# MODULE 1 UNIT 3

**Assignment:**

**Business applications of blockchain technology**

Learning outcomes:

LO4: Discern the role of entrepreneurial strategy in a time of technological uncertainty.

LO5: Evaluate a business application of blockchain through the lens of a strategic framework.

### Name:

#### Instructions and guidelines (Read carefully)

##### Instructions

1. Insert your first and last names in the space provided above, as well as in the **file name.** Save the file as: **First name Last name M1 U3 Assignment – e.g., Zadie Smith M1 U3 Assignment**. **NB:** *Please ensure that you use the name that appears in your participant profile on the Online Campus.*

2. Write all your answers in this document. There is an instruction that says, “Start writing here” under the question. Please type your answer there.

3. Submit your assignment in **Microsoft Word only**. No other file types will be accepted.

4. **Do** **not delete the plagiarism declaration** or the **assignment instructions and guidelines**. They must remain in your assignment when you submit.

**PLEASE NOTE**: **Plagiarism cases will be investigated in line with the terms and conditions for participants.**

IMPORTANT NOTICE: Please ensure that you have checked the Online Campus for the due date for this assignment.

##### Guidelines

1. There are 4 pages and 1 question in this assignment.

2. Make sure that you have carefully read and fully understood the question before answering it. Answer the question fully but concisely and as directly as possible. Follow all specific instructions for individual parts of the question (e.g., “list”, “in point form”).

3. Answer the question in your own words. Do not copy any text from the video sets, readings or other sources. **The assignment must be your own work only.**

|  |
| --- |
| **Plagiarism declaration:** |
| **1. I know that plagiarism is wrong. Plagiarism is to use another’s work and pretend that it is one’s own.**  **2. This assignment is my own work.**  **3. I have not allowed, and will not allow, anyone to copy my work with the intention of passing it off as his or her own work.**  **4. I acknowledge that copying someone else’s assignment (or part of it) is wrong, and declare that my assignments are my own work.** |

Review guidelines:

Your assignment will be reviewed according to your insight into a blockchain initiative’s choice of customers, technology, identity, and competition, as well as the structure and logic of your writing. View the detailed rubric on the Online Campus.

### Question 1

While most applications of blockchain technology have emerged in the financial sector (for example, Zcash, Circle, and Abra), its practical applications go beyond finance, because essentially any type of digital asset can be tracked and traded through a blockchain. Many different industries are experimenting in the blockchain space, even though this experimentation is still in its early stages. Examples range from medical records (MedRec, PokitDok), to digital rights and micropayments (Brave Browser, Ascribe, Open Music Initiative), identity systems (uPort), and supply chains (Everledger, Hyperledger).

For this assignment, you are required to choose a blockchain initiative that interests you. It could be an existing application that you have come across in your own research, one of the examples listed above, or an idea that you may have for blockchain technology as a solution to a business problem.

Think about your chosen example in terms of the four specific choices that start-ups face once an entrepreneurial idea has been generated, as outlined in Professor Stern’s framework:

* Who are the customers?
* What technology is used?
* What is the initiative’s identity?
* Who is the competition?
* How do these four choices impact the initiative?

Using these questions to guide your thinking, write a report on your chosen example, describing how it applies blockchain technology. In your report, reflect on each of the four choices that the initiative has made, as well as the role of blockchain technology within each specific choice. Ensure that your writing is coherent and clear.

(400-800 words)

Note:

We highly recommend that you avoid disclosing any confidential information in your assignments. Although you are encouraged to draw on real-world experience during the program, we would urge you to use pseudonyms (false names) wherever possible. You are entirely responsible for ensuring that you do not disclose any information that is protected by confidentiality undertakings – we will ensure that all information is treated in accordance with our privacy policy.

Please read Section 4 of the Honor Code in the Orientation Module course handbook for more guidance.

Start writing here: