

HFS WINTER SUMMIT

THE GREAT ENTERPRISE REGENERATION

Enterprise Blockchain is NOT Dead

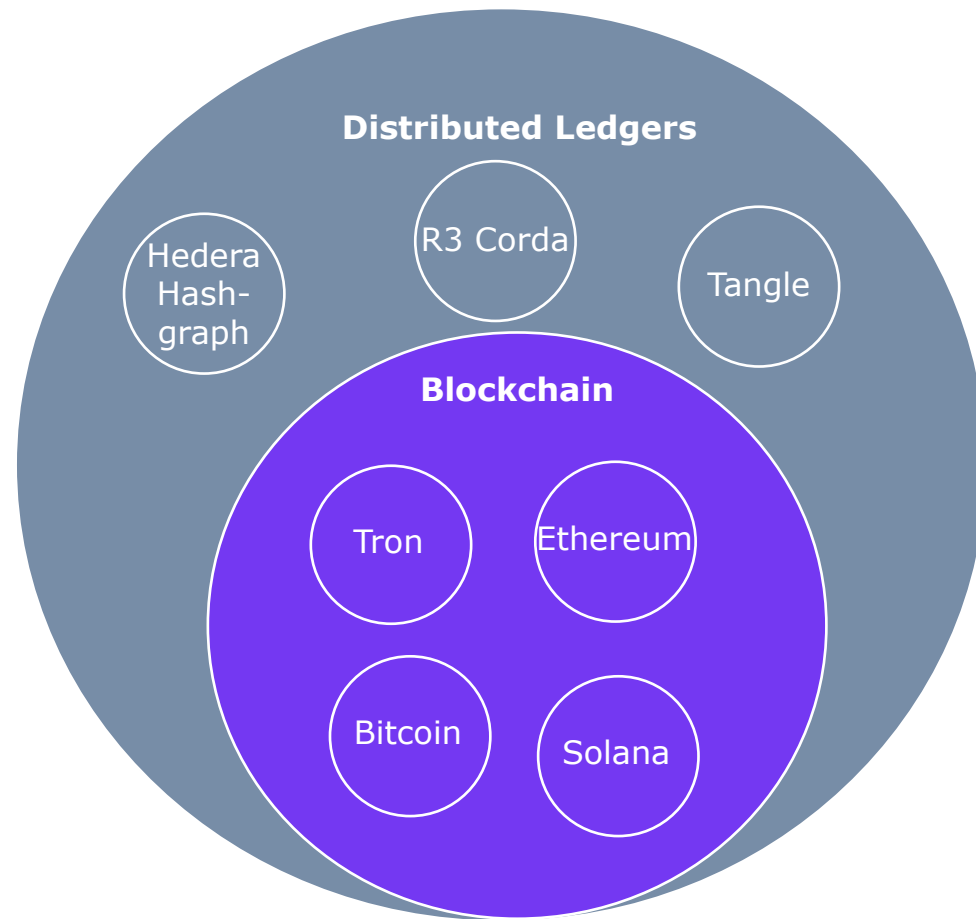
**How a Brutal Blockchain Winter Forged a Stronger,
Smarter Technology**

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Before we go further.... Blockchain is NOT Bitcoin

And I am not a financial advisor!

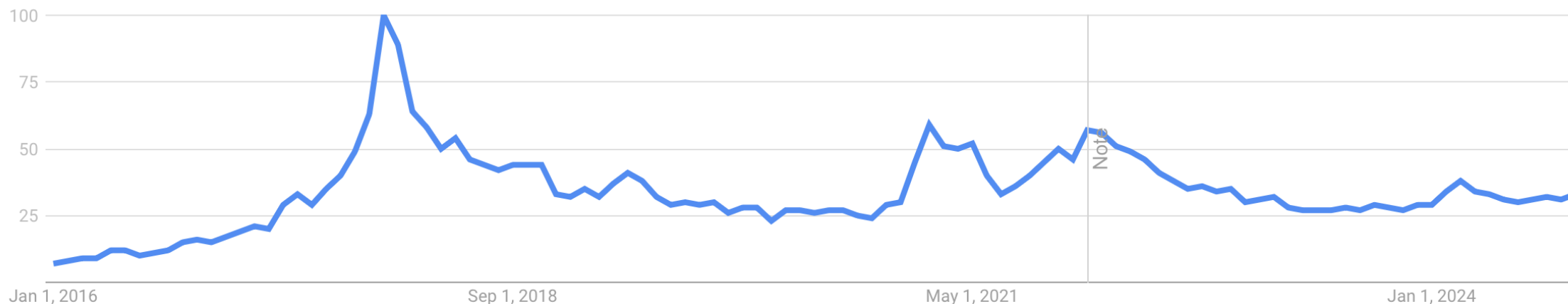


While Bitcoin is one of the first and most famous examples of a blockchain, not all blockchains are Bitcoin

Bitcoin uses blockchain technology to power its cryptocurrency, blockchains themselves are versatile tools that can serve countless other purposes, from financial systems to healthcare, supply chain management, and beyond

The Hype around Enterprise Blockchains IS dead

Interest in the term “blockchain” between 2016 – 2024



Source: Google trends

*All sizzle,
no steak*

Slow AF

*Got out-
tech'd*

*Blockchain
= Bitcoin?*

*Spaceship
dashboard*

*For geeks
only*

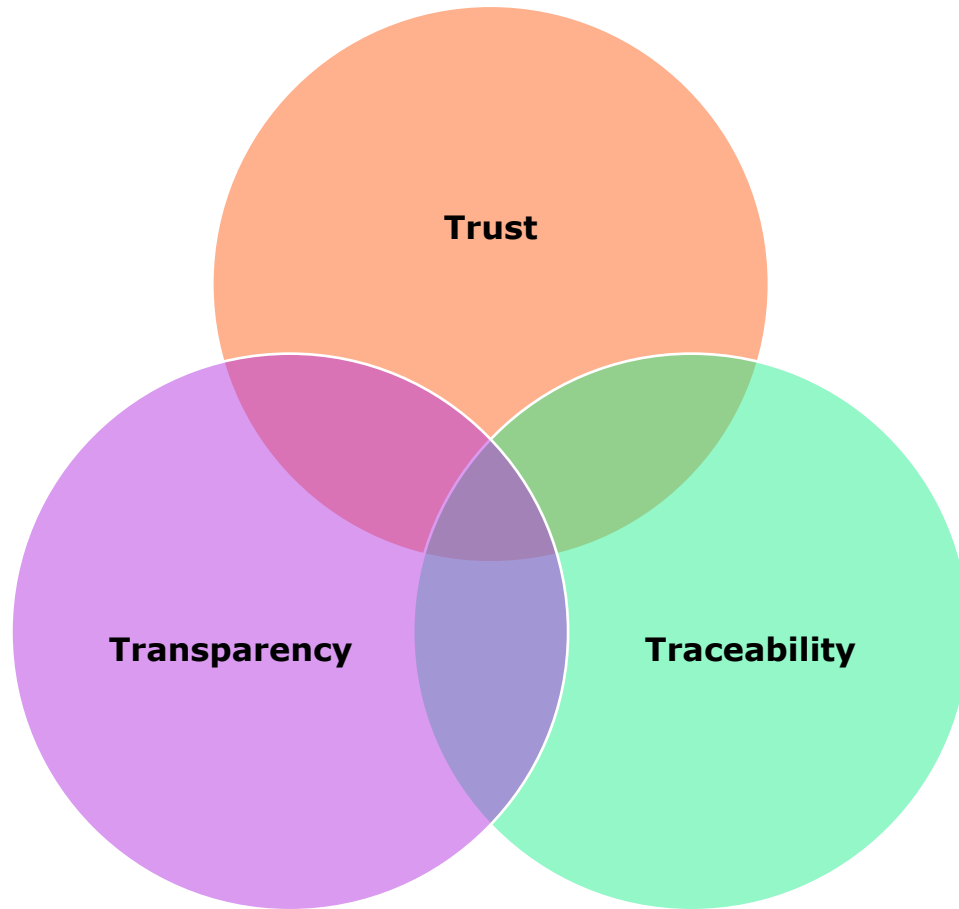
*Lawyered
to death*

*NFTs:
JPEGs aren't
priceless*

*ICO mania:
Get-Rich-
Quick*

The hype died, Blockchain did NOT!

Enterprise blockchain thrives when trust, transparency and traceability are non-negotiable



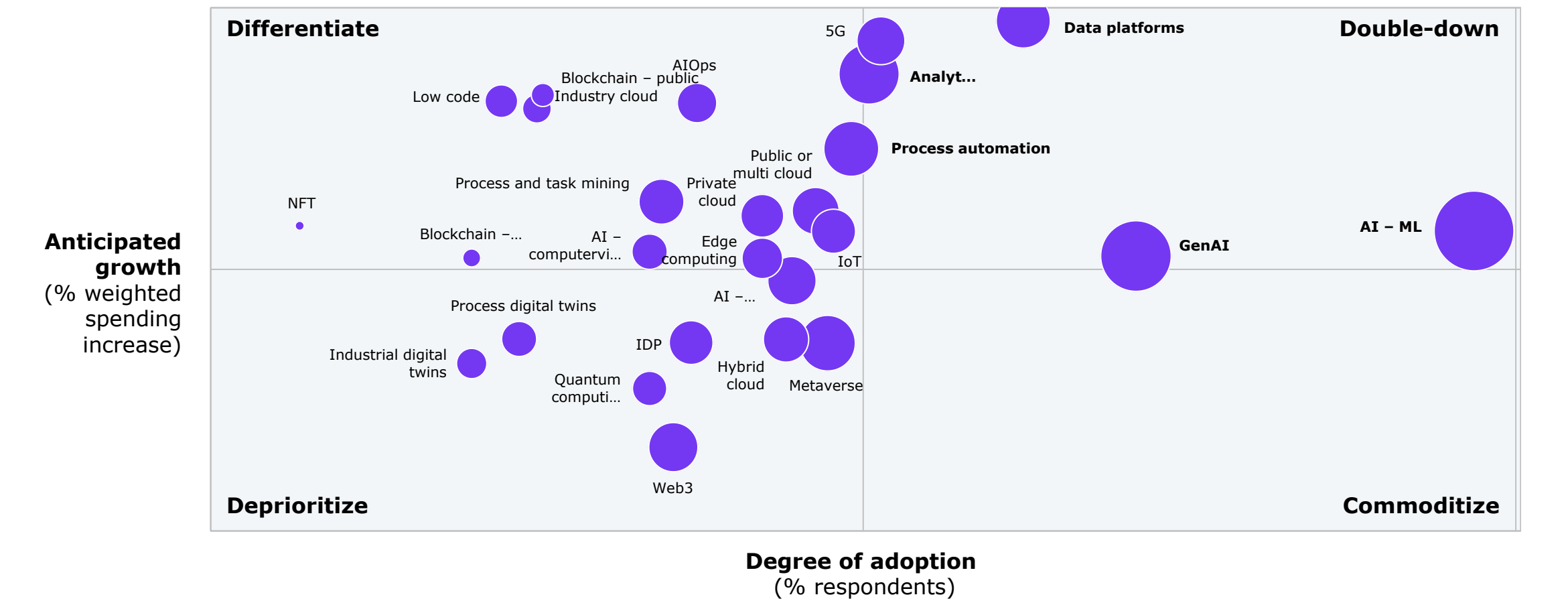
My top 10 favorite real-world examples of enterprises are deploying blockchain to drive business benefits (in random order)

- **Walmart & IBM Supply Chain Transparency:** From farm to fork in 2.2 seconds
- **JPMorgan's Liink** blockchain turns \$30 trillion in cross-border payments into a faster, smarter flow.
- **Mastercard's blockchain** makes sure your luxury goods are legit, from source to shelf.
- **Ripple** moves money across borders in seconds, giving SWIFT something to think about
- **Pfizer & MediLedger** ensures your meds are the real deal, from lab to pharmacy
- **Procter & Gamble & Plastic Bank** turns trash into treasure, empowering communities to save the oceans
- **Nestlé's** allows you to scan your coffee's QR code and meet the farmer who grew it
- **Siemens** blockchain enables you to sell your extra solar power to your neighbor
- **De Beers'** blockchain ensures every diamond shines conflict-free from mine to market
- **Unilever's** blockchain keeps your palm oil green, clean, and deforestation-free

AI is the talk of the town but serious enterprises with relevant use cases continue to invest in blockchain to drive differentiation

Enterprise adoption versus growth of emerging technologies

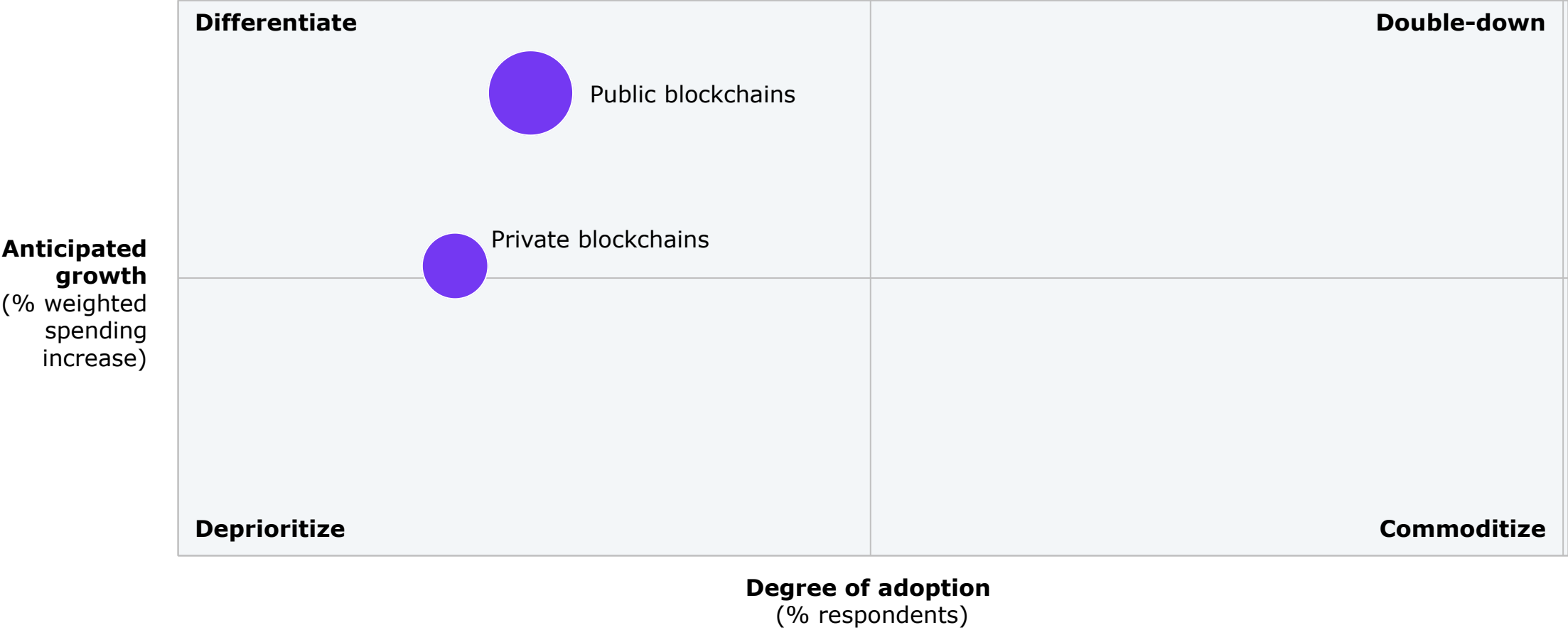
● Size of the bubble represents value potential



Sample: HFS Pulse, 2024; 605 Global 2000 enterprise executives
Source: HFS Research, 2024

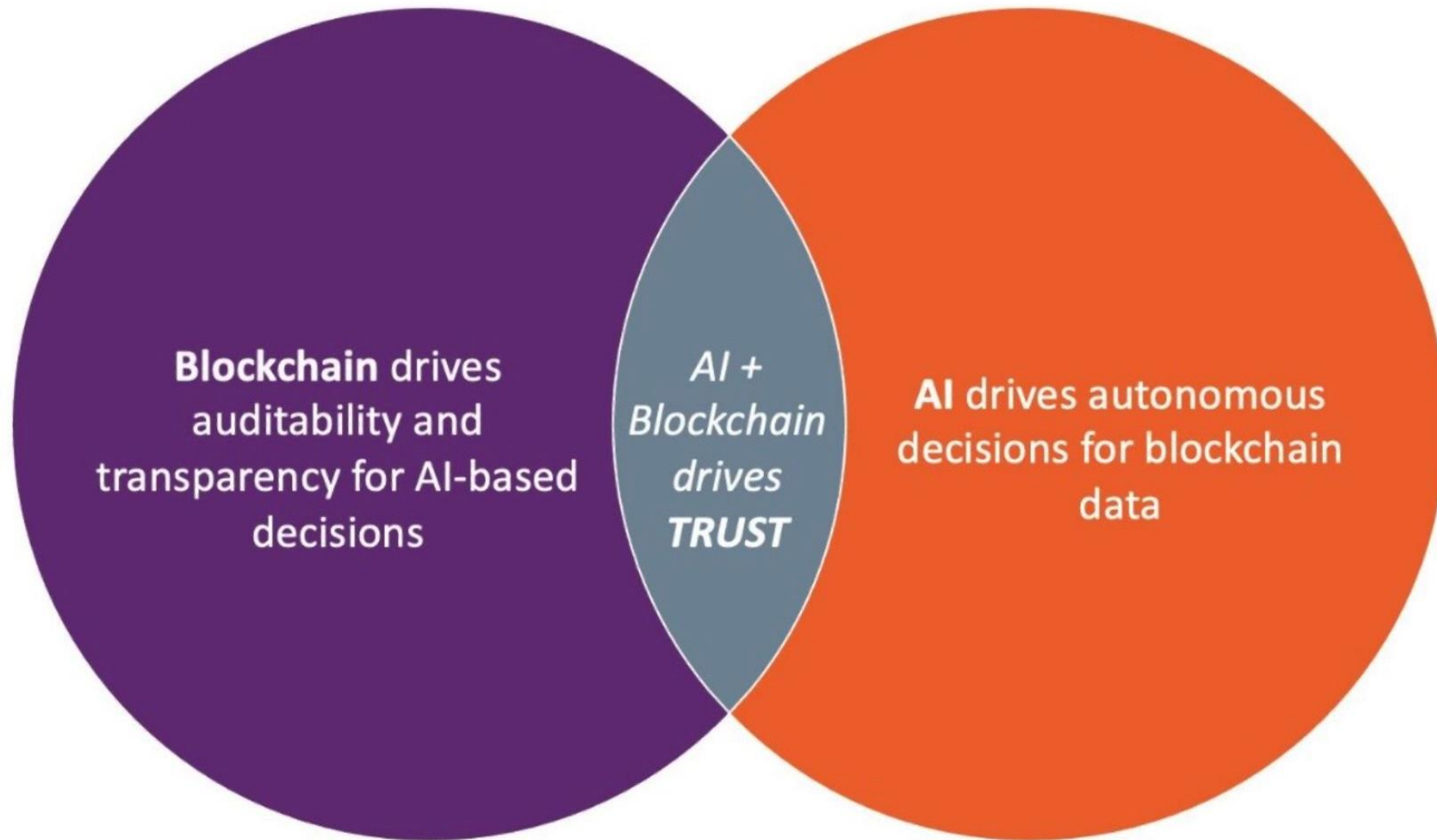
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Tag-teaming AI and Blockchain can kill the Trust issue that looms large today



Blockchain isn't a spectacle. It's about solving real business challenges. Just don't fall for the Blockchain BS!

Blockchain BS busters	Key question to ask?	Your response?			
		No	Not really	Probably	Yes
Principle 1: Replacing ledgers is pointless	Are there many organizational entities involved that require distributed ledgers?				
Principle 2: The realpolitik chestnut	Do you have a real unsolved business problem versus a vision for a utopian world?				
Principle 3: Change for the sake of change	Is there a real burning platform?				
Principle 4: Blindly quoting the network effect	Do all entities have a common goal that they will work together on to have any chance of a network effect?				
Principle 5: Garbage in, garbage out	Can you ensure that data written on blockchain is correct (through IoT integrations or other means)?				
Principle 6: Stone carvings	Do you need the data to persist forever for complete auditability without any censorship?				
Principle 7: Speed of light	Is transaction processing in seconds acceptable (versus processing thousands of transactions in a second)?				
Principle 8: The privacy conundrum	Are you sure that you will not need to store private information on blockchain?				
Principle 9: Law ambiguity	Are the rules of the game concise and clear enough to be implemented as smart contracts?				
Principle 10: The good old cost-benefit equation	Does the outcome deserve significant long-term investment?				
		Stop! Blockchain is not for you.	Wait! Do you really need blockchain?	Proceed with caution!	Go! You've hit Blockchain gold

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Thank you.

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