Strategy Hubb®

The Rise of Blockchain and the Blockchain Economy

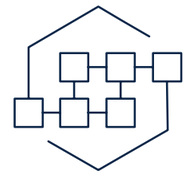
Understand the Intrinsic Business Value of Blockchain Technology

Blockchain Technology

A JOURNEY OF VALUE DISCOVERY

Blockchain technology has created a whole new industry that has rapidly evolved and grown over the past few years. While early focus and adoption has seen heavy investment in crypto assets, blockchain technology is beginning to see increased interest from governments and institutions. This interest is expected to generate massive growth, with the Australian Government blockchain roadmap predicting that blockchain will generate an annual business value of over US$175 billion by 2025 and in excess of US$3 trillion by 2030. The world is paying close attention to the potential economic value that blockchain technology and its associated application is poised to generate.

The blockchain economy is emerging, and investments into the blockchain ecosystem are rapidly expanding. There is immense value in blockchain technology, and with continuing advancement in supporting technologies such as Artificial Intelligence, IoT, Dapps, hyper-connectivity, and more widespread internet coverage, conditions are perfect for innovators to develop their versions of the future. As countries such as South Korea, China, America, and the UAE take meaningful steps to fast-track their blockchain initiatives, it is clear that the blockchain revolution has most certainly begun. Furthermore, the many blockchain use case scenarios being tested worldwide, and the number of patent applications for blockchain technologies also proves the amount of time, energy, and capital backing the new wave of technological advancements we are to be part of in the years ahead.



WHY BLOCKCHAIN?

The global pandemic and the response of governments around the world has triggered a rapid leap into a more connected, collaborative and flexible world. As society adjusts to new norms of behaviour, business, habits and expectations, a groundswell of emerging technologies are also rapidly demonstrating their potential to fast track innovation and solve some of the most pressing and critical global challenges. Blockchain is one such technology with a promising capacity to deliver transparency in a trustless world through its inherently immutable, decentralised and traceable design.

Blockchain has the potential to transform every aspect of life as we know it. From automated global remittances to disintermediation and trustless transactions to the creation of smart contracts and non-fungible tokens, blockchain technology offers the promise of transforming government sectors, the financial system, healthcare, medical, legal, consumer goods, retail, logistics. Unlike many other recent innovations, blockchain has the potential to do more than just deliver economic productivity returns. Blockchain is both a technology and an ideology, representing a future where a 'single source of the truth' can be used to increase trust in digital data and organisations. Delivering critical accuracy during a crisis, allowing millions of people to transact with each other instantly or sharing value all over the world, safely and at speed are all possibilities with blockchain.

KEY VALUE POINTS FOR A BLOCKCHAIN ENABLED FUTURE:

- Blockchain is a distributed transaction record database – Blockchain is essentially a new type of database where all the information is stored on a peer-to-peer network of nodes, with each node maintaining a synchronised copy of the data – a distributed ledger.

- The rapid pace of technological advancement across all industries is driving a new global economy where big data, intangible assets and blockchain-backed tokens and systems will disrupt many established centralised systems of governance and society.

- Blockchain technology can be used to secure data storage and mitigate the risk of network breaches or data loss.

- Blockchain's decentralised architecture and consensus protocols can help governments restore trust and eliminate corruption.

- Blockchain can streamline systems, reduce administrative burden, and eliminate costly and time-consuming processes associated with reconciliation of funds, asset management and identity management.

- Immutable and secure logging of data at every stage in the process establishes digital and physical traceability, protects against counterfeiting and fraud, and mitigates the risk of corruption.

- Eliminating the need for various third parties and intermediaries through smart contracts that store and execute contracts once specific conditions are met and validated (including payment or rejection of goods)

- Demonstration of transparency with regards to ethical sourcing and sustainability

- Independent and secure real-time payment services

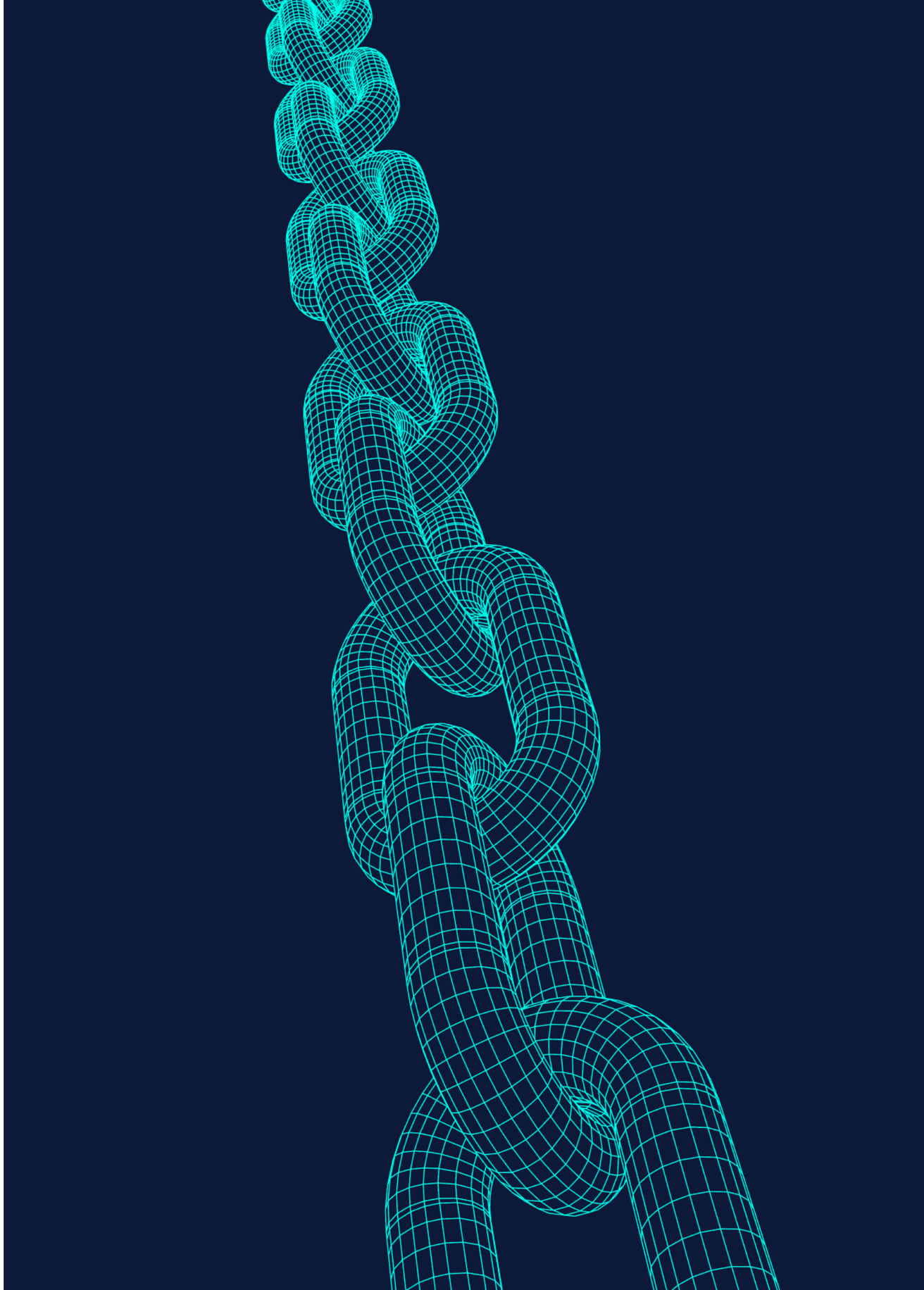
- Blockchains like Enterprise Ethereum, Corda, Hyperledger, Quorum and OpenChain allow Dapps to be developed to solve the issues of the emerging industry 4.0 era.

WILL BLOCKCHAIN BE PART OF YOUR BUSINESS ECOSYSTEM?

Understanding blockchain is a critical first step. With knowledge and awareness comes the ability to make informed decisions around how blockchain works and, more importantly, how it could fit into your business ecosystem and add value to your current processes. To miss the investment boat and not participate early in the blockchain revolution would be like not taking part in the internet's future. Exploring industry use case scenarios and proving the value ahead of competition could see millions or even billions added to bottom-line returns.

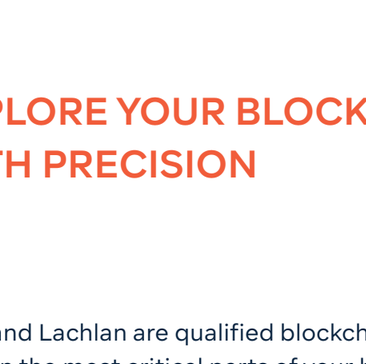
Economic cycles of the future will show the exact moment in time when blockchain entered the business world, disrupting the financial system by decentralising payments, altering the storage of wealth, supply chains, consumer behaviour and cybersecurity. The technology that underpins Bitcoin and facilitates the creation, transfer and storage of bitcoins has ushered in a new era where platforms such as Ethereum are profoundly changing the world through decentralised applications, smart contracts and non-fungible tokens. The cryptocurrency economy surpassed USD 2 Trillion within a 10-year span, which forced governments to rewrite legislation to protect fiat currencies and the control they have on their citizens.

The future will contain more none fungible tokens *(NFT's)*, *Smart Contracts*, *decentralised finance (Defi)* and autonomous business activity. *Carpe Diem* (Seize the Day) and the opportunities early with Strategy Hubb. Contact Ryan Babbage and Lachlan Mee to explore your blockchain journey. The patterns of technology prove that the lack of progress occurs when industries fail to act. Inaction can be one of the most detrimental and profound costs to an organisation.



EXPLORE YOUR BLOCKCHAIN OPPORTUNITIES WITH PRECISION

Ryan and Lachlan are qualified blockchain strategists, uniquely placed to assess and extrapolate value in the most critical parts of your business. An early assessment of your current intellectual property will enable a thorough probe into the potential areas of your business that could greatly benefit from modern technologies like blockchain. Blockchain technology coupled with Artificial Intelligence (AI) or smart networks built on the Internet of Things (IoT) could generate returns and open new markets, with your organisation reaping the rewards of a dynamic, efficient and robust future. Make your investments count!



RYAN BABBAGE

CEO - Chief Executive Officer &
Blockchain Specialist

LACHLAN MEE

BSA - Blockchain Solution Architect
Supply chain & Logistics Strategist

The right intellectual property will add multiples to your bottom line.

Strategy Hubb®

www.strategyhubb.com