WHAT IS WEB3?

Web3 is the third generation of the World Wide Web, structured around 5 core values:

1 OWNERSHIP
People will truly own their digital assets and data, not centralized institutions and companies. They can deny or share access to the data, with the potential to share in any monetization of their assets.

2 SECURITY
All data is cryptographically secured (i.e., encrypted), whether on-chain or off, protecting personal and sensitive data from being harvested and your online identity from being monetized without your consent.

3 DECENTRALIZATION
Data, identity, etc., will be decentralized, in other words no longer held by large, centralized institutions (i.e., your browsing data or purchase history) but rather spread out with individualsholding the access keys.

4 TRANSPARENCY
All parties, and only those parties, in a contract or transaction, etc., will have full transparency to all cryptographically secure related data.

5 VERIFIABILITY
Transactions, identity, etc., will be verifiable by either a blockchain-based credential or cryptographically secure thirdparty attestation without having to expose any sensitive information.

CompTIA