

# TRST01

TRUST · TRANSPARENCY · TRACEABILITY

Weekly Newsletter

# BlockC<sup>27</sup>

## Blockchain Use Cases

**Hey Folks,**

***In this week's edition, we cover the newer dimensions of Identity Management, Proof of Humanity, Sports and Blockchain, NFT backed Film Crowd funding, Blockchain Shaping Climate Change opportunities.***

***NFTs took birth in 2017 and have matured over the years. But, The price of non-fungible tokens is sky-rocketing. It has been sold in millions, and this does not look like it is going to stop any soon. NFT marketplaces are fast approaching, attracting a mainstream crowd. NFT projects are being acknowledged as the future of the crypto world.***

**Happy reading.**

**Best Regards  
Prabir**



## Self-Sovereign Identity

Paper-based Identity has a problem. It is subject to loss and theft, and fraud. A digital identity minimises bureaucracy & increases processes within organisations by allowing for greater interoperability between departments and other institutions. The disadvantages being if this digital Identity is stored in a central server also becomes a target for hackers. Since 2017 alone, more than 600 million personal details – such as addresses or credit card numbers – have been hacked, leaked or breached. The first model of digital identity management is siloed.

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## From Pro Kabaddi League to IPL, how blockchain has taken the sports industry by storm

Whether in Europe, the continent famously mad about football, or in the United States, the country where people are vehemently passionate about National Football League (NFL) and Major Baseball League (MLB), blockchain-based applications have started making a buzz among sports enthusiasts and hardcore fans. All geographies with a massive pro-sports population have one thing in common — instrumental usage of blockchain technology. Starting from fan tokens or digital trading cards and collectibles backed by non-fungible tokens (NFTs)



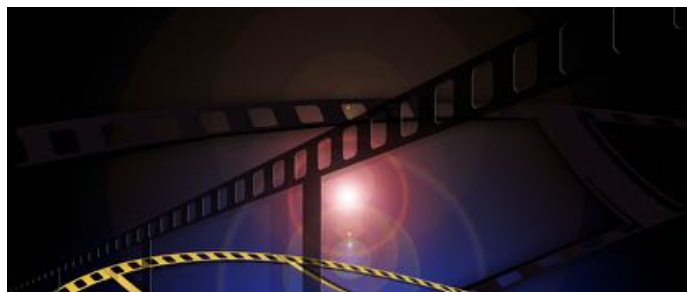
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## Blockchain can solve data privacy concerns in healthcare

The pandemic has led to a widespread adoption of telemedicine in mainstream healthcare. It has enabled patients and doctors to stay connected and address many lower risk illnesses and diseases during the lockdown period when movements were restricted. It has also helped in ensuring that the health and wellbeing of healthcare practitioners and patients alike were protected.

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## The World's 1st Blockchain & NFT Backed Film Crowd Funding Platform MContent Secures \$5 Mn

MContent raises seed capital from prominent UAE based institutional investors at a \$10 Mn pre-money valuation Dubai, United Arab Emirates--(Newsfile Corp. - January 27, 2022) - Launched in July 2021, MContent is an eco-system that enables crowd funding of film production and capital-intensive content creators using Cryptocurrency and NFTs

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## BSTX Receives SEC Approval for Blockchain-Powered Securities Exchange

BSTX, a joint venture between tZero and Boston Options Exchange (BOX) Digital Markets, has received the green light from the U.S. Securities and Exchange Commission (SEC) to operate a blockchain-based securities exchange. BSTX is aiming for immediate or accelerated settlement (T+0 or T+1) thanks to the transactions taking place on the blockchain. It will also provide market data recorded on the blockchain in a process similar to an Oracle.

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## Google Cloud Is Betting on Blockchain and Could Accept Crypto Soon

Google's (GOOGL) - Get Alphabet Inc. Class A Report Cloud has launched a new enterprise that will focus on blockchain applications in an effort for the internet behemoth to expand its services to other industries. The new group will focus on the health care and retail sectors, according to Thomas Kurian, Google's cloud CEO, according to CNBC. For many years Google has focused on advertising and emerging as a more dominant player for cloud storage could be positive move.

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## Lamborghini ventures into world of blockchain with space-themed NFT

Known for its speed, Lamborghini isn't staying behind in the world of blockchain, as the automobile giant announced the release of its first NFT in February. The company will auction a series of NFTs produced in collaboration with Swiss artist Fabian Oefner, NFT Pro, and Sotheby's. The NFT — an image — depicts a Lamborghini disintegrating into its core component as it takes flight into space.

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## Proof of Humanity Blockchain Solving your Identity

When Vitalik Buterin, the founder of Ethereum, has been asked lately about his favorite projects being built on the blockchain, he often names Proof of Humanity. Launched by the blockchain protocol Kleros and the non-profit Democracy Earth Foundation, Proof of Humanity looks something like an online phonebook, on which people can sign up and add their citizenship, degrees or skills. But while the concept is very simple on its surface,

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## Web 3.0 is Slowly Consuming Centralized Ecosystems

Web 3.0 is set to usher in the next generation of the internet, an era where platforms will be community-driven instead of being governed by centralized intermediaries. Though still in its early development stages, Web 3.0 is becoming more popular especially with the rise of blockchain ecosystems and cryptocurrencies.

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## Why are social media companies nuts for NFTs?

Hi, it's Zaheer. Last week, Twitter launched its first crypto-related feature—NFT profile pictures. It now lets some users set a non fungible token-backed digital artwork they own as a hexagonal profile picture which, when clicked, allows others to learn more about the art. Why would someone want to do that, you ask? Think of it as a display of status—digital bling, if you will.

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## How blockchain technology will reshape green finance in 2022

With the Paris Agreement being reviewed and countries' commitments updated at COP26 last November, there's no doubt that green finance will remain a major topic this year.

At the same time, we've seen blockchain technology grow from a fringe and futuristic technology to a powerful tool with many real-world applications, particularly in green finance where transparent and traceable information is critical in measuring and monitoring climate impact.



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