

▽ SUPPORTING strategies

**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

LEDGER

Transactions	Value
Mary → John	10.000
John → Lisa	0.345
Sandra → David	18.4332
Lisa → Sandra	7.156
David → Mary	12.3402
Brian → Lisa	3.029381
...	...

BITCOIN TRANSACTION REQUEST MESSAGE

"David sends 5 BTC to Sandra"

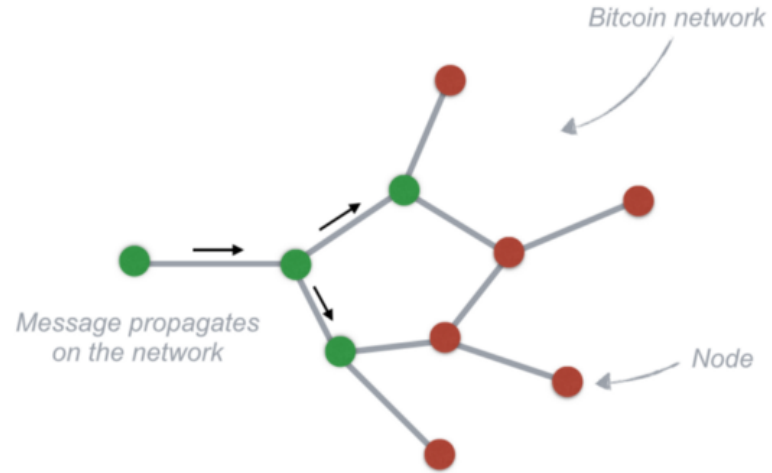
David → Sandra 5 BTC

LEDGER ●

Account owner	Value
Mary	4
John	56
Sandra	83
Lisa	16
David	187
Brian	23

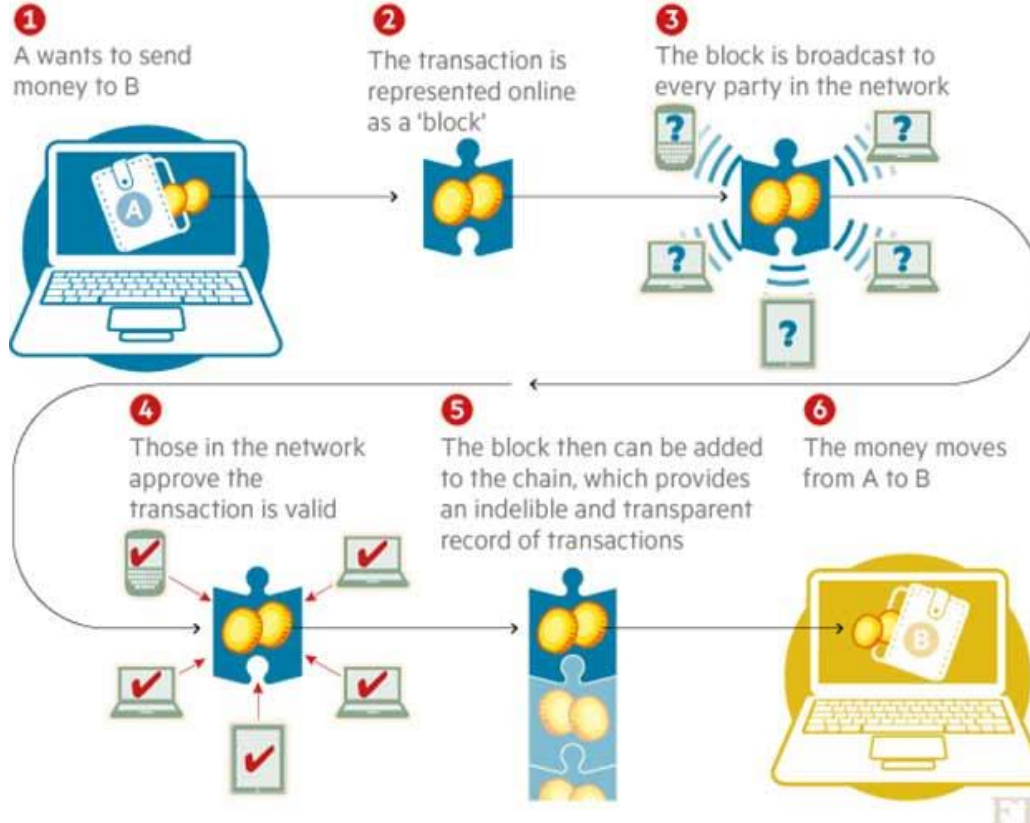
LEDGER ●

Account owner	Value
Mary	4
John	56
Sandra	88
Lisa	16
David	182
Brian	23



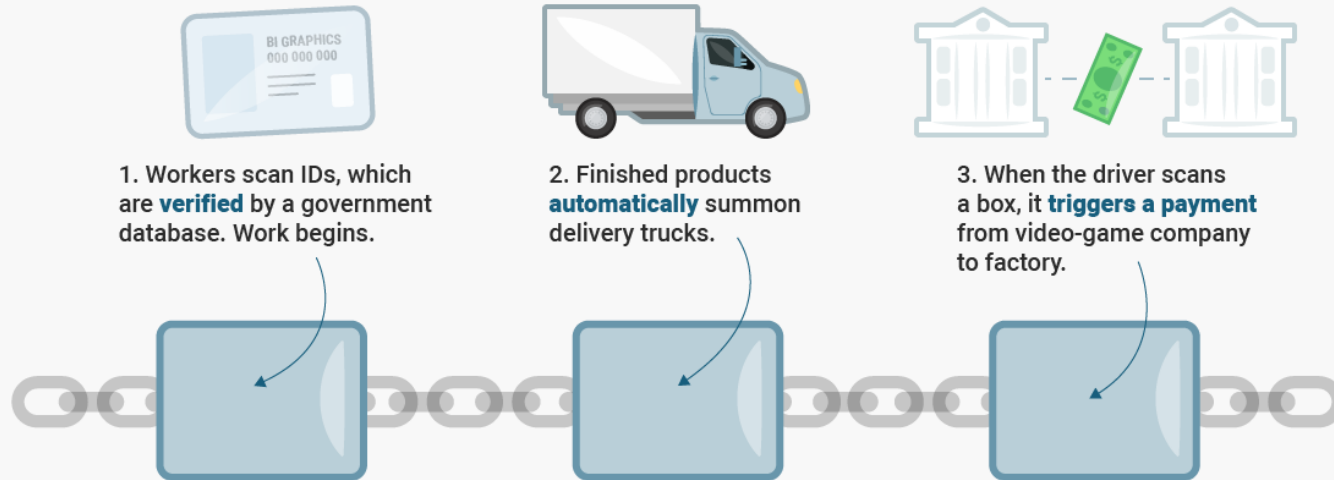
Each *node* receives the transaction request message,
updates its own copy of the *ledger*
and passes on the message to the nearby *nodes*.

How a blockchain works



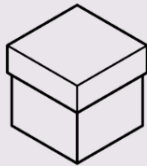
A SMART CONTRACT

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.



Example Use Case: Supply Chain

Packaging with
environmental sensor
(temperature, humidity, etc.)



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>
- How Does Blockchain Work?
 - <https://onezero.medium.com/how-does-the-blockchain-work-98c8cd01d2ae>
- What is a Blockchain?
 - <https://www.ledger.com/academy/blockchain/what-is-blockchain/>
- What is Bitcoin worth?
 - <https://coinmarketcap.com/currencies/bitcoin/>
- Live view of Bitcoin Block Explorer
 - <https://www.blockchain.com/explorer>
- Who accepts Bitcoin as Payment?
 - <https://99bitcoins.com/bitcoin/who-accepts/>
- How to Accept Bitcoin as Payment?
 - <https://www.newsbtc.com/accepting-bitcoin/>
- Blockchains as a Supply Chain Solution
 - <https://resolvesp.com/blockchains-supply-chains/>

A background image showing four business professionals in an office setting. A woman with blonde hair is smiling and looking towards a man in a white shirt and blue tie. Another woman with dark hair and glasses is looking down at a tablet. A man with dark hair is partially visible on the left. They are all in a modern office with green chairs and large windows.

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

Founded in California in 2009, EV Connect has

A Plug-in Solution

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AUTEX ACOUSTICS

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

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.

America as the big whale that had a lot of opportunity," says Phil Goodin, the company's General Manager in North America.

“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

Capitalizing on that opportunity would require the assistance of local contacts with expertise in everything from inventory management to international credit card sales. Autex Acoustics found a solution with Supporting Strategies at the center.

Hitting the Ground Running

Autex Acoustics CFO Marcel van Vliet was on a tight

MEALS ON WHEELS WEST

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

Meals On Wheels West (MOWW) was looking for

the Los Angeles Venture Association, a Supporting

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WESTWIND RECOVERY RESIDENCES

STREAMLINING PROCESSES TO HELP SAVE TIME, MONEY AND HEADACHES

By taking over day-to-day bookkeeping for Westwind Recovery Residences, Supporting Strategies has enabled ownership to concentrate on business growth.

Client Profile

[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.

with Westwind in January 2016. The first priority was to set up systems and processes to help the

“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.”

Justin Wells, Co-Owner and Intake 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



“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



“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



“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



“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