

# Blockchain in 2018,

## What will Be the Next?

De:Nexo, Managing Partner

김은혜





## INTRO.





- ICON Foundation
- 국내 Leading Blockchain Platform Company
- SK, Line 등과의 MOU, 대기업, 공공기관에서의 Blockchain 구축 사례



- ICON의 Developer/Mass Relation 등을 담당하는 Ecosystem Builder
- Samsung, Accenture, Ebay, Naver, 제일기획 출신 Consulting Group
- Blockchain Platform 및 DApp BM 구축



- ICON Blockchain Platform and Solutions 개발
- DApp strategic partnership, 외부 기술지원 및 강의/교육프로그램 제공
- 관세청 블록체인 구축 시범사업 및 산학협동 Interchain 연구 진행



#### Lena Eunhea Kim

#### Managing Partner, De:Nexo/CBO(Chief Business Officer), AD4th Insight

- Functional Experts: Business Strategy Development, Marketing Strategy
- Industry Focus: Advertisement of Portal, e-Commerce
- Seoul National University, General Business/Marketing MBA

#### **Major Experiences**

#### Ebay Korea, Strategy & Development \_ Corp. Level TF Lead / Team Lead

Advertising Business Planning, Growth Strategy & Marketing, Data Management Platform, Digital Transformation

#### Accenture Korea, Industry Strategy \_ Managing Consultant

Major clients: Samsung Electronics, LG Electronics, LG Display, NHN Entertainment

Topics: Data Business, Go to market Strategy, Digital Marketing Channel Enhancement

#### IBM Global Business Services Senior Consultant

Major clients: Samsung Electronics

Topics: Digital Transformation, Global Operation model Set up

#### NAVER, Online Business Research / AD Business, Manager

New Business Planning, AD Business Monetization, Sales Channel Enhancement



## **CONTENT**

- Blockchain Intro.
- Blockchain in 2018
- Next Step: What will be the Next?



## Top 10 Strategic Technology Trends for 2019 by Gartner

## Intelligent

인공 지능(AI)이 기존과 신기술에 적용·확산

- ① Autonomous Things
- ②Augmented Analytics
- **3Al-Driven Development**

## **Digital**

몰입 경험을 창출하는 가상- 현실세계의 융합

- 4 Digital Twins
- **5** Empowered Edge
- **6** Immersive Experience

## Mesh

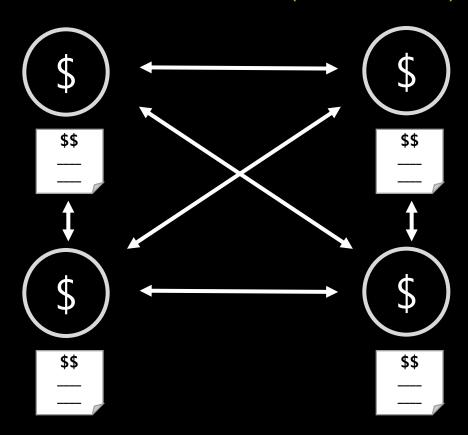
사람과 기기·콘텐츠·서비스의 연결, **비즈니스 성과와** 새로운 성장 기회 제공

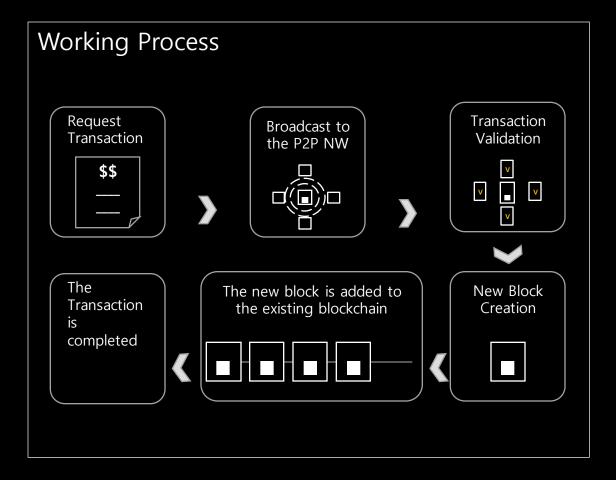
- **7Blockchain**
- **® Smart Spaces**
- Digital Ethics and Privacy
- **10 Quantum Computing**

## What is Blockchain?

## **Distributed Ledger**

■ 투명성 ■ 보안성 ■ (비가역성 기반) 신뢰성





## **Blockchain Keywords**

## In Ecosystem

#### **Current ISSUES**

#### **Service Model**

- Service Model
- Token Type
- Incentive Structure
- Distribution

#### **MONETARY**

- Crypto Currency
- Token Generation Event

#### **TECHNOLOGY**

• Private vs. Public Blockchain

- Smart Contract
- Consensus Algorithm POW, POS, BFT, DPOC

- 블록체인과 코인
- 검열 저항성
- 확장성 및 성능
- Fat Protocol

ICO

## Mobile Service vs. Blockchain Service

#### **Mobile Services**

#### **Blockchain Services**

## Application & Services

## **Mobile App**

✓ Service Provider만이 Business benefit 확보

## DApp(Decentralized App.)

✓ 참여자 기반, Token Economy

#### **Protocol**

### **Mobile OS**

✓ Operation Policy

#### **Blockchain Platform**

- **✓** Governance
- ✓ 합의 알고리즘

## **Blockchain Technology Stack**

#### **Tech Stack**

## Application & Services

DApps .(Decentralized Applications)

#### **Protocol**

Blockchain Network







- Consensus Algorithm
- Peer to Peer Network
- Nods

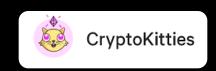


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#### **Major Player**

#### <u>Services</u>







#### <u>Blockchain Platform</u>











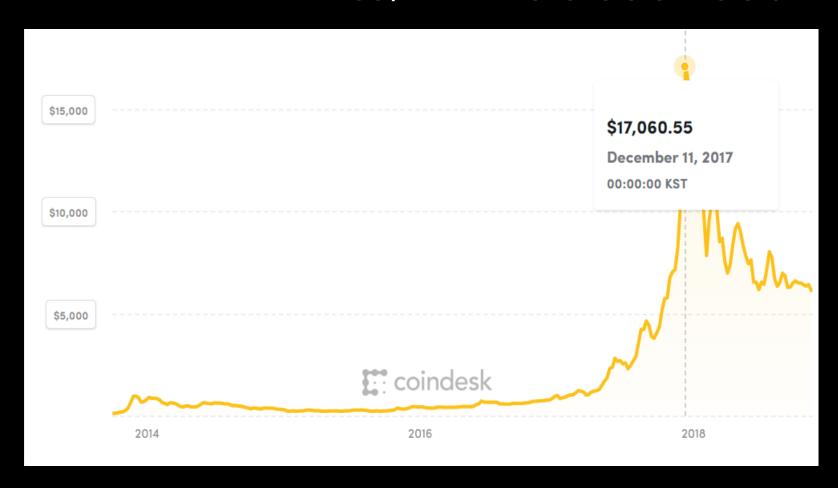
## **CONTENT**

- Blockchain: What is Blockchain, How does it work?
- Blockchain in 2018
- What will be the Next?

## **Blockchain in 2018**

## Blockchain - Crypto Currency에 대한 논란

■ Bitcoin Price 2017년 이후, 2018.2H 부터 지속적인 하락세



- 기술적 한계
- Use Case 부족
- Crypto Currency에 대한 투기성 관심

## Blockchain in 2018

## Bubble 논란에서 기술 확신으로 변화

JP Morgan CEO, Jamie Dimon

'I regret' calling bitcoin a fraud...

the ledger system that powers bitcoin and is also being used by an increasing number of companies for record keeping, "is real". Financial times, 2018.01

Ginni Rometty, IBM CEO

"Anything that you can conceive of as a supply chain, blockchain can vastly improve its efficiency - it doesn't matter if its people, numbers, data, money."

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## **Technology Adoption Life-Cycle**

## Crossing the Chasm- Mass Adoption 필요

## **Blockchain in 2018**



**Emerging Tech Business Results + Investors Earnings** 

- ✓ 기술의 차별적 우위 증명 및 생태계 환경 개선
  - 플랫폼 고도화
  - DApp 확대를 위한 지원
  - Alliance 등을 통한 블록체인 생태계 구성
- ✓ 블록체인 기반 성공적인 Use Case 확대
  - Project Roadmap Management
  - Value Creation, Cost Reduction 등 실질적인 Benefit 증명

## Blockchain as a Service

#### **50+ BLOCKCHAIN** GOVERNMENT TAXATION Essentia develops world's In China, a tax-based first blockchain solution initiative is using to manage international blockchain to store **REAL WORLD USES CASES** tax records and with Traffic Labs and the Finnish Government led by Miaocai essentia one Network IDENTIFICATION ENERGY being facilitated via **Energy Commission** a blockchain project has started using blockchain spearheaded by technology as a way uport Uport. of certifying data pertaining to the country's energy MOBILE PAYMENTS usage as it seeks to undate its electrical NACIONAL DE ENERGÍA The blockchain infrastructure. ledger that Ripple BORDER CONTROL uses has been latched onto by a RAILWAYS Essentia has devised a group of Japanese border control system banks, who will be Russian rail operator that would use ENERGY using it for quick Novotrans is storing ripple blockchain to store mobile payments DIAMONDS inventory data on a passenger data in the Essentia is developing a blockchain Netherlands. test project that will help essentia.one BORDER CONTROL The De Beers Group pertaining to repair energy suppliers track the INSURANCE requests and rolling Essentia is developing a to track the stock resources in real time blockchain project for SUPPLY CHAINS importation and whilst maintaining data DE BEERS hased blockchain is order control that will sale of diamonds confidentiality. essentia.one being used by IRM and Walmart has allow customs agents to ENTERPRISE Insurer American record passenger data FINE ART International Group create a blockchain from an array of inputs Google is building its AIG project that will LAND REGISTRY Inc as a means of and safely store it. monitor food safety saving costs and which will be certificates of increasing Land registry titles integrated into its authenticity on the are now being stored JOURNALISM cloud-based services blockchain, it's HEALTHCARE on the blockchain in enabling businesse Decentralized Georgia in a project to store data on it, A number of cally reduce art Google **ENDANGERED SPECIES** ournalism, as enabled developed by the and to request their **PROTECTION** healthcare systems forgeries, as one PUBLIC by blockchain National Agency of own white label that store data on the blockchain project is Public Registry. echnology, has the version developed The protection of blockchain have proving. potential to prevent by Alphabet Inc endangered species been pioneered censorship and CIVIL including MedRec increase transpare via a blockchain COMPLITATION NATIONAL SECURITY as Civil has shown. project that records MUSIC **Digital Currency** For the past two SHIPPING WASTE MANAGEMENT Arbit is a blockchainthese rare animals. years the US Group are helping based project led by Amazon Weh Department of Shipping is a natural **Homeland Security** former Guns N Roses Services examine using RFID has been using drummer Matt ways in which the CARBON OFFSETS and Maersk have technology to store Sorum seeking a distributed ledger blockchain to record been trialling a waste management and safely store data fairer way to reward IRM is using the blockchainbased technology can help captured from its musicians for their improve database Hyperledger Fabric project within the arbit blockchain in China. creative efforts. blockchain in China IBM security. security cameras. maritime logistics to monitor carbon MÆRSK industry offset trading. HYPERLEDGER **ENERGY** TOURISM FISHING ADVERTISING REAL ESTATE In a bid to boost its Blockchain ENTERPRISE another industry tourism economy. Advertising technology has been Blockchain is now Hawaii is examining where blockchain is used to provide a being used to Exchange has been proving its worth transparent record experimen-ting with blockchain can be complete real with Louis Drevfus blockchain-based of where fish was blockchain as a state deals, the accessed as a Co trialling a cryptocurrencies car caught, as a means cloud-based service first of which was means of providing be adopted sovbean importation of ensuring it was conducted in Kiev an ads marketplace throughout the US NYIAX operation using this legally landed. PROPY for publishers. Microsoft Azure by Propy.

## 실생활에 적용될 Use Case의 등장

Source: The internet of Blockchain Foundation

## Who Will be the Winner?

## Blockchain 내 Ecosystem Building을 위한 노력





## Thank you.

