

BLOCKCHAIN  
RESEARCH  
INSTITUTE

## Innovation in the Second Era of the Internet

INSEAD LaunchPad at STATION F  
Paris, France  
February 13, 2019

Don Tapscott | [www.blockchainresearchinstitute.org](http://www.blockchainresearchinstitute.org) | [www.dontapscott.com](http://www.dontapscott.com) | Twitter: @dtapscott

NEW FOREWORD BY **ERIC SCHMIDT**, EXECUTIVE CHAIRMAN OF GOOGLE

**THE NEW YORK TIMES BESTSELLER**

# THE **DIGITAL** **ECONOMY**

*Rethinking Promise  
and Peril in the Age of  
Networked Intelligence*

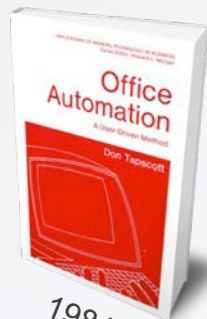
**Anniversary  
Edition**  
—After 20 Years,  
a New Look  
Forward

*THE ORIGINAL GROUNDBREAKING TEXT  
WITH BRAND-NEW ESSAYS AND UPDATES*

**DON TAPSCOTT**

Bestselling author of *Wikinomics* and *Grown Up Digital*

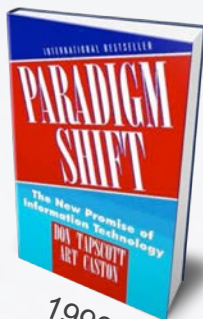
## Reflecting on the Last 25 Years of the Digital Economy



1981



1985



1993



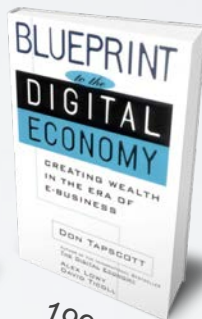
1994



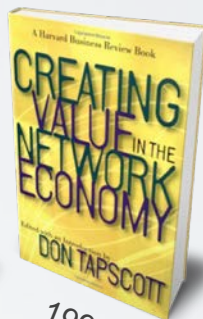
1996



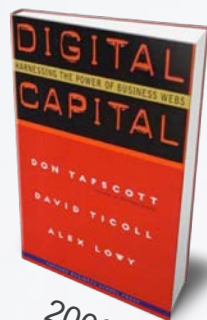
1997



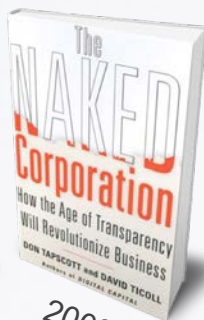
1999



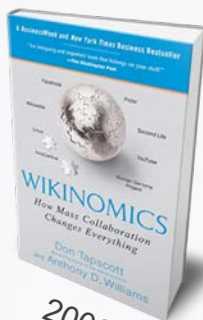
1999



2000



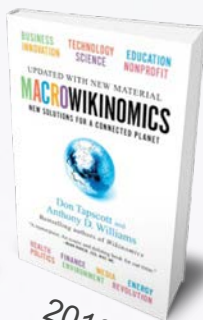
2003



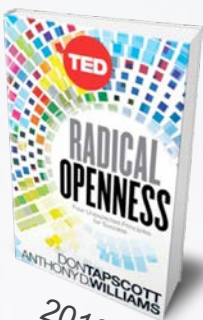
2006



2008



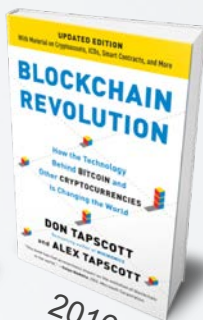
2010



2013



2014



2016

# Technologies of The Second Era of the Digital Age



Machine Learning



Animating the Physical World



Autonomous Vehicles



Distributed Energy



Technology in Our Bodies



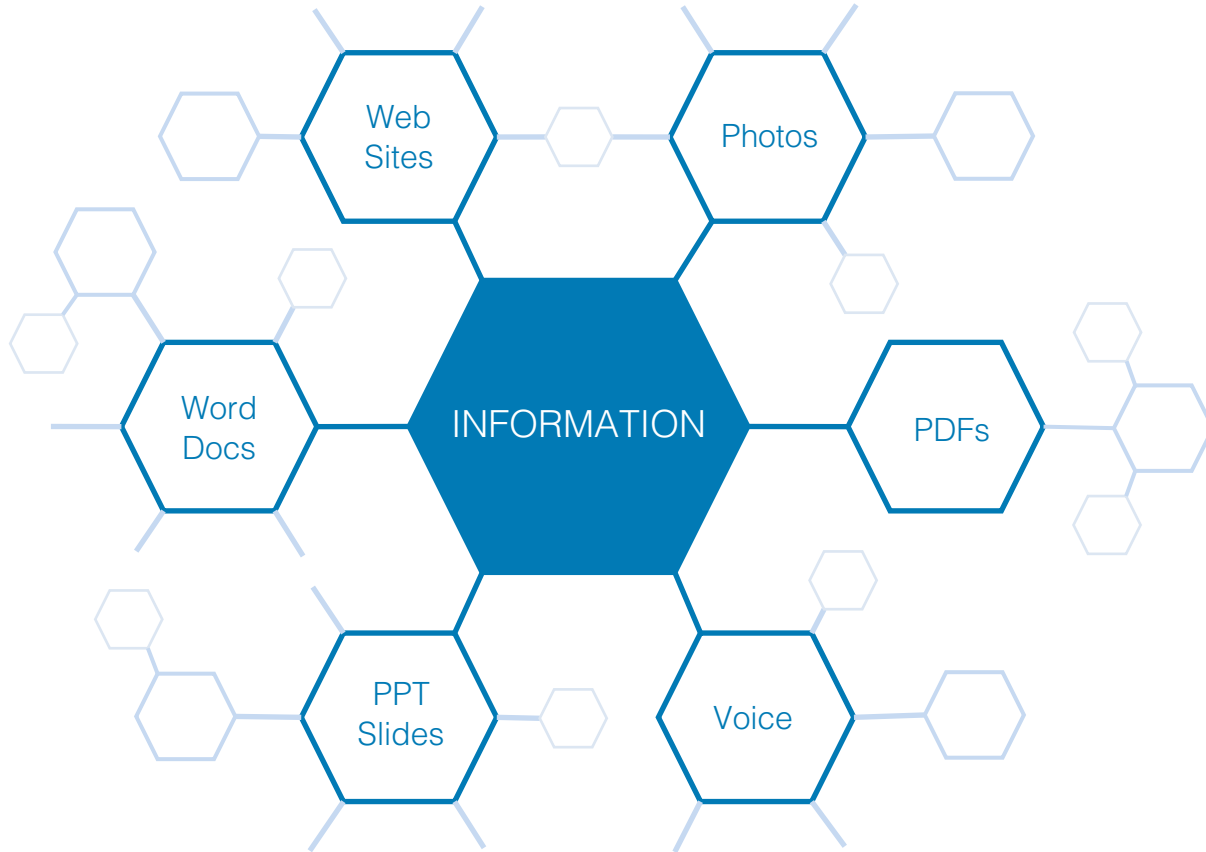
Virtual Reality



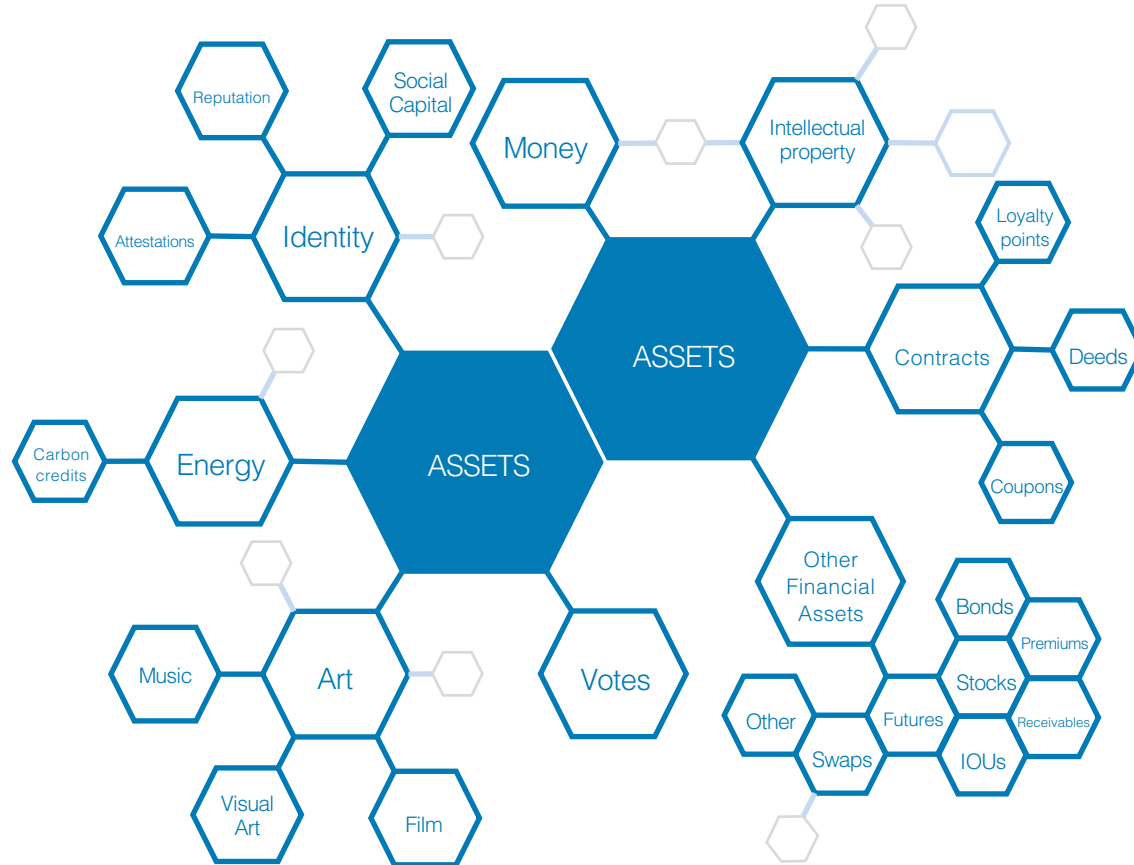
Drones & Robotics

# BLOCKCHAIN

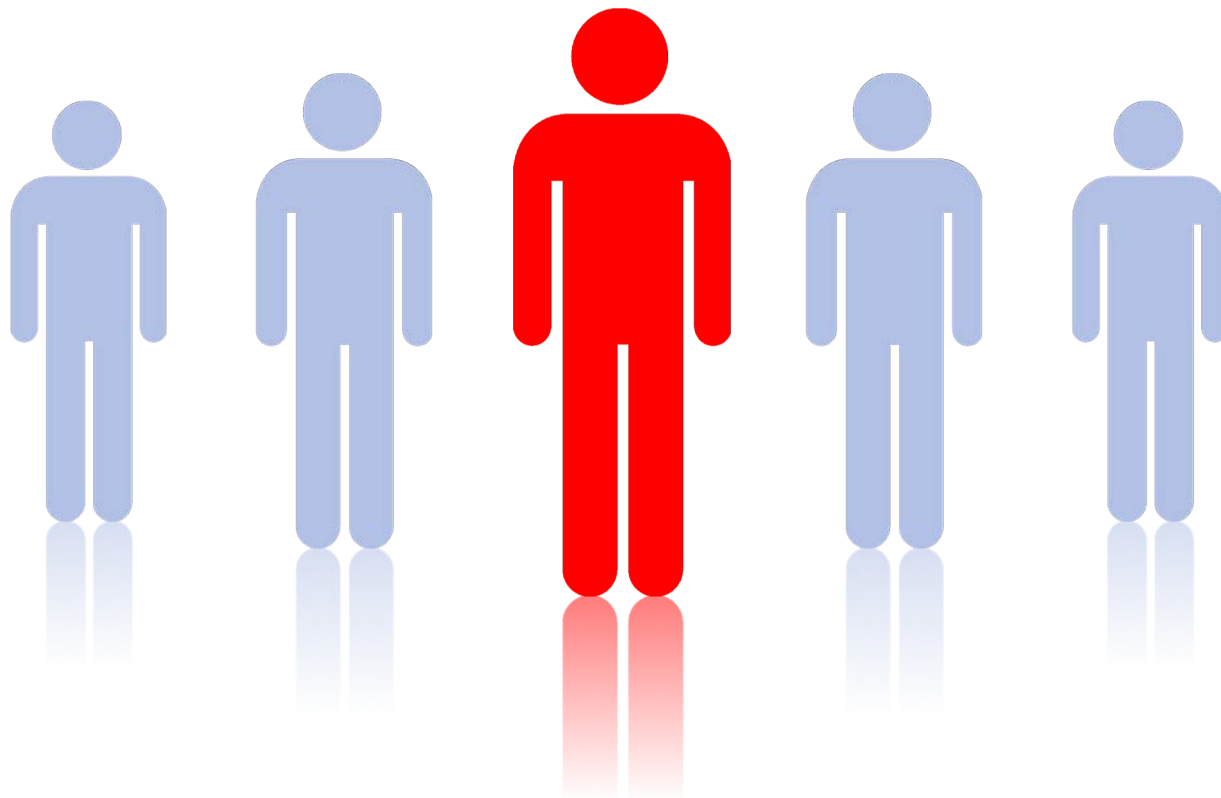
# The Internet of Information



# The Internet of Value



# The Middleman



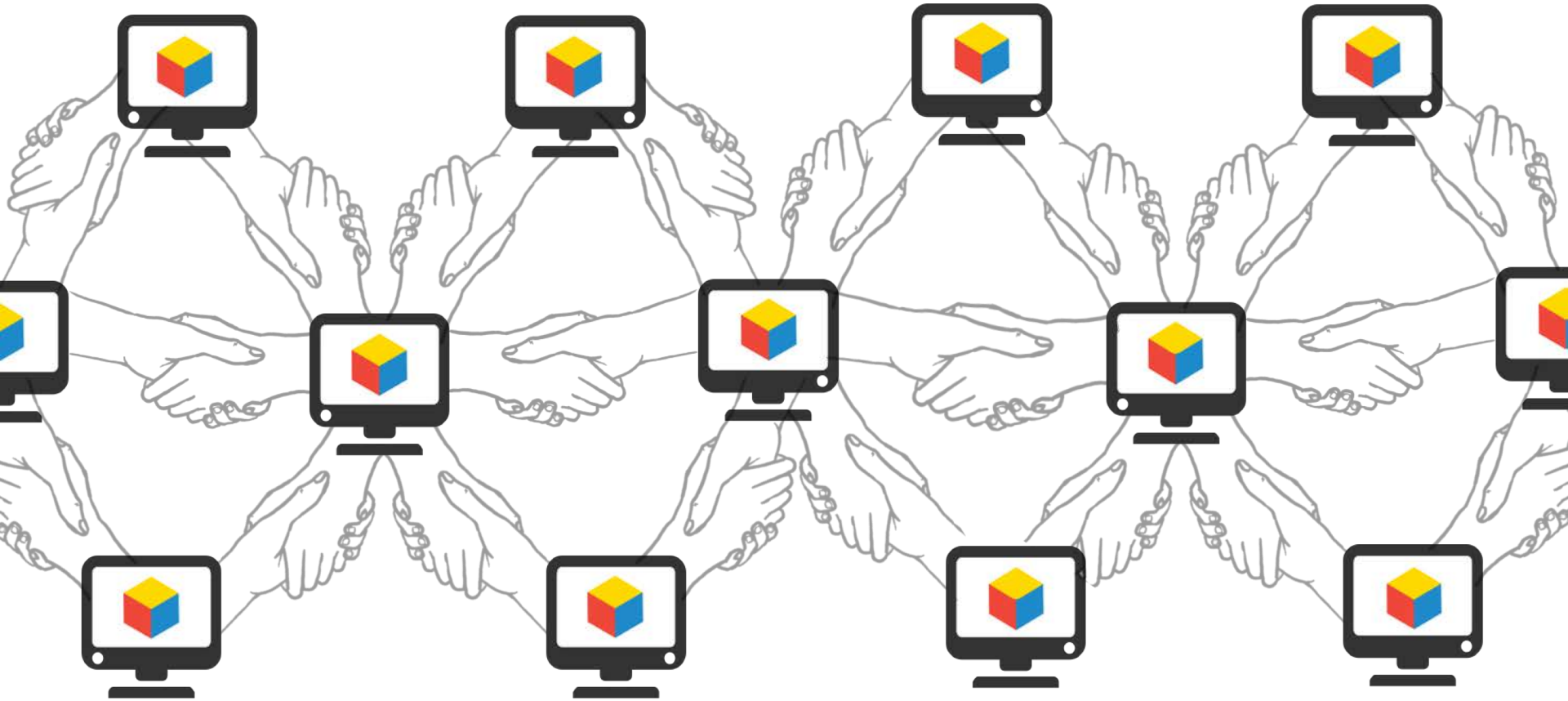


Sibos 2008

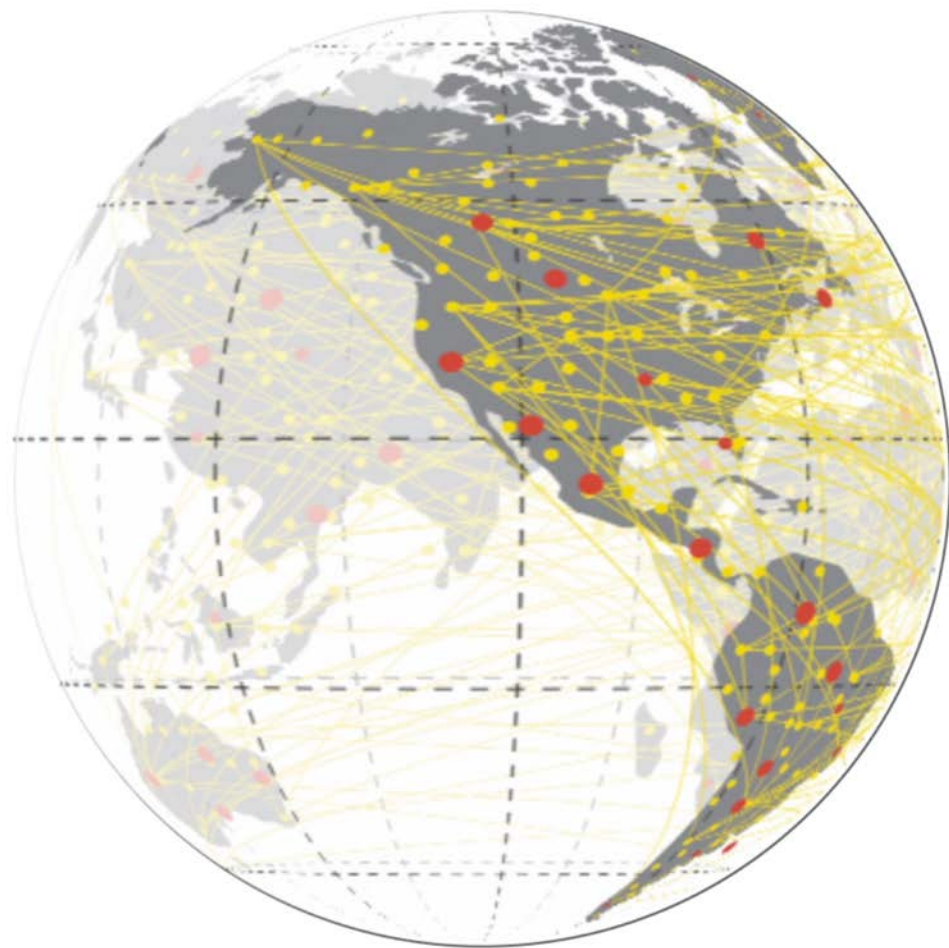
# Blockchain: The Second Era of the Internet

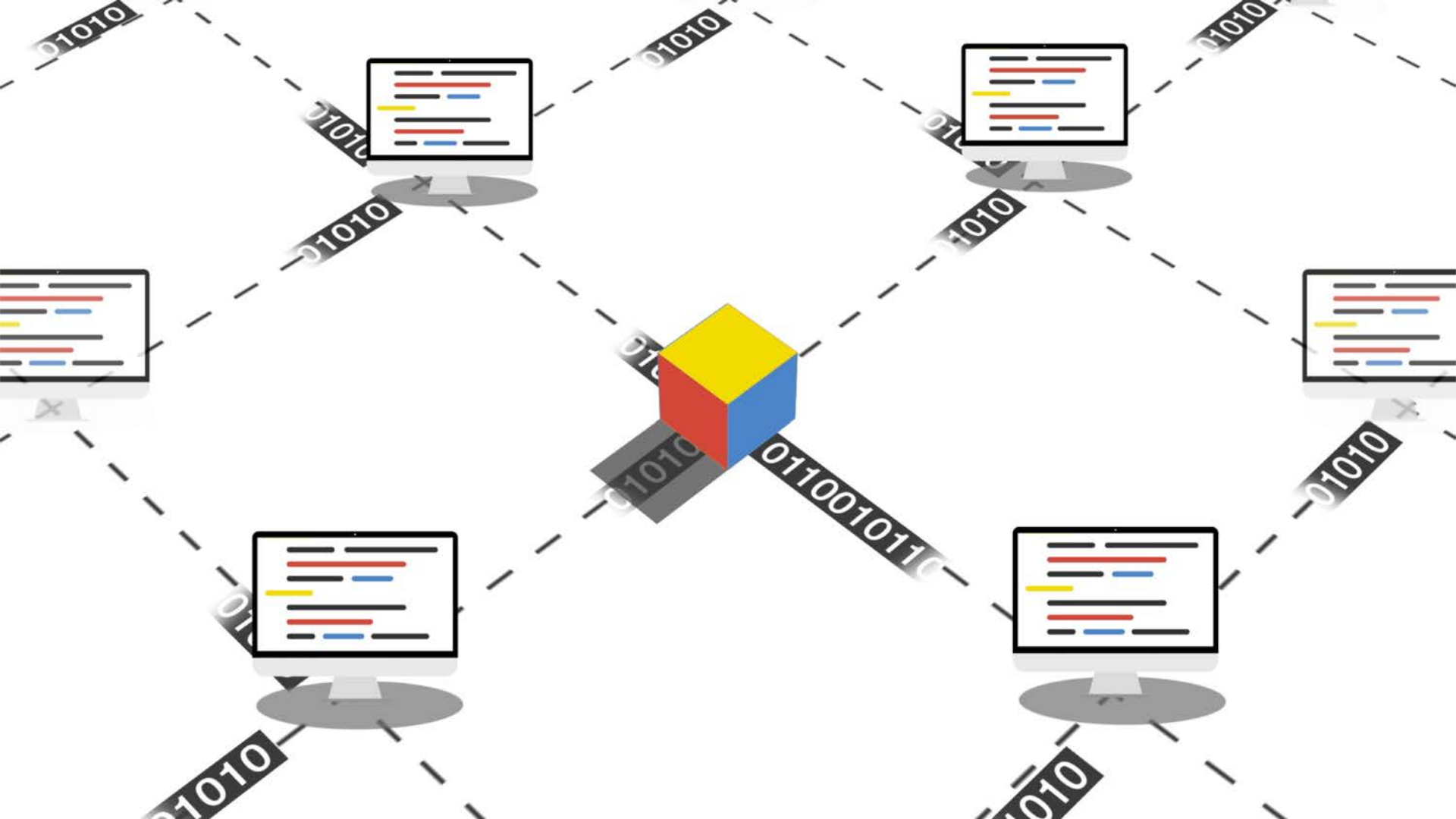


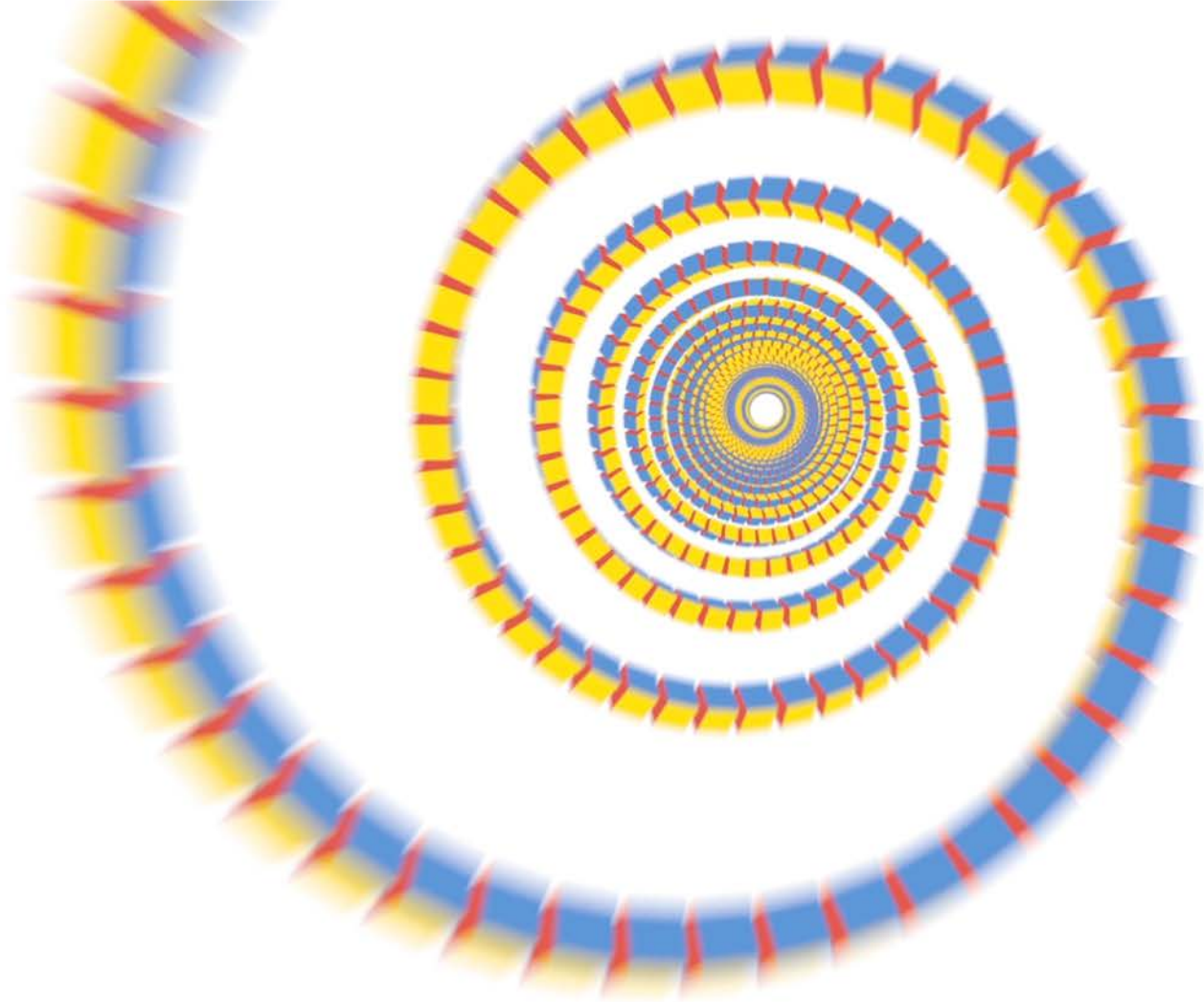
# The Trust Protocol

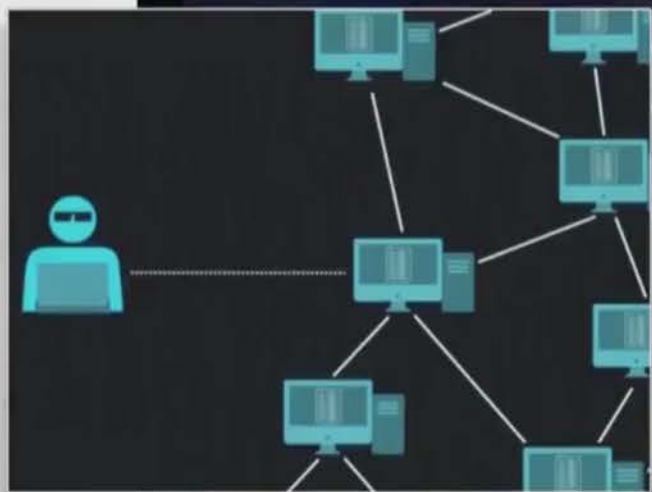














**HYPERLEDGER**

# Blockchains as Platforms of Information and Value Creation



HOMESTEAD

[ethereum.org](https://ethereum.org)



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OPERATING SYSTEM FOR  
FINANCIAL MARKETS  
WITH OUR DISTRIBUTED  
LEDGER PLATFORM  
CORDA. WE'D LIKE YOU  
TO BE A PART OF IT.

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R3 LAUNCHES VERSION 1.0 OF  
CORDA DISTRIBUTED LEDGER  
PLATFORM

READ MORE

[www.r3.com](http://www.r3.com)

# Join RippleNet

The world's only enterprise blockchain solution for global payments



Watch Video

## Today's Payment Rails Don't Cut It

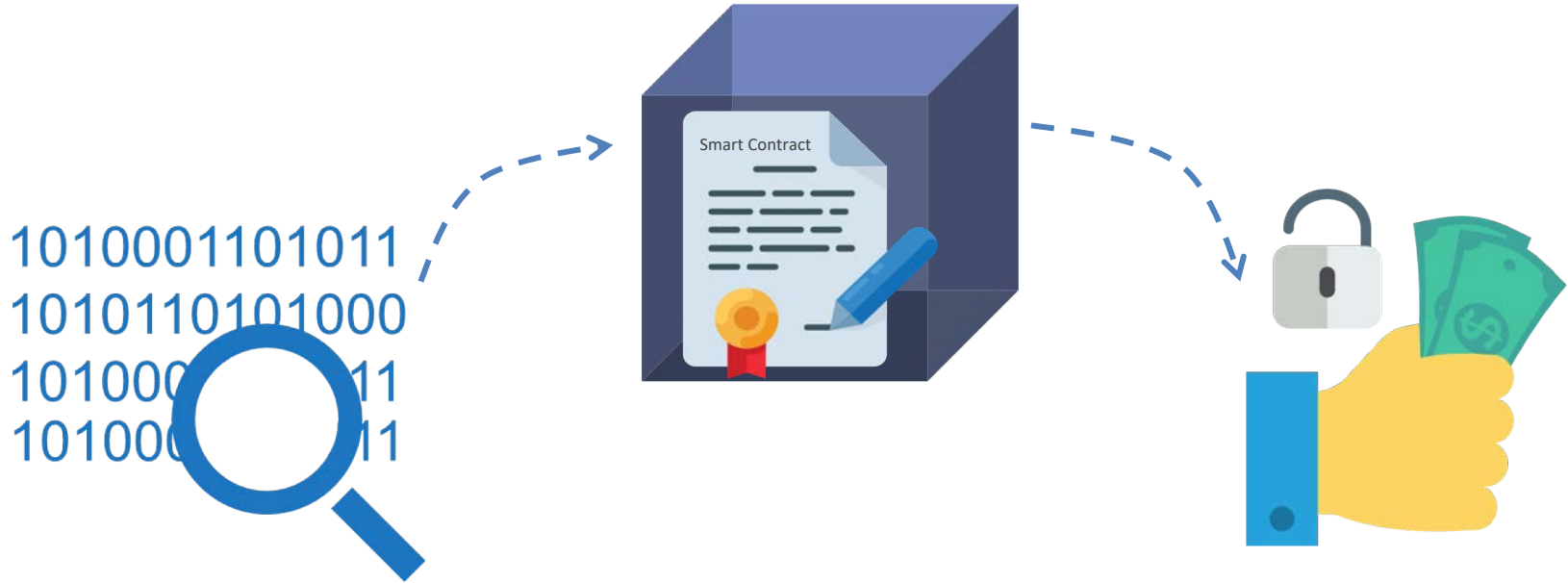
In a world where three billion people are connected online, cars drive themselves and appliances can communicate, global payments are still stuck in the disco era.

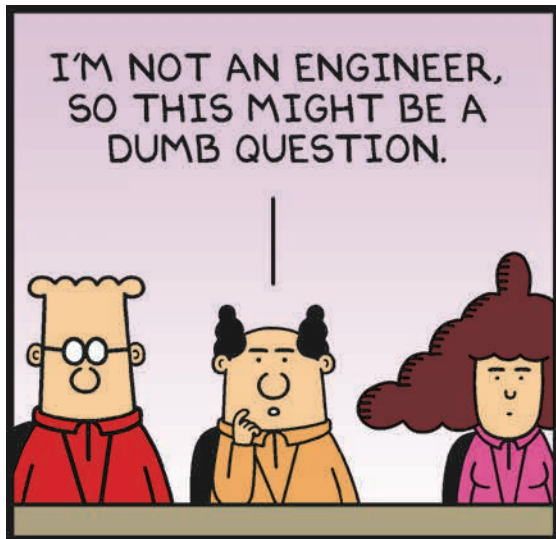
Why? The payment infrastructure was built before the Internet with few updates.



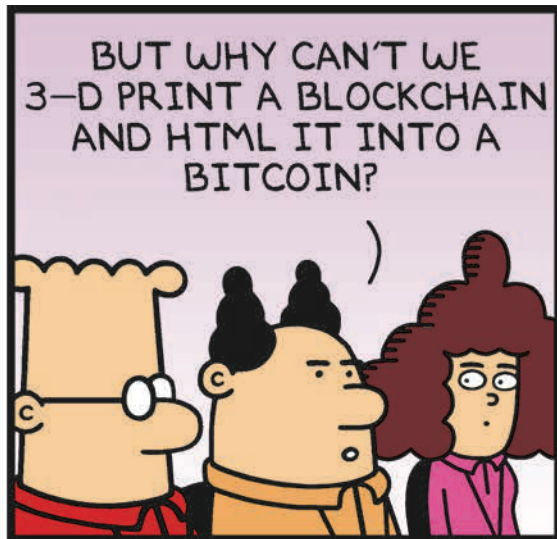
ripple.com

# Smart Contracts





DILBERT.COM @SCOTTADAMSSAYS

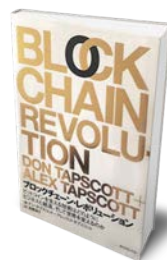
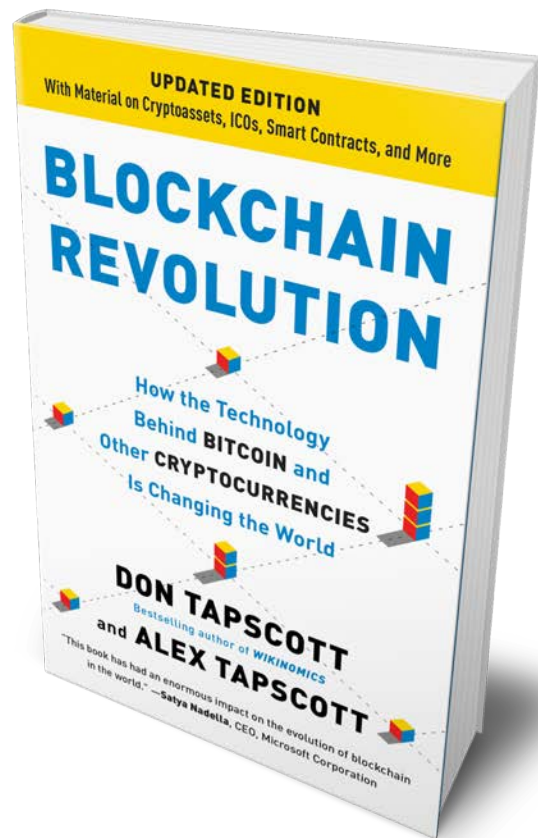


4-20-18 © 2018 Scott Adams, Inc./Dist. by Andrews McMeel

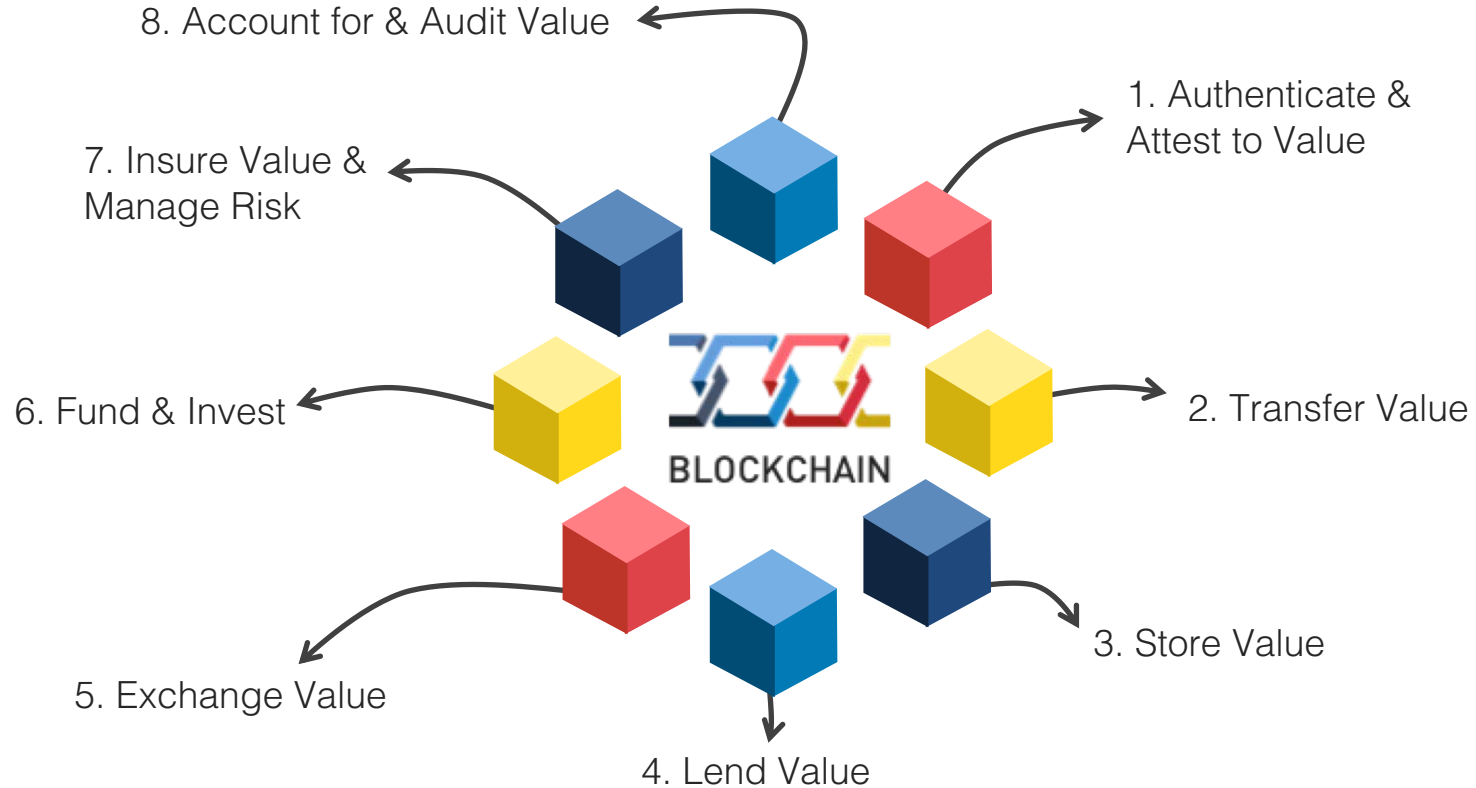


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# Understanding the Internet of Value



# The Golden Eight: Blockchain Transformations Of Financial Services

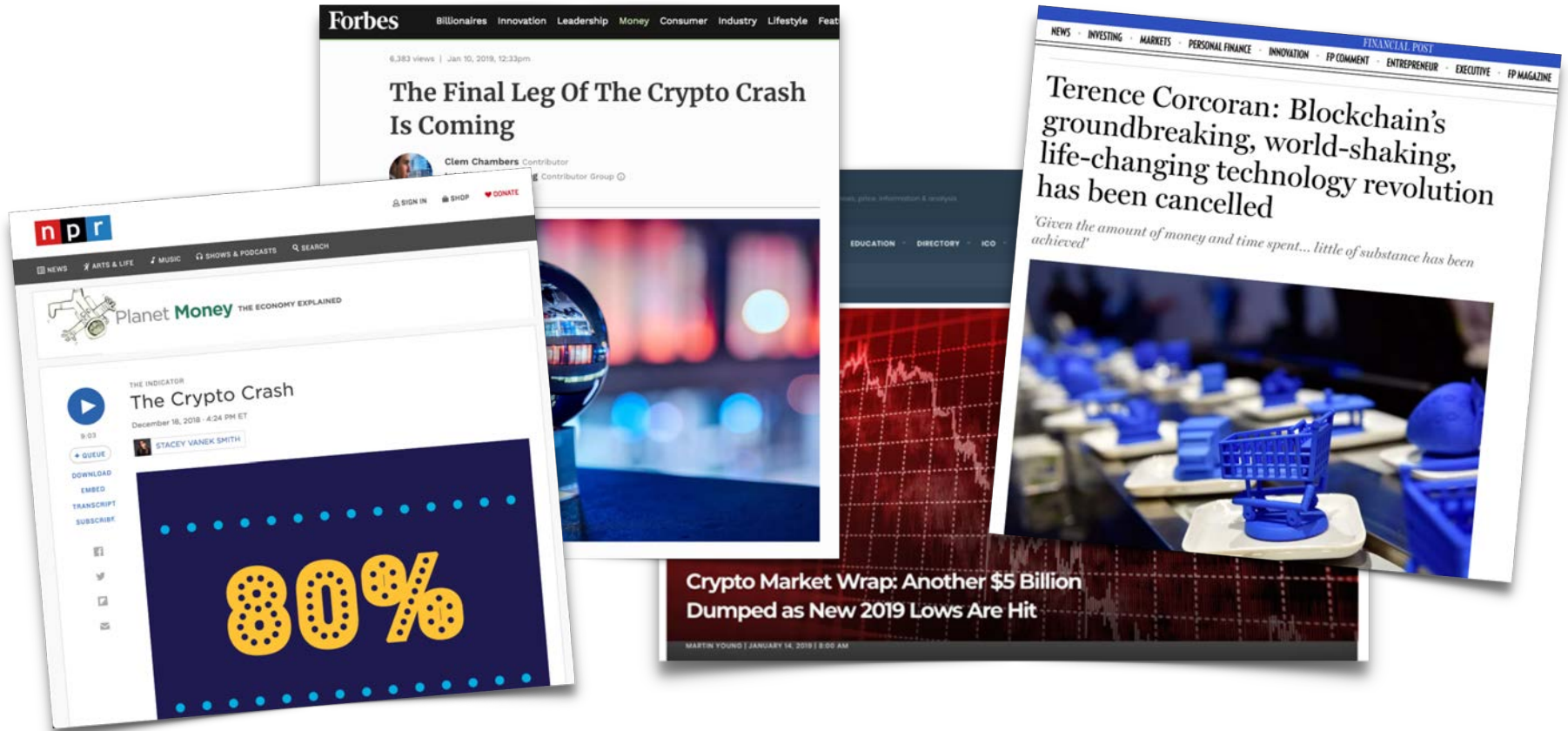




# ICO

Initial Coin Offering

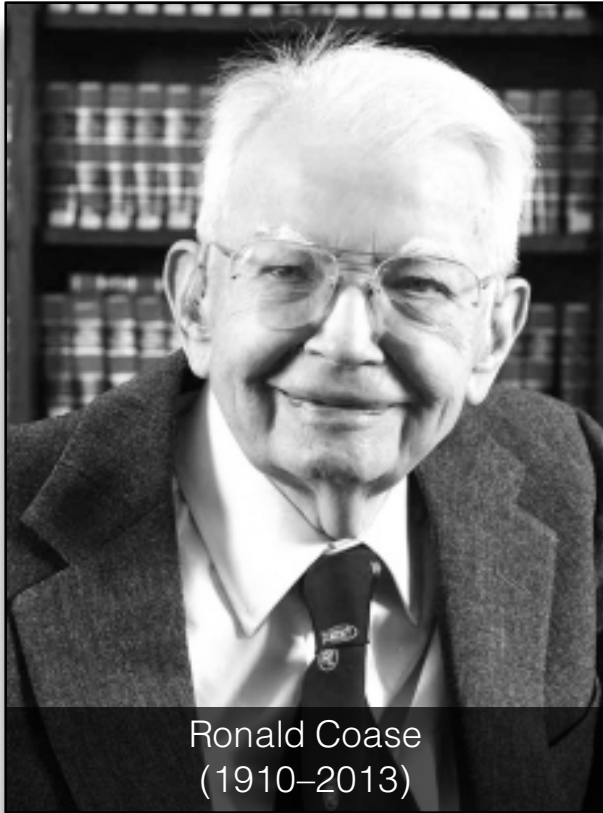
# The End of Blockchain?



# Cryptoassets



# Rethinking Business Architectures



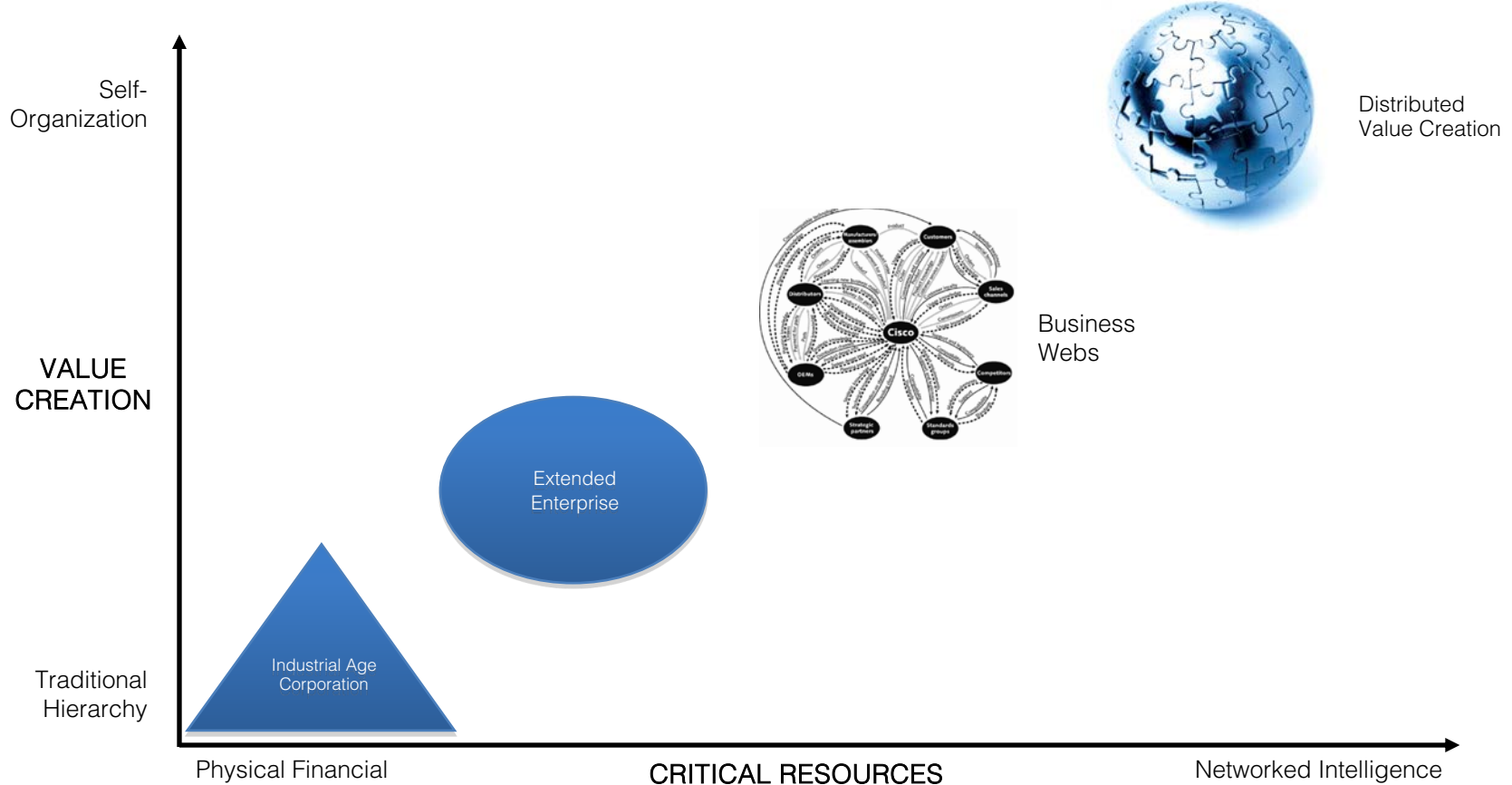
Ronald Coase  
(1910–2013)

## The Theory of the Firm

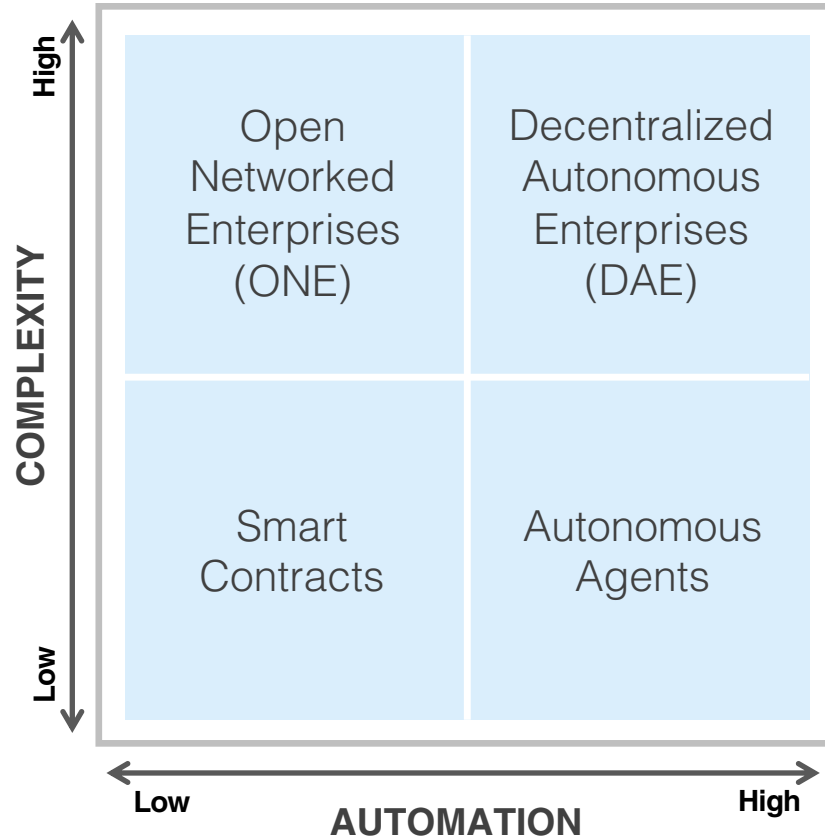
### Transaction Costs:

1. Search
2. Coordination
3. Contracting
4. Establishing Trust

# The Changing Architecture of the Firm



# Blockchain Business Models



# The DAO: Decentralized Autonomous Organization

watch the statistics

The DAO has been created

1172.78 M

DAO TOKENS CREATED

12.07 M

TOTAL ETH

132.32 M

USD EQUIVALENT



1.50

LAST EXCHANGE RATE  
ETH / 100 DAO TOKENS

0 -

NEXT PRICE PHASE

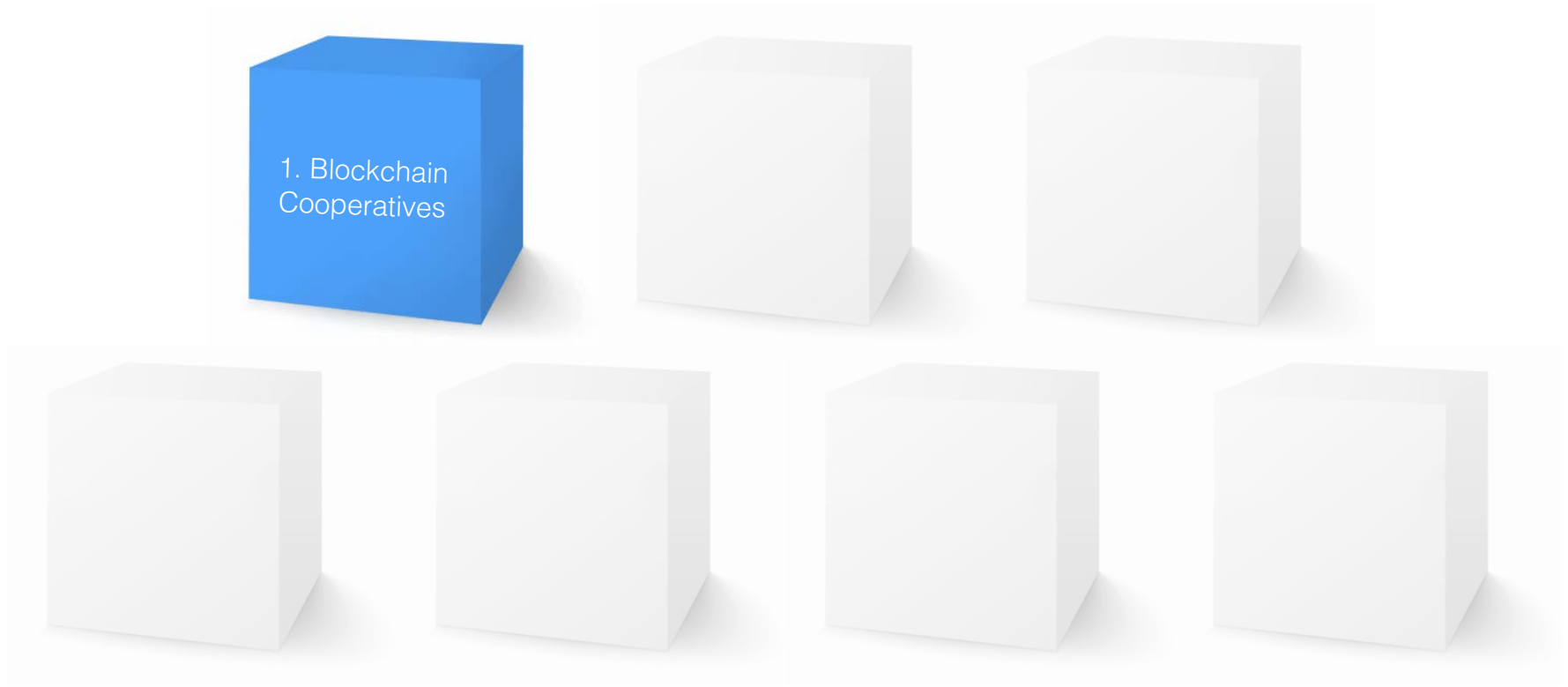
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SINCE CREATION PERIOD  
ENDED  
CREATED 28 MAY 09:00 GMT

Thank you all for your contribution

[daohub.org](http://daohub.org)

# Seven Open Networked Enterprise Business Models



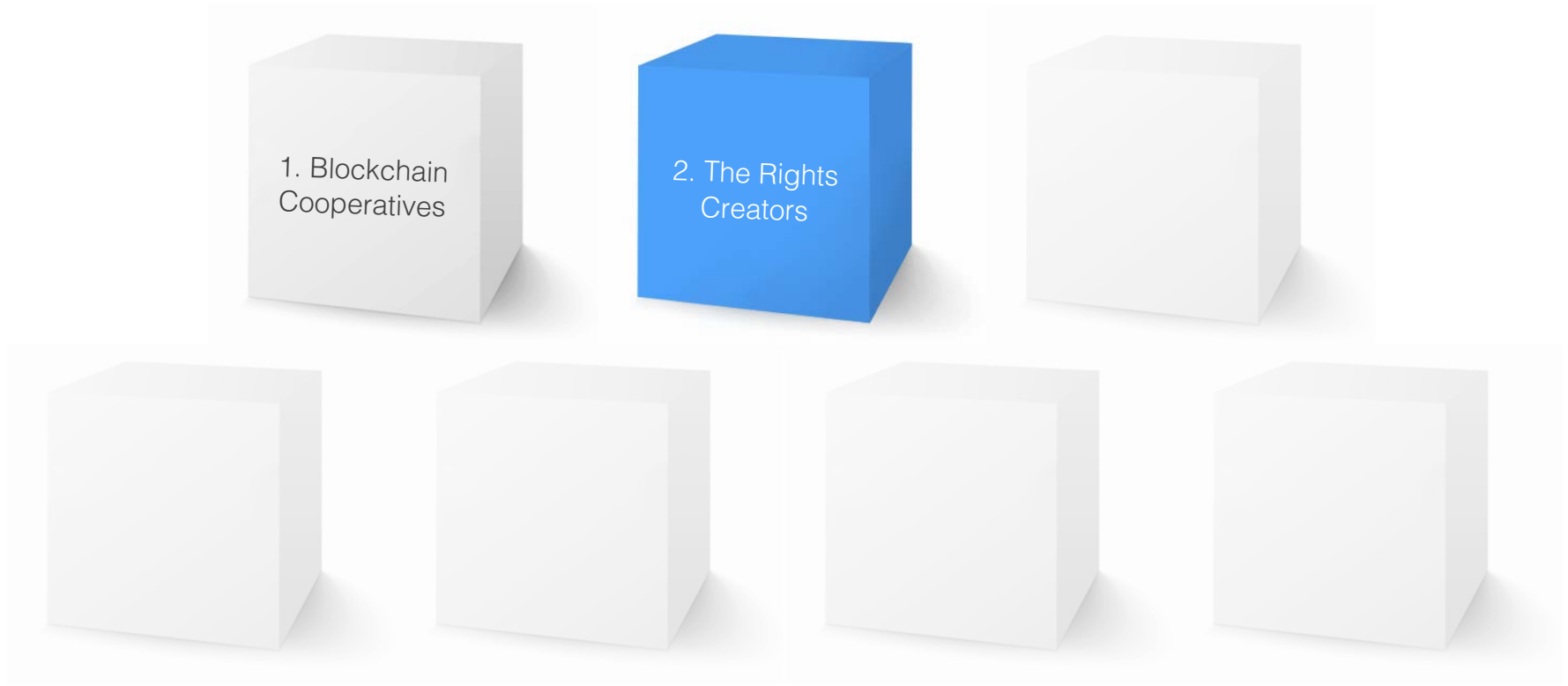
# Creating a True Sharing Economy



Photo: Alper Çuğun, "Uber taxi ad" CC BY 2.0



# Seven Open Networked Enterprise Business Models



# The Music Industry



# Seven Open Networked Enterprise Business Models

1. Blockchain  
Cooperatives

2. The Rights  
Creators

3. The Re-  
Intermediators

# Creating New Value in the Middle



# Seven Open Networked Enterprise Business Models

1. Blockchain  
Cooperatives

2. The Rights  
Creators

3. The Re-  
Intermediators

4. The Blockchain  
Supply Chain

# The Blockchain is the New Supply Chain



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EXPLORE MORE



sweetbridge.com

# Seven Open Networked Enterprise Business Models

1. Blockchain  
Cooperatives

2. The Rights  
Creators

3. The Re-  
Intermediators

4. The Blockchain  
Supply Chain

5. Animating the  
Physical World

# The Internet of Things Will Need a Ledger of Things



# Seven Open Networked Enterprise Business Models

1. Blockchain  
Cooperatives

2. The Rights  
Creators

3. The Re-  
Intermediators

4. The Blockchain  
Supply Chain

5. Animating the  
Internet of Things

6. The Platform  
Builders

# Prosumers



# Prosumers



# Seven Open Networked Enterprise Business Models

1. Blockchain  
Cooperatives

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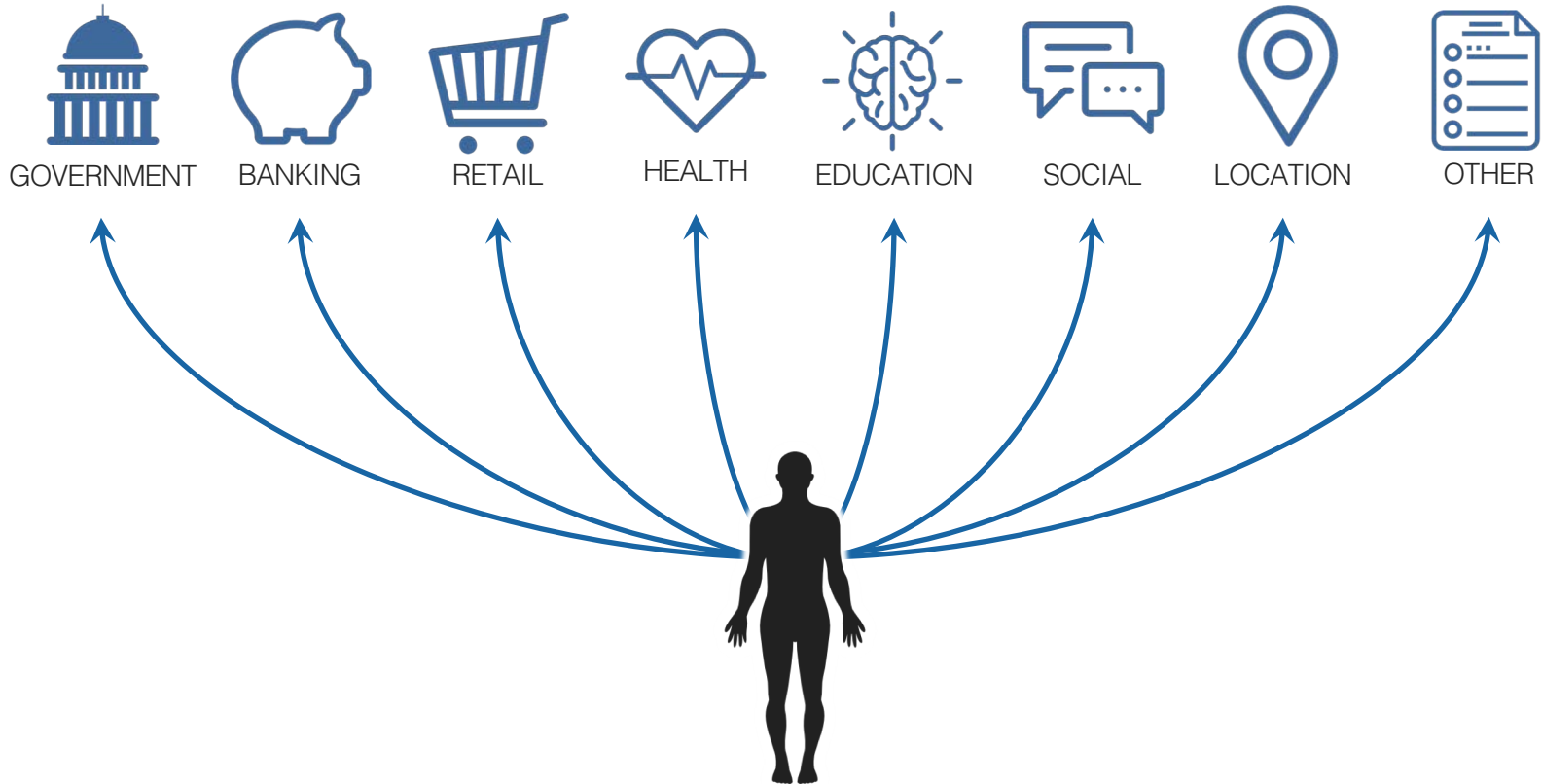
4. The Blockchain  
Supply Chain

5. Animating the  
Internet of Things

6. The Platform  
Builders

7. Bigger,  
Better Data

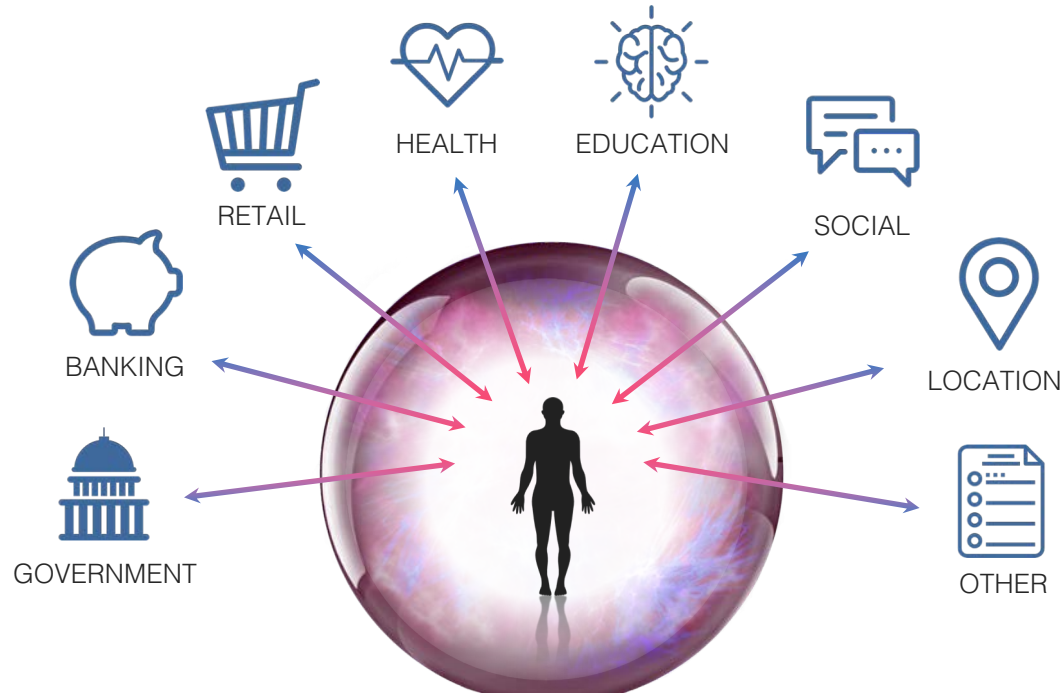
# OLD: Digital Feudalism





General Data  
Protection Regulation

# NEW: Citizen-Owned Dynamic Identity



- Secure identification & authentication
- Rich data for life planning and management
- Personal data monetization

# Big Data and the Intermediaries



# WHO KNOWS

SAFEGUARDING YOUR PRIVACY  
IN A NETWORKED WORLD

ANN CAVOUKIAN, PH.D.

DON TAPSCOTT

AUTHOR OF *THE DIGITAL ECONOMY*

# Seven Open Networked Enterprise Business Models

1. Blockchain  
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# BRI

## THE NEW PROGRAM

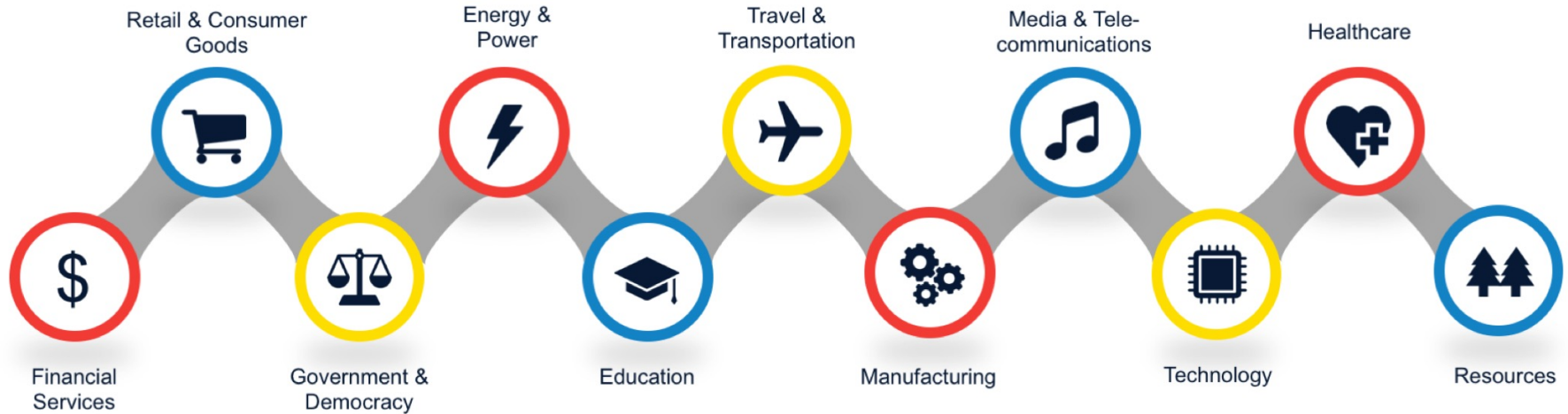
# BLOCKCHAIN RESEARCH INSTITUTE

## THE NEW PROGRAM

- ❖ In 2016 the BRI launched the definitive investigation into blockchain strategy, opportunities and challenges
- ❖ Led by 50 of the world's leading blockchain thinkers and practitioners
- ❖ Sponsored by many of the world's most important companies and governments
- ❖ 52 projects completed as of Dec 2018
- ❖ January 2019 – **BRI: The New Program**, focuses on the challenges of managing change.
- ❖ **BRI: The New Program** – members get access to all research including a new and growing set of projects, along with a series of collaborative activities.

# BLOCKCHAIN

## VERTICAL TRANSFORMATIONS



# BLOCKCHAIN

## HORIZONTAL TRANSFORMATIONS



1. CEO: Leading the Transformation
2. COO: The Future of Supply Chain Management
3. CLO: Smart Contracts and the Legal System
4. CFO: Triple Entry Accounting and Corporate Finance
5. CMO: The Next Era of Sales and Marketing
6. CIO: Enterprise Technology Architecture
7. CHRO: Managing Talent in a Distributed Economy

# SAMPLE DELIVERABLES

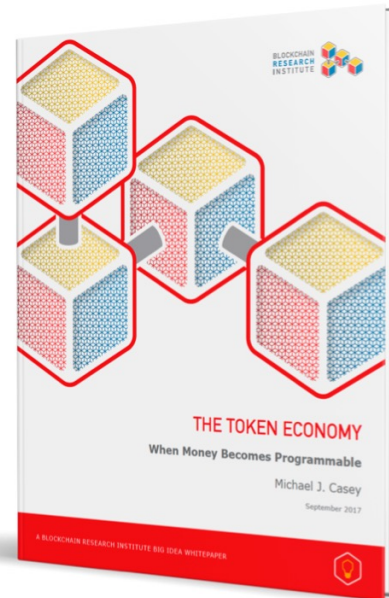
## THE TOKEN ECONOMY



Video By Don Tapscott

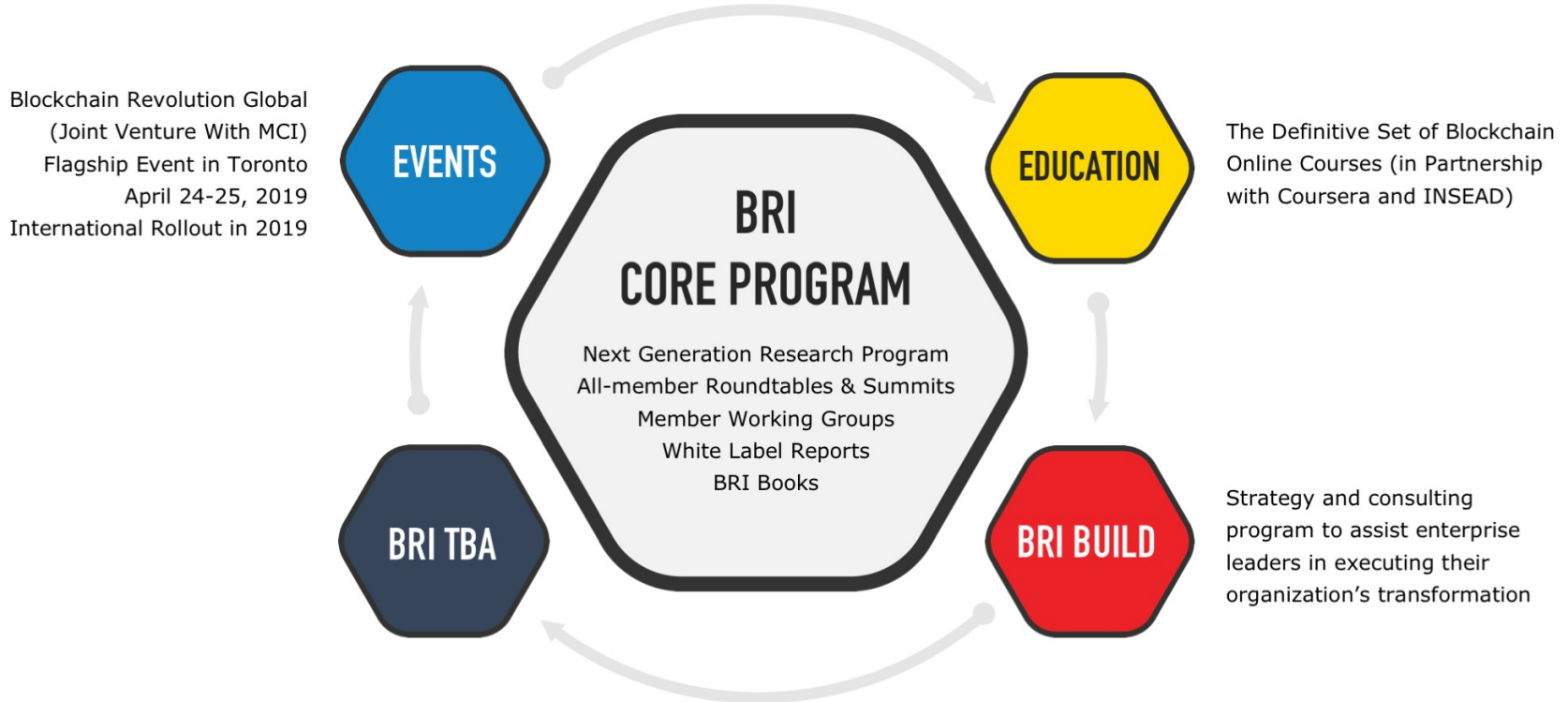


Infographic



Research Project

# THE SECOND ERA: SUPPORTING THE TRANSFORMATION





## Blockchain Revolution for the Enterprise

4 Course Specialization

### Specialization Courses



#### COURSE 1

Introduction to Blockchain Technologies

[Go to Course](#)

#### COURSE 2

Transacting on the Blockchain

[Go to Course](#)

#### COURSE 3

Blockchain and Business: Applications and Implications

[Go to Course](#)

#### COURSE 4

Blockchain Opportunity Analysis

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Toronto  
Convention  
Centre

24-25  
APRIL  
2019

Blockchain Revolution Global (BRG) is the first truly worldwide enterprise leadership community for blockchain. The inaugural BRG conference will be April 24 & 25, 2019, in Toronto, the city at the core of the revolution.

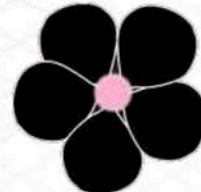
[blockchainrevolutionglobal.com](https://blockchainrevolutionglobal.com)

# founding partners



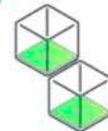
BLOCKCHAIN  
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BRI is the world's  
leading blockchain  
think-tank for  
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mci

MCI Group is the  
world's largest event  
management agency  
with Canadian offices in  
Toronto, Montreal and  
Vancouver.



blockchain  
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the 360° stage

A pentagonal arena for dynamic keynotes, that transform into 5 separate stages using headsets for vertical sessions, panel discussions and case study presentations.

# the inaugural EB Awards

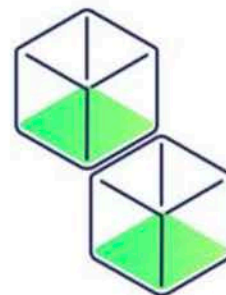
## ENTERPRISE BLOCKCHAIN AWARDS

Bringing together the best and brightest of the international enterprise blockchain community to celebrate our achievements and opportunities with:

**Enterprise Transformation Awards** – recognizing companies that are using blockchain technology to transform their industries,

**New Frontier Awards** – recognizing companies that are using blockchain technology to push the boundaries of new business models.

**Blockchain Leadership Award** – honoring a CEO who has championed blockchain for their industry.

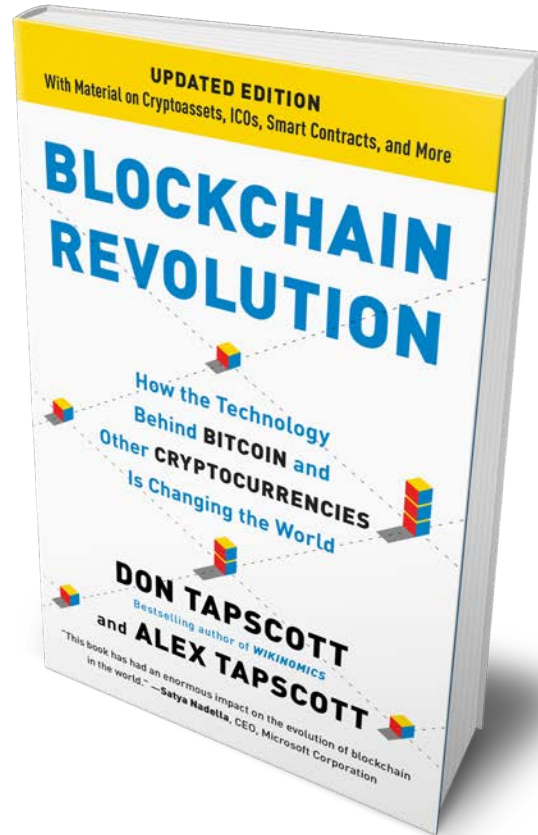


**April 24, 2019**  
**7:30 pm**

# Leadership for Transformation

Paradigm shifts involve dislocation, conflict, confusion, uncertainty. New paradigms are nearly always received with coolness, even mockery or hostility. Those with vested interests fight the change. The shift demands such a different view of things that established leaders are often last to be won over, if at all.

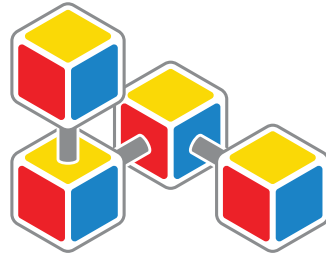




# BLOCKCHAIN REVOLUTION:

How the Technology Behind Bitcoin is  
Changing Money, Business, and the World





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*Realizing the New Promise of the Digital Economy*

Don Tapscott  
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twitter: @dtapscott