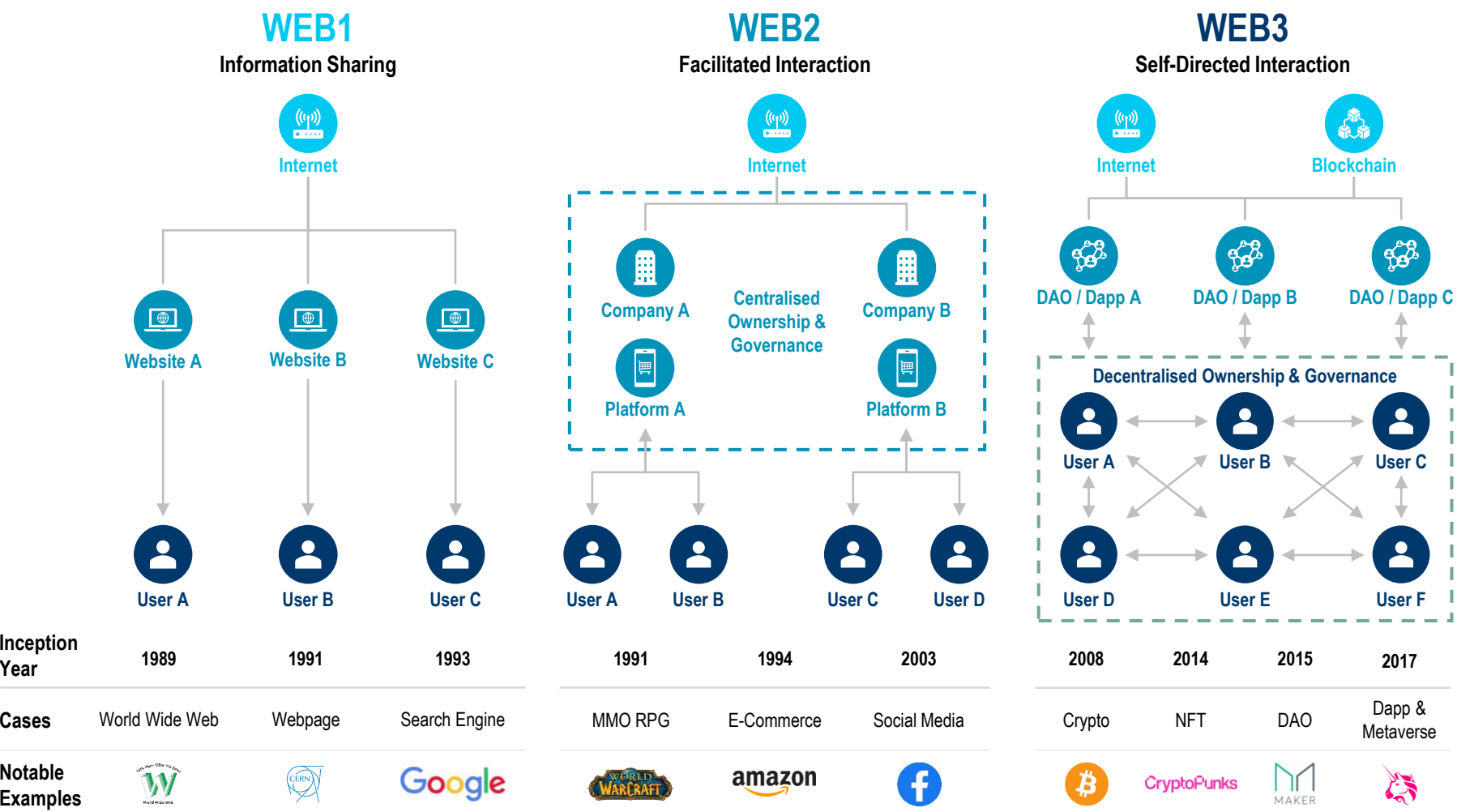
The internet has undergone a considerable evolution over the past few decades.

In the late 1980s, the first generation of the web was introduced, supporting simple, one-way information sharing. Content was created by website owners (read-write) for end users' consumption (read-only).

The second generation of the web, characterised by significant interactions and/or content creation driven by users with read-write capabilities, was introduced in the early 1990s and took off in the early 2000s with the advent of social media platforms. However, the ownership and governance of these Web2 platforms remained centralised and controlled by the platform owners.

In the late 2000s, the third generation of the web was introduced, aiming to maintain self-directed interaction among users while empowering them to have an active role in the governance process of digital platforms.

Web3 enables self-directed interaction amongst internet users without the need for centralised facilitation



# BLOCKCHAIN DRIVING USER EMPOWERMENT

## Key Takeaways

Blockchain – or distributed ledger technology – acts as the backbone of Web3, enabling seamless information exchange without the need for intermediaries via decentralisation and tokenisation.

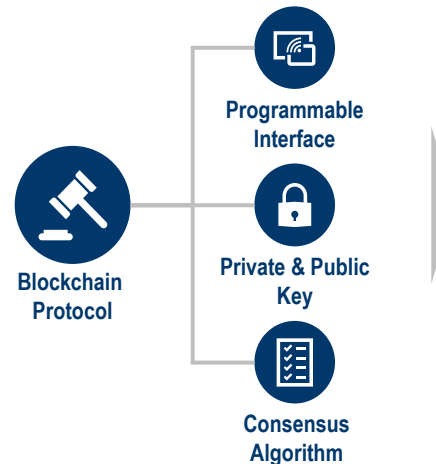
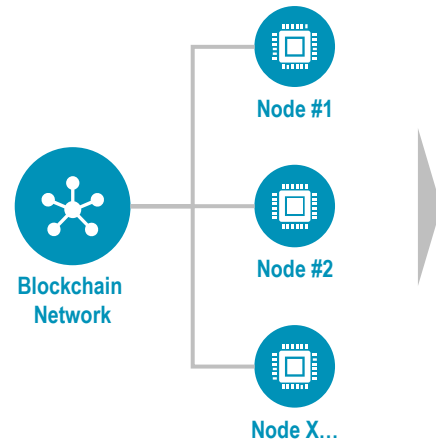
### Blockchain Network (Decentralisation)

The network consists of a group of computers (commonly referred to as nodes) that maintain an immutable, trustworthy, and traceable record of information, leveraging cryptography and a peer-to-peer surveillance mechanism.

### Blockchain Protocol (Tokenisation)

The protocol, on the other hand, is a governing principle that helps maintain the blockchain. It includes a cryptographic hash function, private and public keys, a programmable interface, digital signatures, and consensus algorithms (e.g. Proof-of-Work, Proof-of-Stake, etc.). The protocol allows assets to be tokenised and hence programmed, enabling more efficient and transparent exchanges among network participants.

Blockchain technology empowers Web3 users and offers seamless information exchange without the use of intermediaries



## DECENTRALISATION

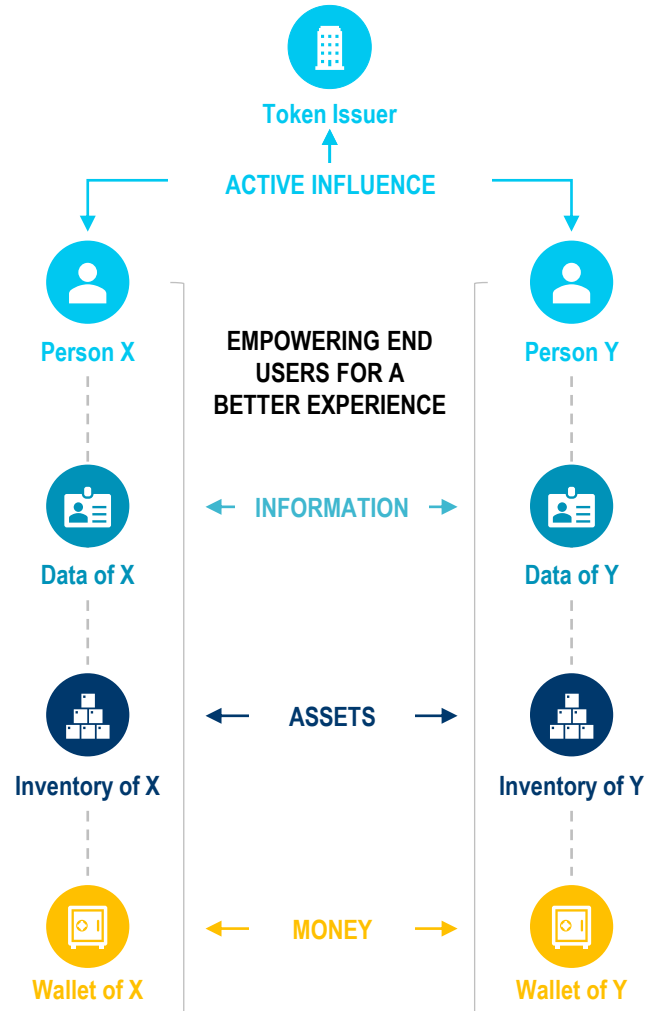
- 1 Data Integrity**  
...through cryptography and a Peer-to-Peer surveillance system
- 2 Data Ownership & Transparency**  
...through fully traceable digital records on a decentralised ledger

*“Golden Source Of Truth”*

## TOKENISATION

- 3 Removal of Intermediaries**  
...through automating transactions with embedded conditional logic
- 4 Transparent Governance / Rights**  
...through configuring certain rights directly on the digital asset

*“Programmable Asset”*





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