Research on Life Cycle of Power Financial Products Based on Block Chain Factor

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Block chain technology has become a hot research in recent years, and its development will affect the whole society. In this paper, the new Life Cycle model of Power Internet Financial Products was proposed under the Block Chain effects. Some results are based on econometric mathematical model and economic principles. Meanwhile, we predict the life-cycle curve of Internet financial products based on real Power user numbers from State Grid. The results of this paper have a high reference value for the development of power finance.

The essence of Block chain is to create a decentralized digital money system using computer algorithms and cryptography.The application of block chains is extensive and includes all aspects of society. Finance: RiPPle Company plans to design a payment network that allows multi-country banks to make direct transfers and foreign exchange transactions. This network works without the need for third-party intermediaries. Crowdfunding: Platform Based on the block-chain technology support the start-ups to create their own digital currency to raise funds. Buy and sell their own digital equity to supporters. Intelligent contract:Character of intelligent contract based on the block chain is that the contract is not only defined by the code, but also executed by the code. The whole process is completely automatic and cannot be involved manually.This will be a whole new situation. Loan without trust: People who do not know you can lend money to you on the Internet, and you can use your intelligence assets as collateral. This will inevitably reduce credit costs and make lending more competitive. In addition, the block chain technology has application scenarios in the electronic medical records, health and virus database.

Product life cycle is also known as growth curve or reasoning curve. It refers to the whole process from launch to be eliminated. The product life cycle can be divided into four stages: the input period, the growth period, the maturity stage and the recession period, as the following Fig.1 shows.

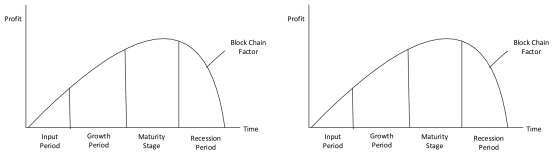

Figure 1: The life cycle of DIAN E BAO

Block chain known as terminator of the Internet financial.If so, may all of the Internet financial will face the impact.State Grid Corporation has launched the Internet financial products, such as DIAN E BAO and JINCAIDAI, which alsoface such a challenge. In this paper, we analysis the life cycle model of power internet financial products (DIAN E BAO) under considering the Block Chain factor.

Each product also has life cycle, which is decided by many factors. This paper analyzes the Life Cycle

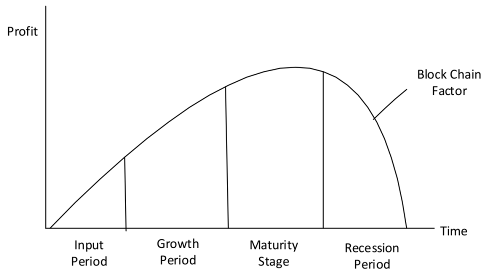

Figure 2: Part1

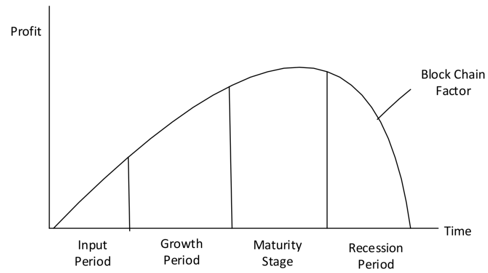

Figure 3: Part2

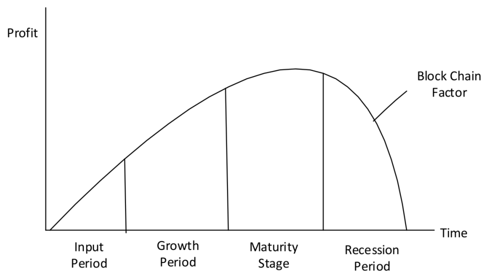

Figure 4: Part3

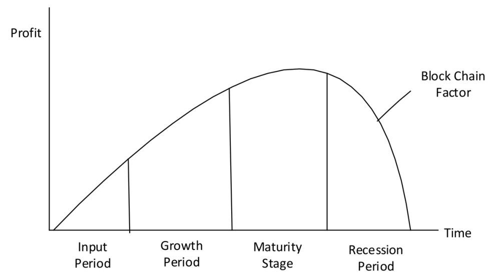

Figure 5: Part4

Figure 6: The life cycle

of Power Financial Products based on real date from state grid. We obtain the life curve in this paper, and the new model is proposed. Meanwhile several key points are calculated, and the important time points are expressed.Each product also has life cycle, which is decided by many factors. This paper analyzes the Life Cycle of Power Financial Products based on real date from state grid. We obtain the life curve in this paper, and the new model is proposed. Meanwhile several key points are calculated, and the important time points are expressed.Each product also has life cycle, which is decided by many factors. This paper analyzes the Life Cycle of Power Financial Products based on real date from state grid. We obtain the life curve in this paper, and the new model is proposed. Meanwhile several key points are calculated, and the important time points are expressed.Each product also has life cycle, which is decided by many factors. This paper analyzes the Life Cycle of Power Financial Products based on real date from state grid. We obtain the life curve in this paper, and the new model is proposed. Meanwhile several key points are calculated, and the important time points are expressed.Each product also has life cycle, which is decided by many factors. This paper analyzes the Life Cycle of Power Financial Products based on real date from state grid. We obtain the life curve in this paper, and the new model is proposed. Meanwhile several key points are calculated, and the important time points are expressed.Each product also has life cycle, which is decided by many factors. This paper analyzes the Life Cycle of Power Financial Products based on real date from state grid. We obtain the life curve in this paper, and the new model is proposed. Meanwhile several key points are calculated, and the important time points are expressed.