



Blockchain in Supply Chain: Where do we start?

The critical path to
successful use of
Blockchain Technology

2 July 2019, Athens



**BLOCKCHAIN
IN SUPPLY CHAIN
CONFERENCE**

Blockchain Rookies can help you anticipate business model disruption from Blockchain technology

The question companies were asking in 1999, “What is our Internet strategy?” has now been replaced by the question, “What is our Blockchain strategy?”



Our Clients

Services include:

- Simple understanding of what Blockchain is – and what it is not
- Distinctions between Blockchain and cryptocurrencies
- How Smart Contracts work in a Blockchain context
- Real life use cases: How are real world companies utilising Blockchain as part of a business strategy today
- How Blockchain changes everything when it comes to personal, enterprise and object identity
- How to evaluate when Blockchain is needed

Troy Norcross



Troy Norcross is an experienced Strategy Director working with start-up and enterprise clients in defining value propositions, business models and go to market strategies. Troy has over 7 years of experience in digital transformation and innovation including 2 years working in the area of medication adherence for a major pharmaceutical company. Troy is currently specialising in defining how Blockchain can be used to create incremental business value across multiple market verticals including healthcare and pharma.

Troy is Co-Founder of Blockchain Rookies and former CEO of Opengoods. He has a career covering multiple market verticals including agriculture, aerospace, IT infrastructure, telecoms-media-technology (TMT), digital music, healthcare service innovation, eCommerce and most recently Blockchain technology. Troy's breadth of experience gives him a unique perspective when providing actionable insights and strategic direction.



Bitcoin ATM in Old Street



Exciting new
technology

Shared Excel Sheets



Familiar Elements, combined in an elegant new way



Traditional Features

Database



Where software applications store electronic information (e.g. usernames and passwords, account numbers and balances)



Network



How computers and devices (and by transitive properties, people and organizations) communicate with each other on the internet



Public Key Infrastructure

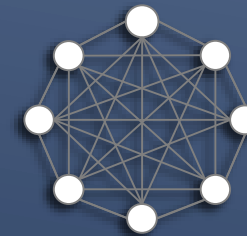


How you and your devices are identified online when you buy something on Amazon, access your online bank platform, or check your Gmail account.



Single Elegant Design

Blockchain



A ledger (or database), shared by two or more parties (a network), to record and transfer data securely and directly



How can Blockchain
improve your supply
chain?



- Block secondary markets
- Price protection
- Customer confidence

QR Codes

Multi-Vendor

Multi-Supplier

Multi-Supplier



- Transparency isn't always profitable
- Asset Transformation

Identify Source

Reduce Leakage

Insurance

Accountability

** Numbers for illustration purposes only. ~2 480lb bales per acre. ~ .6lb/2 meters

Clinical Trials



- Consent
- Results
- Audit Trail

Find Participants

Consent Mgmt

Secure Results

Transparency



Where is Blockchain
creating real value
today?

Multiple Use Cases across industry

Regulators

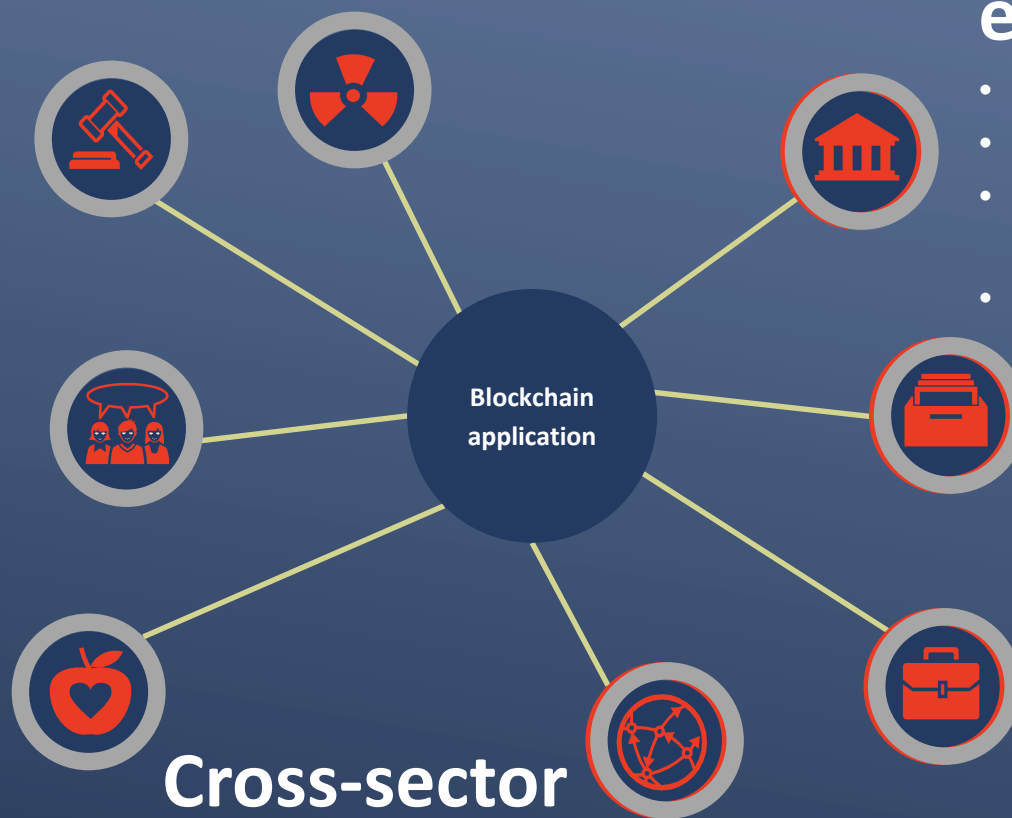
- Explore central-bank controlled digital currency
- Establish policies and guidelines to manage Blockchain-based economy

Retail | Consumer goods

- Decentralized marketplaces
- Organic food and ethically caught tuna traceability

Health care

- Health care records management
- Medical procedure billing and ordering



Cross-sector

- Corporate audit, regulatory reporting
- Identify management
- Private blockchains for internal efficiencies

Financial services, exchanges

- Cross-border payments
- Stock/debt issuance
- Securities and derivative clearing and settlement
- Trade finance, asset custody

Media | Telecom

- IP management (music, art)
- Loyalty
- New micro-transaction revenue models
- Royalty

Public sector

- Public registries (IDs, titles)
- Ownership rights, dispute and fraud management
- Voting

Various governments have been exploring use cases for blockchain or their own cryptocurrency, however differs from existing cryptos- called “centralized digital currencies (CDCs)”



Central bank of Canada implemented Project Jasper, and is trialing the Ethereum blockchain for granting government contracts.



Riksbank is exploring an initiative to launch a national digital currency pegged to its existing national currency, called e-krona.



Monetary Authority of Singapore (MAS) explored the use of DLT for clearing and settling of payments and securities.



Estonia wants to launch its own cryptocurrency- named estcoin, however face challenges due to being part of the EU and thus uses the Euro.



Catalunya was ready to launch it's own coin as part of it's independence movement.



Venezuela is weighing a ‘petro’ cryptocurrency backed by the country’s reserves of oil, gas, gold and diamonds.

Case Study: Supply Chain Efficiency



[Maersk RCM](#)

[TradeLens PDF](#)

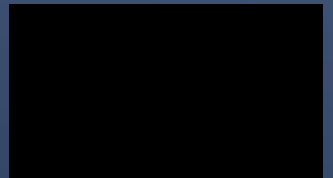
[\[Cnet Story\]](#)



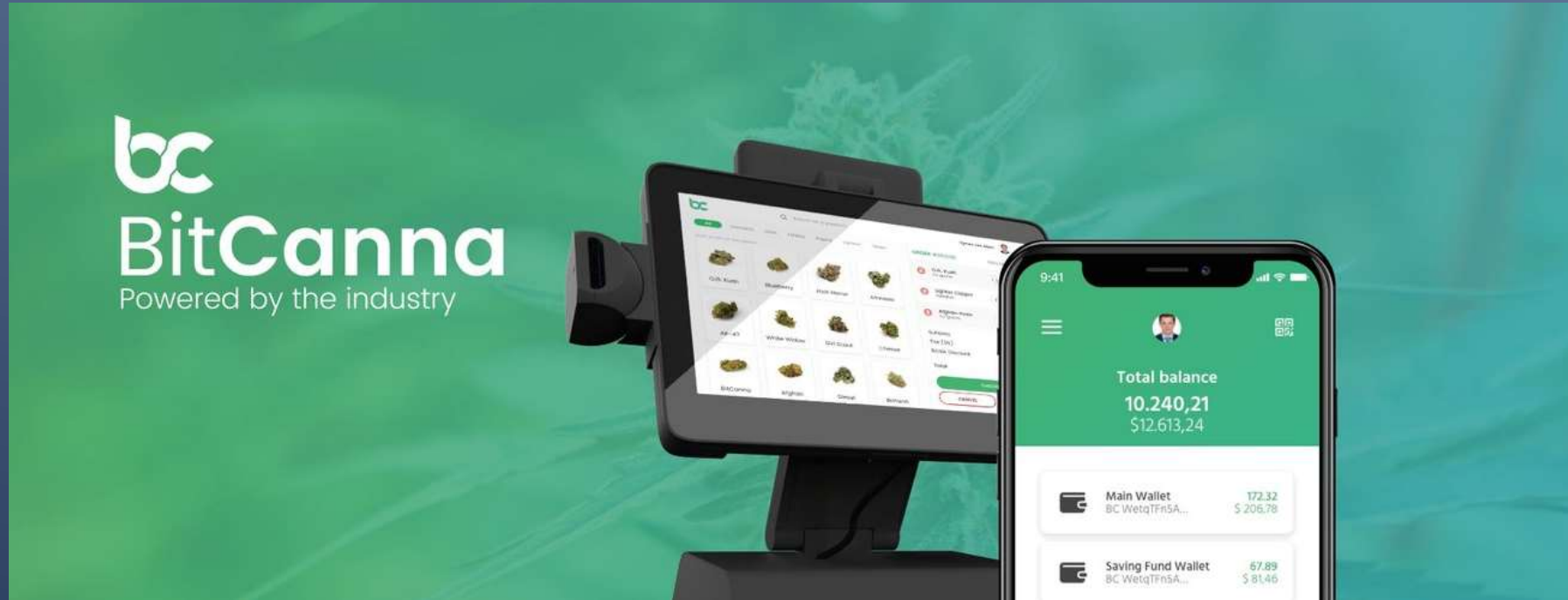
Case study: Food safety



- Transparency
- Collaboration



Case study: Transparency and Payments



- Payments
- Transparency
- Compliance
- Association
- Very early



So where do you
start?

Make Your Supply Chain Digital



- RFID Tags
- Mobile Data
- Entry
- IoT Devices
- Digital Audit

If most of the supply chain is still on paper, Blockchain won't help.

Build a Consortium / Partnership



- Competition
- Industry Associations
- 3-7 Members to start

Companies don't need Blockchains. Industries need Blockchains

Define Governance Principles



[Six Control Principles for Financial Services Blockchains: Deloitte](#)

[Understanding Public Blockchain Governance](#)

Good governance is critical to long term project success.

Spotting Opportunities:

- Where are the value flows in and out of your organization?
- What data silos are within your organization?
- Do you engage with subsidiaries that act like customers or suppliers?

Savings from:

- Process automation
- Improved accuracy
- Reduced transaction costs
- Reduced transaction time
- Increased transparency / Reduced Risk
- Occupying more of the value chain

Spotting Risks/Costs:

- What systems will the IT infrastructure need to connect with?
- What legacy systems are slated for upgrade or replacement?
- Skilled resourcing available?

Increased Revenue from:

- New products/services
- Increased price thru competitive advantage
- Increased sales volume thru process automation

To achieve maximum traceability in your supply chain



Digital Transformation

Industry Alignment on Standards

Spirit of Collaboration (Coopetition)

The technology is the easy bit...



Identifying a common set of objectives across a diverse set of stakeholders is the real challenge in Blockchain.



www.blockchainrookies.com

troy@blockchainrookies.com

+44 (0) 7721 696 641

@troy_norcross