

“**ZILLIQA** /'ZILIKə/”

**NEXT GEN HIGH-THROUGHPUT  
BLOCKCHAIN PLATFORM**

**XINSHU DONG**, CEO

**CHRISTEL QUEK**, HEAD OF MARKETING

# “SCALABILITY OF PUBLIC BLOCKCHAIN”



**BITCOIN**  
**7 TX/S**

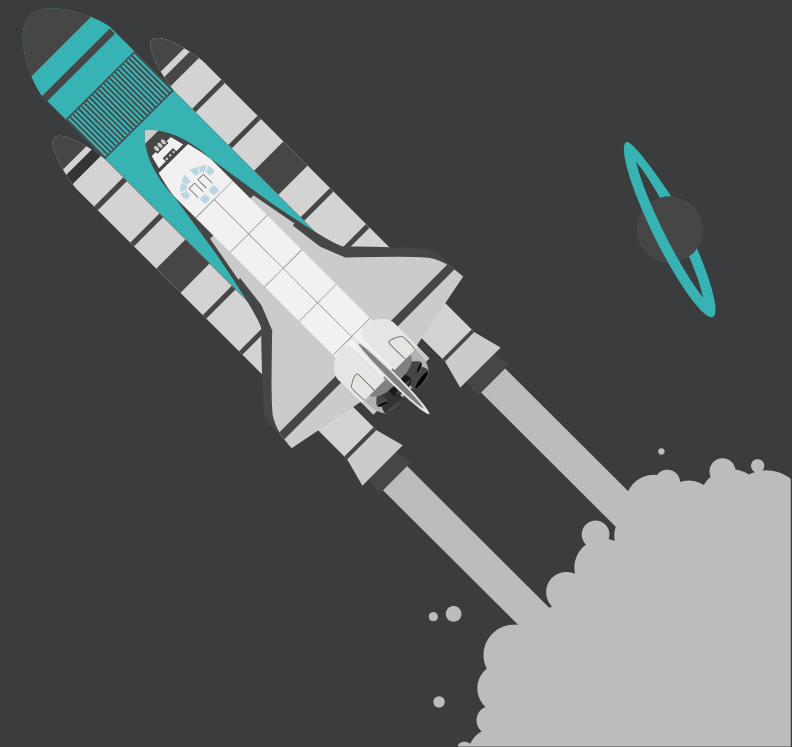


**ETHEREUM**  
**10 TX/S**



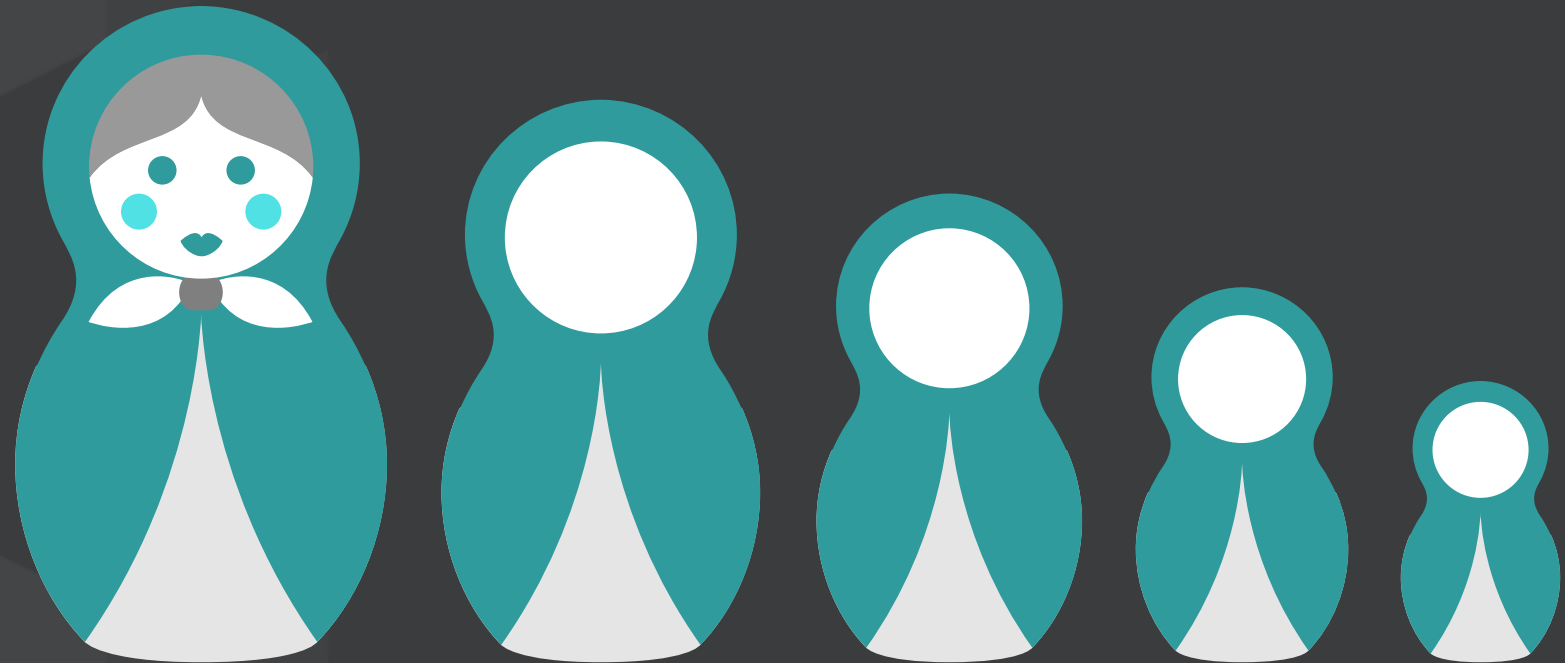
**VISA**  
**8000 TX/S**

“ **SOME OBVIOUS  
SOLUTIONS** ”



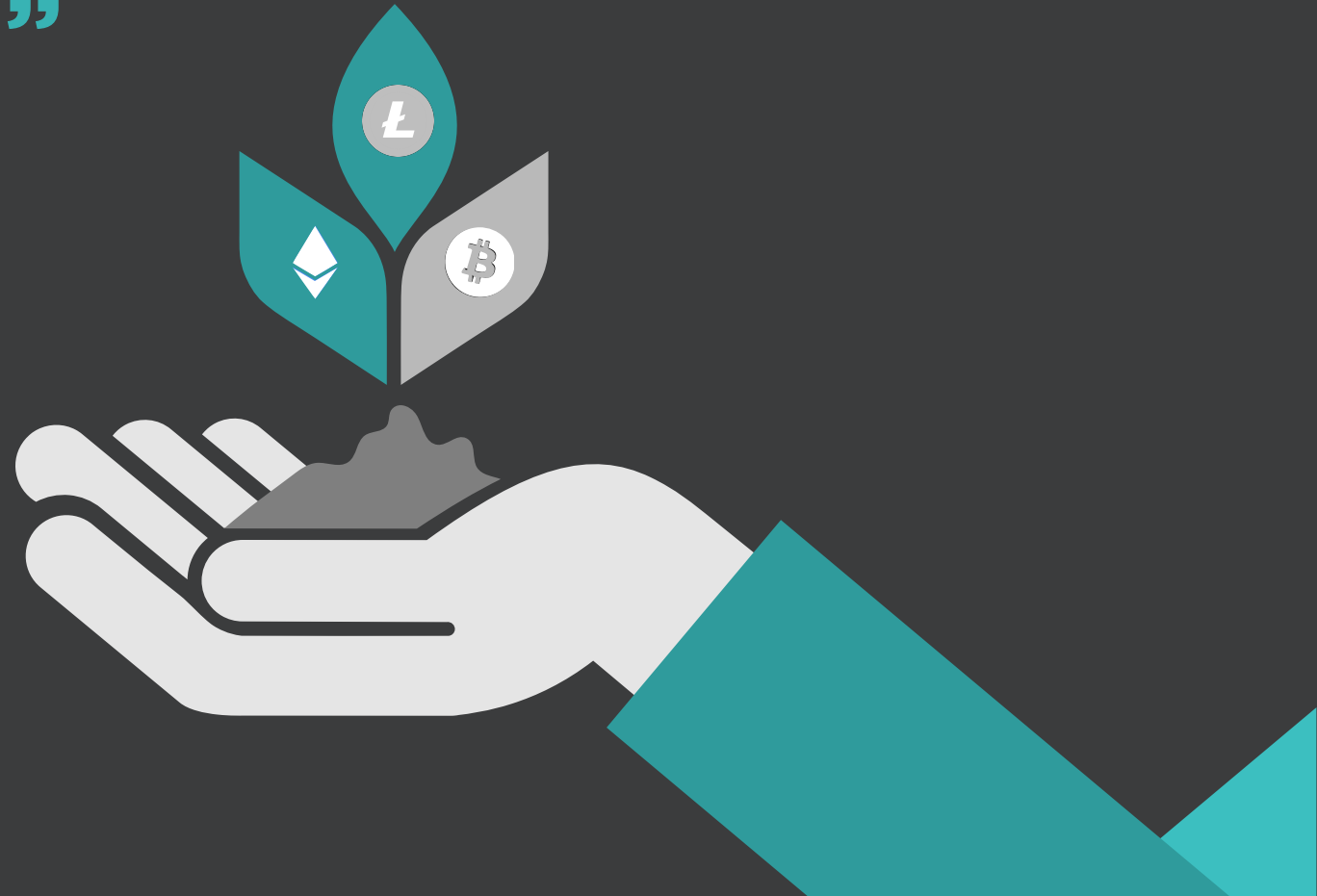
**“INCREASING  
BLOCK SIZE?”**

**NOT A 100X SCALING FACTOR, DUE TO  
COMPUTATIONAL AND BANDWIDTH LIMITATIONS**



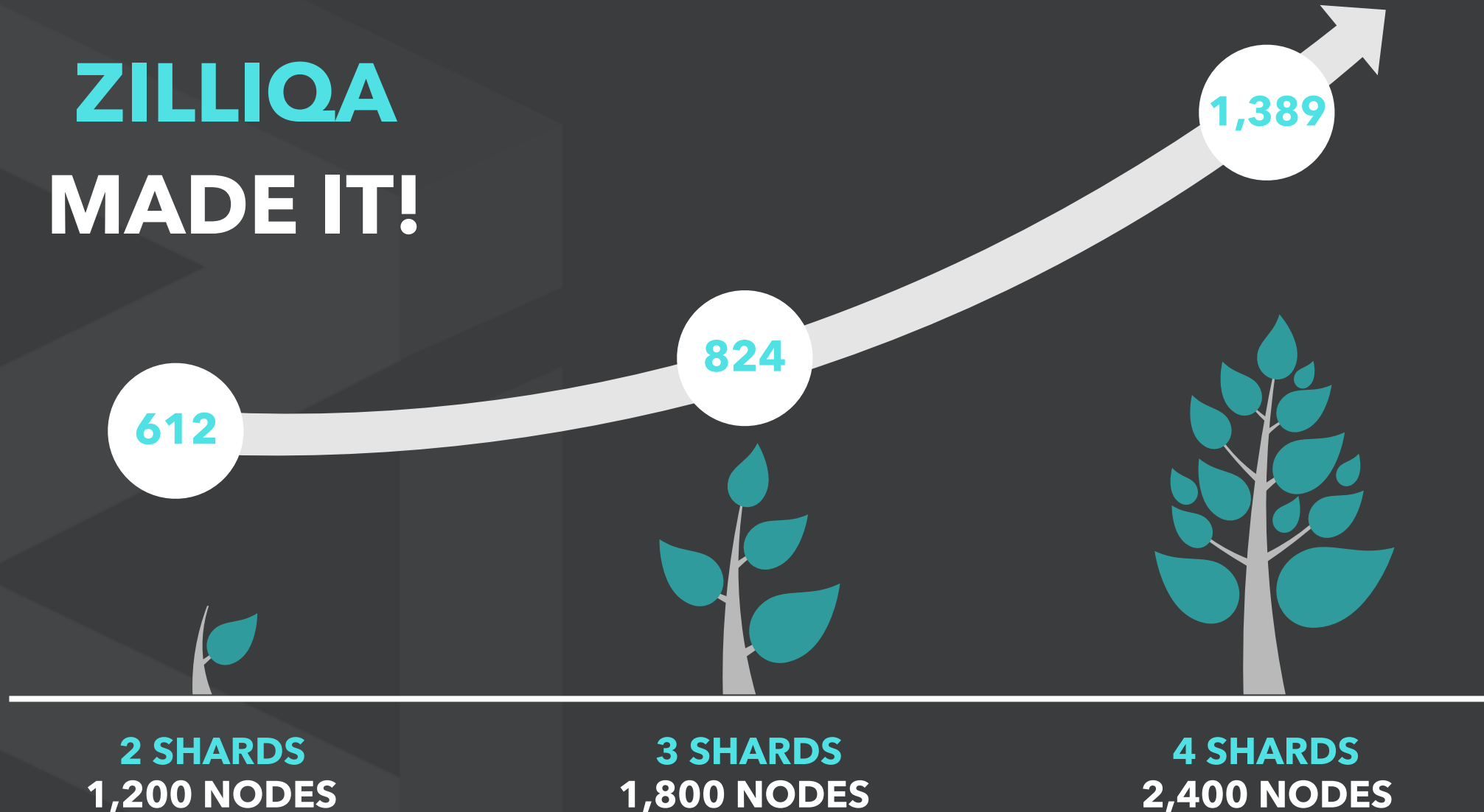
# “ HAVING MORE BLOCKCHAINS? ”

DIVIDED MINING POWER  
51% ATTACK MADE EASIER



# ZILLIQA MADE IT!

INCREASING THROUGHPUT





# “ DEEP TECH MEETS VENTURE CREATORS & FINANCIAL VETERANS ”

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“

**A SECURE SHARDING  
PROTOCOL FOR OPEN  
BLOCKCHAINS (2015)**

**LOI LUU, PRATEEK SAXENA**

”



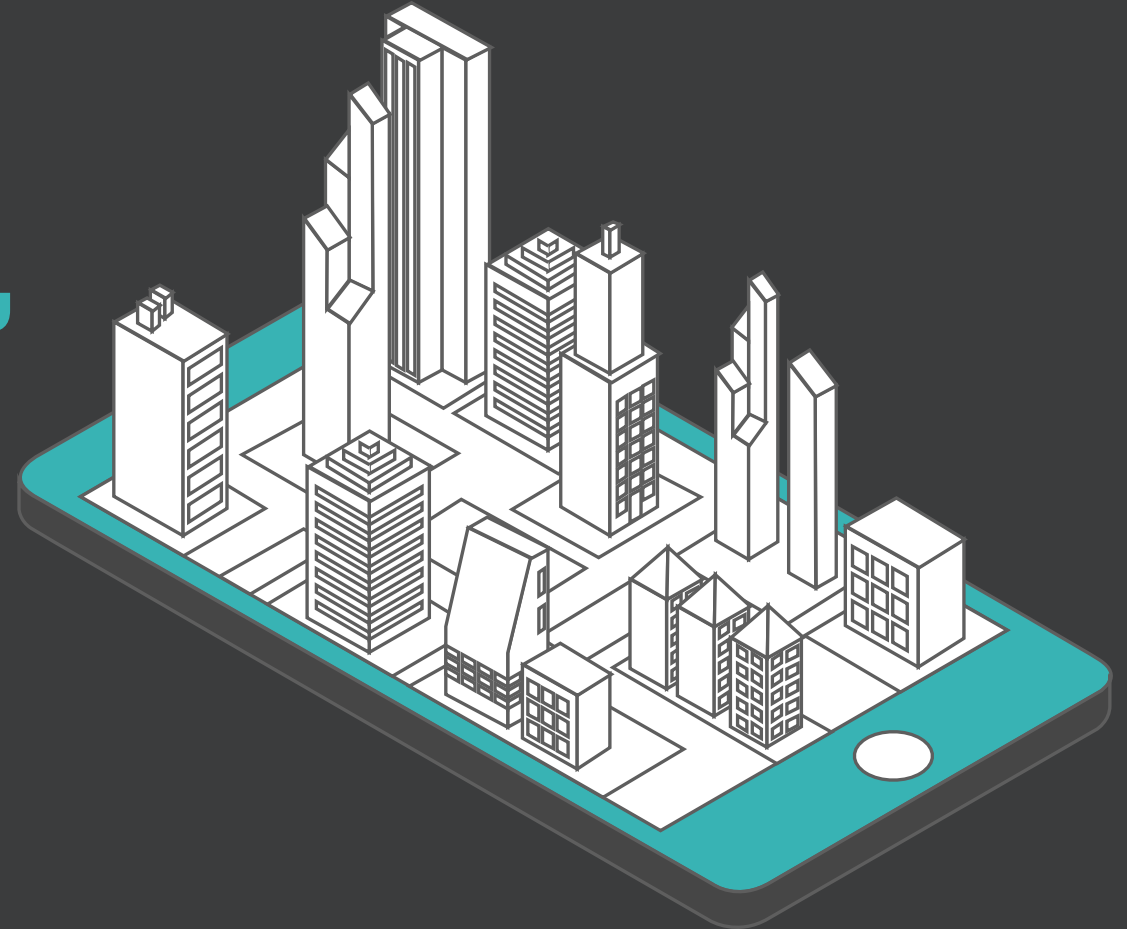
**WE HAVE PUT  
THEORY INTO  
PRACTICE**



# PRIOR DEPLOYMENT

“ **OTC TRADING: A TRIAL WITH A REGIONAL  
EXCHANGE & BANKS**  
PRICE/PARTICIPANT DISCOVERY, SETTLEMENT, ANONYMITY ”

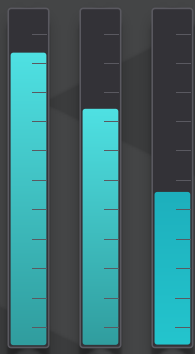
“ **DEPLOYING FOR AN E-COMMERCE  
APPLICATION IN SHIPPING**  
INEFFICIENCY, DISPUTES, DELAYS ”



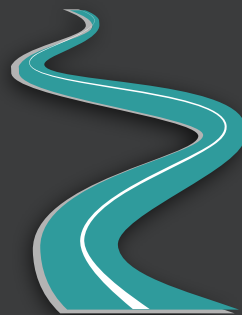
# “WHAT DOES ZILLIQA OFFER?”



**100X AND MORE HIGHER THROUGHPUT,  
BUILT TO SCALE**



**MINER FRIENDLY: LOW VARIANCE,  
COMPATIBLE TO ETHASH**



**DATA-FLOW & SHARDING-FRIENDLY  
SMART CONTRACTS**



**BETTER ENERGY EFFICIENCY**

“ **dAPPS**  
**ENABLED BY ZILLIQA** ”



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# “**DIGITAL ADVERTISING**

**MULTIPLE CHALLENGES, INCLUDING:**”

**INEFFICIENCY**

**FRAGMENTATION**

**AD FRAUD: \$16.4BN/YR**

**AD BLOCKING: \$41.4BN/YR**

**MANY MIDDLE LAYERS**

**NON-COMPLIANCE TO COPYRIGHTS**



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“

# BLOCKCHAIN-BASED

## ADVERTISING SUPPLY CHAIN

”

**PUBLISHERS SUPPLY  
SMART CONTRACTS**

**INVENTORY AVAILABLE  
INVENTORY DESCRIPTORS**



**MARKETERS DEMAND SMART CONTRACTS**

**IMPRESSION VOLUME  
DELIVER DEADLINE  
TARGETED GROUPS OF USERS  
GEOGRAPHIC RESTRICTIONS**



**SMART CONTRACTS  
ARE MATCHED AND AUDITED**

**IMPRESSIONS  
SATISFACTION OF DEMANDS  
PAYMENTS**

# “ **BLOCKCHAIN-BASED** ADVERTISING SUPPLY CHAIN **BENEFITS** ”

**TRANSPARENT** ADVERTISING NETWORK

**OPEN** MARKET ANALYSIS

**RESPONSIBLE** CONTENT DELIVERY



**ACCOUNTABILITY**

ENSURE **TIMELINESS** OF ADS  
CONTENT DELIVERY

# “ REQUIREMENTS FOR BLOCKCHAIN ”



**REAL TIME  
PARALLEL BIDDING**



**HIGH VOLUME  
TRANSACTIONS**



**CORRECTNESS &  
FAIRNESS**

**VOLUME MISMATCH**  
BILLIONS OF ADS/DAY VS.  
1 MILLION TXS/DAY ON ETHEREUM

**SMART CONTRACTS  
TOO COMPLEX TO  
REASON ABOUT**

**SCALABLE THROUGHPUT  
WITH NETWORK SHARDING**

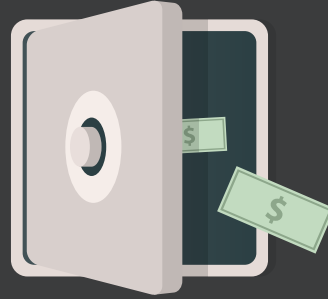
**EFFICIENT PROCESSING  
WITH COMPUTATIONAL SHARDING**

**DATA-FLOW SMART CONTRACTS  
SIMPLE ABSTRACTIONS  
AMENABLE TO VERIFICATION**

## “ OTHER dAPPS ”



**SHARED ECONOMY**



**PAYMENT NETWORKS**



**PARALLEL AUCTIONS**



**SCIENTIFIC COMPUTING**



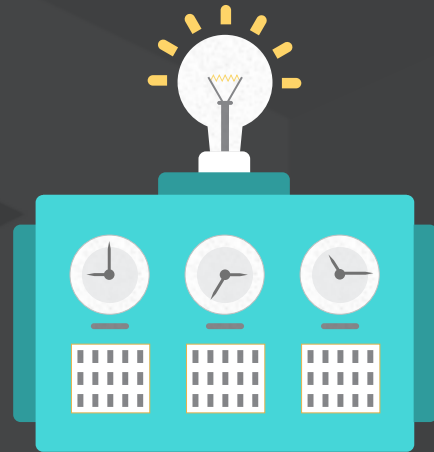
**HIGH ASSURANCE COMPLETION**



# “TECH OVERVIEW”

# “ NETWORK SHARDING ”

DIVIDE AND CONQUER IN PARALLEL



## DIVIDE

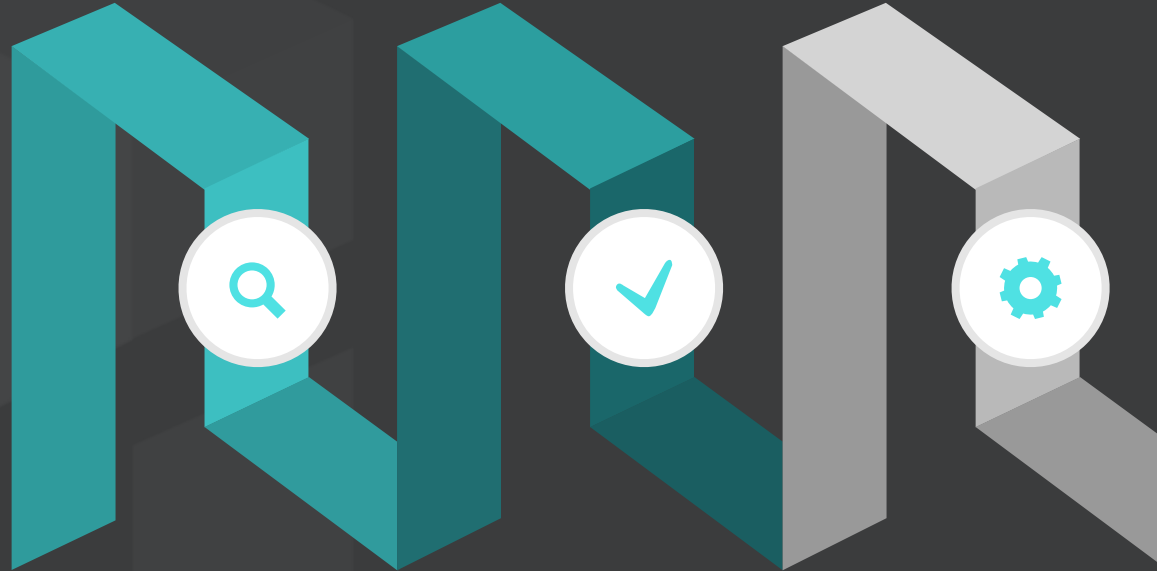
NETWORK DIVIDED INTO GROUPS, CALLED **SHARDS**  
EACH SHARD RUNNING CONSENSUS PROTOCOL

## CONQUER

A DEDICATED GROUP COMBINES OUTPUTS FROM  
EACH SHARD AND REACHES CONSENSUS ON IT.

# “ SAFE & EFFICIENT CONSENSUS ”

## KEY INGREDIENTS



### 01 PRACTICAL BYZANTINE FAULT TOLERANCE

Immediate finality of blocks  
High message complexity

### 02 COLLECTIVE SIGNING

Highly efficient signature scheme for multiple parties  
Same signature size for 1 or N parties

### 03 ZILLIQA'S CONSENSUS PROTOCOL

PBFT + Collective Signing  
with Security & performance enhancements

# “ SHARDING-FRIENDLY SMART CONTRACTS ”



NON-TURING  
COMPLETE  
SHARDING-  
FRIENDLY SMART  
CONTRACTS



WORK WITH  
COMPUTATIONAL  
SHARDING FOR  
BUDGETED  
SECURITY



MORE AMENABLE  
TO VERIFICATION  
OF CORRECTNESS  
AND SECURITY



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# “ PROFITABLE MINING & LOW-COST USAGE ”



**HIGHER ENERGY  
EFFICIENCY**

**PoW only used for sybil  
defence; not consensus**



**LOWER TX FEE**

**Users no longer need to  
compete for the few Tx/s**



**EACH SHARD  
WILL BE  
AWARDED**

**More even payout  
with lower variance**

“**NEXT** STEPS”

“

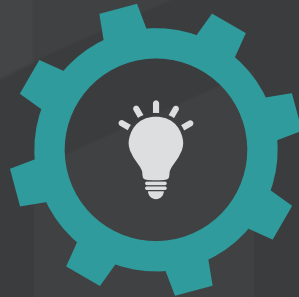
# WHERE ARE WE NOW?

WORKING PROTOTYPE TESTED ON AWS EC2

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**1,389 TX/S  
FOR 2,400  
NODES**



**MORE  
FEATURES  
UNDERWAY**

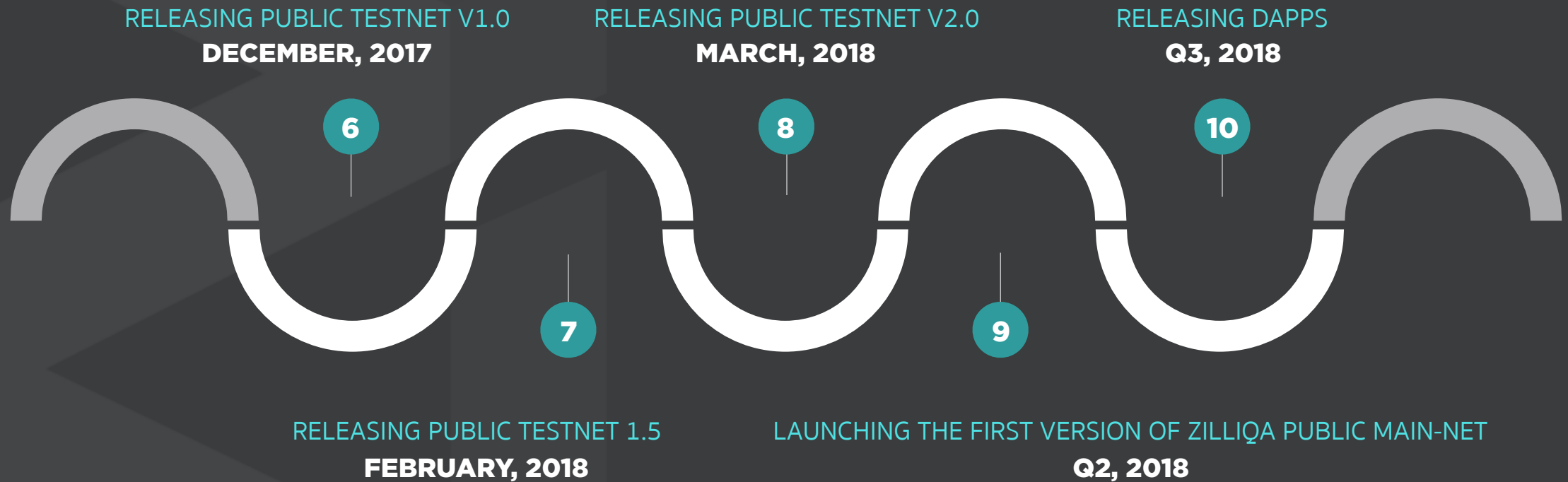


**INTENSIVE  
TESTING &  
OPTIMISATION**



**SMART  
CONTRACT  
SPECS UNDER  
DEVELOPMENT**

# “ NEAR TERM ROADMAP ”





**CONTINUAL RESEARCH &  
DEVELOPMENT**

**EXPLORE WAYS TO SUPPORT  
DAPPS FROM OTHER CHAINS**

**RESEARCH COLLABORATION  
WITH COMMUNITIES**

# **“FUTURE PLANS”**



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**WE'RE NOW ON SLACK!**  
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