

A nighttime satellite view of Earth from space, showing city lights and auroras.

WHAT TO TELL  
IN 7 MINUTES?

# NOT THIS...

2015

BLOCKCHAIN! BLOCKCHAIN!  
BLOCKCHAIN! BLOCKCHAIN!  
BLOCKCHAIN! BLOCKCHAIN!  
BLOCKCHAIN! BLOCKCHAIN!



2017

SMART CONTRACT! SMART CONTRACT!  
SMART CONTRACT! SMART CONTRACT!  
SMART CONTRACT! SMART CONTRACT!  
SMART CONTRACT! SMART CONTRACT!



4 SLIDES...

A night-time satellite view of Earth from space, showing city lights and auroras.

VISION  
PROBLEM  
SOLUTION  
BUSINESS

# VISION (<1 MIN)

You are doing it because of...

- Environment?
- User friendliness?
- Economic access?
- Freedom?

# PROBLEM (<2 MIN)

- What's the big picture?
- What part are you tackling?
- What is the business/consumer need?

# SOLUTION (<4 MIN)

- Present your "prototype"
- What value does it bring?
- Why blockchain?

# BUSINESS (<2 MIN)

- Who's the customer? (Company/User?)
- Charge per tx?
- Service fee?
- Analytics?
- dApp download?
- Foundation
- ICO?

# BACKUP 4 Q/A

- Blockchain architecture
- Customer Journey
- Code
- Potential partners
- Team contact
- Written summary

# WILL YOU WIN...?

## Jury criterias

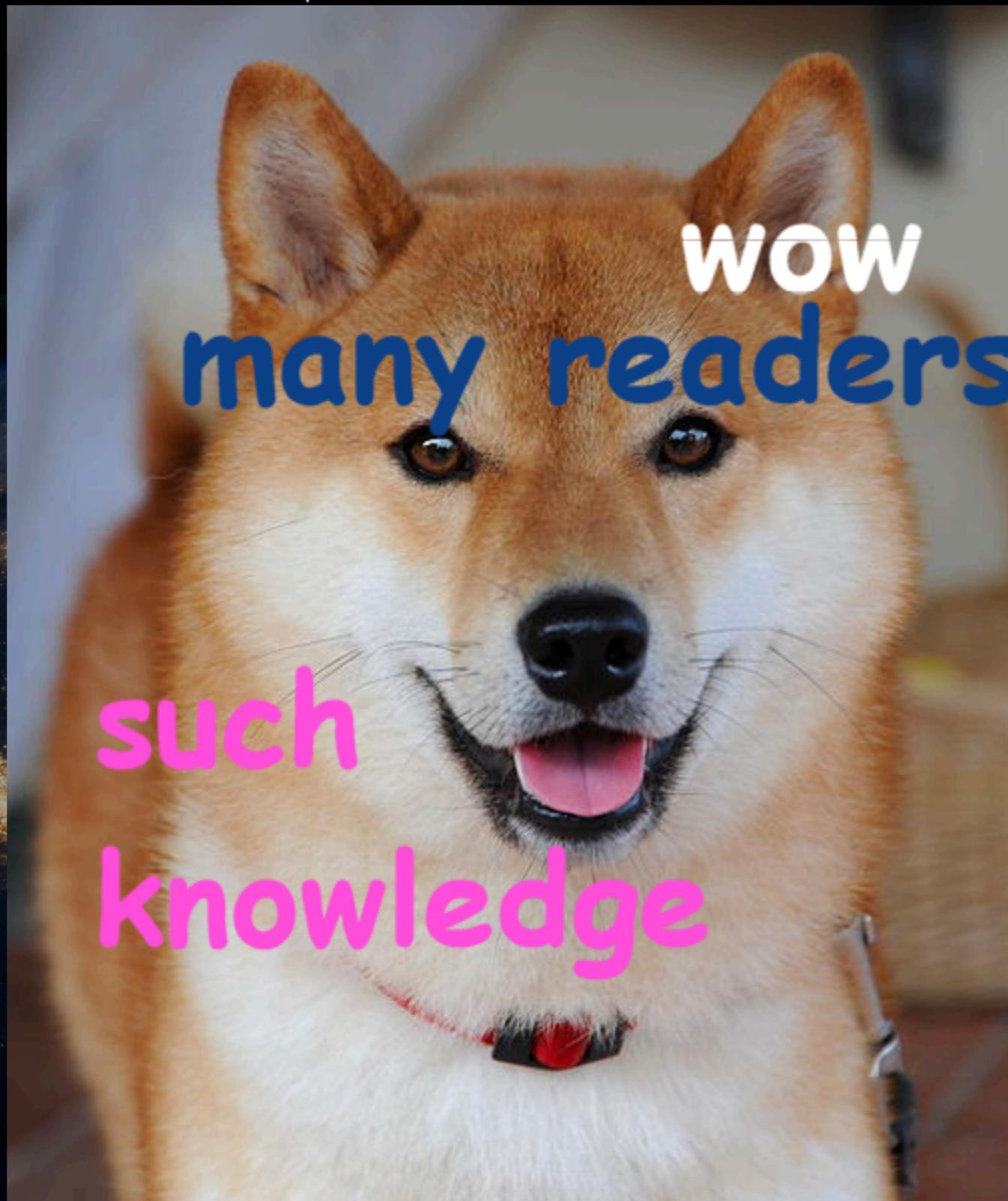
### Technical implementation (50 %):

- Proper use of blockchain technology (Is the blockchain approach necessary? Could this be realized with other software architectures? e.g. database, client server)
- Was the right technology selected to apply the blockchain approach? (e.g. Public//private//permission blockchain)
- Software design ( Use of smart contracts; Interfaces; Integration into existing software structure like existing applications, web services)
- UX design / Usability

### Business model and visionary of concept (50 %):

- Application of Crypto economic aspects (incentivation to use, build and scale the network)
- Added value compared to already existing solution
- Scalability (is this a linear or dynamic scalable business model?)
- Dynamic and value potential (estimation on network growth)
- Innovation degree of the idea
- Disruptive potential
- Added value for stakeholders and future users

# MUCH WOW! SO THANKS!



wow  
many readers

such  
knowledge