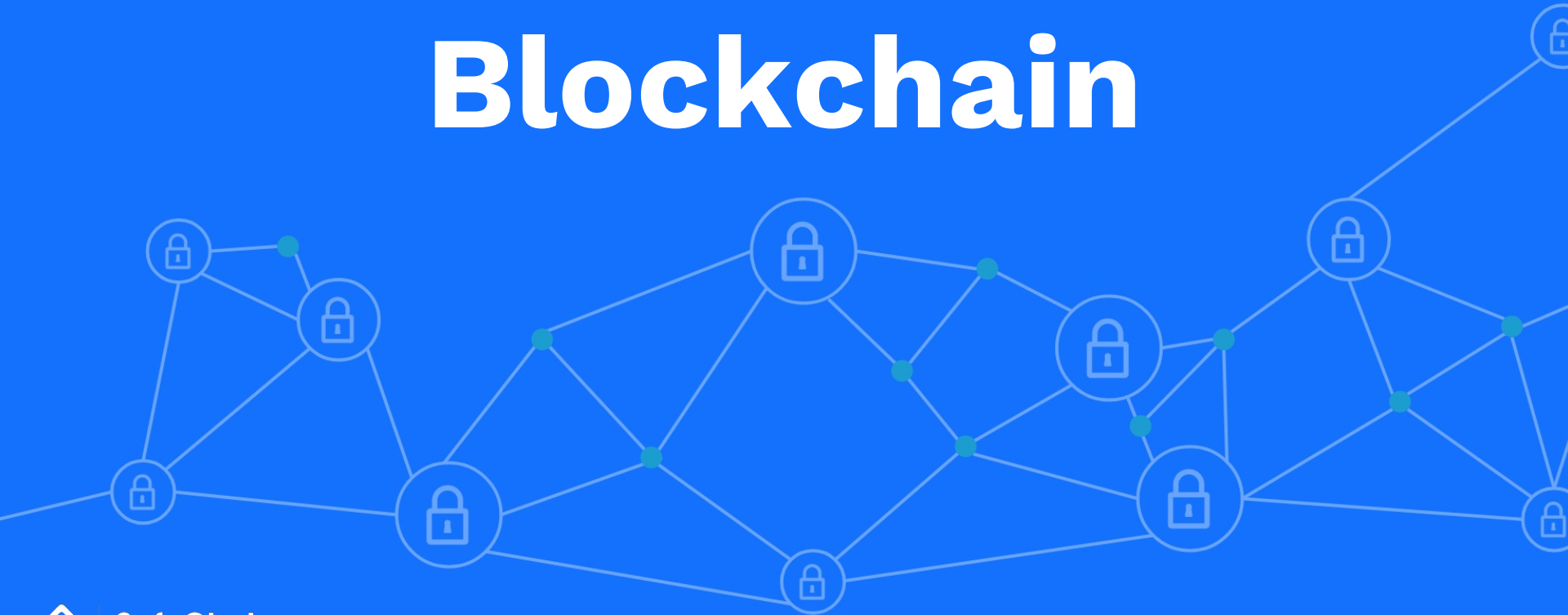# Making Sense of
Blockchain

SafeChain

Provide title companies with tools and methods to **evaluate blockchain** projects.

Provide ALTA members with the framework to confidently **measure** and **track** blockchain projects in title.

1. Teach you technical skills ✖

2. Tell you what products to use ✖

3. Make you an expert on blockchain ✖

If you want a 101, reference this.

1. Technology entrepreneur

2. Product market fit my skill set

3. Started a company to help title companies, specifically independent agents

1. **Level Set**
   a. What is Blockchain?
   b. What are the benefits?
   c. Why you should not focus on tech
2. **Review the Landscape**
3. **Assessing Projects**
   a. Key Questions
   b. Third Party Tools
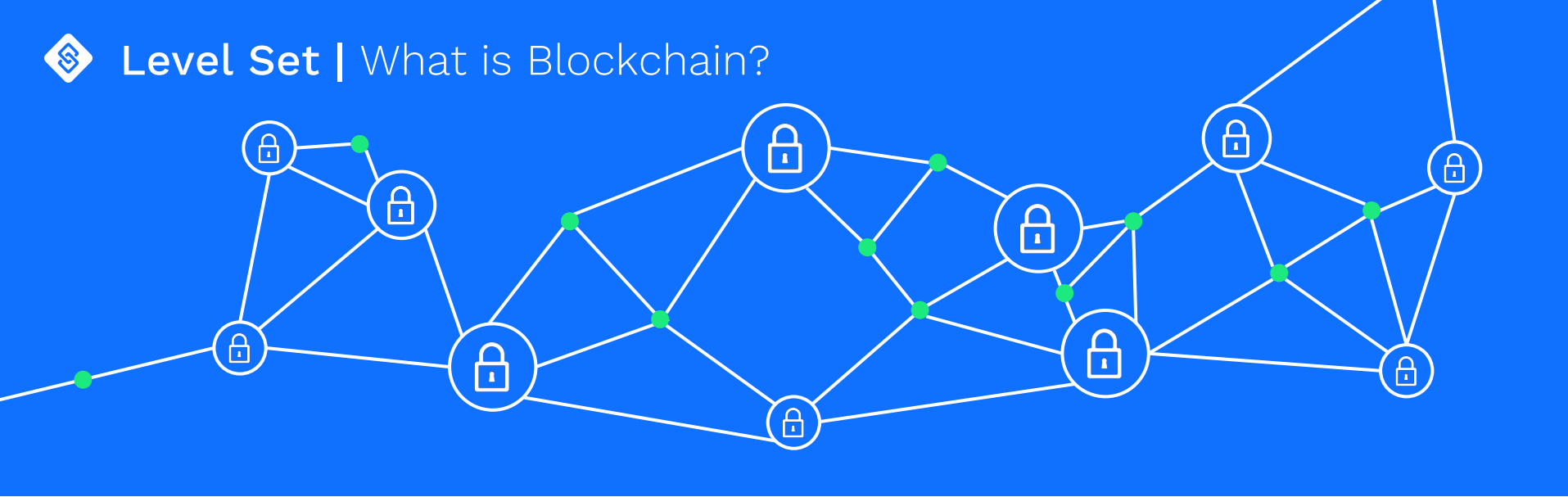   c. Scorecard
4. **Project Side-by-Side**

1.
Level Set

1. A database

2. Multiple people can manage together

3. No central trusted authority

Security

With blockchain, systems are 100x harder to manipulate by storing the data on many servers as opposed to one.

Immutability

Blockchain ensures information is never altered without the system administrator's knowledge.

Control

Decentralization gives title agents the platform to control the systems they use.

Technology

What language does it use?

How many transactions can the system handle?

Product

How does this benefit my office?

Do my customers care?

What value does the overall system provide?

We can either become technology experts or **develop other ways to measure projects.**

2.

Review the Landscape

Review the Landscape

Government
SafeChain

Notarizations
Blocknotary

Real Estate
BUILDING BLOCK REIT
ATLANT
ROOST
Alt.Estate
PROPY
LATOKEN — LIQUID ASSETS PLATFORM
TNcoin
imbrex
UBITQUITY
blocksquare

Wire Fraud
SafeChain

Title
PROPY

Title Insurance
PROPY
STATES TITLE

Mortgage
HYPERLEDGER
mismo
symbiont
Synechron

Just the beginning...   August 2011
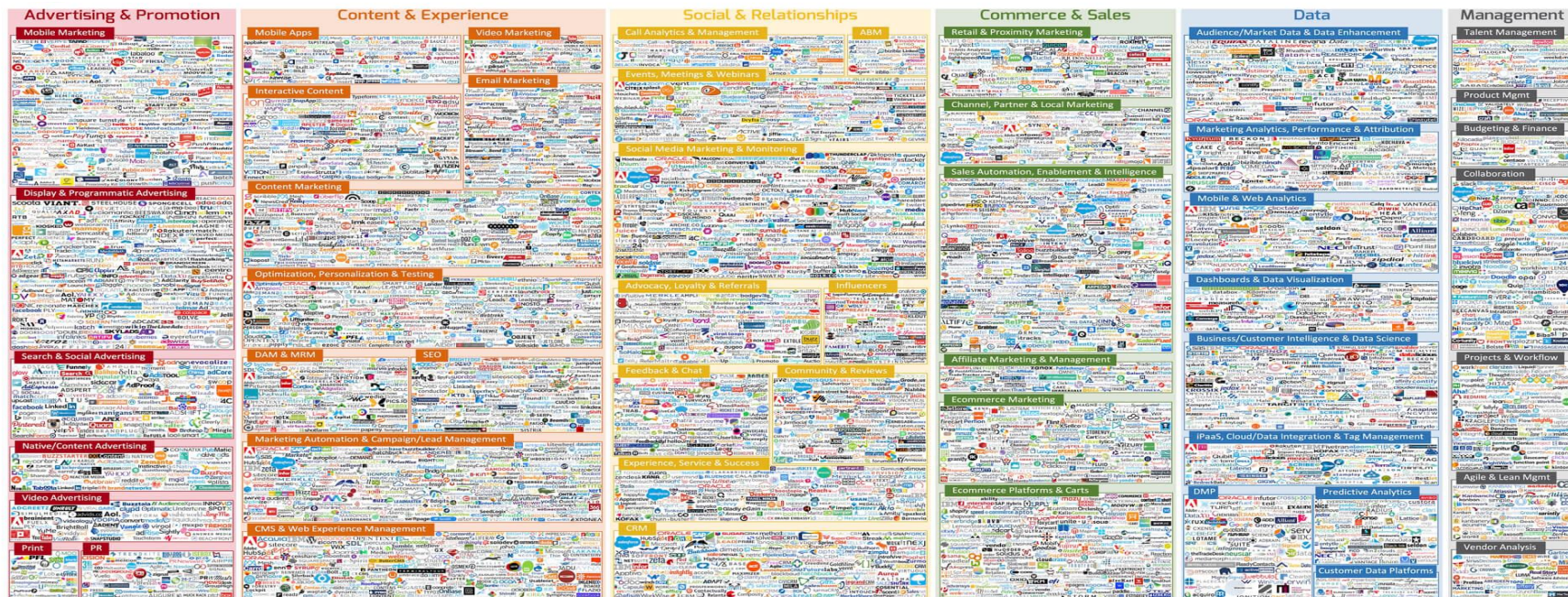
Marketing Technology Landscape

- 2011 was early in development

- Future market leaders begin to emerge

- Market begins to clutter, but technology has yet to scale

And just 5 years later… May 2017

Marketing Technology Landscape ("Martech 5000")

3.

Assessing Projects

Product Adoption

Risks

Claims

Product Adoption:

Mainstream Adoption: Has over 10% of the market **paid** for the product?

References: Can the company introduce you to 3 of their **customers?**

Demo: Can the company show a **working product** and articulate the value prop?

Prototype: Does the company **collect feedback** with a **clickable prototype**?

Risks:

Startup: Historically, how well has this startup **delivered** on its promises?

Large Company: How **flexible** is the company in adopting new business models?

Balance Sheet: Are there known **conflicts of interest?**
(in stock, bias, cash on hand to execute)

Compliance: Is this company's product **legal and compliant?**
(with lender, underwriter, and government oversight)

Technology: Can the technology support the **transaction volume** you need?

Claims

White Paper: If the company has released a white paper, how **valid** is it?

Marketing Assets: What has the team **promised** at speaking events?
(or through marketing videos)

Team: How many **full time engineers** are working on blockchain?
What work has the CTO done before the current company?

Other Products: Has the team built any other **products?**
Have they been validated by the market and are they in use?

Technical

Social
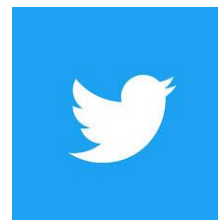
Product Adoption

Metrics	Definition	Evaluator	Score
Mainstream Adoption	Has over 10% of the market **paid** for the product?	Business	
References	Can the company introduce you to 3 of their **customers?**	Business	
Demo	Can the company show a **working product** and articulate the value proposition?	Business / Technology	
Prototype	Does the company have a **clickable prototype** to collect early feedback?	Business / Technology	

Risks

Metrics	Definition	Evaluator	Score
Startup Promises	Historically, how well has this startup **delivered** on its promises?	Business	
Balance Sheet	Are there known **conflicts of interest** in stock, biases? Do they have cash on hand to execute?	Business	
Large Company Risk	How **flexible** is the company in adopting new business models?	Business	
Compliance	Is this company's product **legal and compliant** with lender, underwriter, and government oversight?	Business	
Technology	Can the technology support the **transaction volume** you need?	Technology	

Claims

Metrics	Definition	Evaluator	Score
White Paper	If the company has released a white paper, how **valid** are the claims?	Business / Technology	
Marketing Assets	What has the team **promised** at speaking events or through marketing videos?	Business / Technology	
Team	Have the CTO and engineers released **production applications with blockchain** before?	Technology	
Other Products	Has the team built any other **products** that have been validated by the market and are in use?	Technology	

The absolute best way to know what's going on is to **test products. You are the expert,** you know what your customers need, and you can **fact check.**

4.

Project Side-by-Side

Global real estate store allowing buyers and sellers from across the globe to **seamlessly transfer properties instantly** through smart contracts.

US-based Reit leveraging blockchain technology to **invest and manage** a mix of commercial and mixed use properties.

Product Adoption

Metrics	Definition	Evaluator	Propy	BB REIT
Mainstream Adoption	Has over 10% of the market **paid** for the product?	Business	0	0
References	Can the company introduce you to 3 of their **customers?**	Business	0	3
Demo	Can the company show a **working product** and articulate the value proposition?	Business / Technology	1	0
Prototype	Does the company have a **clickable prototype** to collect early feedback?	Business / Technology	1	0

Risks

Metrics	Definition	Evaluator	Propy	BB REIT
Startup Promises	Historically, how well has this startup **delivered** on its promises?	Business	0	2
Balance Sheet	Are there known **conflicts of interest** in stock, biases? Do they have cash on hand to execute?	Business	2	1
Large Company Risk	How **flexible** is the company in adopting new business models?	Business	0	0
Compliance	Is this company's product **legal and compliant** with lender, underwriter, and government oversight?	Business	0	3
Technology	Can the technology support the **transaction volume** you need?	Technology	0	3

Claims

Metrics	Definition	Evaluator	Propy	BB REIT
White Paper	If the company has released a white paper, how **valid** are the claims?	Business / Technology	0	2
Marketing Assets	What has the team **promised** at speaking events or through marketing videos?	Business / Technology	1	0
Team	Have the CTO and engineers released **production applications with blockchain** before?	Technology	0	2
Other Products	Has the team built any other **products** that have been validated by the market and are in use?	Technology	0	0

Questions?

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Download the Scorecard:
safechain.io/titletechcouncil