

## Market Analysis

### Market Need

Enterprises today spend significant amount of resources on intermediaries that facilitate numerous interactions with stakeholders related to their business. The extensive reliance on trusted third parties has resulted in process inefficiencies and high operational costs. Fundamentally, blockchains solve for enterprise business processes that involve multiple writers that have misaligned interests who rely on shared data repositories. Blockchain tackles the customer need for a trustless system that achieves disintermediation for transaction interactions. Ultimately, blockchain technology a natural fit for many enterprise use cases.

Additionally, the enterprise's dependence on a single blockchain results in numerous complexities that puts the network at risk. There is major gap for enterprise building blockchains to go to mainstream production, mainly attributed to lack of security, scalability and interoperability.

### Market Demand

There has been increasing interest and demand for blockchain within the enterprise landscape amid large-scale digital transformation. Blockchain's impact on these businesses have seen many "experiments" and developments of Proof-of-Concepts (PoC's). Surveys show that over two-thirds of financial service companies are actively engaging in blockchain initiatives. These are highlighted by Microsoft, AWS, IBM, JP Morgan, CME, and many more. Most of these solutions are maturing to the pilot production stages in 2018 and 2019. Blockchain is a general-purpose technology, powered by Turing completeness, which makes it applicable in a plethora of use cases. This ranges from supply chain (Maersk, Walmart) to a wide range of financial instruments (SALT, MakerDAO) to crypto games (Kriptokitties, FunFair).

### Market Size & Growth

Blockchain technology is disrupting the enterprise market in multiple industries ranging from supply chain, governments, healthcare, insurance and others. The direct impact of blockchain within these sectors are operational efficiencies that result in significant cost savings. The impact blockchain is forecasted to reap cost savings of 38% in traditional FSI and up to 70% in other industries such as regulatory compliance.

The blockchain market is expected to grow to 60.7B USD by 2024. Additionally, the establishment of the Enterprise Ethereum Alliance (EEA) in 2017 is a huge leap forward by the world's largest organizations that include Microsoft, Intel, JP Morgan, Santander, and many more. The EEA's mandate is to establish a global standard for an enterprise-grade blockchain stack.