

# Executive Summary

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## What Does Oregon Blockchain Group Do?

We are a multifaceted group that reaches across industries of emergent technology in the following ways: We consult for emergent technology blockchain and artificial intelligence firms, We facilitate a venture capital style digital asset fund with our partner Collab Currency, We work with firms like Ripple to promote great technology, We collaborate with other university blockchain groups on academic research regarding blockchain and artificial intelligence, and we teach educational courses on blockchain.

## Why Oregon Blockchain Group?

"Consider not WHAT we do, but WHY we do it. What is our CAUSE what is our PURPOSE what do we BELIEVE. WE BELIEVE in verifiability, freedom, and censorship resistance. We believe that a technology that strengthens these is one worth being involved with. We believe that there are far reaching opportunities for how society can benefit from blockchains" (Jordan Brewer, Director of Fund). Oregon Blockchain Group took critical steps towards achieving Oregon Blockchain Group's triple mandate to provide education to all students interested in blockchain, to offer all students opportunities in Web 3.0, and to strengthen our relationship with partners.

## How Did Oregon Blockchain Group Execute?

Last term we successfully executed on Salvo Part 1, where as a team we committed to take aggressive action to improve social media, on campus events, Dorm DAO, consulting, node operations, and education. For Salvo Part 2 we planned to take action with a multifaceted approach to further deliver on our triple mandate.

The overarching objective of Fall Term 2023 was to promote the great work the members of Oregon Blockchain Group do, intrinsically at the University of Oregon and extrinsically across major blockchain firms.

Salvo,  
Robert Burkhart | OBG President



# Social Media



Social Media is the most important role for OBG as it is up to Maria Prestidge to tell the story of the group. Not including the last week of each term in calculations for engagement, Maria Prestidge drove her team to grow widely across multiple social media platforms:

**Spring Term 2023:**  
 Twitter Impressions: 25,000  
 Instagram: 1,000  
 Linked In: 500  
 Medium: 1000  
 Total \_\_\_\_\_  
 28,100

**Fall Term 2023:**  
 Twitter Impressions: 10,000  
 Instagram: 18,000  
 Linked In: 7000  
 Medium: 307  
 Total \_\_\_\_\_  
**35,307**

Director of Communications Maria Prestidge grew **our social media presence 26% term over term** by continuing posting weekly meeting overviews, as well as, creating new content such as "fact or fiction", alumni spotlights, university spaces, and pitch report recaps (pictured above).



The accomplishments of Maria Prestidge and her team were paramount to promoting Oregon Blockchain Group intrinsically at University of Oregon and extrinsically in the digital asset industry.

# Digital Asset Fund

Director of Asset Management Jordan Brewer is an exceptional leader and tenacious go-getter. Oregon Blockchain Group aimed to produce the greatest quality and quantity of pitches of all the universities in Dorm DAO, and under Jordan Brewer's leadership, we did exactly that. The digital asset team produced 77 pages of fundamental analysis and 130 slides on 7 digital assets. A huge KPI that indicates the level of success we've achieved is that each pitch and report caught the attention of the teams working on the pitched digital asset. We are supremely confident with our goal to outperform our benchmark ETH by 15% YoY.



As the first university that beta tested [Dorm DAO](#), Collab Currency's venture capital initiative with universities, we will continue to push the envelope on fund performance, digital asset evaluation models, and work efforts to be the best.

	Fundamental Report	Pitch Deck
Pendle Finance	<a href="#">Link</a>	<a href="#">Link</a>
Canto	<a href="#">Link</a>	<a href="#">Link</a>
GFAL	<a href="#">Link</a>	<a href="#">Link</a>
Ethlas	<a href="#">Link</a>	<a href="#">Link</a>
Maple Finance	<a href="#">Link</a>	<a href="#">Link</a>
Oraichain	<a href="#">Link</a>	<a href="#">Link</a>
Lybra Finance	<a href="#">Link</a>	<a href="#">Link</a>

Dorm DAO Fund Report Fall Term 2023: [Link](#)

Jordan Brewer's effort has clearly provided opportunities for members to get involved with every company we pitched while teaching members how to evaluate digital assets.

# Operations

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Director of Operations Austin Mello is the backbone of Oregon Blockchain Group. With his continued support and dedication, Oregon Blockchain Group is a standout organization nationwide. Austin delivered and organized our OBG social, Ripple XRPL Ledger summit, daily operations of the group, and our New York trip to meet digital asset firms like a16z, Collab Currency, Ripple, and more.

While accomplishing these tasks, Austin functioned as our treasurer, keeping meticulous note of the financial state of Oregon Blockchain Group.



Austin Mello supported the Oregon Blockchain group in enhancing its ties with Ripple, with whom we have engaged in collaboration and continuously strive to broaden our initiatives. Austin Mello has also been key in expanding our network with new partners, such as Collab Currency, to deliver on our objective to provide members opportunities in Web 3.0.

# Technology

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Director of Technology Dhru Patel focused on finishing a research paper about the intersection between blockchain and artificial intelligence. Dhru Patel also produced a clear negotiation strategy document for Oregon Blockchain Group Consulting. Both of these accomplishments will help students in the future develop academic research and consult for companies we work with.



# Education

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Director of Education Owen Beedle taught our 11 new members the basics of blockchain and administered our first test to evaluate whether the topics were sticking. The average of all the students was 80% which is a huge testament to Owen Beedles ability to distill complex information simply. Every student said they thought it would be beneficial to extend the program to a 7 week one and we received no attrition from education to general OBG meetings.



# Consulting

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Director of Business Development Brian Gilmore and Co-Director of Business Development Arya Krishnagiri delivered a Co-To-Market strategy for our client Hook Protocol. Brian Gilmore and Arya Krishnagiri skillfully led a team of 5 to create marketing personas, search engine optimization research, competitive market analysis, and content strategies for Hook Protocols new Odyssey version.



Consulting Deliverables For Hook Protocol

[Product Testing](#)

[Go-To-Market Strategy](#)

With Brian Gilmore's leadership members of Oregon Blockchain group learned about decentralized finance, and gained valuable insight on how to work alongside clients.

# What Will OBG Do Next?

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With our objective to provide value to members and firms we are preparing for a trip to New York to do site visits with digital asset firms such as Coinbase, Collab Currency, Andreessen Horowitz, Ripple, and more. We know that our members have valuable skills and experiences that companies want so we are happy to provide value to both firms and members with this initiative.

Oregon Blockchain Group will continue to pitch digital assets that have high alpha and little market visibility to Dorm DAO so we may continue to be the top university in the Dorm DAO collective.

Oregon Blockchain Group will expand its consulting expertise into artificial intelligence consulting to cement ourselves as experts on emergent technology.

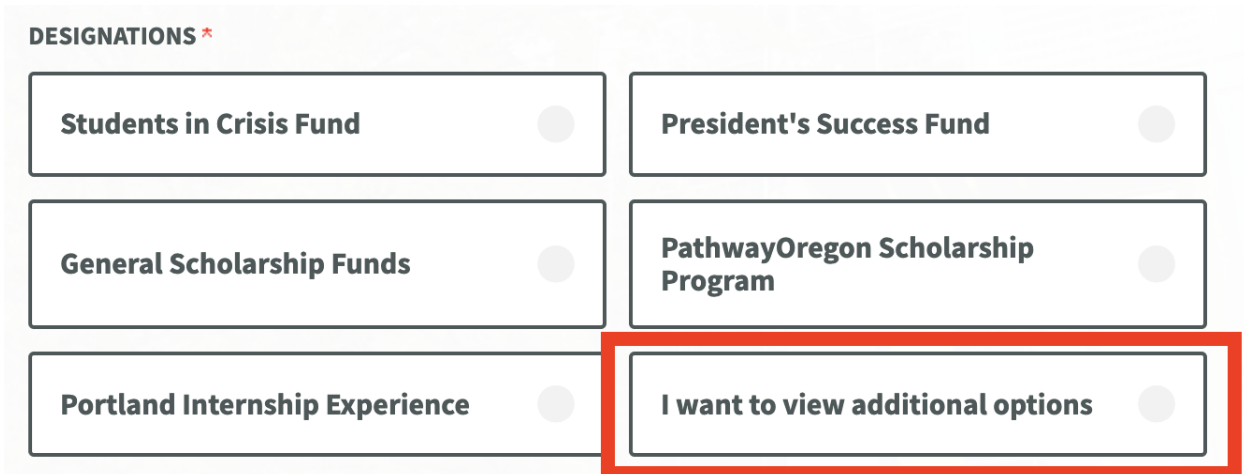
Oregon Blockchain Group will work closely with the University of Oregon to expand our academic research division. All of this is a sliver of what's to come.



If you are interested in donating to fund OBGs efforts directions are below

## Donation Directions

- 1) Head to [Link](#)
- 2) Click "Give Now" button
- 3) Click "I want to view additional"



DESIGNATIONS \*

Students in Crisis Fund <input type="radio"/>	President's Success Fund <input type="radio"/>
General Scholarship Funds <input type="radio"/>	PathwayOregon Scholarship Program <input type="radio"/>
Portland Internship Experience <input type="radio"/>	<b>I want to view additional options</b> <input type="radio"/>

- 4) Scroll down and choose other
- 5) Enter dollar amount
- 6) Specify location in box with:
  - a) "8163 OR Blockchain LCB for Entrepreneurship"
- 7) Complete Form