Cryptocurrency and Blockchain for eCommerce & Retail
Meet the Speaker

Mark Wald

Mark is an innovative problem solver who values simplicity, efficiency, and collaboration between people and organizations.

He understands that every business has unique opportunities and challenges and he’s passionate about helping others succeed through the application of the best fit tools, services, and processes.

Mark owns and operates Supporting Strategies | Los Angeles, a business providing finance and accounting resources and leadership to hundreds of growing startups and small businesses.
WHAT IS A CRYPTOCURRENCY WALLET?

A SIMPLE EXPLANATION

<table>
<thead>
<tr>
<th>Transactions</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mary → John</td>
<td>10.000</td>
</tr>
<tr>
<td>John → Lisa</td>
<td>0.345</td>
</tr>
<tr>
<td>Sandra → David</td>
<td>18.4332</td>
</tr>
<tr>
<td>Lisa → Sandra</td>
<td>7.156</td>
</tr>
<tr>
<td>David → Mary</td>
<td>12.3402</td>
</tr>
<tr>
<td>Brian → Lisa</td>
<td>3.029381</td>
</tr>
<tr>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>
BITCOIN TRANSACTION REQUEST MESSAGE

“David sends 5 BTC to Sandra”

David ➔ Sandra 5 BTC

Each node receives the transaction request message, updates its own copy of the ledger and passes on the message to the nearby nodes.
How a blockchain works

1. A wants to send money to B
2. The transaction is represented online as a ‘block’
3. The block is broadcast to every party in the network
4. Those in the network approve the transaction is valid
5. The block then can be added to the chain, which provides an indelible and transparent record of transactions
6. The money moves from A to B
A SMART CONTRACT

Small computer programs can execute **complex contracts**. Specific actions can be verified by third parties, and then **trigger** other events. All this gets recorded on the secure blockchain, and can **never be altered** after the fact.

1. Workers scan IDs, which are **verified** by a government database. Work begins.
2. Finished products **automatically** summon delivery trucks.
3. When the driver scans a box, it **triggers a payment** from video-game company to factory.
Example Use Case: **Supply Chain**

- **Packaging with environmental sensor (temperature, humidity, etc.):**
- **Capturing anomalies by the sensors:**
- **Smart Contract sets contractual obligations between all parties involved:**
- **Delivery with Smart Contract validation with time and costs savings.**
References and Further Reading

• What is Cryptocurrency and How Does it Work?
  • [https://www.supportingstrategies.com/blog/what-is-cryptocurrency-and-how-does-it-work](https://www.supportingstrategies.com/blog/what-is-cryptocurrency-and-how-does-it-work)

• How Does Blockchain Work?
  • [https://onezero.medium.com/how-does-the-blockchain-work-98c8cd01d2ae](https://onezero.medium.com/how-does-the-blockchain-work-98c8cd01d2ae)

• What is a Blockchain?
  • [https://www.ledger.com/academy/blockchain/what-is-blockchain/](https://www.ledger.com/academy/blockchain/what-is-blockchain/)

• What is Bitcoin worth?
  • [https://coinmarketcap.com/currencies/bitcoin/](https://coinmarketcap.com/currencies/bitcoin/)

• Live view of Bitcoin Block Explorer
  • [https://www.blockchain.com/explorer](https://www.blockchain.com/explorer)

• Who accepts Bitcoin as Payment?

• How to Accept Bitcoin as Payment?
  • [https://www.newsbtc.com/accepting-bitcoin/](https://www.newsbtc.com/accepting-bitcoin/)

• Blockchains as a Supply Chain Solution
  • [https://resolvesp.com/blockchains-supply-chains/](https://resolvesp.com/blockchains-supply-chains/)
Hear what our clients are saying!

https://www.supportingstrategies.com/success-stories
https://www.supportingstrategies.com/bookkeeping-services-client-testimonials
EV CONNECT
APPLYING FORWARD-THINKING SERVICES TO SUPPORT THE GROWTH OF A RAPIDLY-SCALING TECHNOLOGY AND LOGISTICS BUSINESS

MEALS ON WHEELS WEST
HELPING A NONPROFIT FOCUS ON DOING THE GOOD WORK AT THE HEART OF ITS MISSION

AUTEX ACOUSTICS
SUPPORTING STRATEGIES HAS HELPED AN OVERSEAS COMPANY NAVIGATE UNFAMILIAR TERRITORY IN ESTABLISHING A U.S. SUBSIDIARY

WESTWIND RECOVERY RESIDENCES
STREAMLINING PROCESSES TO HELP SAVE TIME, MONEY AND HEADACHES

For a company based in Auckland, New Zealand, the logistics of opening a new office in California — 6,500 miles across the Pacific Ocean — would be difficult enough. Add the complexity of U.S. regulatory filings and tax codes, and the challenge could become overwhelming. But Autex Acoustics enlisted Supporting Strategies from the start to quickly get them up to speed and keep them in compliance.

Client Profile
Autex Acoustics uses textiles and advanced, environmentally-friendly fiber technology to manufacture ceiling tiles, panels and flooring for applications ranging from private residences to police interview rooms. Recognizing the many untapped markets for their products, the New Zealand company recently set out to expand internationally.

The reality is that Supporting Strategies has been our partner the whole time, holding our hand.
Phil Goodin, Autex Acoustics General Manager in North America

Westwind Recovery Residences aims to create a living experience that not only keeps guests clean and sober, but also offers them rewarding communal living as part of a larger family of thriving individuals. Founded in 2014, Westwind operates nine sober living residences in Los Angeles. The owners are also part of a group that launched Next Recovery, which operates five additional Los Angeles-area sober living homes, in 2016.

Speaking in the past, it needed to be leaders engaged.

Before Supporting Strategies, I was handling tasks like invoicing residents and printing checks each week. Supporting Strategies has taken those things off my hands, which has enabled me to focus on growing our businesses.
Jesse Wells, Co-Owner and Executive Coordinator at Westwind
Lia

“Supporting Strategies will forever be part of our story and journey from an idea to an efficacious, world-changing product. You provide an amazing foundation with incredibly patient people to deal with me and our growing pains. I’ve learned so much from the Supporting Strategies team and it’s been an honor working with them. I’m sincerely grateful for your flexibility, commitment and genuine interest in taking us on.”

Bethany Edwards, Co-Founder & CEO of Lia Diagnostics

Timbuktu

“Supporting Strategies is a fantastic partner. They understand a startup’s needs and they’re able to assist you every step of the way in all financial matters. They are lean, reliable, and easy to work with. Most importantly, they help you think strategically about your business decisions and always point you in the right direction. After struggling many years with different solutions, we finally found a true partner. Highly recommended!”

Elena Favilli, Co-Founder & CEO of Timbuktu Labs

FitLogic

“Supporting Strategies has played an important role in getting our business going. We use them for several financial purposes including reconciliations, royalties, tax filing, accounts receivable and accounts payable. They have useful tools and have always been willing to work with our needs. They provide beneficial guidance to us as a new company with close attention to important details. We have a great relationship with Mark, Marja and Michael and we are so grateful to have them as a part of our team!”

Cricket Lee, CEO/Owner of Fitlogic

Genesis

“We have sincerely appreciated working with Supporting Strategies | Santa Monica. Your entire team has been wonderful, capable, responsible and efficient. We have been very happy with the services you have provided and are grateful for everything you have done to get our business’ ship sailing.”

Jennifer Wilde Anderson, COO of Wavemaker Genesis

SnapMD

“We have been very happy with the services that Supporting Strategies has provided over the past 5 years and would be very happy to be a reference to other businesses considering hiring you for services in the future.”

George Tierney, COO / EVP Product Development & Marketing of SnapMD

Finesse

“As an entrepreneur navigating a constantly changing business and financial landscape, it’s been comforting to know Supporting Strategies is always ready to handle the next challenge. I have been very pleased with the services and support they deliver and look forward to working with them throughout my career. Whenever I come across a business professional looking for bookkeeping services or operational support, I don’t hesitate to recommend Supporting Strategies.”

Josh Dubin, CEO & Co-Founder of Finesse

Fitlogic

“My team at Supporting Strategies absolutely helped! All the work that Supporting Strategies did for us helped us secure a very large business capital loan this year. Without our financials being in order, I don’t think we could have accomplished this. Thank you!”

Annie Kamiya, Owner of Curtis Kamiya Music, LLC
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- Bookkeeping & operational support
- Accounting & finance leadership
- Complex financial modeling
- CFO level strategy

www.SupportingStrategies.com/LA