



# **New business models and revenue streams with blockchain**

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## About me:

- Have worked as a professional money manager
- Hold many different financial licenses in many countries
- Managed hundreds of millions of dollars of trade risk
- Overseen brokerage operations with more than half a billion dollars of trade volume every 8 hr shift
- Did first crypto currency integration with a broker in 2010
- Advocate of Blockchain and Distributed Ledger Technologies
- Passionate about empowering people and making the world better

A little background and historical context...

New revenue stream creation for most of the worlds history could be explained this way.

## ZERO SUM ARGUMENT

OUTCOMES

I WIN

OR

YOU LOSE

Another way to understand this...



Some places were very protective of what they had and often wanted more just because others had it. What happened when people or countries like this wanted more?...



But then something amazing began to happen...

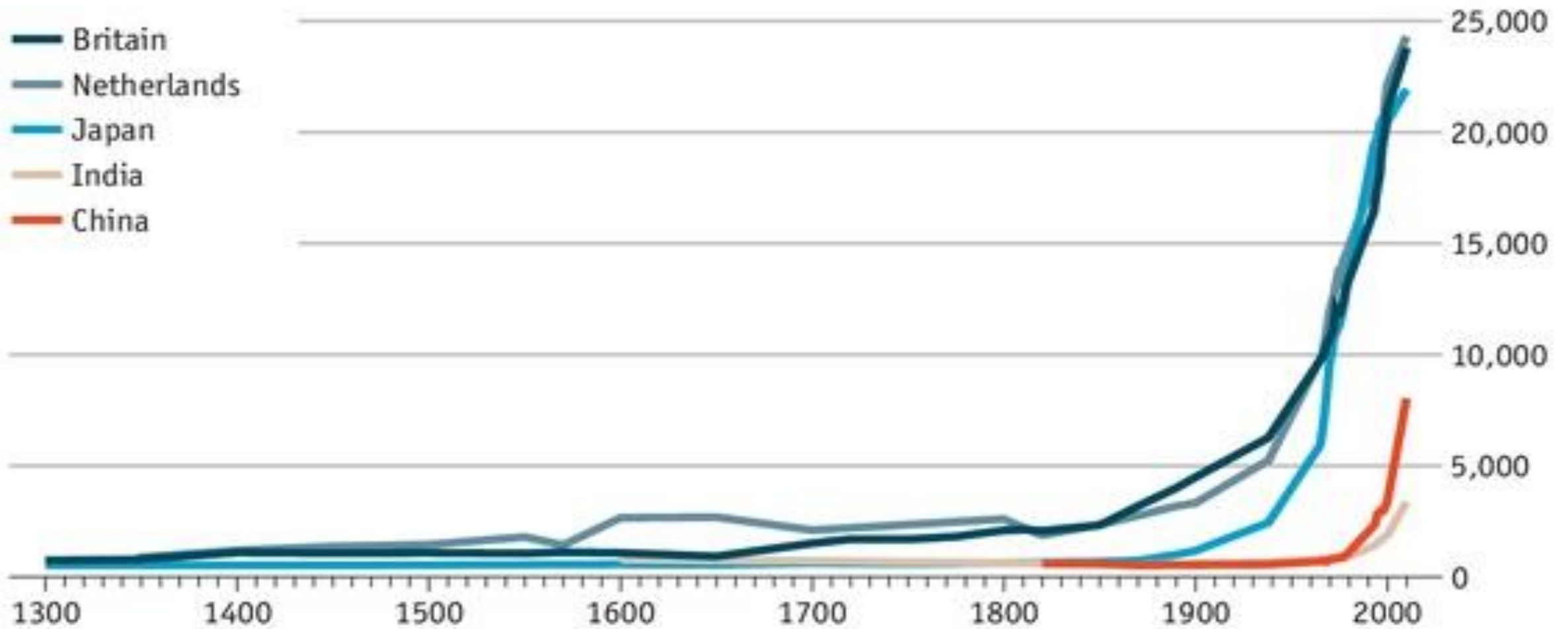


**THE SIZE AND VARIETY  
OF CAKE AVAILABLE TO  
PEOPLE AROUND THE  
WORLD BEGAN TO  
INCREASE  
EXPONENTIALLY!**



# Historical GDP Output

GDP per person, 1990 constant \$



Source: Maddison Project

# THE INDUSTRIAL REVOLUTION



# The Start of the Fourth Industrial Revolution



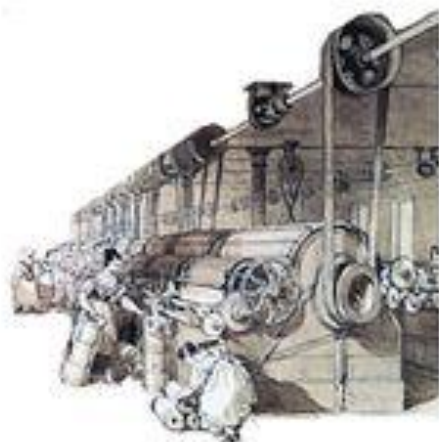
**4<sup>th</sup> Industrial Revolution** -  
mobile, cloud, smart  
connected devices, cyber  
physical systems, smart  
factory, robots, mass  
customization, product  
as-service



**3<sup>rd</sup> Industrial Revolution** -  
electronics, telephones,  
PLCs, NC machines, PCs,  
CAM, CIM, spreadsheets,  
Lean manufacturing



**2<sup>nd</sup> Industrial Revolution** -  
manufacturing assembly  
line and infrastructure of  
electricity, gas, water,  
telegraph, roads



**1<sup>st</sup> Industrial Revolution** -  
water and steam powered  
mechanical manufacturing  
facilities

End of 18<sup>th</sup> century

Start of 20<sup>th</sup> century

Late 20<sup>th</sup> century

Today

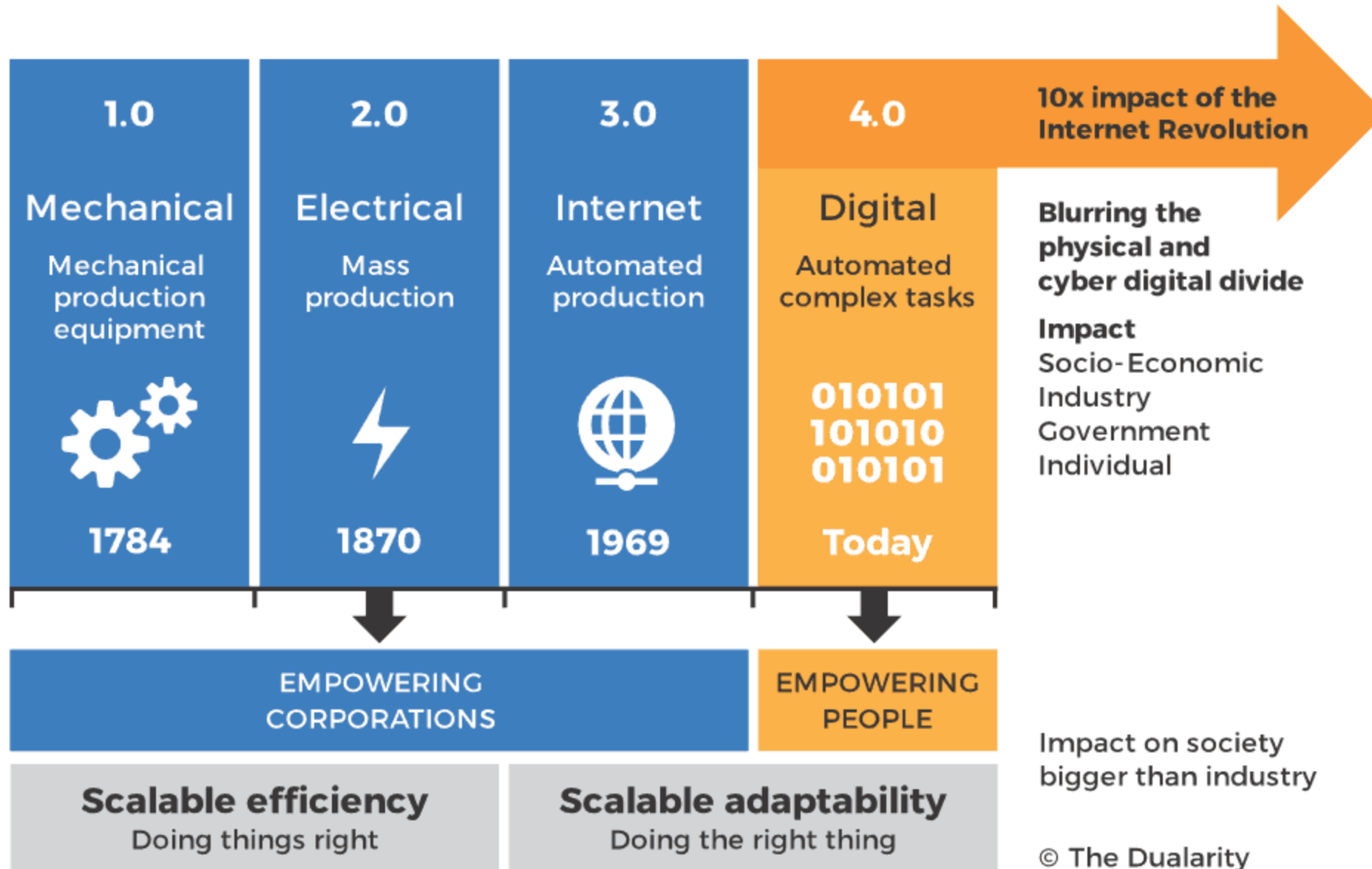
↑  
Productivity, Complexity

These innovations continue to create more and more possibilities!



# Welcome to the Industrial Revolution 4.0

010101  
101010  
010101



# What are the some of the key revenue stream opportunities that are associated with blockchain?





HOW BIG?

# 2020

**4**  
BILLION

Connected People



**\$4**  
TRILLION

Revenue Opportunity



**25+**  
MILLION

Apps



**25+**  
BILLION

Embedded and  
Intelligent Systems



**50**  
TRILLION

GBs of Data



Source: Mario Morales, IDC

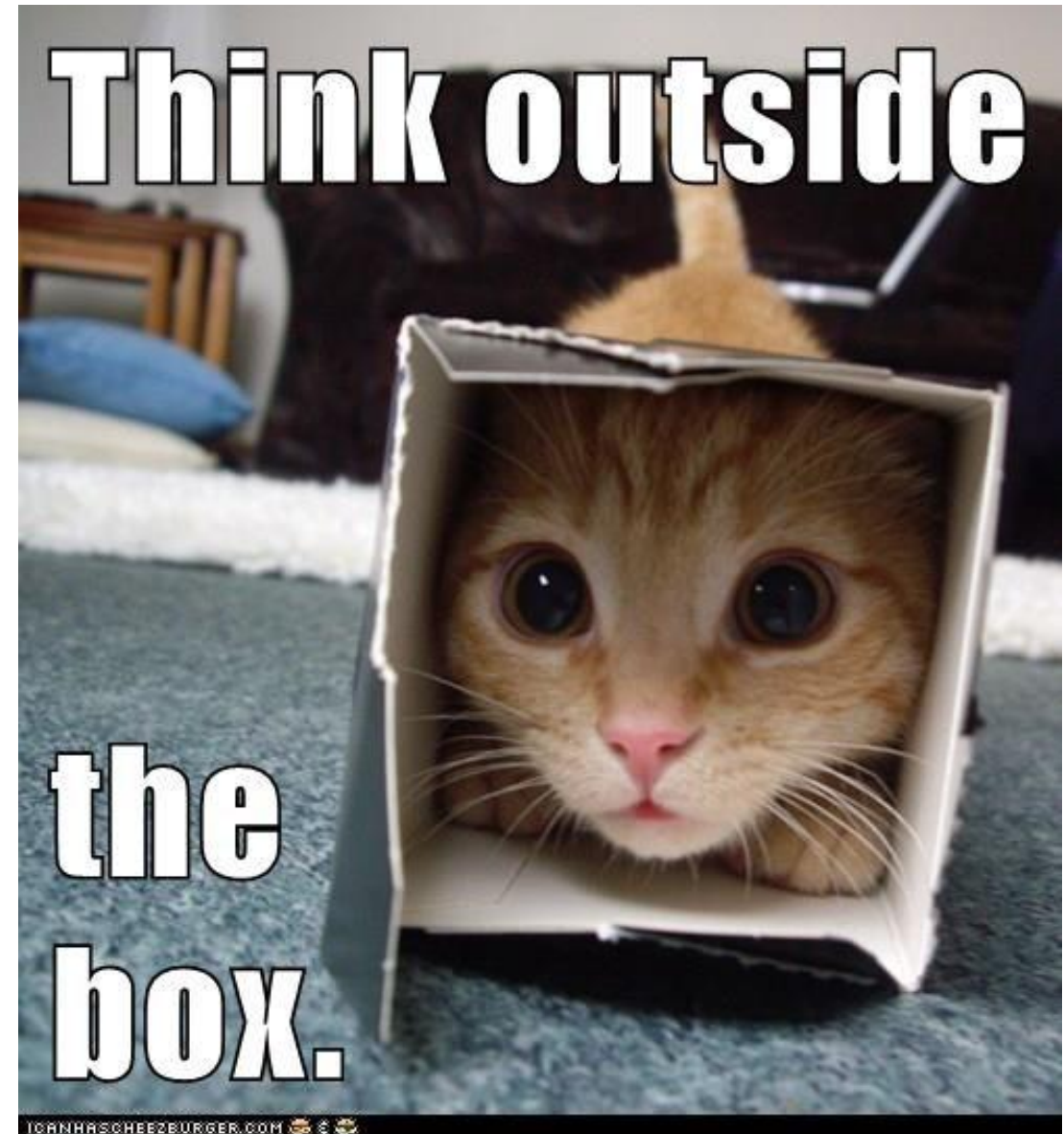
***By 2020, the Internet of Things will have achieved “critical mass”. Linking enormous intelligence in the cloud to billions of mobile devices and having extremely inexpensive sensors and tags embedded in and on everything, will deliver an enormous amount of new value to almost every human being. The full benefits—in terms of health, safety and convenience—will be enormous.***



What is VERY significant about this moment in history compared to before is that now with blockchain technology there are ongoing financial incentives to help ensure that others are better off. The more people that can become connected to cloud and blockchain technologies then the more revenue stream creation opportunities are created!

Despite what you  
might hear or read  
in the media;

Don't be afraid to  
think outside the  
box and to get  
creative!



**Some of the possible revenue streams to consider focusing on might include:**

- Ease of access
- Proof of ownership
- IoT (Internet of Things)
- Government and Corporate transparency and efficiency
- Privacy
- Escrow / Gaming
- Supply Chain



# Ease of Access (Interface and cost)

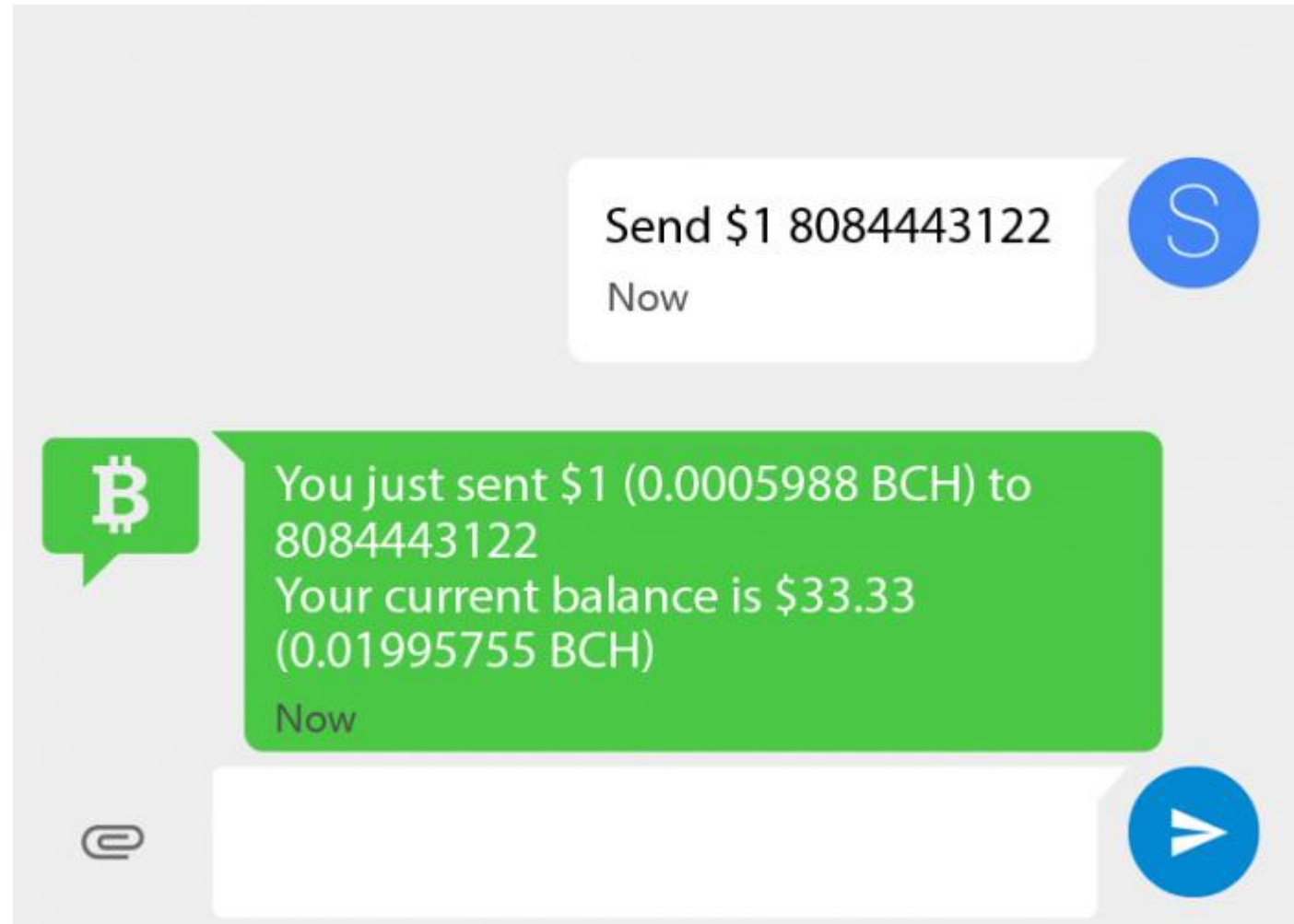
- Multi-Billion Dollar Remittance and Payment industry



What happens when  
Billions of the unbanked  
join the online economy?

= More Cake / Bigger Cake!

**E-Commerce 2.0?**



# Privacy

- Important for a safe and secure, productive society.
- Reflect values of users
  - Most people are good
- Governments should want to protect and empower the people they serve.



Cloud Act in the USA.

Other similar  
proposals in the EU



Andreas M. Antonopoulos   
@aantonop

Governments try to ban bitcoin? LOL

The image below includes a signed bitcoin transaction  
transferring \$12m USD.



2:18 AM · May 28, 2015

254 Retweets

245 Likes

# Proof of Ownership / Tokenized Assets

- One of the most dynamic and possibly most impactful to low income and unbanked economies.
- Digital Securities Trading
- Digitized documents, both personal and public.
- New paradigm for trusted 3<sup>rd</sup> parties...
- Possible to use for verification of ownership or portioned ownership of assets including both physical and digital.

# IoT (Internet of Things)

- More than 25 Billion devices with smart technology are expected to be existing in the marketplace in the next 2-3 years.
- All of these devices will require: Privacy, Security, Connectivity
- Innovative space that improves lives of users in multiple ways
- Interesting applications that include health related aspects
- Removal of the human oversight aspect, AI



# 67 STARTUPS MAKING YOUR HOME SMARTER

## PET & BABY MONITOR

Petnet iBaby Petcube  
nanit sevenhugs LULLY

## APPLIANCES & AUDIO DEVICES

hiku INDEPENDA innit SONOS  
 SECTOR QUBE KITU MUSAIC

## LIGHTING

LUMETRIC LIGHTING plum  
 switchmate emberlight LIFX

## MISCELLANEOUS

KAMARQ  
notion

## SAFETY & SECURITY

leeo BeONhome  
 SimpliSafe roost  
 MY ALARM CENTER myfox  
 Eugust Lockitron  
 canary ring  
LATCH audio analytic  
 cocoon Glue

## ENERGY & UTILITIES

Ecoisme  
sense. thinkeco  
 rachio  
 ecobee  
there. tado

## DEVICE CONTROLLERS

SENTRI Fluent NINJA BLOCKS  
 muzzley wigwag ivee  
 pool avi-on iRule

## HEALTH & WELLNESS

evermind  
 beddit  
 hello  
MedMinder

## GENERAL SMART HOME SOLUTIONS

ecovent  
netatmo  
 KEEN home  
vivint.SmartHome

## HOME ROBOTS

jibo  
 Rokid  
 小鱼在家  
 robart  
 neato robotics

## GARDENING

grove  
 NIWA  
 EDYN

CBINSIGHTS

iStock.com/skypicstudio

# Government and Corporate Efficiency and Transparency

## **Government**

- Short Feedback cycles
- Secure voting
- Reduction of corruption

## **Corporate**

- Digitizing incorporation documents, transfer of equity/ownership and easier governance.

# Supply Chain

- **Recording** the quantity and time of transfer of assets as they move in the supply chain.
- **Tracking** purchase orders, change orders, receipts, shipment notifications, or other trade-related documents
- **Assigning** or verifying certifications or certain properties of physical products; for example determining if a food product is organic or fair trade ([Provenance](#))
- **Linking** physical goods to serial numbers, bar codes, digital tags like RFID, etc.
- **Sharing** information about manufacturing process, assembly, delivery, and maintenance of products with suppliers and vendors

# Supply Chain cont.

Regardless of the application, blockchain offers shippers many advantages which include:

- **Enhanced Transparency.** Documenting a product's journey across the supply chain reveals its true origin and touchpoints, which increases trust and helps eliminate many of the problems found in today's opaque supply chains. Manufacturers can also reduce recalls by sharing logs with OEMs and regulators ([Talking Logistics](#)).
- **Greater Scalability.** Virtually any number of participants, accessing from any number of touchpoints, is possible ([Forbes](#)).
- **Better Security.** A shared, indelible ledger with codified rules could possibly eliminate the audits required by internal systems and processes ([Spend Matters](#)).
- **Increased Innovation.** Opportunities abound to create new, specialized uses for the technology as a result of the decentralized architecture.

# Escrow / Gaming

- The gaming and loan industries are huge Multi-Billion dollar industries which are often very inefficient or expensive or have other barriers which prevent or limit use.
- Most of these inefficiencies could be very effectively and efficiently addressed through the use of blockchain technologies.
- Escrow functionalities are also very important for many aspects of Real Estate and general Business operations.

After you have the key ingredients and understand the process to bake a cake the possibilities are almost endless...



# To review some of the key “*ingredients*” or areas to consider focusing on?

- Ease of access
- Privacy
- Proof of ownership
- IoT (Internet of Things)
- Government and Corporate transparency and efficiency
- Supply Chain
- Escrow / Gaming

Blockchain and other distributed ledger technologies are like having a new secret ingredient that makes it possible to improve your end result and increase user satisfaction significantly, with much less effort.

If you are in the cloud or blockchain technology area ***congratulations***, you are in one of the very best places to be able to grow a new business and make money while also making the world a better place!





# Thank you!

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