

About product information markets

- As you will discover in the next section, Mattereum has discovered a scalable business opportunity to build **product information markets** using the blockchain.
 - First for authenticity, **addressing \$2 trillion of consumer fraud**, and
 - in parallel, markets for ecological and social impact information.
 - Both on the same technology platform, for the same assets.
- **This is how we start integrating the databases to build a Lean Green world.**



Blockchain? Ugh.

Yes, we know, hear me out...

- If you want to use computers, you've got two choices:
 - FAANGBAT companies run everything, or
 - Do it on a blockchain.
- So if you want the global environmental management system run by a single corporation, go right ahead.
 - But, actually, the world's governments will insist on local data sovereignty, so we aren't running all of this from California.
- **It has to be a blockchain.**
 - **Vitalik does good work.**

