
The Art and Science of White Papers

Natalia Nowakowska

@copynat

About Copynat

Master of Pharma - 5,5y

University Researcher - 6,5y
(Oncology and Big Data)

Freelance Copywriter / ZZP - 4y

Copywriting for Blockchain and
Fintech since Sept 2017 - 1,5y



Natalia Nowakowska
Crypto Copywriter



What is a White Paper?

1938-39 (Cmd. 6019) Statement with regard to British policy in Palestine (Policy in Palestine)



597

PALESTINE Statement of Policy

Presented by the Secretary of State for the Colonies to Parliament
by Command of His Majesty
May, 1939

LONDON
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Cmd. 6019

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BITCOIN A PEER-TO-PEER ELECTRONIC CASH SYSTEM

Abstract. A purely peer-to-peer version of electronic cash would allow online payments to be sent directly from one party to another without going through a financial institution. Digital signatures provide part of the solution, but the main benefits are lost if a trusted third party is still required to prevent double-spending.

We propose a solution to the double-spending problem using a peer-to-peer network. The network timestamps transactions by hashing them into an ongoing chain of hash-based proof-of-work, forming a record that cannot be altered without redoing the proof-of-work. The longest chain not only serves as proof of the sequence of events witnessed, but proof that it came from the largest pool of CPU power. As long as a majority of CPU power is controlled by users that are not cooperating to attack the network, this algorithm guarantees the longest chain will always win, making the network inherently secure. Although not provable as a true digital cash, and users can leave and rejoin the network as well, accepting the longest proof-of-work chain as proof of what happened while they were gone.

1. Introduction

2. Motivation

3. Terminology

4. Proof of Work

5. Consensus

6. Peer-to-Peer Network

7. Security

8. Conclusion

9. Appendix

10. Acknowledgements

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Gobierno Bolivariano de Venezuela

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HACIA LA REVOLUCIÓN DIGITAL ECONÓMICA

What is a White Paper?

Exec summary

Content

Proof

Information

Technology

Problem

Structure

Report

Text

Tokenomics

Solution

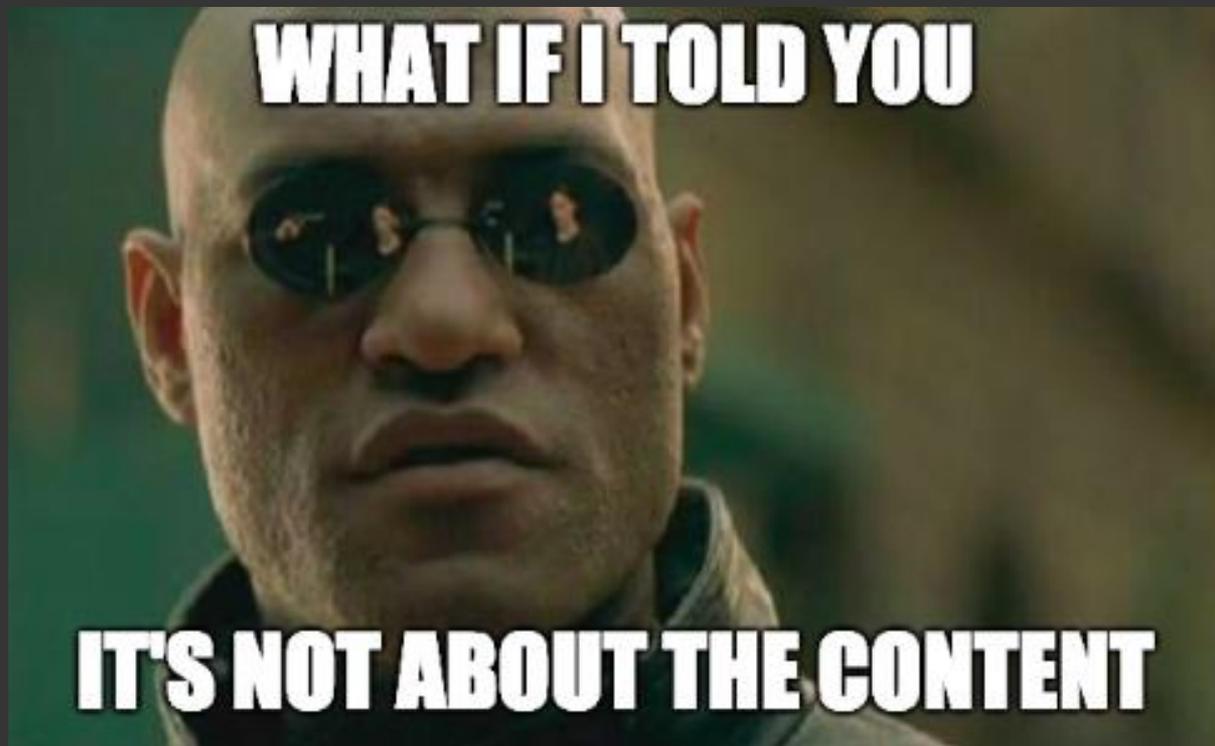
Description

Explanation

Ideas

Governance

USP



What is a White Paper?

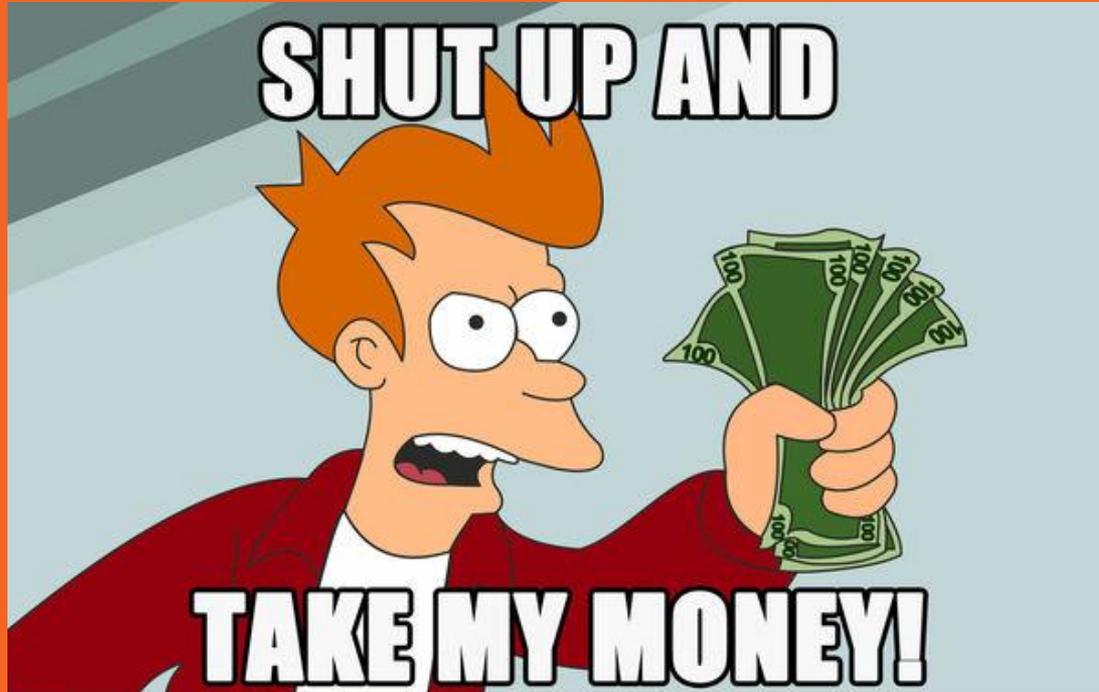
White paper

From Wikipedia, the free encyclopedia

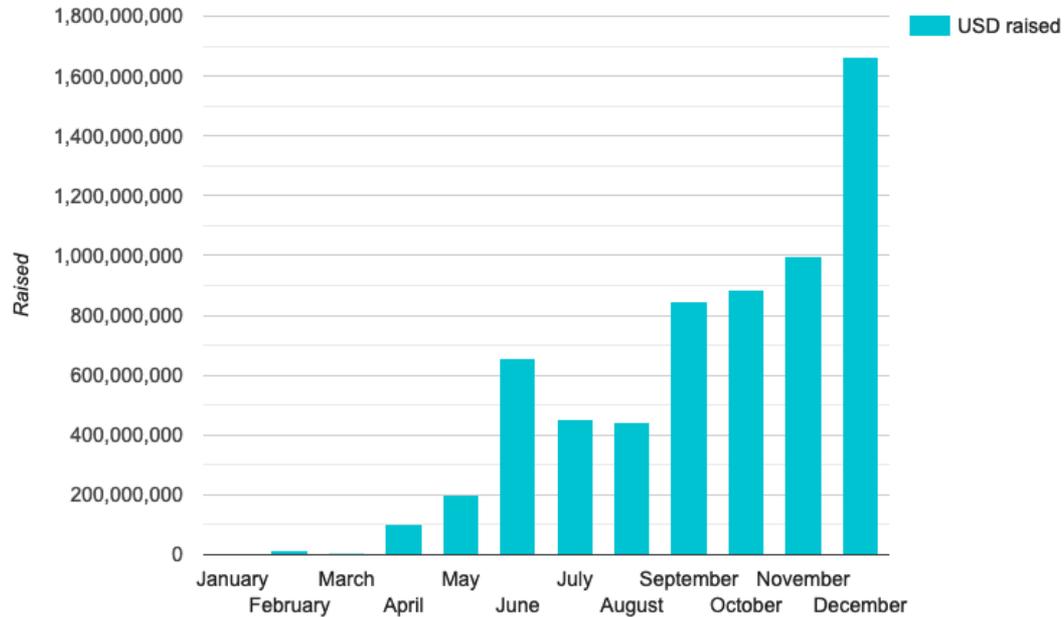
For other uses, see [White paper \(disambiguation\)](#).

A **white paper** is an authoritative report or guide that informs readers concisely about a complex issue and presents the issuing body's [philosophy](#) on the matter. It is meant to help readers understand an issue, solve a problem, or make a decision.

Make a Decision!



2017 ICOs



Crowdfunding White Paper



—

Is ICO marketing evil?

Is ANY marketing evil?



Startups/ICOs

Fun Project

Real Team

Intentions

Alt Financing

Democratization of Investment

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Enterprise/Corpo

Private Investors

Own Capital

Field Expertise

Interesting Product

Working Business Model

—

Psychology of Influence and Decision Making

How do we make decisions?



Brain Consensus



—

**We manufacture our
storyline after the fact.**

—
"Claude Hopkins' book, *Scientific Advertising*,
changed the course of my life." —David Ogilvy, the Father of Advertising

SCIENTIFIC ADVERTISING

Over eight
million sold!

First Edition

Claude C. Hopkins

Scientific Advertising (1923)

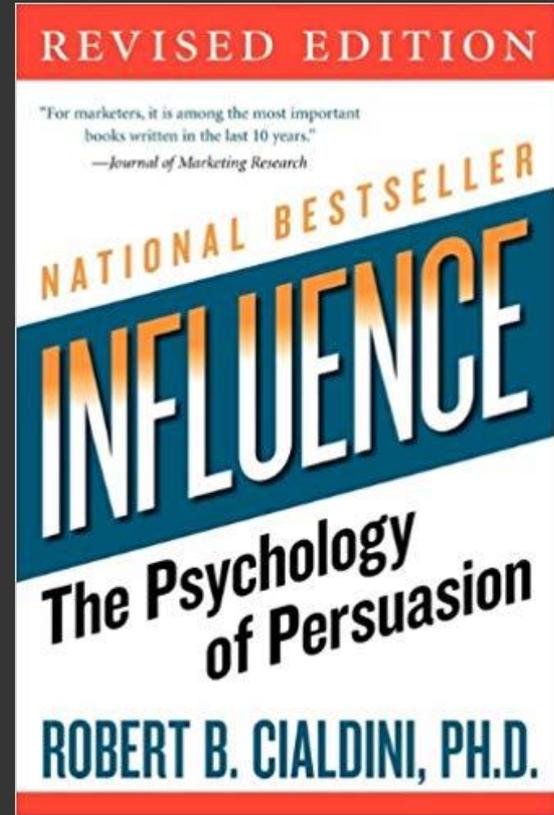
Claude Hopkins

—

Psychology of Influence (1984)

Robert Cialdini

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Psychology of Influence



Reciprocity



Scarcity



Authority



Consistency



Liking



Consensus

7. Be Genuine



Reciprocity



Scarcity



Authority



Consistency



Liking



Consensus

—

Decisions require emotions.

Antonio Damasio



Emotional Connection

Emotional Connection

Design

Storytelling

Features vs Benefits

Only YES (no NOs)

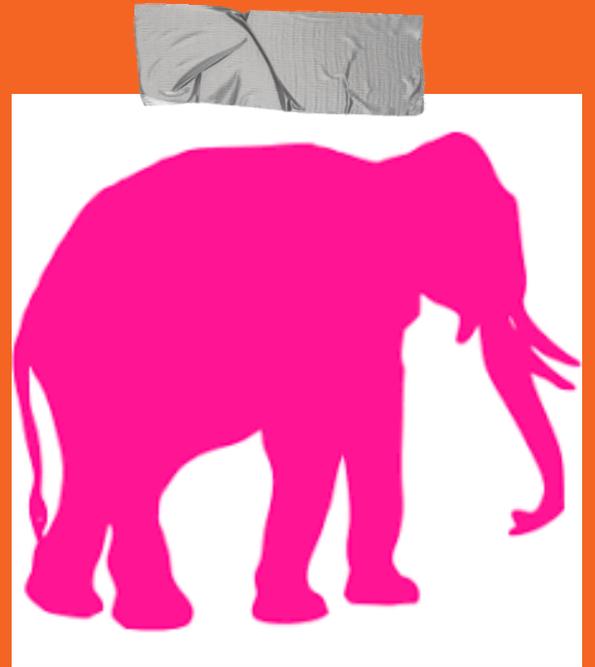
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—

Don't think about a pink elephant!

—

Don't think about a pink elephant!



Goals of your WPs

Explain Your Concept

Intellectual

Inspire Readers

Emotional

Gain Trust

Emotional

Influence Decisions

Emotional

Key takeaways

Emotion over content.

— Key takeaways

Emotion over content.

Be Genuine!

Thank you

Jana & Luuk from Blockchain Talks

Henk, Hans, & Bert from BlockDam

Eleonore Blanc from CryptoCanal

Justin Bons from Cyber Capital

Russ Avery from Happy Orangutan

—
Contact

@copynat

contact@copynat.io

@copynat



Natalia Nowakowska
Crypto Copywriter

