



Business[®]
Blockchain

The challenges to adopt Blockchain in the business

www.blockchainempresarial.com

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How do you feel with blockchain?



Fuente: www.lineaedp.it

www.blockchainempresarial.com

“Each exchange of value is a transaction”

Successful transactions need to be fast, precise and easily agreed on by parties participating in the transaction

the gap

between **Blockchain** and the **Business**

How is blockchain for business different?



Assets over cryptocurrency

Different tools and approaches



Cost Effective

- Increase speed transactions
- Reduce overhead costs

How is blockchain for business different?



Highly Efficient

- To record the transaction

Identity over anonymity

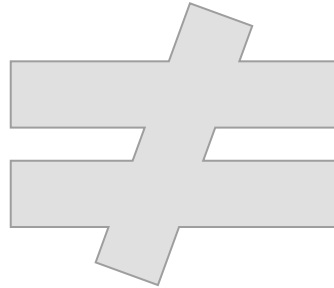
- KYC (know your customer)
- AML (anti-money laundering)
- **Privacy**

Selective endorsement over proof of work

- Control exactly who verifies transactions.

Tracking

Know who are
take part on
some
transaction



See all
transactions

How is blockchain for business different?



Permissioned

- Closed network.
- All participants are known.
- Cryptography & digital signatures.
- Access privileges.

Why is blockchain for business different?



**to meet the rigorous standards
that businesses require**

Distributed

Permissioned

Immutable

How blockchain can solve the problems of a companies?

(outside cryptocurrency)

The transition to the next wave of computing

Allow the
development of
decentralized peer-
to-peer networks
explicitly to
automate corporate
transactions.

Do you really need a Distributed storage, computing, and messaging?

or

Do you need to be more **effective** in your **business**?

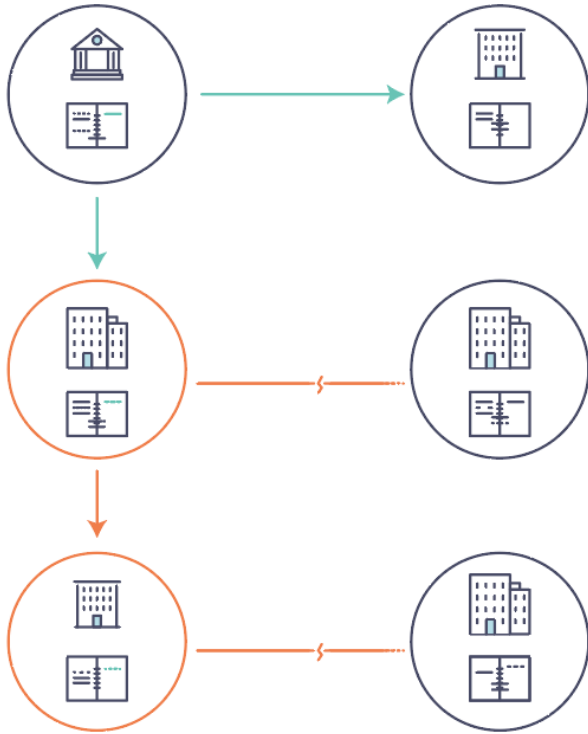
The Usefulness

“This is actually a transition from human scale to computer scale.”

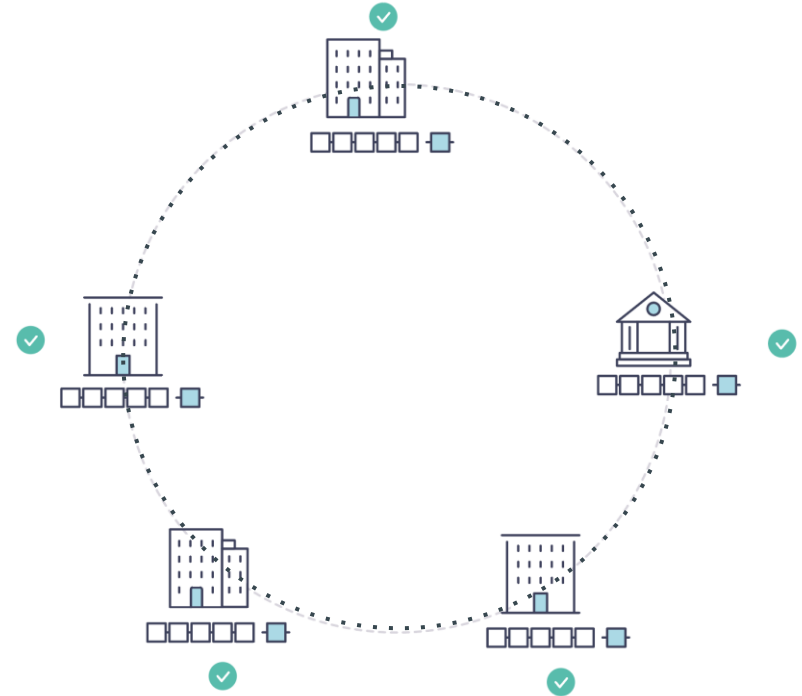
Brian Behlendorf

Blockchain is just sort of rethinking of our existing business processes around how we can be more effective when we know the state of the world as it is right now.

The Usefulness



VS



What really are happening in blockchain initiatives?



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Law of the
instrument

“To a man with a hammer, everything looks like a nail”

Lack of true value vision

- Limited Business understanding.
- People try to put blockchain on everything.
- Without business vision and demand.

The blockchain does not eliminate the need for trust



Foto: El universal

- Trust is not created by magic.
- Projects based on the elimination of trust have failed to capture customers' interest

What really are happening in blockchain initiatives?



NOT consider governance

- Only focused on platform, utility, asset. (wrong)
- Legal & Tax framework at last.
- Big companies = big bureaucracy.



What really are happening in blockchain initiatives?



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New way to collaborate



- To rethink a business model with many stakeholders and to find the right consensus and model

Lack of good talent

- Programers, Architects
- Experienced Managers (most of them are very young and recently graduated)



Blockchain jobs and salaries—2018 report

Blockchain development engineer consultants earn anywhere from \$50 to \$100 per hour in freelance markets.

Blockchain Developer Salaries

13,252 Salaries

www.glassdoor.com

Industries Company Sizes Years of Experience

Average Base Pay

\$79,985 /yr

Not enough reports to show salary distribution



Additional Cash Compensation

Average **\$5,953**

Range **\$1,110 - \$17,712**

How much does a Blockchain Developer make?

The national average salary for a Blockchain Developer is \$79,985 in United States. Filter by location to... [More](#)

What really are happening in blockchain initiatives?  Business Blockchain

Small communities developing the project



Imagen: www.makeuseof.com

Some success initiatives include a strong Partner

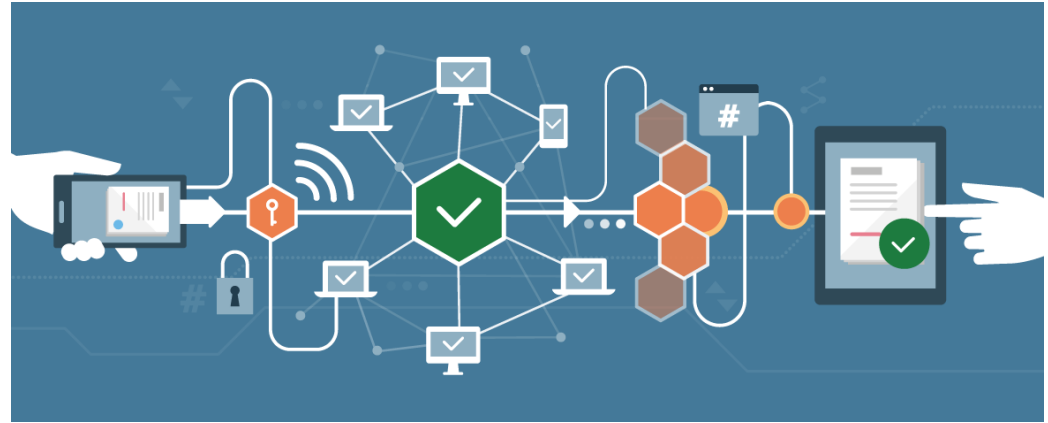
- IBM, Corda, other consortiums, blockchain companies, etc
- Many of the blockchain/DLT frameworks were recently released (Ej. Hyperledger, R3).

What really are happening in blockchain initiatives?



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High complex



Fuente: BBVA.com

- Build enterprise-level applications on an immutable ledger
- Blockchain Enterprises are more like POCs or pilots

Failure can be the new source of innovation

- New technology adoption process
- 75 percent of venture-backed startups fail.
- 80-90% of start-ups do not survive past the 1 year

What really are happening in blockchain initiatives? Business[®] Blockchain

‘Advisors’ don't actually know how to build businesses, but instead know how to sell the company to ‘investors’

Mainly in the Crypto World!

What really are happening in blockchain initial

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Mainly focused of raising some quick money

- Scam-coin ICOs!



Image: www.cne.com

Mainly in the
Crypto World!

What really are happening in blockchain int...



Mainly in the
Crypto World!

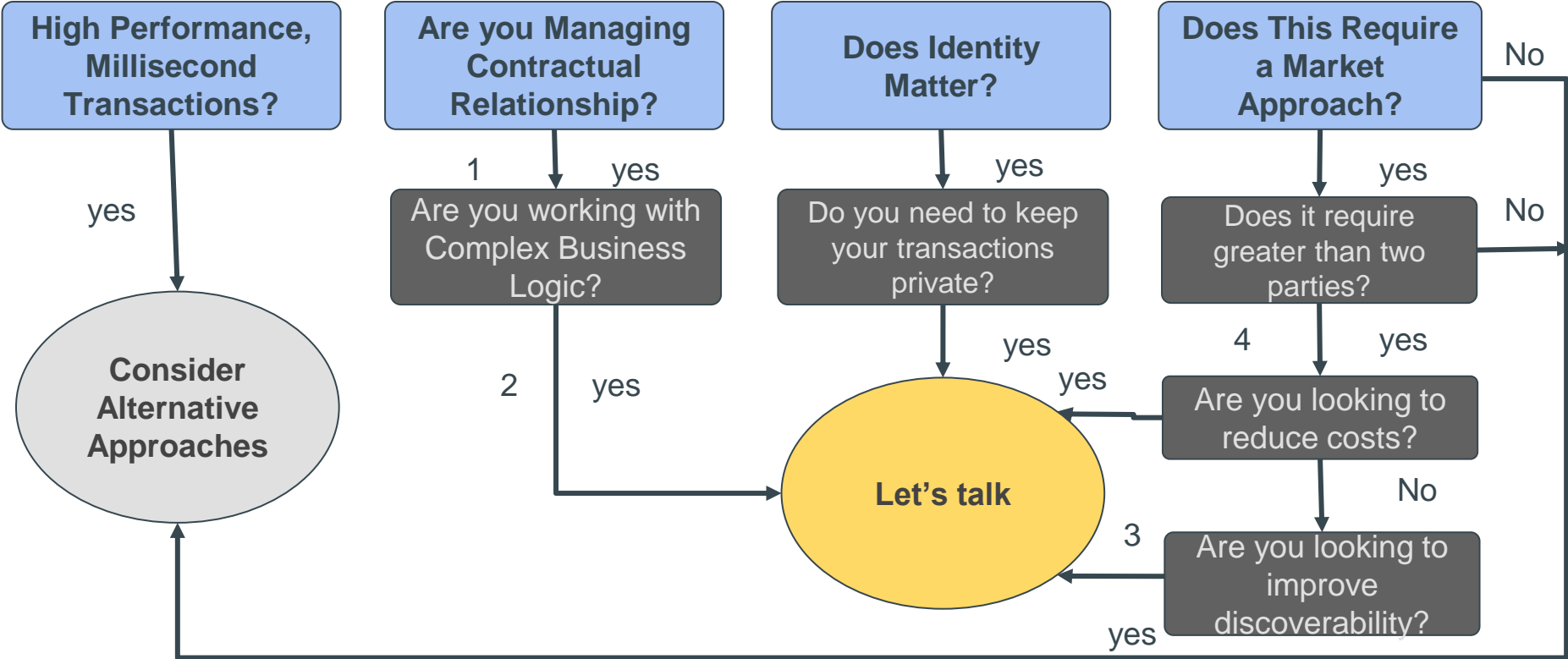
Services are not made tangible

How decide?

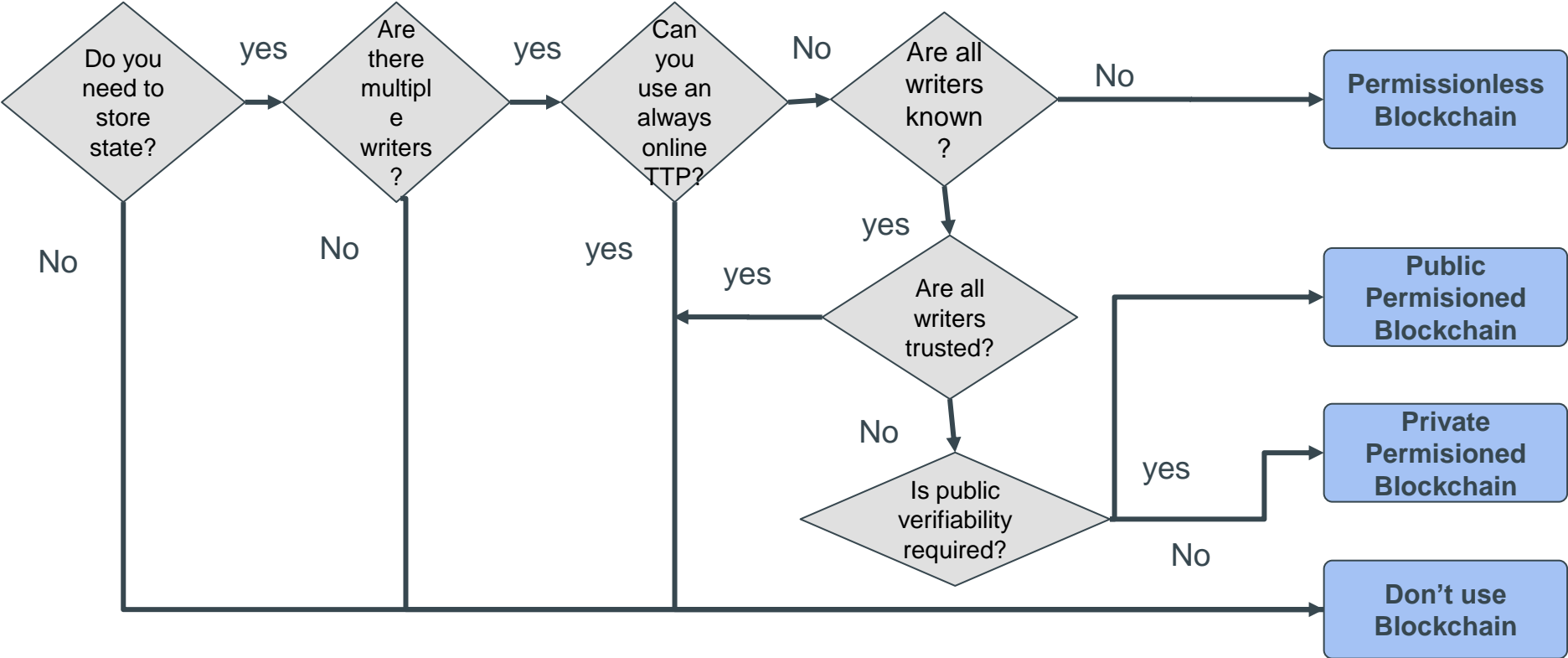
We analyze whether a blockchain is indeed the appropriate technical solution for a particular application scenario.

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IBM model “market” approach.



ETH Zurich Model





BLOCKCHAIN
ALIMENTARIO

Blockchain for food-safety

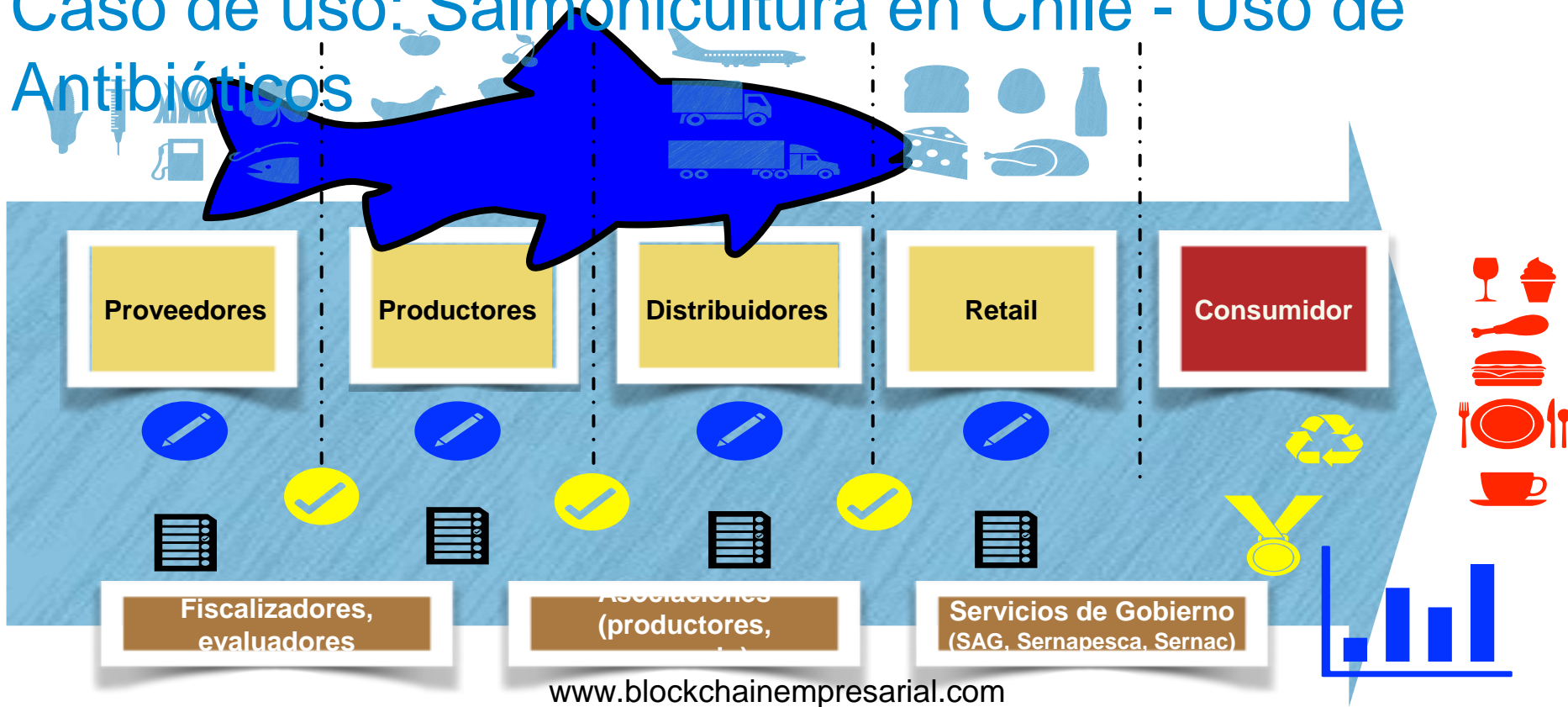
Chile: país de vocación alimentaria



Uso Blockchain Alimentario

- Inocuidad (recall)
- Garantía a una característica o atributo deseado (valor agregado)
- Agiliza procesos de verificación y certificación (competitividad)
- Mejora gestión de la fiscalización en el sector (transparencia)

Caso de uso: Salmonicultura en Chile - Uso de Antibióticos



Blockchain Platforms for Enterprises



	Hyperledger Fabric	R3 Corda	Quorum	Ripple	Ethereum
Industry-focus	Cross-industry	Cross-industry	Cross-industry	Financial Services	Cross-industry
Governance	Linux Foundation	R3 Consortium	Ethereum developers & JP Morgan Chase	Ripple Labs	Ethereum developers
ledger Type	Permissioned	Permissioned	Permissioned	Permissioned	Permissionless
Cryptocurrency	None	None	None	Ripple (XRP)	Ether (ETH)
Consensus algorithm	Pluggable framework	Pluggable framework	Majority voting	Probabilistic voting	Proof of Work (PoW)
Smart contract functionality	Yes	Yes	Yes	No	Yes

Questions

Thanks

Contact for business opportunities

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