Berkeley Breakfast Roundtable

BLOCKCHAIN IN THE REAL WORLD

Keynote by: Professor Graham Leach

HONG KONG

2019-03-27

Professor Graham Leach

WeChat

Professor@graham-leach.com
**www.graham-leach.com**

LinkedIn

Blockchain Curriculum Lead, School of Design, HK-POLYU

Candidate, Oxford Blockchain Strategy Programme

Business Strategy Lead, SingularityNET ICO

Advisor to 20+ Blockchain Projects

Career / Publications / Qualifications

Experience:

ASEC

AstenJohnson

Bayer

Caldera

Compelite

Decisionomics

Different Products

Difuon

Human Potential

IBM

Key-In Data Solutions

Manpower

Microsoft

Neureal

Purple Squirrel

SingularityNet

Talent2

Team Building Asia

Major Publications:
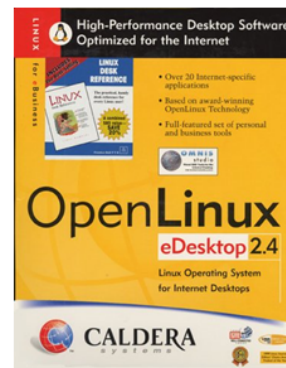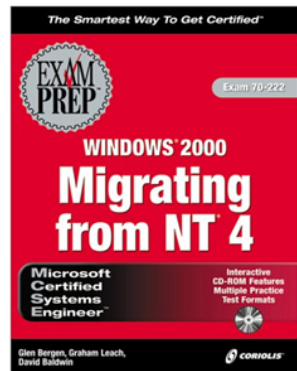
Academic Achievements:

B.A., Concordia University, History & Computer Science
MBA, University of British Columbia, Strategic Management
MBA, University of Liverpool, Innovation & Entrepreneurship

Professional Qualifications:

Microsoft Certified Systems Engineer
Microsoft Certified Professional
Microsoft Certified Trainer

Media / Contact Details

Name:	Professor Graham Leach
Email:	Professor@graham-leach.com
Mobile:	+852 6977 9076
Telegram:	@GrahamLeach
Whatsapp:	+1 852 6977 9076
Twitter:	@graham_leach
WeChat:	ProfessorGrahamLeach
Skype:	graham_leach
Website:	www.graham-leach.com

My Blockchain Opinion 372 Days Ago

When to Use Blockchain

Blockchain is a good tool for certain situations, such as when there is:

- A need for fidelity, security and complexity, with the ability to get information out simply and easily.

- A need to maintain Identity, History and State in a way that is resilient, highly available and hard to fake.

- A need to inexpensively manage a dispersed, active and highly fractured information space that exists "in the wild".

https://www.graham-leach.com/BLOCKCHAIN/Blockchain-For-Real-Beginners/Blockchain-For-Real-Beginners-Prezi.pdf

BLOCKCHAIN IN THE REAL WORLD

- THE PROMISES -

Typically Cited Blockchain Benefits

1. **Transparency**

2. **Immutability**

3. **Control**

4. **Speed**

5. **Cost**

https://www.fool.com/investing/2017/12/11/5-big-advantages-of-blockchain-and-1-reason-to-be.aspx

BLOCKCHAIN IN THE REAL WORLD

- THE REALITY -

PURITY / HYPE / RETROFIT

Recently I performed a Segment Analysis of the Blockchain Ecosystem for an International STO Consultancy headquartered in Canada. I concluded that Blockchain projects fall into three basic types:

-"Pure" Blockchain Projects

- "Hype" Blockchain Projects

- "Retrofit" Blockchain Projects

Pure Blockchain Projects

1. "Pure" Projects tend to be focused on building out the technology itself, or little gimmicks that can be make from existing building blocks with little or no need for real world input.

2. This includes various chains, exchanges, token types, crypto-collectables, derivatives, services and so on.

3. These are VERY innovative and exciting projects, but they may not achieve widespread diffusion into the real world for another 10 or even 20 more years.

Example "Pure" Project

Open AI For All

SingularityNET is a full-stack AI solution powered by a decentralized protocol.

We gathered the leading minds in machine learning and blockchain to democratize access to AI technology. Now anyone can take advantage of a global network of AI algorithms, services, and agents.

AI Research and Services

SingularityNET AI services are based on extensive scientific research. View our research initiatives to discover what we are currently working on.
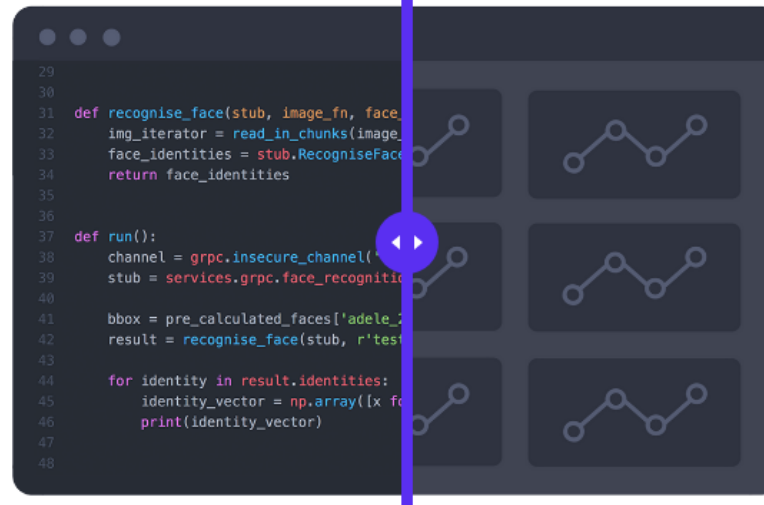
Decentralized Marketplace
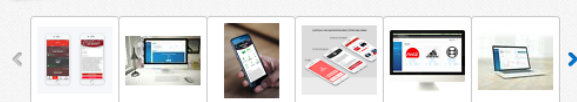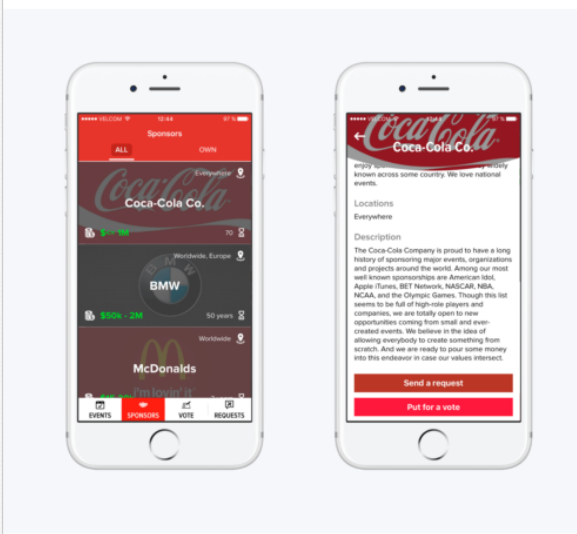
SingularityNET is a decentralized marketplace for AI services. Visit our SingularityNET Beta Marketplace to view our current offering.

https://singularitynet.io/

Hype Blockchain Projects

1. "Hype" Projects tend to focus on the money-making side of Blockchain rather than the generation of any kind of Social Utility.   This opens the project to accusations of fraud, and taints the people involved.

2. This includes various chains, exchanges, token types, crypto-collectables, derivatives, services and so on.

3. These projects are harming the image of Blockchain as a useful technology and slowing its adoption.

Example "Hype" Project

https://www.ebay.com/itm/Sponsy-Blockchain-Project-For-Sale-mobile-app-web-app-MVP-developed/264246407460

Retrofit Blockchain Projects

1. "Retrofit" Projects tend to be conducted by going concerns who are seeking to use the technology to achieve The Promises we mentioned earlier, and stay competitive.

2. A wide range of small-scale projects have been attempted, but in a "walled garden" kind of way.

3. The problem with going that way is that economies of scale are never achieved, so getting a significant "bang for the buck" is hard to do.

Example "Retrofit" Project

https://readwrite.com/2018/07/18/5-real-life-blockchain-implementations-outside-of-cryptocurrency/
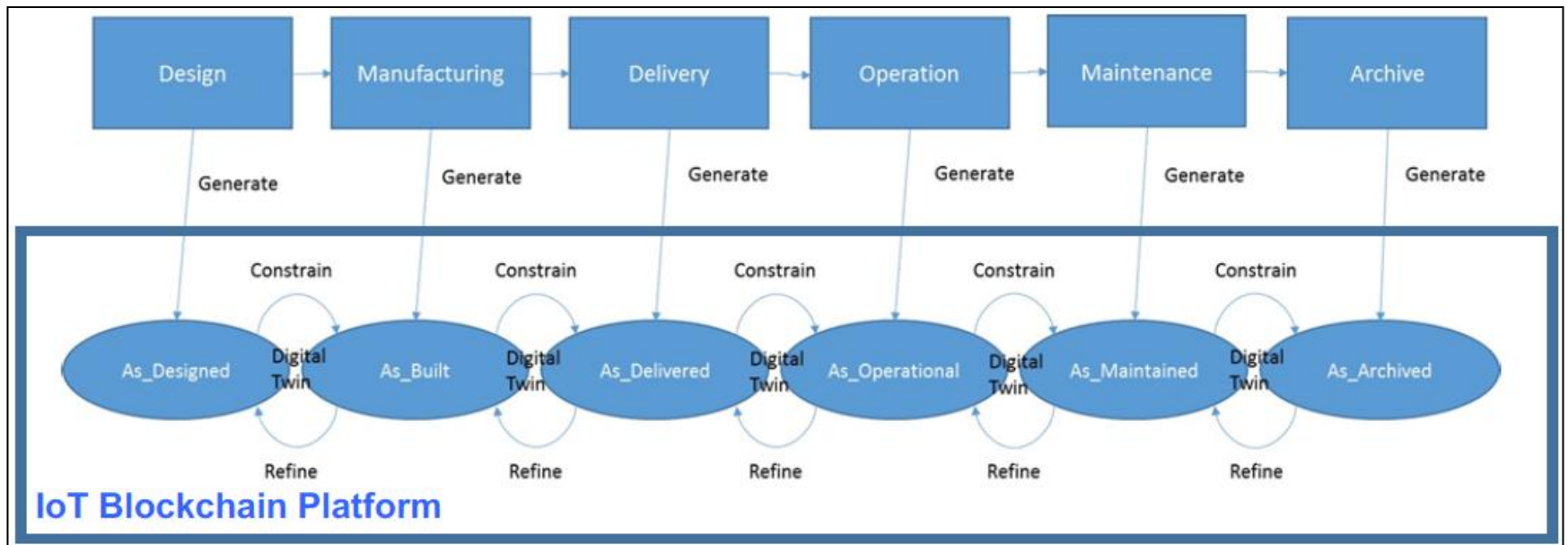
BLOCKCHAIN IN THE REAL WORLD

- SOME SUGGESTIONS -

What Might Help The Situation

A. Government can step in to help subsidize adoption of Blockchain standards to prevent "standard wars".

B. Industry Federations can step forward to create standards that promote Blockchain interoperability.

C. Consultants can help Blockchain by stepping in and making it more legal, legitimate and professional.

D. Customers can help out by prioritizing to industry where they want Blockchain implemented most.

BLOCKCHAIN IN THE REAL WORLD

- SOURCES & RESOURCES -

10 (Potential) Real World Applications

1. LVMH Provenance Blockchain (https://yhoo.it/2JEVfff)
2. Maersk Blockchain Shunned (https://bit.ly/2VgYXxm)
3. EverID Blockchain & Syrian Aid (https://bit.ly/2qqeFZv)
4. Blockchain's Impact on Logistics (https://bit.ly/2FAKaa6)
5. Blockchain Protecting Food Safety (https://bit.ly/2UW005n)
6. Blockchain Outing Fake Medicine (https://bit.ly/2WrRTOp)
7. Blockchain Reconciling Healthcare (https://bit.ly/2uwKMIk)
8. Blockchain and Automotive Industry (https://bit.ly/2FwwpJh)
9. Blockchain and Seafood Provenance (https://bit.ly/2OuaaaX)

QUESTIONS?

THANK YOU