

9T8 Podcast Notes from EP 22: Tech Industry & Job Security w/ Justin

B2B

Business-to-business (B2B), also called B-to-B, is a form of transaction between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer.

Business-to-business stands in contrast to business-to-consumer (B2C) and business-to-government (B2G) transactions.

B2C

The term business-to-consumer (B2C) refers to the process of selling products and services directly between a business and consumers who are the end-users of its products or services. Most companies that sell directly to consumers can be referred to as B2C companies.

Blockchain

Technology is most simply defined as a decentralized, distributed ledger that records the provenance of a digital asset. Blockchain is most simply defined as a decentralized, distributed ledger technology that records the provenance of a digital asset.

Digital Economy of Estonia

Despite its small population of just 1.3 million, Estonia is punching well above its weight on the global stage. It's an active member of the European Union and most international organizations and ranks very well by most global measurements when it comes to the business environment: first in the International Tax Competitive Index, third in the Index of Economic Freedom in the EU (ninth in the world), sixth in Trading Across Borders, 14th in Ease of Doing Business, and second in Internet Freedom. Indeed, were the internet to have a postal address, it would most likely be in Estonia. It has a reason to be proud of its highly developed telecommunications network. [Learn more.](#)

Marketing Funnel

Describes your customer's journey with you. From the initial stages when someone learns about your business, to the purchasing stage, marketing funnels map routes to conversion and beyond. By evaluating your funnels, you can potentially drive greater sales, more loyalty, and stronger brand awareness.

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Nanotechnology

Branch of technology that deals with dimensions and tolerances of less than 100 nanometers, especially the manipulation of individual atoms and molecules.

Pseudocode

Plain language description of the steps in an algorithm or another system. Pseudocode often uses structural conventions of a normal programming language but is intended for human reading rather than machine reading.

Social Scoring System by China

The Chinese state is setting up a vast ranking system that will monitor the behavior of its enormous population, and rank them all based on their "social credit." The "social credit system," first announced in 2014, aims to reinforce the idea that "keeping trust is glorious and breaking trust is disgraceful," [according to a government document](#). The program is due to be fully operational nationwide by 2020 but is being piloted for millions of people across the country already. The scheme will be mandatory. [Learn more](#)

Universal Basic Income by Andrew Yang

Yang plans to give every American adult \$1,000 a month in universal basic income, as a way to offset job loss from automation. The first-time presidential candidate proposes paying for the monthly distributions, in large part, by implementing a new 10 percent value-added tax (VAT) on goods and services. [Learn more.](#)