Die Marke Blockchain.
Marketing Forum Linz
Marketing?
Blockchain + Marketing = ?
Blockchain
Blockchain Marketing
Blockchain Business
Blockchain?
Blockchain

Eine Technologie für die Führung eines gemeinsamen Kassenbuches (shared Ledger), die jedem Teilnehmer die vollständige Sicht auf alle Einträge gibt.
Block

Block ID: 234 56 78
200 € : Barbie -> Snoopy
300 € : Hobbes -> Mozart
130 €: 007 -> Wonder Woman
700 € : Batman -> Robin
Hash:
00000000000000000000005304c78ec88eee6859afa3f86435696d05ed62a6a1cad
## Block #545362

<table>
<thead>
<tr>
<th>Summary</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Of Transactions</td>
<td>892</td>
</tr>
<tr>
<td>Output Total</td>
<td>5,372.57341095 BTC</td>
</tr>
<tr>
<td>Estimated Transaction Volume</td>
<td>952.30675434 BTC</td>
</tr>
<tr>
<td>Transaction Fees</td>
<td>0.06589525 BTC</td>
</tr>
<tr>
<td>Height</td>
<td>545362 (Main Chain)</td>
</tr>
<tr>
<td>Timestamp</td>
<td>2018-10-11 20:08:12</td>
</tr>
<tr>
<td>Received Time</td>
<td>2018-10-11 20:08:12</td>
</tr>
<tr>
<td>Relayed By</td>
<td>BitFury</td>
</tr>
<tr>
<td>Difficulty</td>
<td>7,454,968,648,263.24</td>
</tr>
<tr>
<td>Bits</td>
<td>388350353</td>
</tr>
<tr>
<td>Size</td>
<td>455.09 kB</td>
</tr>
<tr>
<td>Weight</td>
<td>1443.497 kWU</td>
</tr>
<tr>
<td>Version</td>
<td>0x20000000</td>
</tr>
<tr>
<td>Nonce</td>
<td>3836782147</td>
</tr>
<tr>
<td>Block Reward</td>
<td>12.5 BTC</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hashes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hash</td>
<td>000000000000000000000005304c78ec88ee6859afa3f86456968d05ec82a6e1cad</td>
</tr>
<tr>
<td>Previous Block</td>
<td>000000000000000000000000dbbb857c9050bf6d37da357ebe2e578e8771928465</td>
</tr>
<tr>
<td>Next Block(s)</td>
<td></td>
</tr>
<tr>
<td>Merkle Root</td>
<td>81897613c7fbc2b7b8e4eb345333cdcad0990c2ae777e5e5b4508393078adb2185</td>
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</tbody>
</table>
63ccf051c6a2c0a643b5049cd22551c5c7bc59078c74f3742197cc8ba3f182e4

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2018-10-11 20:05:20

13.05689588 BTC

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Am Anfang war Bitcoin.
Entwickelt um den Währungsaustausch zu demokratisieren

Kann genau das

Skaliert nicht: 7 Transaktionen pro Sekunde

Proof of Work als Basis, um Vertrauen in einem anonymen Netzwerk zu erschaffen

Gebühren als Teilnahmemotivation

This is a multi-petahash BTC mine in Kangding, Sichuan, China
Dann kam Ethereum.
Heute macht jeder ICO.
IPO.
IPO.
Blockchain Marketing
The world's first 100% honest Ethereum ICO.

You're going to give some random person on the internet money, and they're going to take it and go buy stuff with it. Probably electronics, to be honest. Maybe even a big-screen television.

Seriously, don't buy these tokens.

First of its kind ICO

Ether contributed
310.445
I had a feeling someone would waste their money.

Crowdsale Statistics
Contributions in USD
$211537
Enough to buy 176 televisions!

Tokens issued
3965716.097
Including 591,000 bonus tokens!
IBM is a founding Member of the open Hyperledger Project
Blockchain Technologies for Business

- Create an enterprise grade, open source distributed ledger framework and code base
- Create a technical community, focused on use cases across a variety of industry solutions
The World Federation of Advertisers predicts fraud will cost advertisers more than $50 billion by 2025.
MEDIAOCEAN AND IBM PARTNER TO INTEGRATE BLOCKCHAIN ACROSS THE MEDIA ECOSYSTEM
Blockchain Business
Walmart, Kroger & Nestle Team with IBM Blockchain to Fight Food Poisoning
“The currency of trust today is transparency”

Carrefour stores will initially use the solution to highlight consumers' confidence in a number of Carrefour-branded products, as part of the retailer's Act for Food program.
Car eWallet
Car eWallet Collaboration

The PoC demonstrates how to access a vehicle that autonomously pays for parking, toll and charging while recording data in a so-called car pass.

Event publishers & subscribers

Logistic actors internal systems

Ports community systems

Supply Chain Management

Trade Associations

Supply Chain Visibility systems

Supply Chain Actors

Customs Dashboard

Transportation management

Carriers

Shippers

Terminals

Provider of interface: value-add partners

GTD Platform

Supply Chain

Internal systems

Supply Chain

Visibility systems

Port community

systems

Logistic actors

internal systems

Shippers

Carriers

Terminals

Authorities
Global Financing: Schlichtungsstelle Blockchain

- $41 Billion Financed / Year
- 2.9 Million Invoices / Year
- Over 4,000 Suppliers and Partners Worldwide
- 25,000+ Disputes Every Year

Today's Systems:
- Approximately $100 million tied up at any given time
- 44 days on average to resolve
- $31,000 average disputed invoice value

Blockchain
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