101 Blockchains Think Tank Webinar Series

LIVE WEBINAR

101 Blockchains

Building Business Opportunities with Distributed Applications

Hosted by: 101 Blockchains

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101 Blockchains

101 Blockchains

101 Blockchains is the world's leading enterprise blockchain research and training provider. Our community is empowering the profession of Enterprise Blockchain Management.

WHAT WE DO

At 101 Blockchains we don't sell blockchain. We help corporate executives understand and decide how the technology fulfills their business needs and objectives.

LIVE WEBINAR

101 Blockchains

Webinar Topics

- Distributed Applications Value
- “Non-traditional” use-cases
- De-risking Blockchain

A few housekeeping tips

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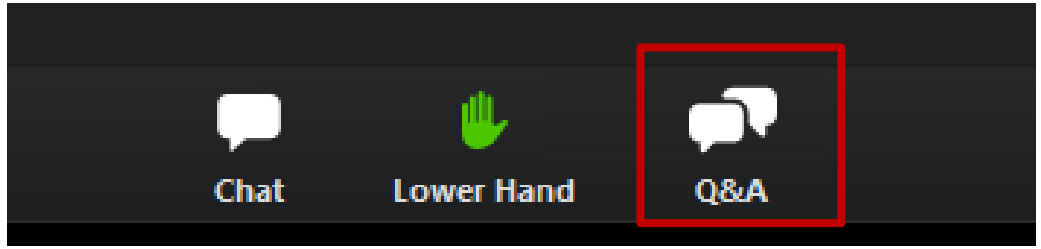
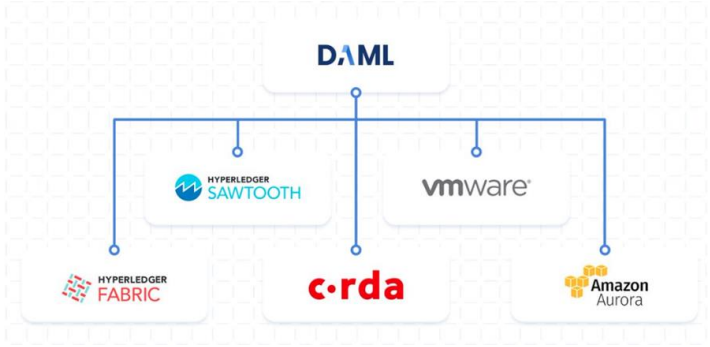
Use the **Q&A** feature to ask your questions



DAML : Distributed Applications in days not years



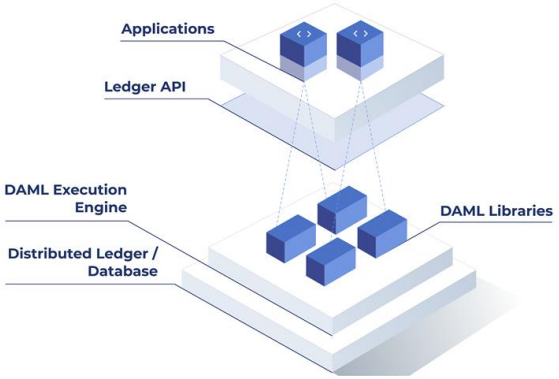
Write once, deploy anywhere

DLT, Blockchains, Crypto Databases, RDBs

HASHED HEALTH · ASX · accenture · ISDA Safe, Efficient Markets · HKEX 香港交易所 · CHANGE HEALTHCARE

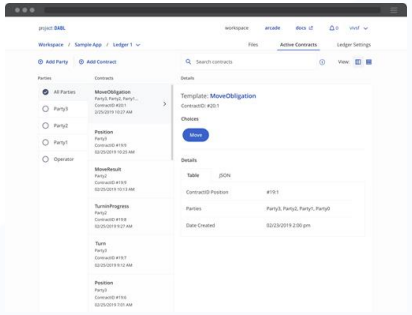
Scales from PoC to national infrastructure

Open Source, Backed by global innovation leaders



Developer Focussed

Tooling for complete full-stack applications.



project:DABL

Get to market first, stay there longer

Cheap, fast, complete application platforms

What's a distributed application?

Distributed in terms of

Infrastructure

Trust

Control

Knowledge

Every Large Application

Messengers with E2E encryption

Distributed Social Networks

P2P Messaging

Blockchain's great contributions are **consistency and integrity**

Smart Contracts' great contribution is a **shared understanding** of the system.

Example: Digital Money

The original Blockchain app

- High Value
- Distributed in most respects
- Consistency is crucial
- Simple
  - The state is a fixed (or controlled) quantity allocated to addresses
  - A state transition is a quantity preserving change to the allocation
  - Everything else is there to enable infrastructure and security

5112
Carbon Copies
on CoinMarketCap, Feb 12th 2020

Why?

847
Infrastructures
on CoinMarketCap, Feb 12th 2020
Based on the number of Coins

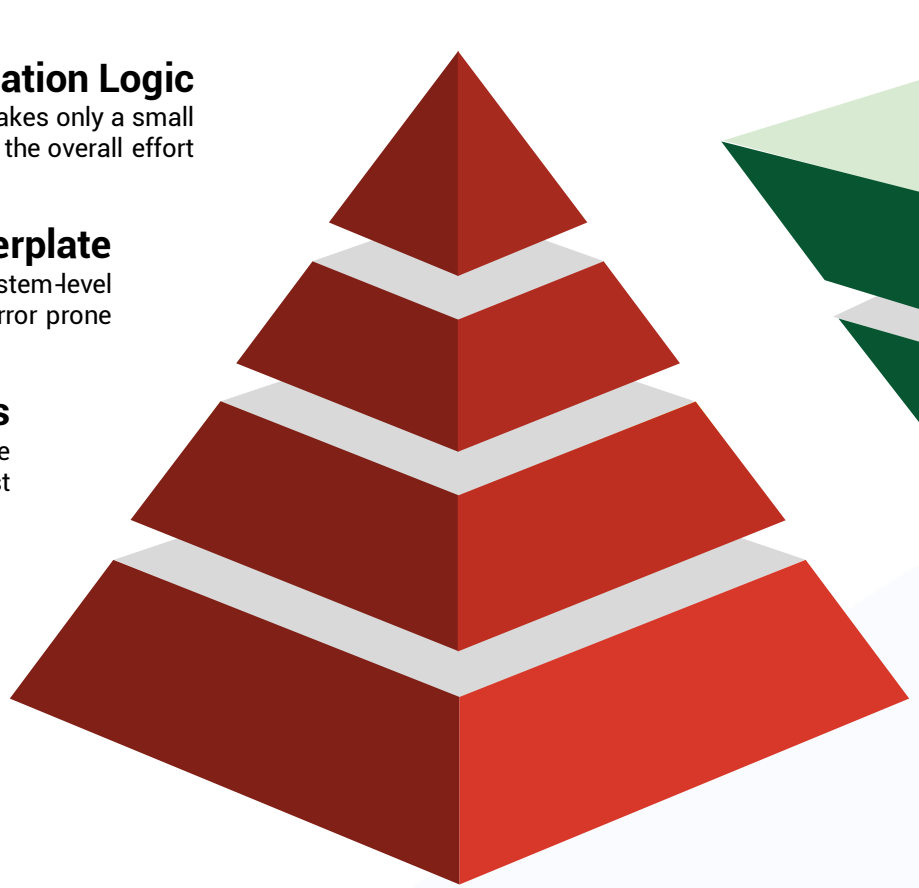
Cost vs Value

Application Logic
Value creation takes only a small fraction of the overall effort

Boilerplate
Developing apps using system-level programming is slow, and error prone

TechOps
Deploying, and maintaining infrastructure is a major cost

Infrastructure
Building an enterprise grade distributed ledger infrastructure takes years and costs millions



Historic parallels

1960s

Image Credit: NASA

1990s

Image Credit: Museums Victoria

2020s

Image Credit: Pixabay

Putting value first needs abstractions

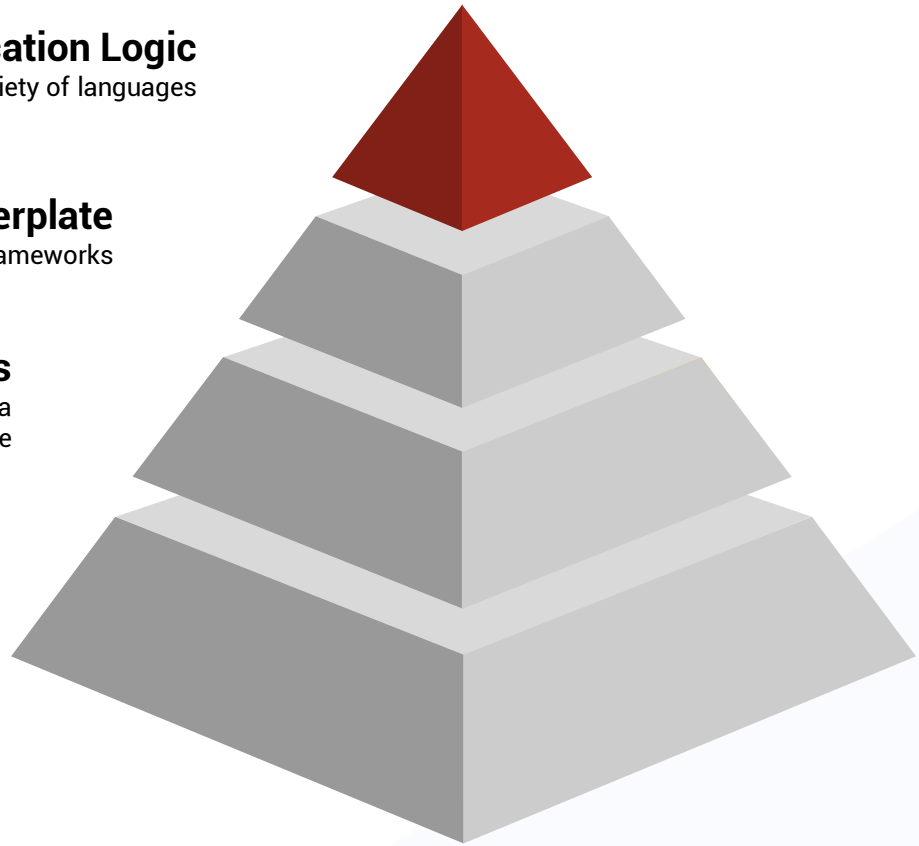
It requires confidence that the foundation can follow later

Application Logic
Use a variety of languages

Boilerplate
Covered by libraries and frameworks

TechOps
Managed offerings and techops as a service

Infrastructure
Commoditized, interchangeable, cheap, and abundantly available



Full-Stack apps in minutes
PoCs in days

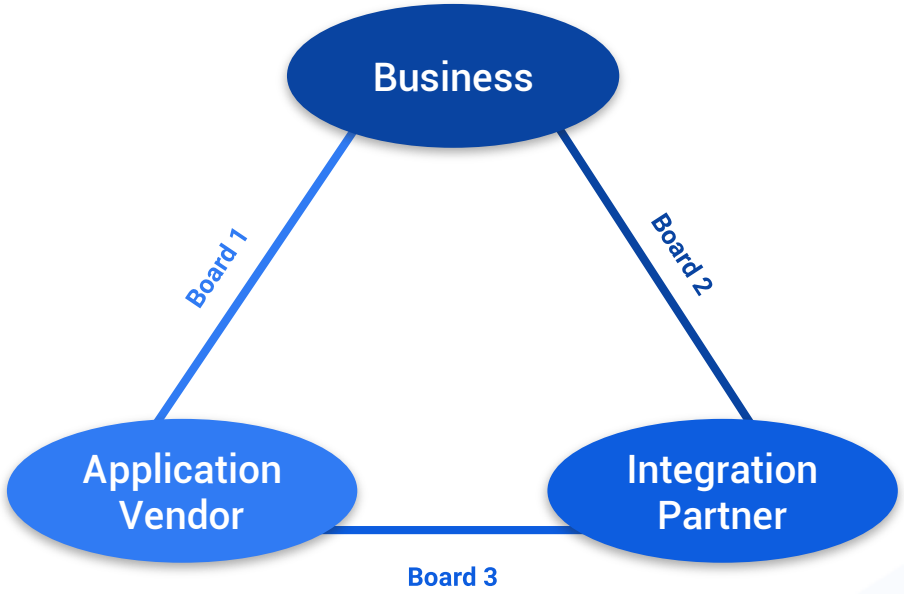
Established practices
CI/CD as standard
Containerisation

No early commitment
Low risk of lockin
Managed offerings

A silly example? Kanban

- Medium high value - Market leader ~$425M
- Typically centralised
- Privacy more important than consistency
- Some complexity

Image Credit: Jeff Lasovski. Modified by Opensource.com. CC BY-SA 3.0.



What's the business model of distributed Kanban?

We won't find out if it costs millions to get it into production.

OpenWork board

Example II: Social Networks

- Very high value
- *Feel* distributed
- Highly centralised business models
- There's interest in decentralised models
  - Common *rules* and *data ownership* at the core
  - New Business Models around cryptocurrencies

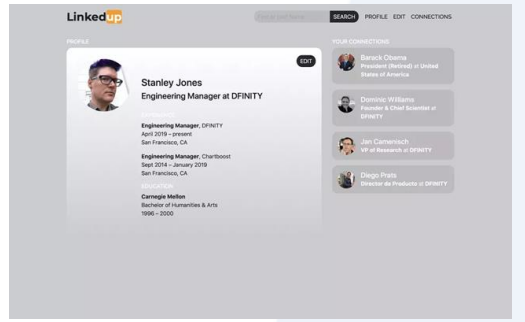


Image Credit: DFinity

Image Credit: Twitter

MINDS

steemit

Is Blockchain the right infrastructure for Social Media?

Are the business models driving the infrastructure or vice versa?

Distributed Applications need *Agile*

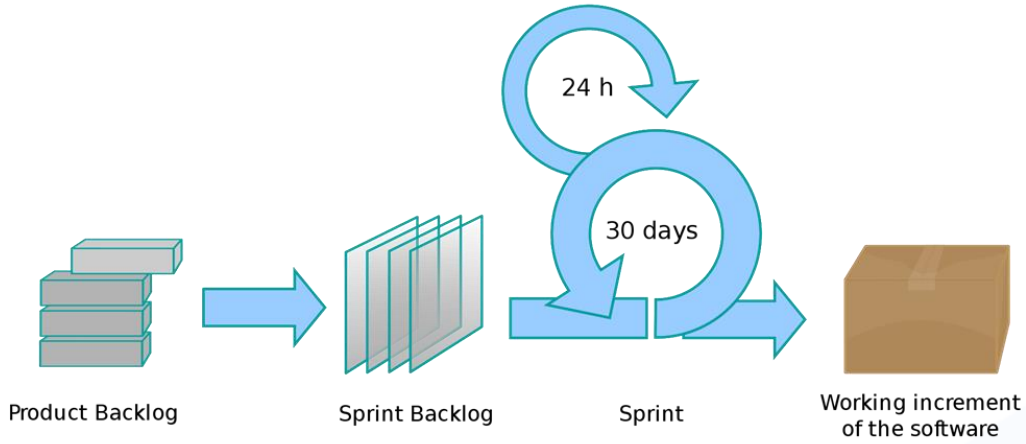


Image Credit: Lakeworks/Wikipdeia

Test a product hypothesis with minimal resources

Need to choose and lock into expensive infra first

Deliver a complete product to customers

Ecosystems focussed on infrastructure and smart contracts only

Iterate quickly and do regular releases

Blockchain applications are notoriously hard to upgrade

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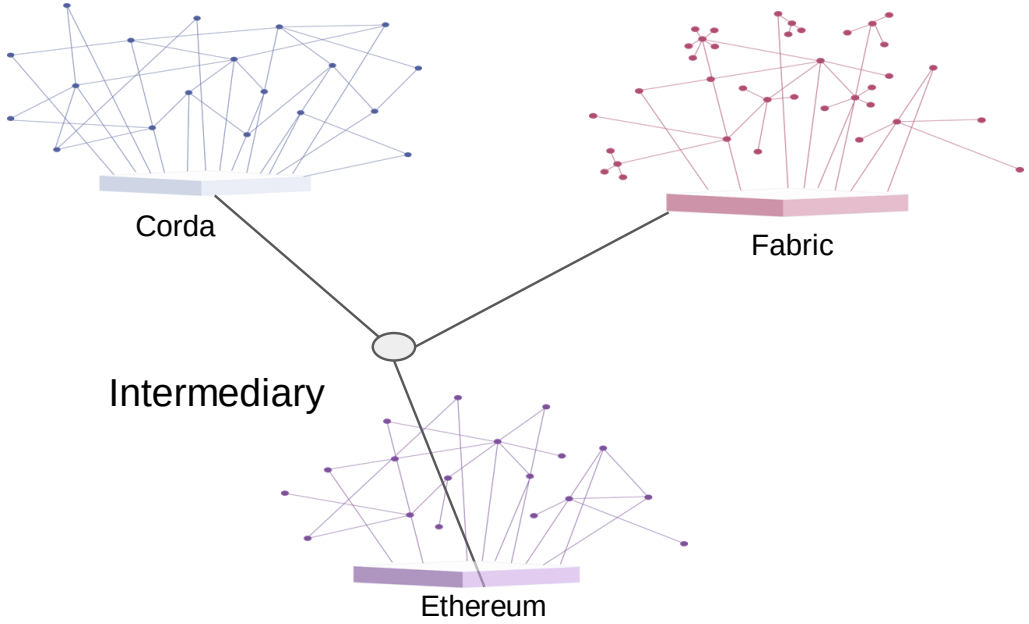
Minimize overall risk and adapt quickly

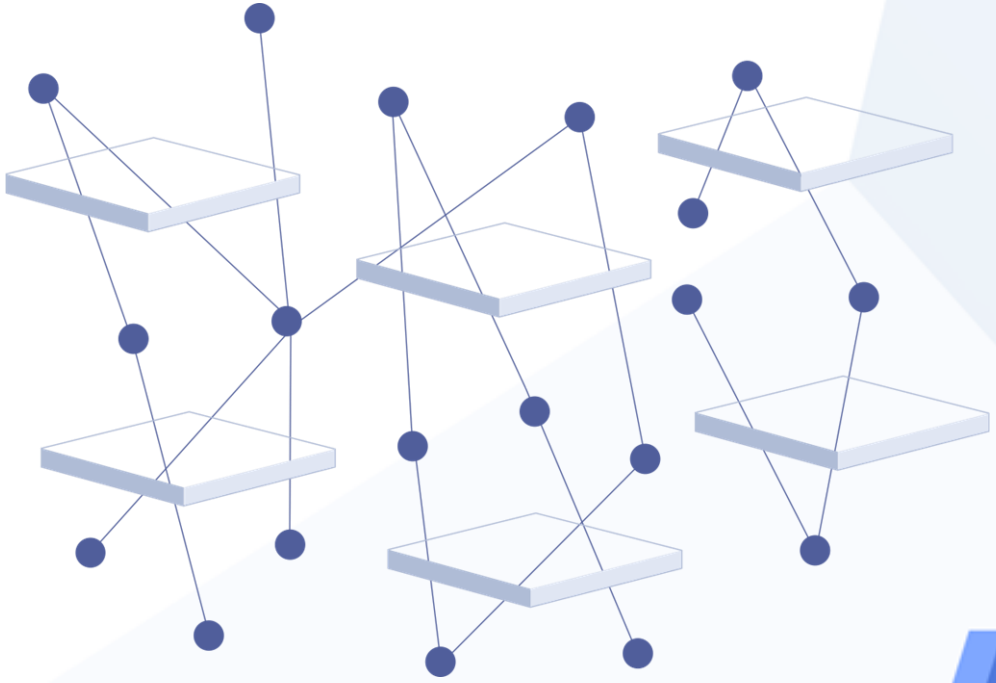
Risk

What's next?

Abstracting infrastructure is only part of the story for Distributed Applications



Today



Tomorrow

A few housekeeping tips

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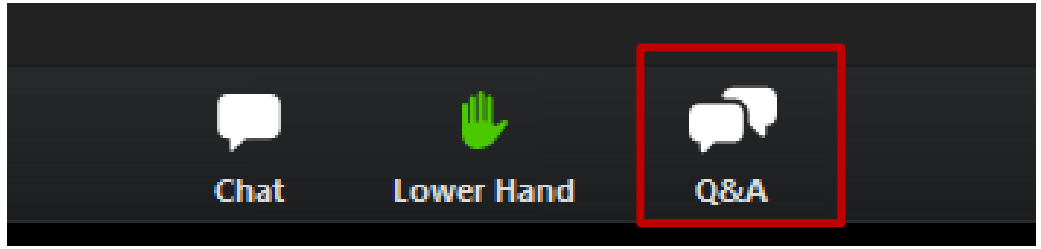

ARE YOU READY TO JOIN THE BLOCKCHAIN REVOLUTION?

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