

How can we use Blockchain to foster our business?



05. november 2020

Kestus: 1 day

Veebikoolitus

Blockchain technology is considered one of the great technological advances of our time, carrying profound implications for the business world and society of tomorrow.

Currently, blockchains are used predominantly as the basis for various cryptocurrencies, which have led to diverse innovations in the financial services sector. However, financial applications present only a small part of the potential of blockchains, and a larger untapped potential lays outside the cryptocurrency hype.

The **goal** of this one-day online workshop is to provide participants with basic knowledge on blockchain technology and present a wide variety of current use cases. Moreover, the application of blockchain technology to the participants organization as well as his/her products and services is analyzed and

discussed in detail in collaboration with the participants. Finally, the participants learn how to apply and integrate blockchain-based solutions within their own organization.

Training **helps to understand** the fundamentals of blockchain technology and answer the questions:

- How did technology develop? How does it work? What are the alternatives?
- What are the benefits of blockchain-based solutions? How does it differ from alternative solutions? Is there a market potential?
- How can we use blockchain technology? What are the applications for our business? What new applications might be possible? How does it benefit existing products and how does it fit into the digital strategy of our organization?

Target audience

Executives across industries who would like to get an introduction to blockchain technology. We do not expect IT expertise and welcome curiosity for this new topic.

- Executives (CEO, CTO, etc.), managers and product owners
- Innovators
- Employees interested in blockchain technology

In result of the training participant:

- Gains a deeper awareness of blockchain technology
- Understands the key components of a blockchain and its core concepts
- Knows about the use of blockchain for different applications and the players in the market
- Analyses about how blockchain can be specifically applicable for the participants organization, evaluates what is the potential of it.

Prerequisites to the course (recommended)

- Interest in emerging technologies
- No programming experience necessary

Training Principles

Methods used: Lecture with slides and further material, discussion and practical analysis in collaboration with the participants. Strategy design and evaluation.

Length: 8 academic hours

The prerequisite for issuing the certificate is full participation in training.

AJAKAVA

05.11.2020

9:45 - 10:00 ○ gathering

10:00 - 11:30 ○ 1. Introduction

- A historical overview
 - The current state of development
 - Application of blockchain technology
- Methods used: Lecture with slides and further material, discussion.

11:30 - 11:45 ○ **coffee break**

11:45 - 13:15 ○ 2. Technical Basics of Blockchain Technology

- Blockchains and Distributed Ledgers
 - Different platforms
 - Smart Contracts and decentralized applications (dApps)
 - Consensus algorithms
 - Security and Privacy
- Methods used: Lecture with slides and further material, discussion.

13:15 - 14:00 ○ **Lunch**

14:00 - 15:30 ○ 3. Presentation and Discussion of Different Blockchain Use Cases

- Payment solutions (e.g., Machine-to-Machine)
 - Identity and Access
 - Internet of Things and Smart Cities
 - Customer Incentivization
 - Sharing-Economy
 - OR other topics according to the participants needs
- Methods used: Lecture with slides and further material, discussion.

15:30 - 15:45 ○ **coffee break**

15:45 - 17:00 ○ 4. Ideation

- Do I need a blockchain at all?
 - Application of blockchain technology in your organization
 - Proof-of-Concepts and feasibility studies
 - Discussion
- Methods used: Lecture with slides and further material, discussion and practical analysis in collaboration with the participants. Strategy design and evaluation.

LISAINFO

Osalemise tingimused

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