



WEB3 HACKATHON Brussels - Deliverable 2

Team name: EBSI team

Idea name: EBSI Roadmap for blockchain entrepreneurs

Description of the solution:

The European Blockchain Services Infrastructure (EBSI) is being developed, and it's happening under the radar.

What is EBSI?

In 2018, the European Blockchain Partnership (EBP), a collaboration between the EU Commission, Member States, and some countries from the European Economic Area (EEA), was created.

EBSI, the European Blockchain Services Infrastructure, is a joint initiative by the European Commission and the European Blockchain Partnership (EBP) to establish a pan-European blockchain infrastructure. In other words, it is nothing less than tomorrow's EU public blockchain.

Officially, EBSI aims to provide cross-border digital public services with high standards of security, privacy, and interoperability. The European Commission has strategically emphasized use cases that revolve around data sharing among European public administrations, notarization, and diploma verification. While the Commission has been vocal about the educational dimension of the initiative—given that education falls under official EU competence and is less likely to face political resistance—this is just the beginning. We expect EBSI to become the go-to public blockchain that will be extensively used across Europe for a wide range of use cases of relevance to all industry stakeholders.

Technical characteristics of EBSI



Identified issues & expected development of EBSI

The EU is currently developing a decentralized identity (DID) for EU citizens. This will be the entry gate for the extensive utilization of EBSI across Europe. Once the citizen's digital identities will have migrated towards the European blockchain, we anticipate that a plethora of applications will follow suit, catalyzing widespread utilization of the European blockchain. This, because EBSI will solve several issues which are currently hampering the successful development of Web 3, these being:

- the increasing legal hurdles faced by tokenization and DeFi projects based on currently used blockchains and facing KYC issues. EBSI native project will benefit from legal certainty as by default aligning with the EU regulatory framework.
- the wariness of people unfamiliar with crypto and blockchain. Using an EU-powered infrastructure could improve public trust in blockchain and enhance the potential for mass adoption.
- the exposure to phishing and scams. These threats jeopardize the security of users' assets and personal information. The EU's EBSI will ensure a safer environment for users to interact with blockchain-based applications, which in turn should favour mass adoption.

→ Ethereum will look like a testnet after that.



Our solution

Departing from the assumption that EBSI will be the new go to public blockchain used across Europe, we are providing a detailed roadmap for DeFi entrepreneurs and other Web 3 industry stakeholders seeking legal certainty to develop their blockchain projects. The end goal being to leave space and favour decentralization in the process of the inexorable mass adoption of a permissioned blockchain across Europe. The solution we propose aims at providing developers and entrepreneurs to have a foresight driven approach for the development of their projects. Our solution allows for native compliance, thus, improving the viability of blockchain grassroots and game-changer projects.

Business plan

Our start-up project is that of a Blockchain Consultancy for European Permissionless Entrepreneurs and Companies on EBSI.

1. Executive Summary

Objective:

To create a premier blockchain consultancy dedicated to assisting permissionless entrepreneurs and companies in navigating and leveraging the European Blockchain Services Infrastructure (EBSI).

Vision:

To be the trusted partner for permissionless ventures in Europe, guiding them through EBSI integration and ensuring their success in the decentralized ecosystem.

Mission:

Equip European permissionless entrepreneurs and companies with the expertise, tools, and strategies to harness the full potential of EBSI, while ensuring compliance and fostering innovation.



2. Business Description

Name: DecentraTech Consultancy

Nature:

Consultancy services tailored for permissionless ventures in Europe, focusing on EBSI integration.

Services Offered:

EBSI Integration for Decentralized Platforms

Regulatory and Compliance Guidance for Permissionless Ventures

Custom Blockchain Solution Development

Decentralized Application (DApp) Strategy and Development

Training, Workshops, and Community Building

3. Market Analysis

Target Market:

European permissionless entrepreneurs and companies, including startups, DApp developers, and decentralized platforms.

Market Size:

The rise of decentralized finance (DeFi), NFTs, and DApps has led to a surge in permissionless ventures. Europe, being a hub for innovation, presents a significant market opportunity.

Competitive Analysis:

While there are blockchain consultancies in Europe, few cater specifically to the unique needs of permissionless ventures. DecentraTech Consultancy's niche focus provides a distinct advantage.



4. Marketing and Sales Strategy

Positioning:

DecentraTech Consultancy will be the leading consultancy for permissionless ventures in Europe.

Promotion:

Host and sponsor decentralized tech events and hackathons.

Engage in content marketing tailored for the decentralized community.

Collaborate with European blockchain incubators and accelerators.

Sales Strategy:

Offer specialized workshops and training sessions.

Develop service packages tailored to different stages of a permissionless venture.

Foster partnerships with key players in the decentralized ecosystem.

5. Operational Plan

Location:

Based in Berlin, Germany, a hub for blockchain innovation, with satellite offices across Europe.

Team:

First step will be to gather a team of ambitious and like-minded individuals. We notably need an accountant with strong blockchain/crypto skills.

CEO: A visionary with deep roots in the decentralized community.

CTO: Expert in EBSI and decentralized technologies.

Policy officer: Regulatory expert able to keep up with EBSI regulatory and legal developments.

Business Development Managers: Focused on partnerships and client relations.

Experts: Specialists in permissionless ventures and EBSI integration.

Community Managers: Building and nurturing the decentralized community.



Technology:

Invest in cutting-edge decentralized tools and platforms to ensure top-notch service delivery.

6. Financial Projections

Startup Costs:

Estimated €600,000, covering office setup, initial marketing, technology investments, and team salaries.

Revenue Projections:

Year 1: €2 million

Year 2: €4.5 million

Year 3: €8 million

Break-even Point:

Projected by mid-Year 2.

7. Risks and Challenges

Regulatory uncertainties surrounding permissionless ventures.

Rapid evolution of decentralized technologies.

Competition from global blockchain consultancies.

Mitigation Strategies:

Stay updated with regulatory changes and maintain a dialogue with European authorities.

Continuous team training and R&D investments.

Deliver unparalleled value and foster a strong community presence.

8. Conclusion



DecentraTech Consultancy is poised to be the beacon for permissionless ventures in Europe. With a dedicated team, deep market understanding, and a commitment to the decentralized ethos, we aim to lead the way in EBSI consultancy for the permissionless sector.

9. Appendices

Detailed financial breakdown.

Profiles of core team members.

Success stories and case studies.

DecentraTech Consultancy's business plan outlines a clear path to becoming the trusted partner for permissionless ventures in Europe. With a focus on community, innovation, and expertise, we are set to redefine the EBSI consultancy landscape for the decentralized world.

Title of your solution

Description of your solution (don't exceed one page)"

Boxes to be checked:

- **Where is data stored?**
- **Funding?**
- **Legacy, supply chain distribution (prove what it is?) also from the consumer side? Revenue split**