The FAB approach
A useful framework to assess the benefits of the blockchain technology

FEATURES	ADVANTAGES	CUSTOMER	BENEFIT

FEATURES: The technical characteristics of any technology.

ADVANTAGES: The operations or properties enabled by those technical characteristics.

CUSTOMER NEED/JOB: The job, pain or gain of your customer you are trying to perform/fix/improve

BENEFITS: The real value that those operations or properties or properties provide to a particular group of customers.

HOW TO USE THIS TOOL
Use the rows at the rear of the canvas for this exercise.
Start listing all the features of your product.
After that, define the advantages coming from this product, as well the customer need or job you are addressing.
Finally, try to define the benefits brought by those advantages to your target customer.
Use the examples provided here as an analogy, but try to create your very own cases!

REMEMBER: THE VALUE OF ANY TECHNOLOGY IS IN THE INTERSECTION BETWEEN ADVANTAGES AND CUSTOMER NEEDS! SOME EXAMPLES.

SUPPLY CHAIN

Merkel Trees + hashing Decentralized storing and computing	Transparency and immutability.	Bullwhip effect: players can't check the whole supply chain. This creates inefficiencies at a high cost.	Everybody can check the supply chain at every moment, and nobody can change the data. Therefore, the bullwhip effect can be mitigated.
Every user on the blockchain is identified by a unique 30-plus-character alphanumeric address. Transactions occur between blockchain addresses.	Pseudoanonimity	Nowadays, user's privacy is threatened by data leaks and digital companies' bad behavior.	People can interact with blockchain apps without disclosing their personal identity, controlling their own data.
Tokenization + Immutability	Prevents double spending problem and allows to safely transfer value on the Internet.	Today, it's not possible to create unique digital assets representing value in liquid markets without middlemen	Create digital assets freely transferable on the Internet without middlemen, saving fees and improving liquidity.