



# Blockchain – the 2nd generation of the digital revolution

“The technology likely to have the greatest impact on the future of the world economy has arrived, and it’s not self-driving cars, solar energy, or artificial intelligence. It’s called the blockchain” Don Tapscott, Author of Blockchain Revolution

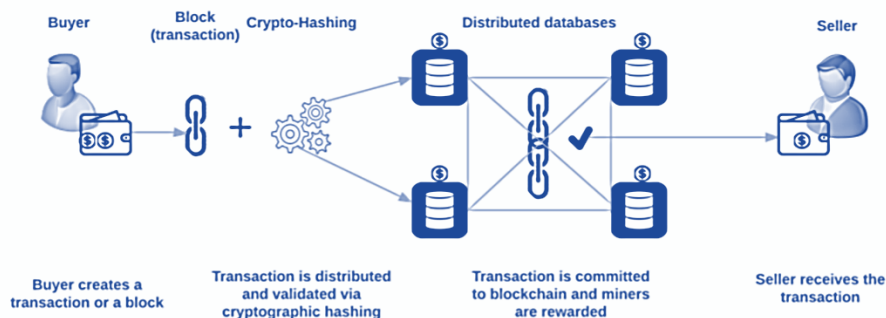
## What is Blockchain?

When many people hear the word blockchain, they immediately think about bitcoin and crypto-currencies. However, bitcoin is simply an implementation of blockchain—a technology that can be used to create powerful new capabilities in the way we perform transactions and do business.

A blockchain is a secure, global digital ledger of data, distributed and organized in blocks that are linked together sequentially (hence the name). Blockchain technology adds some key features to this digital ledger that open the doors to some amazing capabilities:

- **Immutability of record.** All participants share and update the record after reaching a consensus. This translucent, immutable and permanent record imparts confidence in the provenance of value being transacted and enhances fraud detection.
- **Disintermediation of trust** – Less reliance on trusted third parties. Third-party risk is reduced or eliminated as trust is distributed over the network, rather than centralized in one potentially fallible 'single point of failure'.
- **Smart contracts.** These are self-executing commitments, fulfilment of which can be trusted. Obligations codified by smart contracts are easily replicable, and have the benefit of security, verifiability, transparency and immutability of the

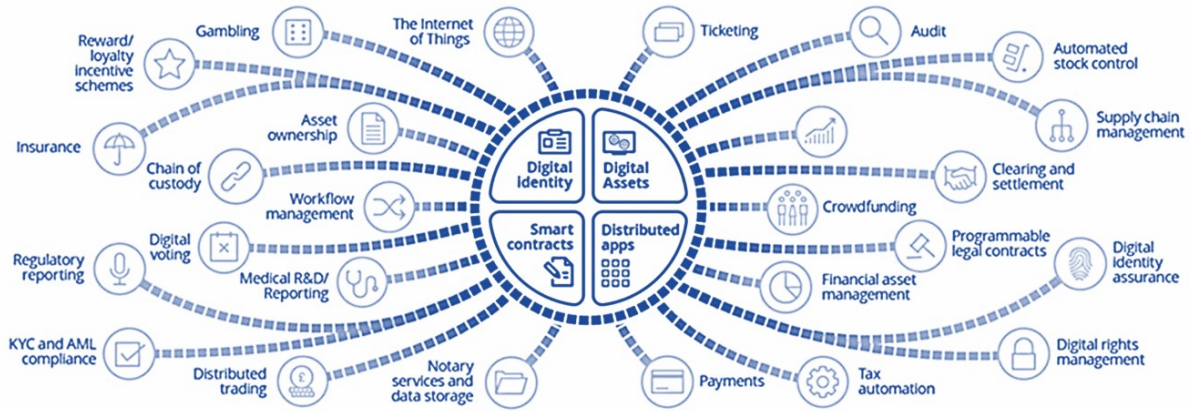
## Blockchain - Process



“Bitcoin’s popularity is proving blockchain’s usefulness in finance, but entrepreneurs have come to believe blockchain could transform many more industries. Ultimately, the use cases for a transparent, verifiable register of transaction data are practically endless – especially since blockchain operates through a decentralized platform requiring no central supervision, while still remaining resistant to fraud.” CB Insights, August 2017



# Blockchain beyond Bitcoin



Source: Deloitte

Blockchain technology has the potential to change the way every industry manages its information and data, not only financial services. The picture above gives an overview of applications / use cases that create a potential of significant disruption to existing markets, players and business models.

## Why should you care?

Blockchain has gained global recognition within the last years. Many developments have been launched and applied also to nonfinancial spheres. Blockchain is creating new opportunities for organizations in all industries by leveraging the power of disruptive innovation.

For you, as an entrepreneur, it is important in an early stage to understand the power, impact and the opportunities but also possible risks of this breakthrough technology.

Passion for Performance offers you a format to discuss and understand the opportunities and challenges that blockchain creates for your company:

	<b>Blockchain Visioning Workshop</b>	<b>Blockchain Entdeckung</b>
	<ul style="list-style-type: none"> <li>The blockchain <b>fundamentals</b></li> <li>New evolving <b>blockchain enabled business models</b></li> <li>Basics of BC <b>legal requirements, governance and regulatory compliance</b></li> <li><b>Business re-engineering</b> opportunities with <b>Smart Contracts</b> for your company</li> <li><b>Prioritizing</b> possible <b>Blockchain-Initiatives</b></li> </ul>	<ul style="list-style-type: none"> <li>The blockchain <b>fundamentals</b></li> <li>The underlying <b>technology</b> of the blockchain</li> <li>New evolving <b>blockchain enabled business models</b></li> <li><b>Business re-engineering</b> opportunities with <b>Smart Contracts</b> economy</li> <li>The future of <b>legal contracts, governance and regulatory compliance</b></li> <li>The necessary steps to <b>start</b> your future <b>blockchain business initiative</b></li> </ul>
	<ul style="list-style-type: none"> <li><b>Board of Directors and Executive Boards</b></li> </ul>	<ul style="list-style-type: none"> <li><b>CIO, COO, IT- and Business Development Teams</b></li> </ul>
	<ul style="list-style-type: none"> <li><b>0.5 Days (to be customized)</b></li> </ul>	<ul style="list-style-type: none"> <li><b>2-3 Days (to be customized)</b></li> </ul>

**Your success is our passion! For further information please contact us!**