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How to Read Whitepapers

Practical tips for journalistic due diligence

What is a Whitepaper?

Blockchain projects use whitepapers to **inform the reader** about the reason for their existence.

What is a Whitepaper?



Telegram Open Network (TON)

Because taking cryptocurrencies mainstream in 2018 would not be possible using the existing blockchain platforms,* Telegram co-founder Dr. Nikolai Durov set out to find a novel solution to meet the speed and scalability required for mass adoption. His research resulted in the design for the Telegram Open Network — a fast and secure blockchain and network project.



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What is a Whitepaper?

Usually 30-80 pages long...

A blockchain version of a business plan.

What is a Whitepaper?

Presents the **real world problem**

Outlines its **proposed solution**

Explains the technology

Describes the **platform / processes** that execute the solution

Illustrates **applications** (use cases) of the solution

Introduces the **team**

Makes available other **resources**

The whitepaper's role is to tone the technical explanations down for **the average person.**

There are 2 million startups every year...

Is it worth the media **coverage**?

...or your **time**?

Does it deserve your **trust**?

Practical tips for journalists

Tip #1: What is the problem being solved?

Is company **creating something new**? Or just building on an **existing technology**?










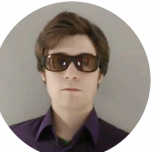









Warning signs:

If possible, read code to **compare** with other existing technology. What are the flaws it is **solving with their code/technology**?

Tip #2: Skip to the end before you start

Who is **leading the team**?

Who else is **contributing**?

<p>Ilya Nikiforov Co-founder Businessman with 14 years experience in wholesale and retail trade and e-commerce</p> <p>in </p>			<p>Dmitry Gordovich Co-founder Co-founder, banker with 15 years' experience in investment management</p> <p>in</p>		
<p>Arseniy Seroka VP of Engineering Former Cardano core developer Expert in the field of functional programming and global network development. Has a masters degree from ITMO, the information technologies university. Current head of several international projects.</p> <p>in </p>			<p>Jonn Mostovoy CTO Former Cardano core developer Has a decade of experience in industrial programming with a specific interest in mathematics and social science. Blockchain and cryptocurrency expert.</p> <p></p>		
					
<p>Mikhail Volkhov Backend developer Former Cardano core developer Second largest contributor to Cardano-SL Serokell core developer</p> <p></p>	<p>Dmitry Mukhutdinov Team Lead Former Cardano core developer Serokell core developer</p> <p></p>	<p>Kostya Ivanov Backend developer Former Cardano core developer Serokell core developer</p> <p></p>	<p>Joakim Goldkuhl Backend developer Serokell core developer</p> <p></p>	<p>John Burnham Backend developer Serokell core developer</p> <p></p>	<p>Kirill Andreev Backend developer Serokell core developer</p> <p></p>

Investigative Reporting 101

Who is on the team?

What is their **experience**?

Who **vouches** for them?

Has anyone done a **background check**?

Can you confirm their **affiliation with the project**?

Are they **advisors** in name only? Are they active or passive?

Tip #3: Don't be intimidated

Don't get confused by the **buzzwords and technical jargon** used in the whitepaper...

The purpose of whitepaper is to use simple, clear, and concise words **explain technical issues to an average audience.**

Tip #4: MVP

NOT Most Valuable Player... but the

Minimum Viable Product

The test version of a blockchain product is often called a **testnet**.

When journalists assess a project to report on, at least find out if project has a **testnet**, or a demo that demonstrates the capabilities of the product.

TIP #5: It's not you...

Be careful with whitepapers that don't do a good job...it might mean those projects:

are bad at communicating their business...

inexperienced...

lack business skill... or

have a broken business model

final takeaways

How Blockchain is Covered Today

Blockchain-related “news” sources are fueled by speculation, hype, and **disingenuous** pay-to-play models.

Major media coverage (most not all) on blockchain is focused on the **short-term**; and without resources required, journalism can be **superficial**.

Forkast.News aims to be a resource to every journalist.

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