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#be ...the digital me

Blockchain
Disrupting digital advertisement

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Agenda

- What is Deloitte doing in the space

- What is the Blockchain

- What did we do with #be

Deloitte blockchain Expertise

In the past years Deloitte invested substantial resources in the development of blockchain capabilities and can now boast a renowned leadership on this technology

EMEA Blockchain Lab

- **Task force** fully dedicated to **exploring blockchain** technology in order to **identify new applications** and **create** working **prototypes**

Thought leadership

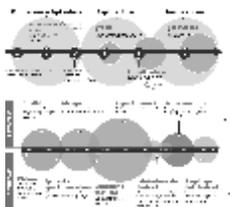- **Recognized thought leadership on cryptocurrecy** thanks to a large number of **publications and events**

Distinctive approach

- **Specific approach** to the development of **Blockchain solutions** from **training** to **realization**

Community of Practice

- Over **400 practitioners** from **21** European **countries** collaborating for the development of **Blockchain use cases**

Projects and POCs

- Extensive **experience** in the **design and implementation** of **Blockchain driven solutions**

Ecosystem
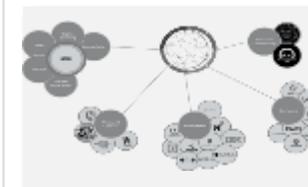
- Network of **relationships** with the **leading stakeholders** in the **Blockchain community**

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+
BLOCKCHAIN

Exchange of value in the absence of trust

The new technology drives the ability to decentralize the transaction model and widens the exchange possibilities among counterparties creating scarcity in a digital world

Disruptive digital evolution

Blockchain – The new paradigm

Web 1.0/ Web 2.0

Data is copied between users

User 1 → User 2

- **Text and Images**
- **Videos**
- **Music**

"As other industries that have been transformed by new technologies and digitization, blockchain technology could reshape the financial industry"
Nathaniel Karp
BBVA Compass' Chief Economist *(July 2015)*

Blockchain

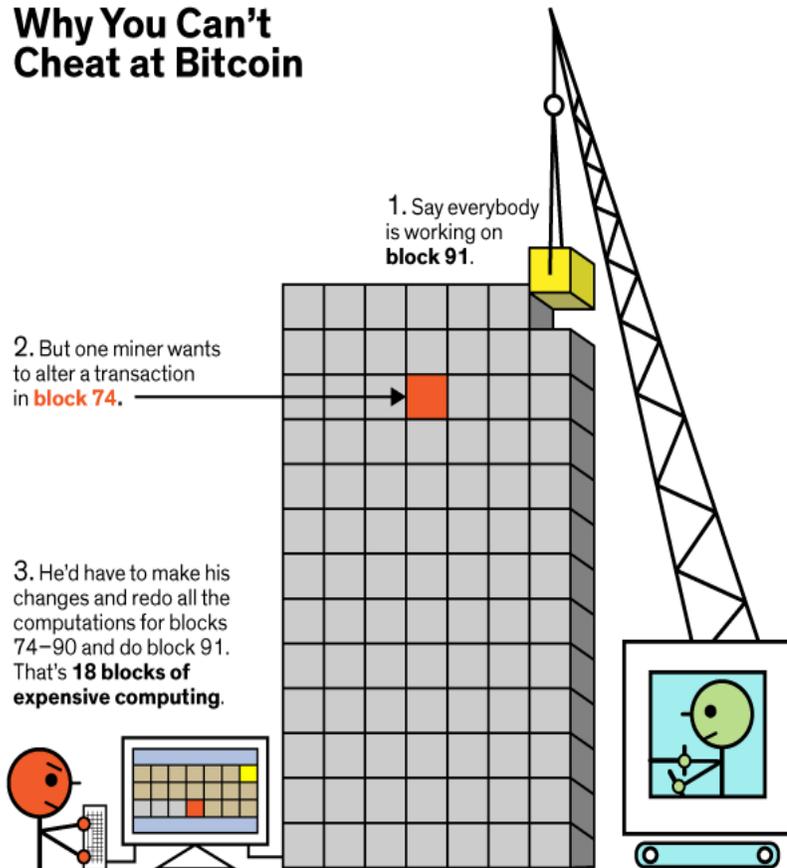**Ownership is transferred** between users

User 1 → User 2

- **Intangible assets** (currency, shares, patents, votes, personal data)
- **Tangible assets** (real estates, goods, etc.)
- **Obligations** (contracts, pledges)

The **need of trust** required to **exchange value** has **slowed** down the **disruption of FSI**

Blockchain creates Decentralized Trust

Once entered, information can never be erased. The Blockchain contains a certain and verifiable record of every single transaction ever made

Why You Can't Cheat at Bitcoin

1. Say everybody is working on **block 91**.

2. But one miner wants to alter a transaction in **block 74**.

3. He'd have to make his changes and redo all the computations for blocks 74–90 and do block 91. That's **18 blocks of expensive computing**.

4. What's worse, he'd have to do it all **before** everybody else in the Bitcoin network finished **just the one block (number 91)** that they're working on.

What is The Blockchain? A hash pointer linked list of blocks

- An append-only sequential data structure

- Every block contains multiple transactions, new blocks can only be appended at the end of the chain

- To change a block in the middle of the chain, all subsequent blocks need to be changed

Why is it a "distributed ledger" ?

- Massively duplicated across network nodes

- Shared with a P2P file transfer protocol

- Updated by peculiar nodes, known as miners, appending new blocks of transactions

Very inefficient compared to a relational database !

Blockchain enabled applications
Three areas where blockchain is a game-changer

Crypto in Capital markets

- Institutional Crypto Trading
- Institutional Custody solutions
- Crypto Exchange
- Security tokens emissions and services
- Crypto wealth management services
- Crypto funds and fund management solutions

Industry process revamping

- KYC/AML Providers
- Crypto payments solutions
- Identity management
- Inter-company reconciliation processes
- Commodity trading
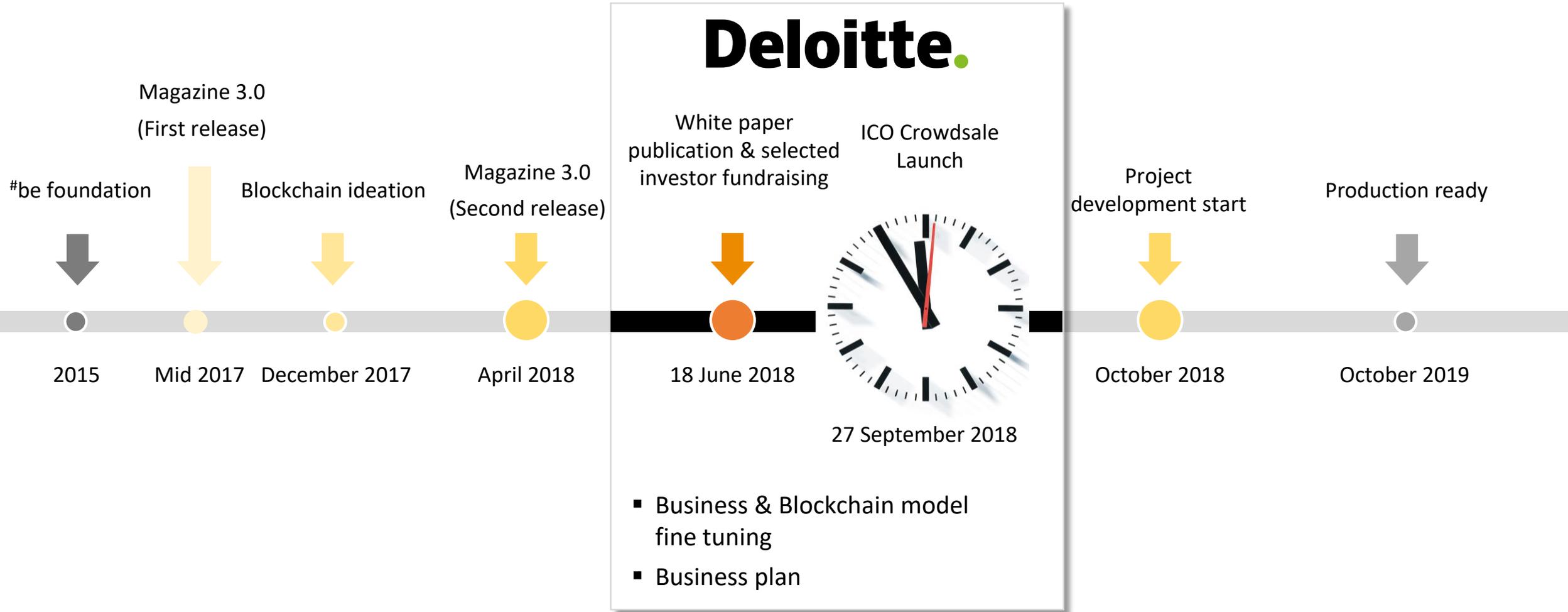- Simple processes reviewed through Smart contracts

Token economies

- Multiple use cases creating brand new token economies or replacing existing ones:
  - Digital Advertising
  - Proof of authenticity & tagging
  - Art management
  - Home booking solutions
  - Intellectual property management
  - …

Usually boosted with ICOs

Deloitte with #be
Deloitte supported #be in the ICO preparation process

Magazine 3.0
(First release)

#be foundation

Blockchain ideation

Magazine 3.0
(Second release)

White paper publication & selected investor fundraising

ICO Crowdsale Launch

Project development start

Production ready

2015

Mid 2017

December 2017

April 2018

18 June 2018

27 September 2018

October 2018

October 2019

- Business & Blockchain model fine tuning
- Business plan