

CARDANO

SOUTH FLORIDA

CARDANO UPCOMING SHELLEY ERA

A ZOOM MEETUP EVENT



WELCOME



CSF INTRO

- CSF – Cardano South Florida
- Local South Florida based Cardano meetup
- Started 2018 and then restarted in August 2019
- First meetup event had only two members
- Those two members are your current organizers
- Currently, Meetup.Com says we have 84 members



CSF GOALS

- Evangelized the benefits and vision of the Cardano ecosystem
- Educate locals in South Florida to become Cardano enthusiasts, evangelists, investors, and DApp developers
- Grow our membership to 500 local members
- Provide a local point of contact for individuals and businesses that are interested in the Cardano ecosystem



NEED VOLUNTEERS

- Graphic artists
- Advertising and marketing outreach
- Event planners
- Speakers
- Social media managers
- Content creators



Hassan Michael

- CSF Meetup organizer
- Cardano enthusiast & evangelist
- 14 years experience software developer
- Certified blockchain specialist
- Fell in love with Cardano in fall of 2017

CONTACTS

TELEGRAM: @DAPP360

TWITTER: @DAPP360_MIKE

EMAIL: HMICHAEL@DAPP360.CO



Matthew Consolo

- Meetup co-organizer
- Cardano & crypto enthusiast
- Devops admin
- Cardano stake pool admin

CONTACT:

TELEGRAM: @DEADPOOL217

EMAIL: MATTCONSOLO@DAPP360.CO



EVENT PRIMARY GOAL

Motivate you to actively participate in Cardano upcoming Shelley era decentralization in one of three ways:

1. Stake delegation
2. Stake pool operator
3. Stake pool owner



DECENTRALIZATION

“Decentralization is the process of distributing and dispersing power away from a central authority.”

...COINTELEGRAPH & MIRRIAM-WEBSTER



SOME BENEFITS OF DECENTRALIZATION

- **RESILIENCY AGAINST ALL SORTS OF MALICIOUS ACTORS**
 - Eliminate single point network failure or a network kill switch button
 - Eliminate a single point (central authority) of network governance
- **EMPOWERS STAKE HOLDER (ADA HOLDERS)**
 - Proof of Stake decentralization allows ADA holder to own the blockchain
 - Stake pool operators, stake pools, stake delegates maintains the network
- **INCREASE PERFORMANCE AND RELIABILITY**
 - More nodes are available to process and to query blocks & transactions
- **CONSENSUS VALIDATION AND GOVERNANCE**
 - Strengthens consensus validation & immutability of network transactions
 - Allows as many Cardano nodes to participate from anywhere in the world



THE SHELLEY ERA

- **What is Shelley?**

- Shelley is an era in evolutionary progress of Cardano
- The Shelley era begins and gradually optimizes decentralization
- Shelley era is a collection of several protocols that bootstraps and optimized decentralization.

“The Shelley era encompasses the critical early steps in Cardano’s journey to optimize decentralization.... The Shelley era represents the natural maturation of the network, making it more useful, rewarding, and valuable for users new and old”

-- Roadmap.Cardano.Org/en/shelley

- **Common misconceptions about Shelley**

- It is monolithic software
- It is a one-time software release
- It initially optimize Cardano to full decentralization
- Shelley release will bring Lambos and cause Ada to moon



WITHOUT YOU SHELLEY IS USELESS

- **Shelley decentralization requires you to participate**
 - It's a proof of stake decentralized network
 - It prevents any one player from becoming dominant
 - It encourages organic growth to be fully decentralized

- **What role can you play to make Shelley useful**
 - Stake pool sole owner
 - Stake pool co-owner
 - Stake pool operator
 - Stake delegate



TOO GOOD TO BE TRUE BUT IT IS TRUE

What if I told you that your government (whoever they are) told you the following?

“We don't care if you vote for us. We care more about you voting to secure your stake and protect your personal self-interest. You are actually are part-owner of the government. To make sure you vote, and regardless for whom you voted, we are going financially reward you. Best of all, two days, or a week after you voted, the government kept their promise and actually financially rewarded you”

- **Yes it's too good to be true for politics but not for Shelley**
- **The real question is what would you do if this concept is true?**

PARTICIPATION TROPHY FOR ALL



- Shelley incentivizes all participants in the decentralization process to do right thing by offering financial rewards
- In the context of Cardano, decentralization “participation trophies” are no longer a bad thing representing mediocrity
- Yes everyone is rewarded whenever they participate in any of the decentralization roles
 - Stake pool owner
 - Stake pool co-owner
 - Stake pool operator
 - Stake delegate

STAKE DELEGATE ROLE

- **WHAT IS DELEGATION**

“Delegation is the process by which Ada holders delegate the stake associated with their Ada to a stake pool. It allows Ada holders that do not have the skills or desire to run a node to participate in the network and be rewarded in proportion to the amount of stake delegated”

-- <https://staking.cardano.org/en/delegation/>

- **WHO CAN BE A DELEGATE?**

- Anyone holding ADA with access to Daedalus, and Yoroi wallet

- **COMMON FEARS AND MISCONCEPTIONS**

- Delegating is difficult and require some technical knowledge
- My ADA will be locked up
- My ADA be exposed or unprotected
- Stake pool have access to my rewards
- Changing stake pool is impossible





STAKE POOL OWNER & OPERATORS ROLES

- **WHAT IS A STAKE POOL**

- A computer running the Cardano node software with the necessary credentials to create transactions and blocks in the Cardano network.

- **WHO CAN OWN OR OPERATE A STAKE POOL?**

- Anyone can run or own a stake pool, but it does require some technical knowledge, financial pledge, hardware, etc.

- **SOME REQUIREMENTS TO BE A STAKE POOL OPERATOR**

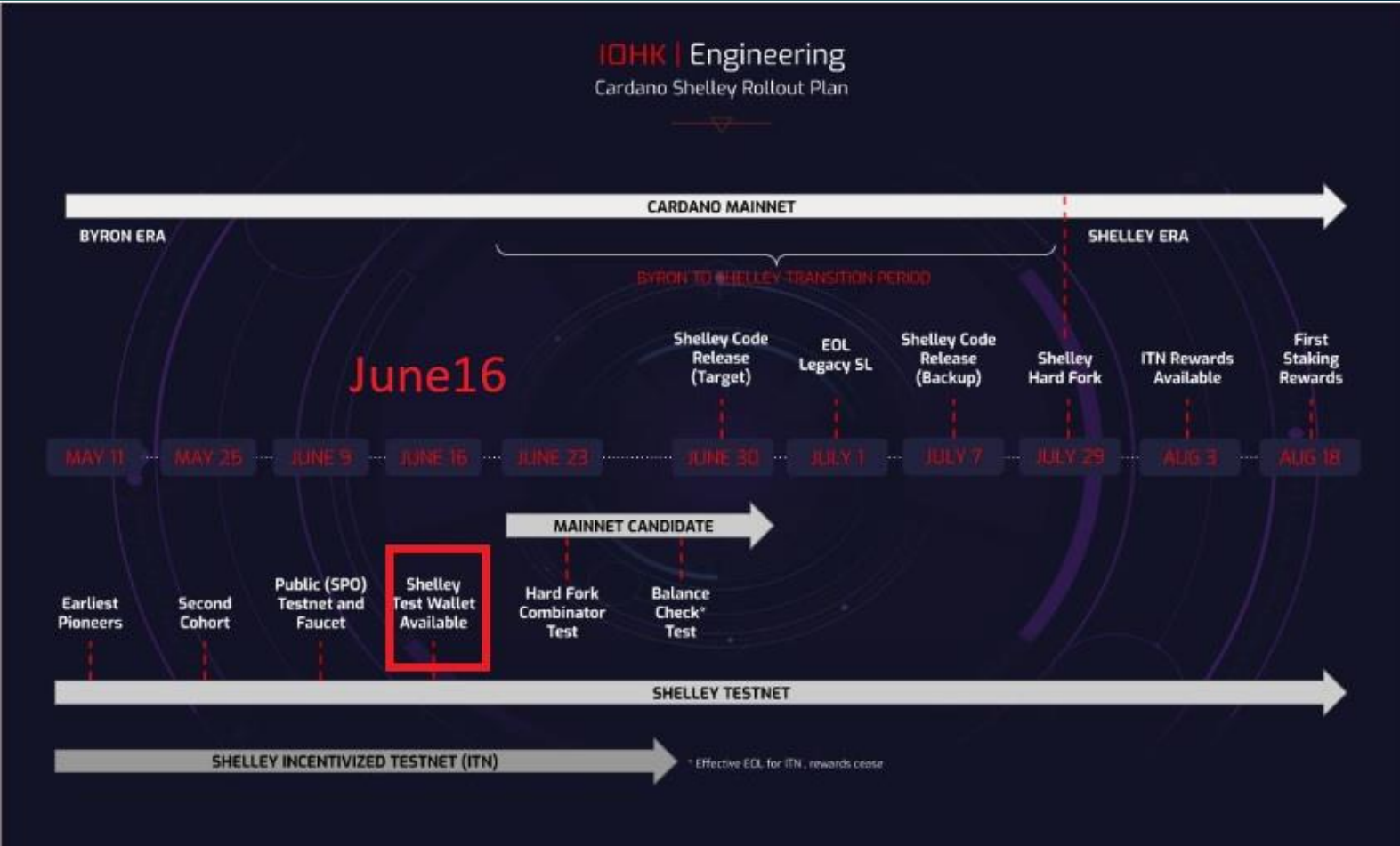
- Experience - system admin and network admin skills
- Node – computers that runs both stake pool and relay nodes
- Finance – ADA needed to create a pool owner pledge account.
- Time – monitoring, updating, and administrating the node
- Marketing – acquiring delegates to increase node stakes
- Communication – updating, and informing your stake pool delegates.

The Real Question



WHY WOULDN'T YOU PARTICIPATE TO EARN PASSIVE INCOME?

Timeline to begin Shelley Era





<https://cardanosummit.iohk.io/>

CARDANO

#cardano2020

CARDANO

VIRTUAL SUMMIT 2020

SHELLEY EDITION

INPUT | OUTPUT

CARDANO FOUNDATION

EMURGO

2 - 3 JULY 2020

REGISTER FOR FREE

A red arrow points from the bottom right towards the registration button.

The banner is blue with a central graphic of white and red dots and lines. It includes the Cardano logo, the event title, dates, and a registration button. Logos for Input|Output, Cardano Foundation, and Emurgo are also present.



Links for more information

- SHELLEY
[HTTPS://ROADMAP.CARDANO.ORG/EN/SHELLEY/](https://roadmap.cardano.org/en/shelley/)
- DELEGATION
[HTTPS://STAKING.CARDANO.ORG/EN/DELEGATION/](https://staking.cardano.org/en/delegation/)
- SHELLEY STAKE POOL TESTNETS
[HTTPS://TESTNETS.CARDANO.ORG/EN/SHELLEY/OVERVIEW/](https://testnets.cardano.org/en/shelley/overview/)
- REWARDS CALCULATOR (BASED ON THE ITN)
[HTTPS://STAKING.CARDANO.ORG/EN/CALCULATOR/](https://staking.cardano.org/en/calculator/)
- CARDANO FORUM
[HTTPS://FORUM.CARDANO.ORG/](https://forum.cardano.org/)
- TELEGRAM
[HTTPS://T.ME/CARDANO](https://t.me/cardano)



Questions & Answers



Closing

- **MAJOR TAKE AWAY**

- Create an actionable plan today to participate in Shelley Era of decentralizing the Cardano blockchain
- Remember everyone gets a participation trophy.
- Make passive income by delegating Ada or running a stake pool

- **CSF NEEDS VOLUNTEERS**

- Join our organization
- Visit our Telegram channel at Cardano South Florida
- Keep an eye out for our next event
- Thanks for your time