

# Blockchain in 2018, What will Be the Next?

**De:Nexo,**  
**Managing Partner**  
김은혜

De:  
Nexo

Blockchain  
Ecosystem  
Builder

# INTRO.



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

De:  
Nexo

Blockchain  
Ecosystem  
Builder

- 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

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### **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
- ② Augmented Analytics
- ③ AI-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**

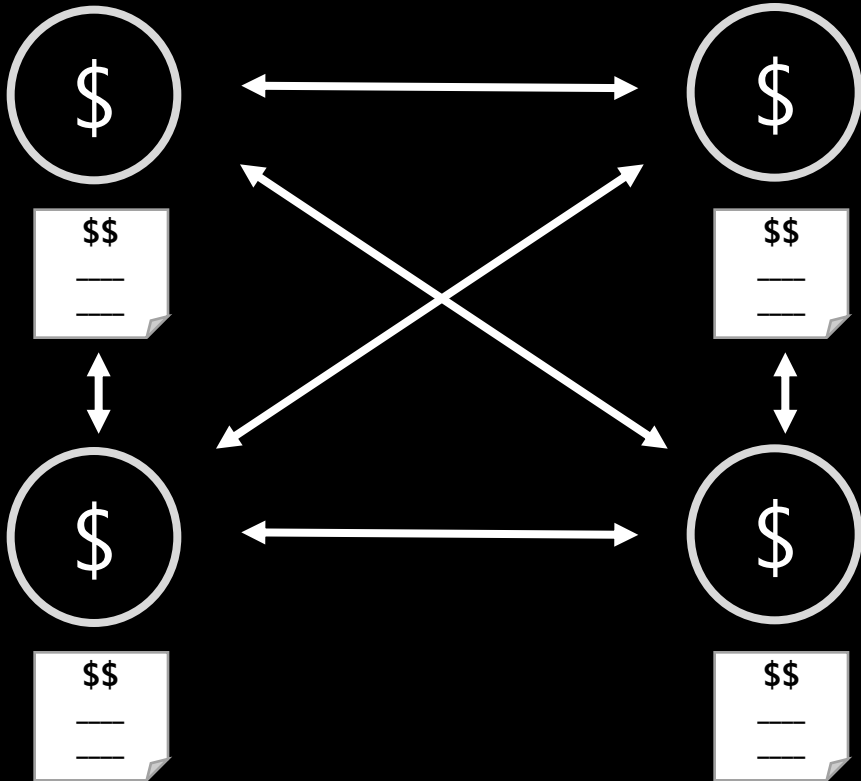
- ⑦ **Blockchain**
- ⑧ Smart Spaces

- ⑨ Digital Ethics and Privacy
- ⑩ Quantum Computing

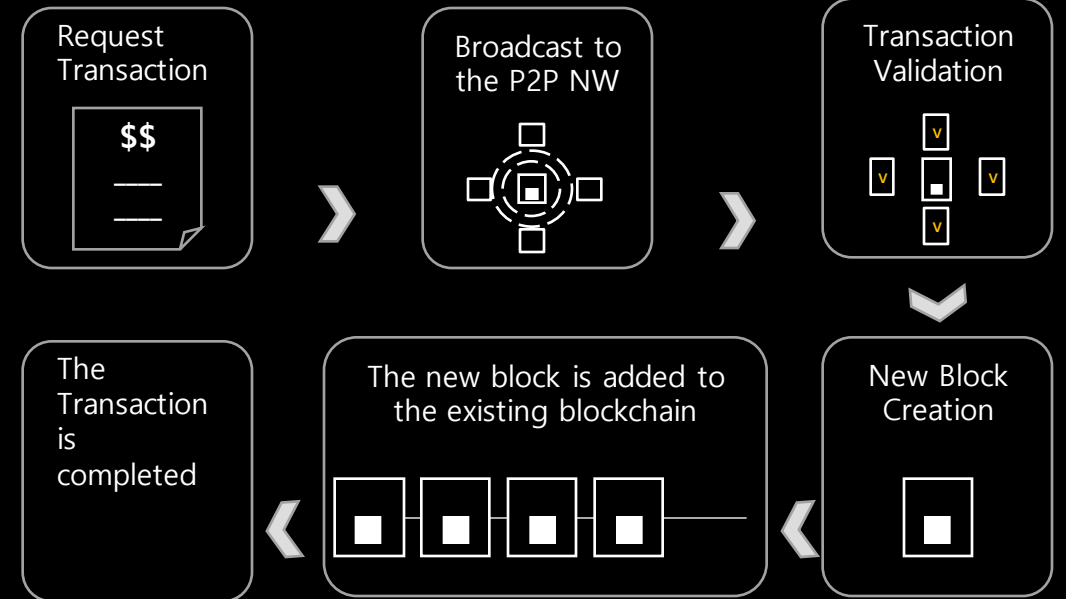
# What is Blockchain?

## Distributed Ledger

- 투명성
- 보안성
- (비가역성 기반) 신뢰성



## Working Process



# Blockchain Keywords

## In Ecosystem

### 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

## Current ISSUES

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



# Mobile Service vs. Blockchain Service

	Mobile Services	Blockchain Services
Application & Services	<div><b>Mobile App</b></div> <div>✓ Service Provider만이 Business benefit 확보</div>	<div><b>DApp(Decentralized App.)</b></div> <div>✓ 참여자 기반, Token Economy</div>
Protocol	<div><b>Mobile OS</b></div> <div>✓ Operation Policy</div>	<div><b>Blockchain Platform</b></div> <div>✓ Governance ✓ 합의 알고리즘</div>

# Blockchain Technology Stack

## Tech Stack

### Application & Services

- DApps  
.(Decentralized Applications)

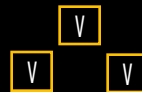
### Protocol

- Coin
- Wallets

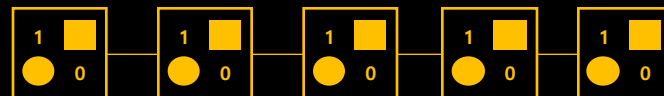


- Smart Contract

- Consensus Algorithm



- Peer to Peer Network
- Nods



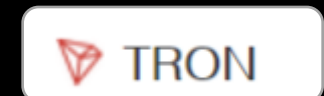
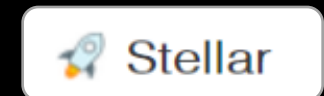
### Blockchain Network

## Major Player

### Services



### Blockchain Platform



# 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

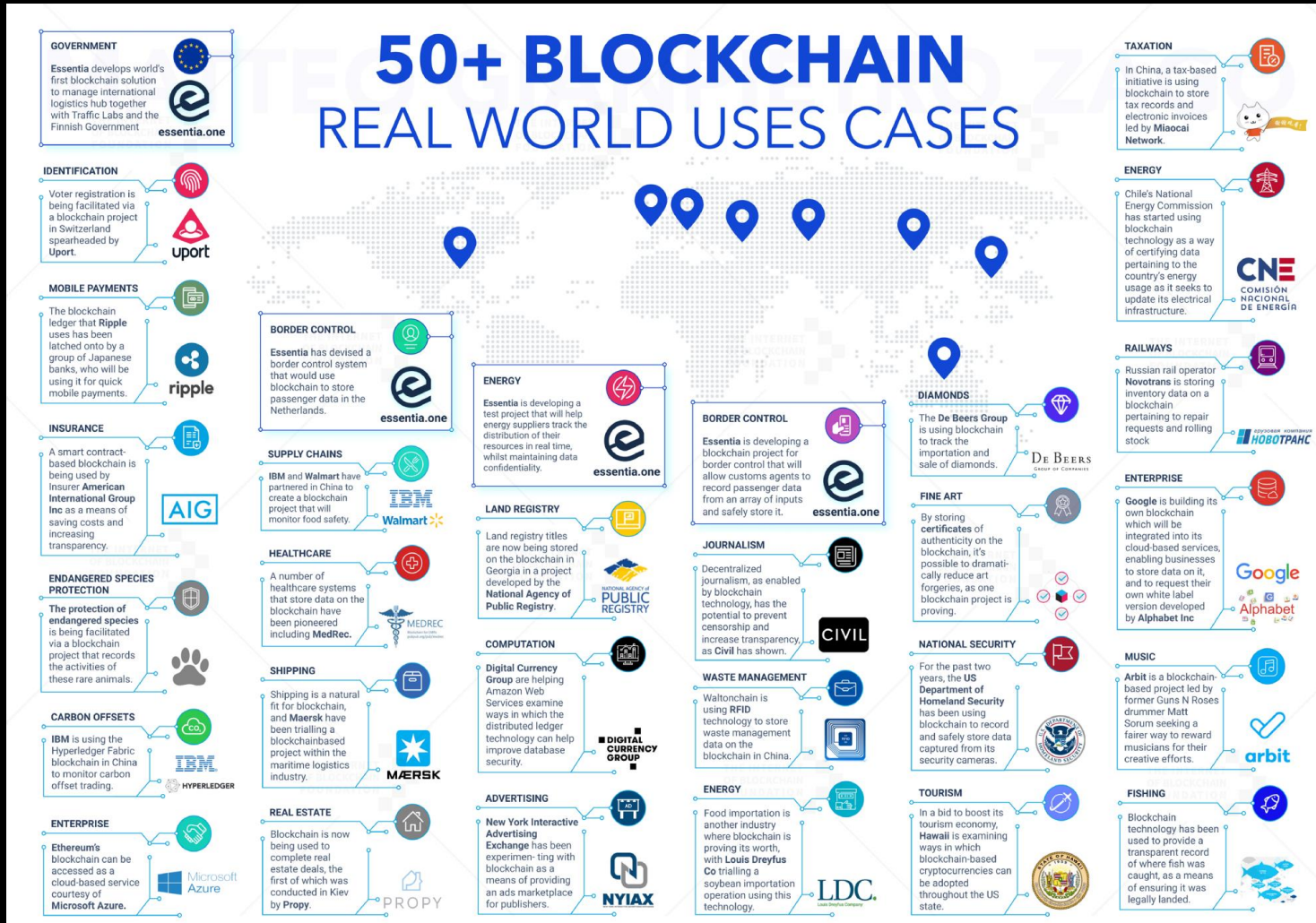


←→  
**Emerging Tech**      **Business Results + Investors Earnings** →

- ✓ 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

## 실생활에 적용될 Use Case의 등장



Source: The internet of Blockchain Foundation



# Who Will be the Winner?

## Blockchain 내 Ecosystem Building을 위한 노력

### Blockchain Tech Company

### Traditional IT Giants

### Internet Service Leaders

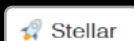
Application  
& Services

Protocol

Blockchain  
Network

#### 기술 전문성 기반 시장 침투 확대

- 기술력 기반 경쟁
- DApp 확대 위한 Acceleration
- Demand 공략 위한 Alliance



#### 개발 환경 제공 통한 개발자 공략 및 서비스 영역 확대

- 개발자 Adoption을 위한 운영 서비스 제공(BaaS: Blockchain as a Service)
- 기술 Alliance 확대 통한 생태계 확대



#### 기존 서비스, 유저를 활용한 DApp 확대- 자체 기술 강화

- 기존 User 대상 DApp Service 확대- Token Air Drop
- 자체 Blockchain 기술 확보를 위한 인력 확보 및 기술 제휴



# Thank you.