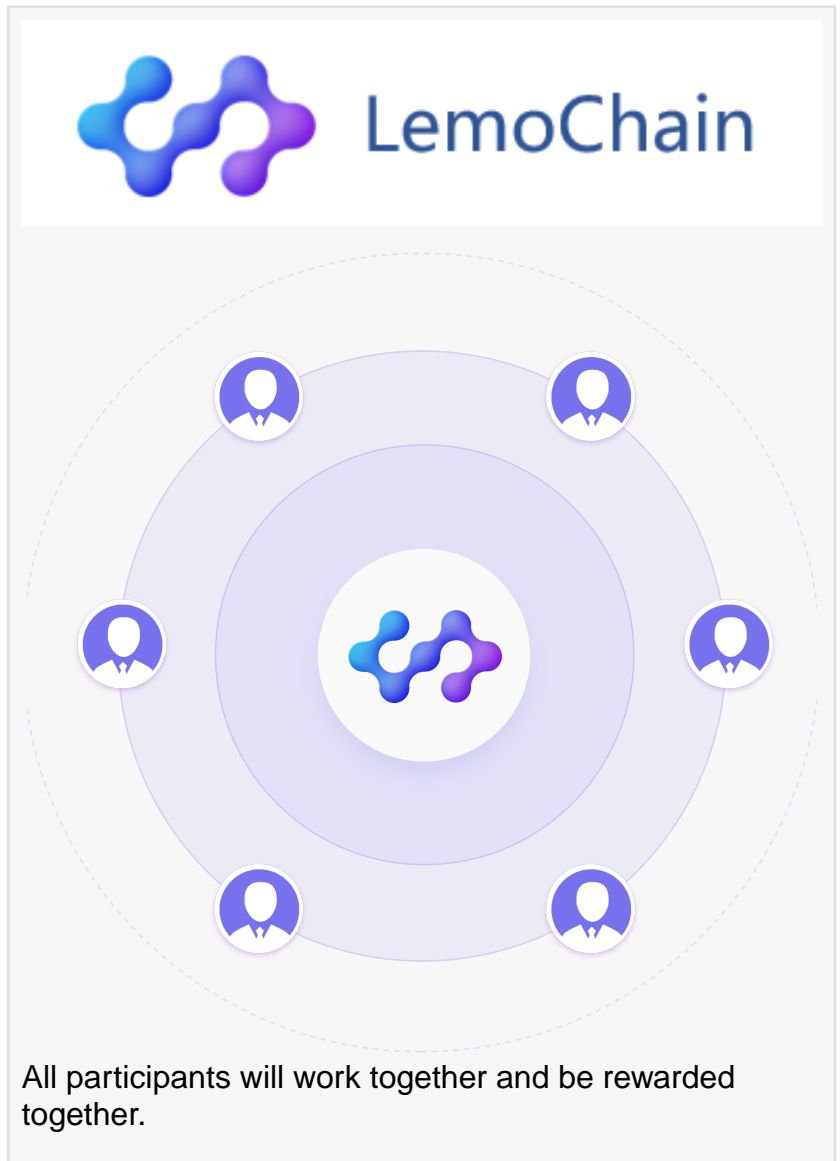


Blockchain: Time to Enter the Real world.

A blockchain start up that strives to benefit both investors and real businesses alike

SAN FRANCISCO, CALIFORNIA, UNITED STATES, January 15, 2018 /EINPresswire.com/ -- The recent cryptocurrency phenomenon has brought all eyes onto the blockchain technology that has been the backbone of its success. As people have become increasingly aware of the benefits of decentralization, how long will it be until this frequently discussed technology becomes truly embraced into our everyday lives?

As competition in the 'Wild West' of Blockchain intensifies, companies are developing at a staggering rate, all of which dream of becoming a pioneer of this revolutionary technology in the decentralized 'final frontier'. As everyday consumers become increasingly aware of the lucrative opportunities arising from simply engaging in this technology, companies such as Steemit, a social media platform have been rallying up users, all of which want the first piece of the pie – receiving tangible rewards for their content contribution to the network with the digital currency.



But maybe we're missing a trick? As each of these start-ups desires to be the next blockchain tycoon, could this be the time take a step back and re-evaluate our approach towards reaching this technology's true potential? As we strive to work in a fair, decentralized ecosystem, perhaps it's time for us to collaborate expertise to create inclusive environments, focused around the shared vision of serving everyday commercial logic and the common consumer.

One company striving to bridge the gap between blockchain and common business logic is [LemoChain](http://www.lemochain.com)(www.lemochain.com); A decentralized open source platform, on which they believe a true ecosystem of Decentralized Applications (Dapps), based on new-era entrepreneurial vision can grow.

'We are committed to developing a decentralized data circulation system based on the blockchain, serving application developers and service providers alike.' Says the Founder and CEO of

Lemochain, Andrew Ma.'Existing blockchain infrastructures such as Bitcoin and Ethereum, are still far from being used in our everyday business scenarios. We will change this.'

Andrew pointed out that the antagonistic relationship between developers and users, combined with the competition between different developers in the same field is hindering industry and societal progress. In LemoChain's decentralized architecture, users and different developers are all participants with a common goal. By contributing their own products, development, and operational capabilities, they each provide to the ecosystem: information, data, community governance, traffic, storage space, assets, etc., to receive tokens from the community. At the same time, LemoChain provides a liquidation and circulation channel for digital assets and equity that will benefit all participants in the system.

The development of common decentralized commerce ecosystems, such as LemoChain, could change the way businesses perceive competitiveness. By operating in environments whereby positive contribution to the community receives a tangible reward, companies may well now be forced to focus not only on direct B2C based profit strategy but also indirectly profiting from their development of the business ecosystem. Albeit sounding slightly utopian, an environment whereby competitors in the same are motivated towards the common focus of societal development and user experience may not be too distant.

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