

Blockchain in Businesses

A Strategic Management Tool

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Objectives

1. What is Blockchain?
2. New Normal
3. Business Models Applications
4. Blockchain & Strategic Management
5. Challenges





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What is Blockchain?

Blockchain is a **versatile** and **programmable** platform, that is:

Collaborative
Transparent
Unchangeable

And allows, through a verification system, the proof of the authenticity of each transaction

Macdonald, Lui-Thorrold and Julien (2017)



Medium

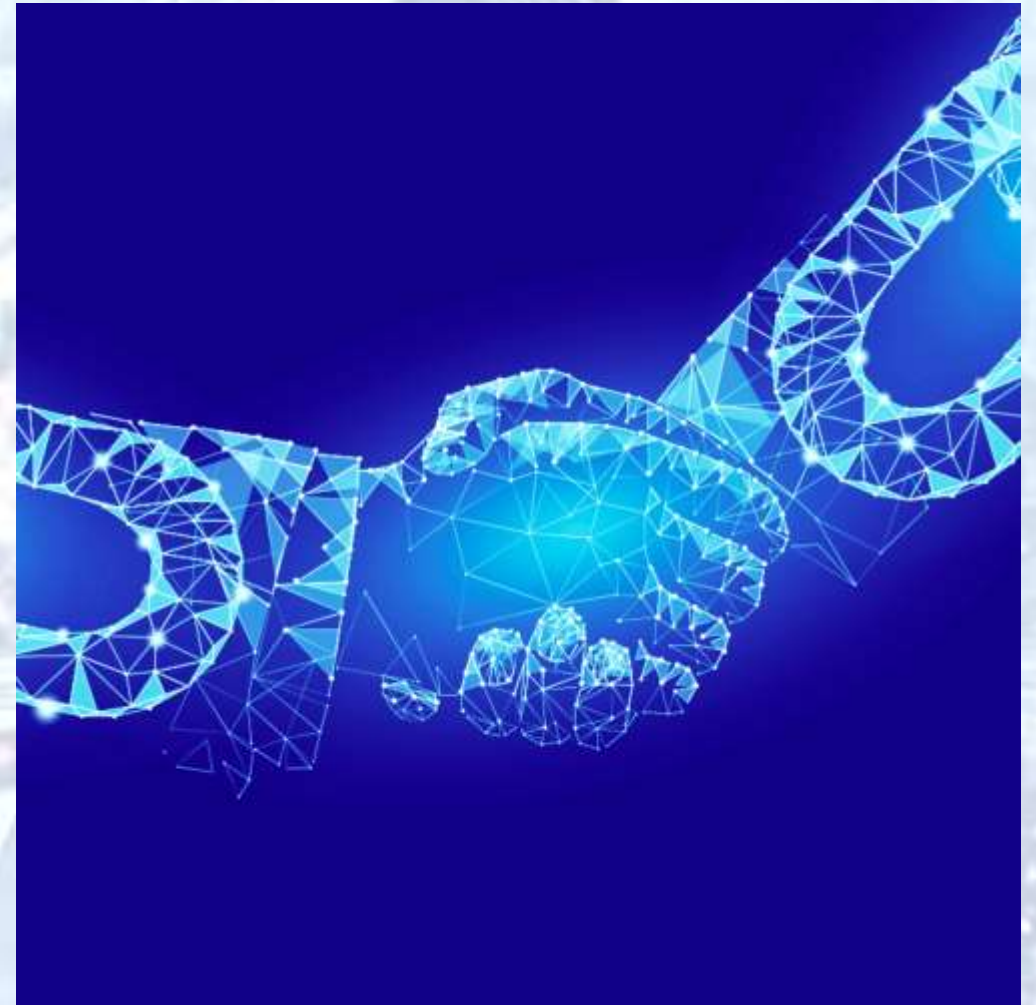
How Blockchain Helps

Value derived through blockchain is **compelling**.

Initially, **unlikely** that an **entire market** will become blockchain enabled all at once.

See **pilot programmes** centered on specific functional applications such as payments or smart contracts.

Deloitte



The Street



Increases **speed of exchange**

Improves **availability** and **reliability** of data

Improves **auditability**

Can be used to **convey title of physical commodity** seamlessly between market participants

Deloitte



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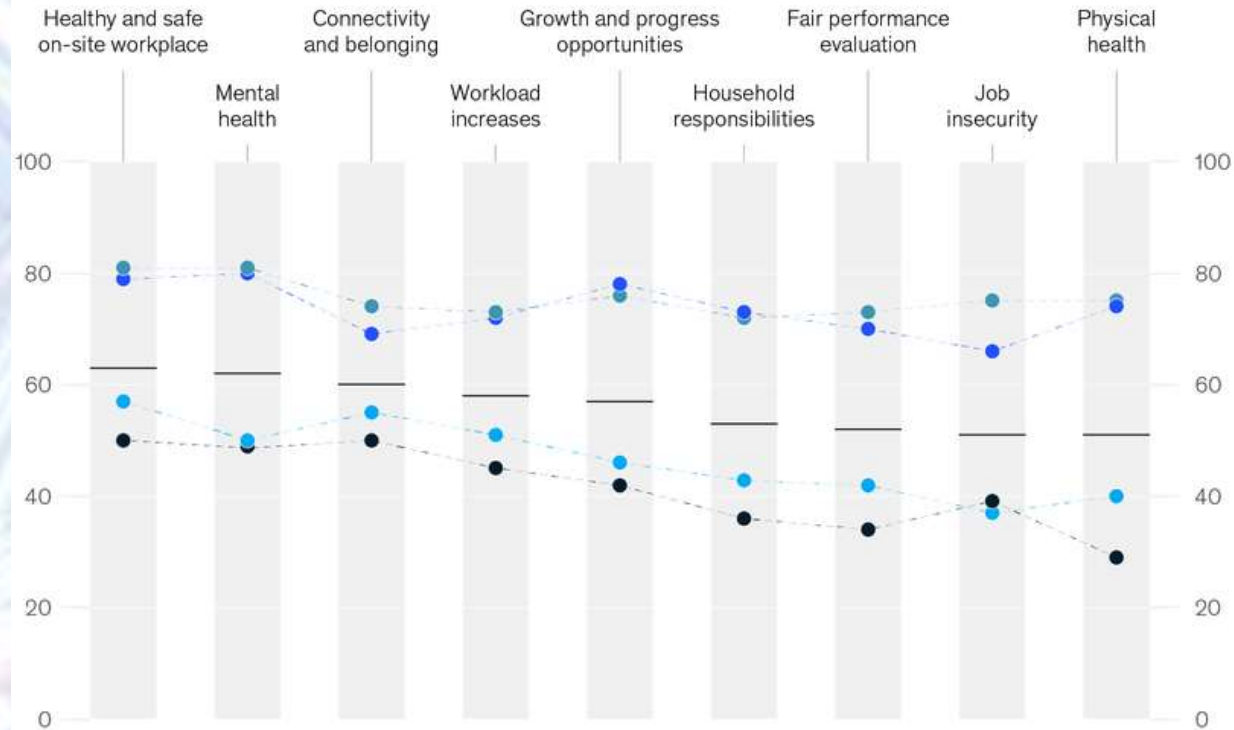
COVID-19 Consequences on Business Models

Globally, employees in emerging economies are more likely to report challenges during the COVID-19 pandemic.

Challenges during COVID-19,¹ % of respondents who answered 'significant' or 'somewhat'

● Brazil, Mexico ● China, India ● France, Germany, Ireland, UK ● US, Canada — Average, all respondents

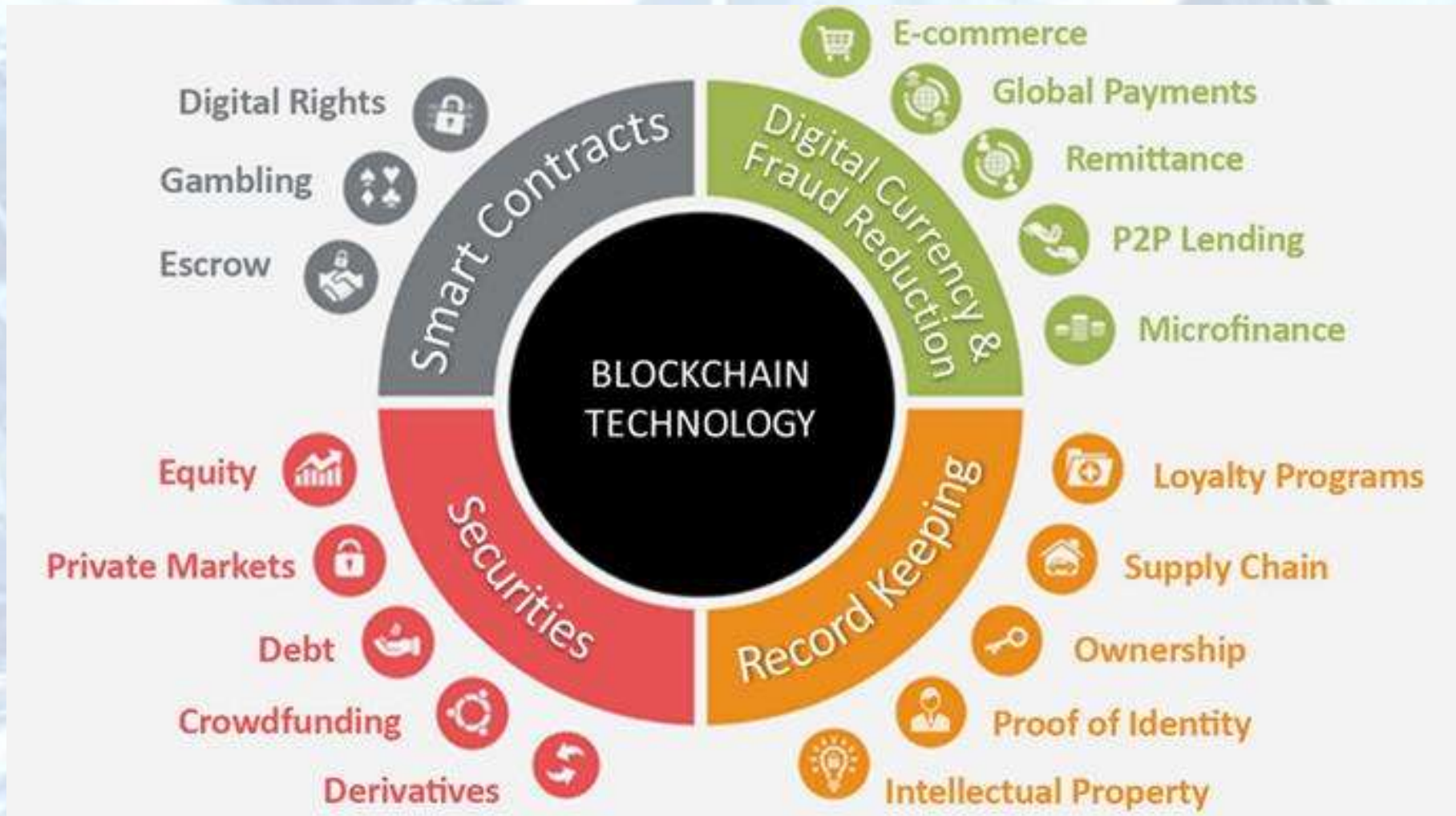
All respondents



Note: Countries included in the survey are Australia, Brazil, Canada, China, France, Germany, India, Ireland, Mexico, UK, and US. All respondents, n = 2,656; Brazil and Mexico, n = 406; China and India, n = 641; France, Germany, Ireland, and UK, n = 667; US and Canada, n = 737. ¹Question: Please indicate which of the following has been challenging for you as an employee during the COVID-19 crisis. Source: McKinsey 2020 Global Diversity, Equity, and Inclusion/COVID-19 Employee Experience Survey

McKinsey & Company

Blockchain & Business Models




Ingenium Web

Use Cases

Figure 2: Blockchain is perceived to have several benefits in common across industries.

Top advantages per industry



		Automotive	Banking	Comms & media	Consumer goods & services	Energy	Healthcare	High tech	Insurance	Public service	Retail	Software & platforms	Travel	Utilities
1	Full traceability of any information on the blockchain	7	2	4	3	1	1	3	1	3	1	6	1	4
2	Ability to ensure data has not been tampered with	4	1	1	3	4	2	1	2	1	5	2	2	4
3	Distributed nature of the technology	8	4	5	1	8	4	3	3	4	6	4	3	6
4	Smart contracts and automation	2	3	2	2	5	5	6	4	6	3	3	6	3
5	Increased speed and efficiency	3	6	2	5	3	7	7	7	2	4	5	5	1
6	Increased security	1	6	7	7	2	3	1	5	4	2	1	3	2
7	A holistic view with transparency for all appropriate parties	5	5	6	6	5	6	5	5	6	7	7	7	7
8	New business products or services	6	8	8	8	7	8	8	8	8	7	7	8	8

Data Source: "Building Value with Blockchain" survey



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Blockchain: A Tool for Every Step



Roadmap Planner



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**Intelligence is the ability
to adapt to change.**

Stephen Hawking

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