

Creating whitepaper and promotion

Whitepaper



Landing page



You'll receive:

- ✓ Comment from leading experts providing insight into academic and industrial uses
- ✓ Analysis from leading technology writers on the viability of such projects
- ✓ Statistics and trends about the two technologies
- ✓ Current case studies focused on companies actually using the technologies

Download the FREE ebook

First Name *

Email Address *

Job Title *

Company *

Sector *

Select one

By downloading this ebook you agree to receive marketing communications from Binary District via email

[DOWNLOAD EBOOK NOW](#)

Microcontent planning document and content calendar

Outline ×

Microcontent

Twitter
AFTER PUBLICATION

Facebook
AFTER PUBLICATION

LinkedIn
AFTER PUBLICATION

Telegram
AFTER PUBLICATION

Twitter

BEFORE PUBLICATION

Blockchain and AI are the two most talked-about technologies of the past decade. What happens when they're combined?
#BDEbook coming soon.

15 Mar
"What's notable about #blockchain technology is that perhaps for the first time, it is a credible model of checks-and-balances by which Friendly AI could be realised." Read more from Melanie Swan, founder of the Institute for Blockchain Studies, in our upcoming #BDEbook
POSTED

19 Mar

Consumers use more AI than they realize

37% think they use AI-enabled technology
77% actually use an AI-powered service or device

Read the full whitepaper at binarydistrict.com

Business at the intersection of Machine Learning and Blockchain.
#BDEbook
POSTED

Date	Task	Responsible	Accountable	Assets	Brands	Channels	Ag	Status	Notes	Link to Content
4 Apr	Ebook	Aliza	Michael	microcontent doc	BD	twitter				
4 Apr	Ebook	Aliza	Michael	microcontent doc	BD	fb				
4 Apr	Ebook	Aliza	Michael	microcontent doc	BD	linkedin				
4 Apr	Ebook	Aliza	Michael	microcontent doc	BD	Telegram				
10 Apr	Ebook promotion	Aliza	Michael	microcontent doc	BD	twitter				https://www.dropbox.com/s/1234567890/microcontent.doc?dl=1
10 Apr	Ebook promotion	Aliza	Michael	microcontent doc	BD	fb				https://www.dropbox.com/s/1234567890/microcontent.doc?dl=1
10 Apr	Ebook promotion	Aliza	Michael	microcontent doc	BD	linkedin				https://www.dropbox.com/s/1234567890/microcontent.doc?dl=1

Popup on homepage

The screenshot shows a website homepage with a prominent popup. The popup is blue and white, featuring the Binary District logo and the text "FREE eBook" and "CAN MACHINE LEARNING AND BLOCKCHAIN INTERSECT?". Below this text is a "Download FREE eBook" button. The background of the website shows a navigation bar with "About us", "Speakers", "Events", and "Journal". Below the navigation bar is a section for "Upcoming events" with a date "21¹⁰" and time "6:00 PM". At the bottom of the page, there are two sections: "Join our community online" and "Subscribe for discounts and updates" with an email input field and a "Subscribe" button.

Microcontent published on social channels

Binary District
839 followers
1w

Business at the intersection of Machine Learning and Blockchain.
Have you subscribed for the Binary District eBook?



Enterprise adoption of AI is on the rise



Binary District
839 followers
3w • Edited

"Machine learning on the blockchain is an intellectually void marketing gag" - Moritz Hardt, University of California, Berkeley.
Cut through hype - subscribe for the Binary District e-book

Like Comment

Binary District

Binary District @BinaryDistrict · Mar 22

"What's notable about #blockchain tech is that perhaps for the first time, it is a credible model of checks-and-balances by which Friendly AI could be realised." Read more from Melanie Swan, founder of the Institute for Blockchain Studies, in our upcoming #BDEbook

2

Binary District

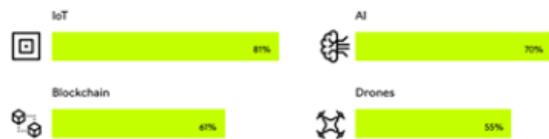
Binary District

Published by Michael Frearson [?] · March 28 at 11:37 AM ·

Business at the intersection of Machine Learning and Blockchain.
Have you subscribed for the Binary District eBook?



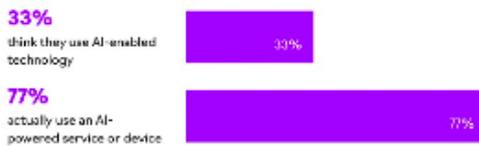
Which technologies are critical to at least some of your business?



Michael Frearson



Consumers use more AI than they realise



Source: <https://www.acoba.com/insights/15-steps-to-ai-2020-artificial-intelligence>

Business at the intersection of Machine Learning and Blockchain.
Have you subscribed for the Binary District eBook?

Binary District

Binary District

Published by James Ovenden [?] · March 11 at 10:49 AM ·

"Machine learning on the blockchain is an intellectually void marketing gag" - Moritz Hardt, University of California, Berkeley. Cut through hype - stay tuned for the latest upcoming Binary District e-book