



Blockchain

*For Real Beginners:
An Introduction for the Curious*



Thanks!

**The
Agenda**

**The
Presenter**

Thanks!

THANK YOU for choosing to view this presentation!

The Agenda

- Who is Graham Leach?
- What Blockchain is...and isn't
- Why Blockchain matters to **Business**
- Why Blockchain matters to **Investing**
- Why Blockchain matters to **Innovation**
- Why Blockchain (might) matter to **Society**

The Presenter

Who is Graham Leach?

Identities:

- Entrepreneur
- Researcher
- Consultant
- Professor
- Author
- Coach

But For Tonight?



I Am Your Blockchain Guide...



Definitions

What Blockchain is...and isn't

Some
Quotes:

Blockchain is
not Bitcoin

The
Essence of
Blockchain

The Essence
of Bitcoin

Some Quotes:

“It’s a fraud and worse than tulip bulbs...”

-- Jamie Dimon, Chairman and CEO of JPMorgan Chase

“I am very intrigued by Bitcoin. It has all the signs. Paradigm shift, hackers love it, yet it’s derided as a toy. Just like microcomputers were.”

-- Paul Graham, Creator of Yahoo Store

“Blockchain is the tech. Bitcoin is merely the first mainstream manifestation of its potential.”

-- Marc Kenigsberg, founder of Bitcoin Chase

Blockchain is not Bitcoin

Blockchain:

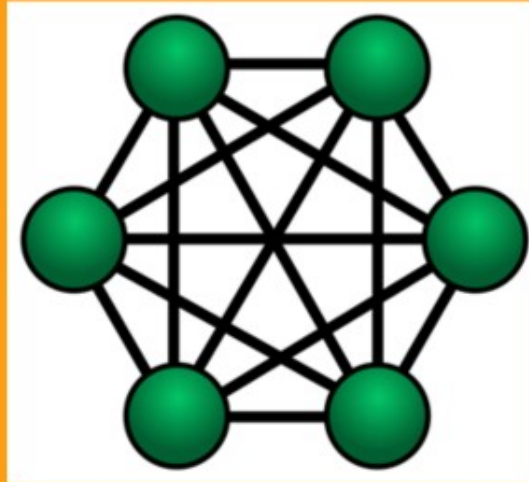
An IT system design broadly applicable to where a decentralized, assured, highly available and fault-tolerant lookup capability is desired.

Bitcoin:

An implementation of Blockchain used to create a synthetic currency that has experienced breathtaking volatility in its valuation.

The Essence of Blockchain

Blockchain is an Information Management System



https://commons.wikimedia.org/wiki/File:Fully-connected_mesh_network.svg

The Essence of Bitcoin

Bitcoin is a Sentiment Expression System



<https://coinsquare.io/markets/bitcoin>



Context

When & Why To Use Blockchain

When to
Use
Blockchain

Why to Use
Blockchain

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”.

Why to Use Blockchain

Blockchain also seems to provide a solid ideological foundation, or ethos, for the kind of ideas that lead to widespread prosperity:

- Freedom
- Innovation
- Individuation
- Transparency
- Experimentation



The slide features a background image of people in white lab coats working with a laptop. A large, semi-transparent white circle is centered on the slide, containing the title and subtitle. To the right of this circle, four orange circles are arranged vertically, each containing a stakeholder group. The background image is slightly blurred and has a blue tint.

Stakeholders

Who Should Care About Blockchain?

Business

Investors

Innovators

Society

Business

Where are the Opportunities?

Blockchain presents opportunity to Business, because it:

- Empowers Better Governance
- Enables Federated Brand Clustering
- Encourages Good Corporate Citizenship

Investors

Where are the Distortions?

Blockchain presents opportunity to Investing, because it:

- Transforms Startup Capital Formation
- Democratizes Value Generation & Capture
- Creates New Vistas in Portfolio Management

Innovators

Where is the Disruption?

Blockchain presents opportunity to Innovation, because it:

- Fosters Enlightenment Thinking
- Unlocks Previously Unattainable Value
- Relocates Power to the Base of the Pyramid

Society

Where is the Future?

Blockchain presents opportunity to towns like Cornwall because its ethos promotes fair, distributed, knowledge-driven, positive change in a way that is free from geographic location.

- It Uncovers New Ways of Creating Wealth
- It Focuses On Human Capital Development
- It Offers People a Way of Engaging With Hope





Now What?

Questions and Other Fun

Questions?

More
Information

Thanks
Again!

Questions?

I would love to hear your questions...

More Information

For more information on Blockchain, you can contact:

Graham Leach, MBA

www.graham-leach.com

Thanks Again!

