Blockchain Platform Assessment
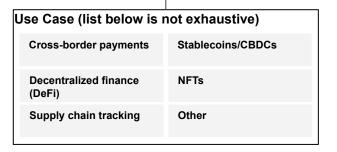
PwC Emerging Technology
January 2022

Plan for Platform Assessment

Goal will be to do the following:
1. Develop a high-level framework to filter which blockchain platforms are worth analyzing in greater detail
2. Select the top protocols in each use case category by using the filtering mechanisms
3. Evaluate each of the selected blockchain protocols in greater detail using detailed analysis (specifics are TBD)
4. Then provide a Q&A filter to direct interested parties to the best blockchain for their use case

Platform Filtering

We should consider a variety of characteristics to filter the protocols for evaluation. Below, in descending order, are some of the factors which should help to discern which protocols are most appropriate for further evaluation.
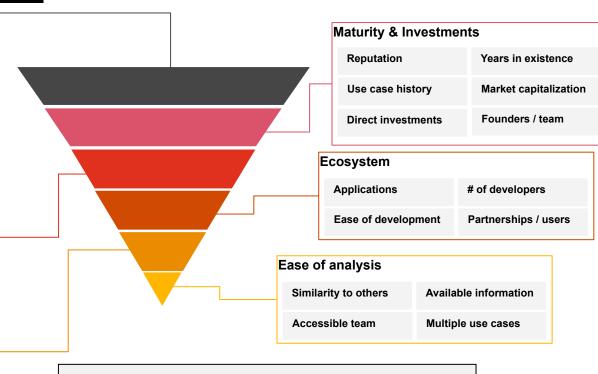
Use Case (list below is not exhaustive)

Cross-border payments	Stablecoins/CBDCs
Decentralized finance (DeFi)	NFTs
Supply chain tracking	Other

Maturity & Investments

Reputation	Years in existence
Use case history	Market capitalization
Direct investments	Founders / team

Performance

Speed	Cost
Scalability	Security
Decentralization	Composability

Ecosystem

Applications	# of developers
Ease of development	Partnerships / users

Ease of analysis

Similarity to others	Available information
Accessible team	Multiple use cases

Unique Characteristics

Public/private offering	Blockchain vs. database vs DLT

Other considerations:
- Which use cases should be weighted most heavily?
- Should we separate them at the end based on characteristics?
- How many should we select within each use case?

Detailed Analysis Components

Scoring Overview

Our analysis is intended to be holistic, and compares each protocol against several metrics. Note that a rating of one (1) or two (2) indicates a weak capability for the metric, three (3) indicates an average capability, four (4) indicates a strong capability, and five (5) indicates that the protocol is a leader in that metric. The protocols that rank the highest using these metrics will be evaluated in further detail. The metrics are shown below:

1. Investments:
- Number of unique investors and the caliber of investors
- Total dollar value of investments
- Number and size of funding rounds

2. Ecosystem:
- Number of applications built on the blockchain protocol and number of developers working on the protocol
- Usefulness, robustness, and level of application adoption
- Community outreach initiatives
- Number and type of available coding languages
- Number and caliber of partnerships with the platform

3. Composability:
- Smart contract programmability or turing complete capabilities, and ease of application development
- Interoperability with other blockchains and layer 2 solutions (if applicable)

4. Performance: speed, cost, scalability, security, and decentralization

5. Maturity: number of years the company has been in existence, when the protocol was launched and how long its use cases have been active, market capitalization, number of employees
- (this definition does **not** include how far along the platform is in reaching its stated goals, the maturity of its investors or how long it has held its investors, or the amount of subjective "work" that has gone into maturing the company through governance, security checks, third party reviews, etc.)

pwc

Thank you.