

Die Marke Blockchain.

Marketing Forum Linz



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Marketing?

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Blockchain + Marketing = ?

Blockchain

Blockchain Marketing

Blockchain Business

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Blockchain?

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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:

00000000000000000000000005304c7

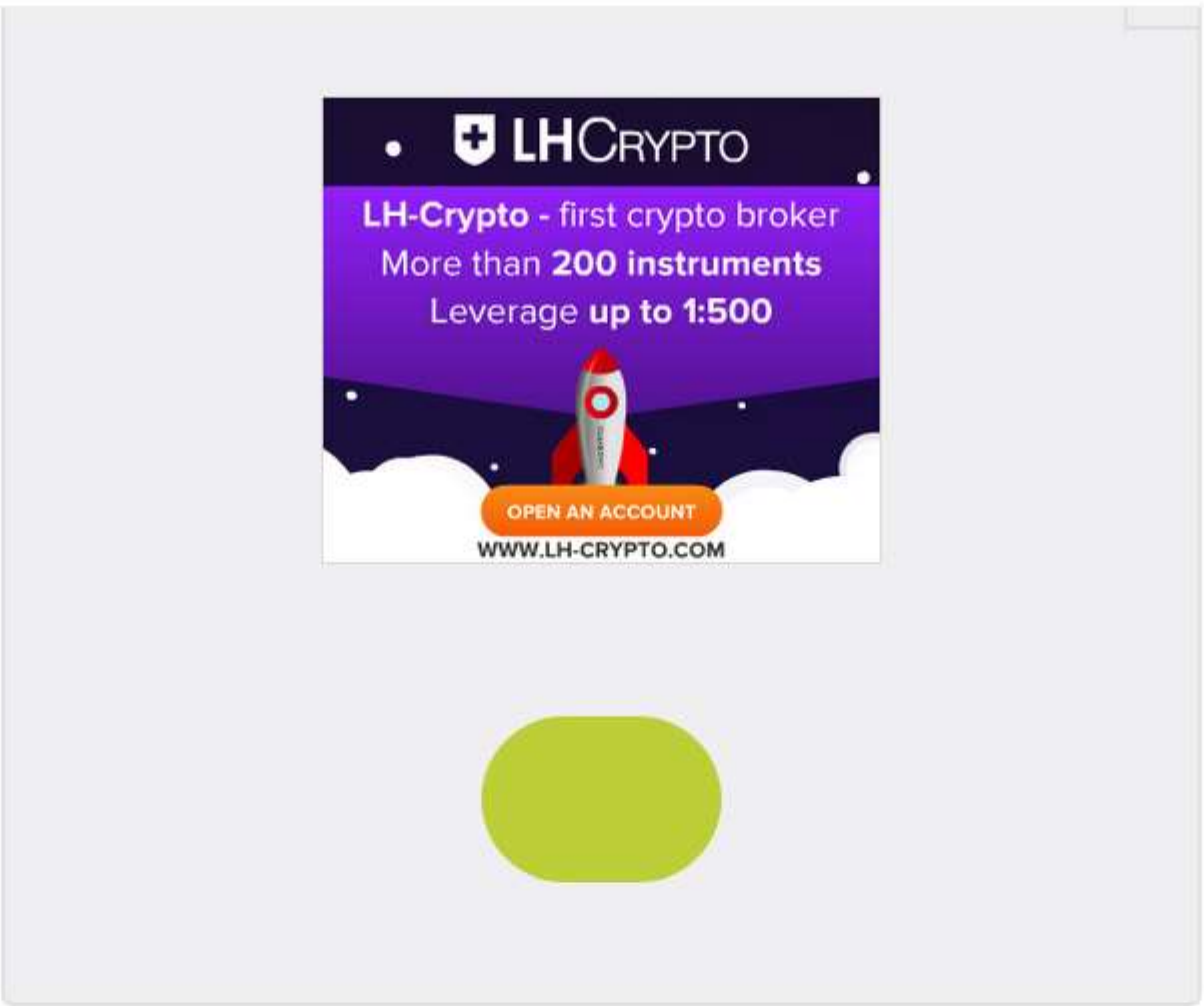
8ec88eee6859afa3f86435696d

05ed62a6a1cad

Block #545362

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

Hashes	
Hash	00000000000000000005304c78ec88eee6859afa3f86435696d05ed62a6a1cad
Previous Block	000000000000000000dcabbb857c9050bfd6d37da357ebe2e578e8771928465
Next Block(s)	
Merkle Root	81897613cefbcb2b7b6e4ebb4533cdcad0990c2ae777ee5b4508393078adb2185



63ccf051c6a2c0a643b5049cd22551c5c7bc59078c74f3742197cc8ba3f182e4

2018-10-11 20:05:20

1N3vvJyXovnDoy2rhsihu7Rc4ThdF9gqQQ



1L2kXyqGhWqoQkpZtdyhqUSXtQeUqo6MD7
35t5kNNghP1Sdr3GtUdgj1sb9viqCCoZVY
34Q1LXEqQZXAJJEqAaQ7KhvdZg8Wfx1von
33DPTdKNofpPU3Mji3kjYnqjUv7gcqKPJz
3FiNZa3K4MxhqkSXs363SZM2qs5rPTQDGA
3FQVU3pf5atoNAiXQTxikZQT6y6rBTQfM8
3HgAjV6GskjLwSyk95CwLvPuei1DFzNkY8
3MzxHaWbER5VwxrEa68ajjvEwo5H45MyZc
1AUrELEcg8kD3d6Kv45aQcjeqsEKizSseP

0.001 BTC

0.00857582 BTC

0.03 BTC

0.04742897 BTC

0.01366035 BTC

0.04769553 BTC

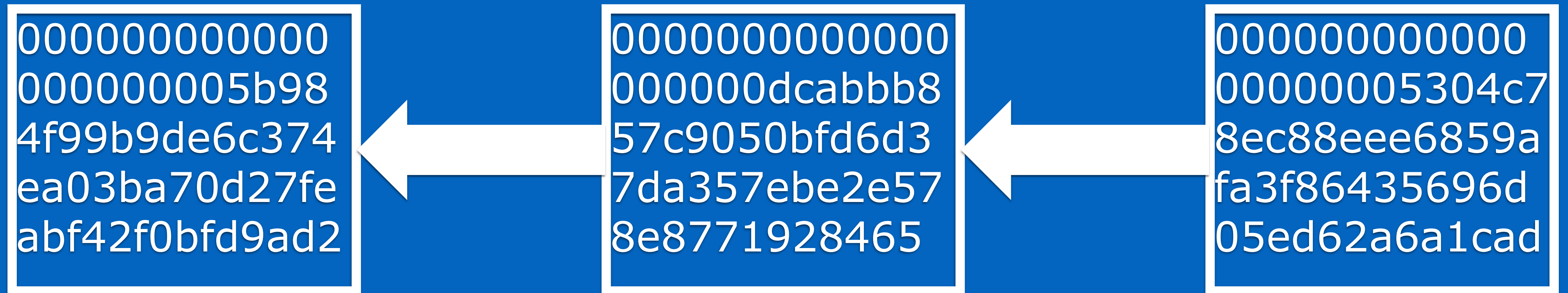
0.01518297 BTC

0.00011406 BTC

12.89323818 BTC

13.05689588 BTC

Chain



Am Anfang war Bitcoin.

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.



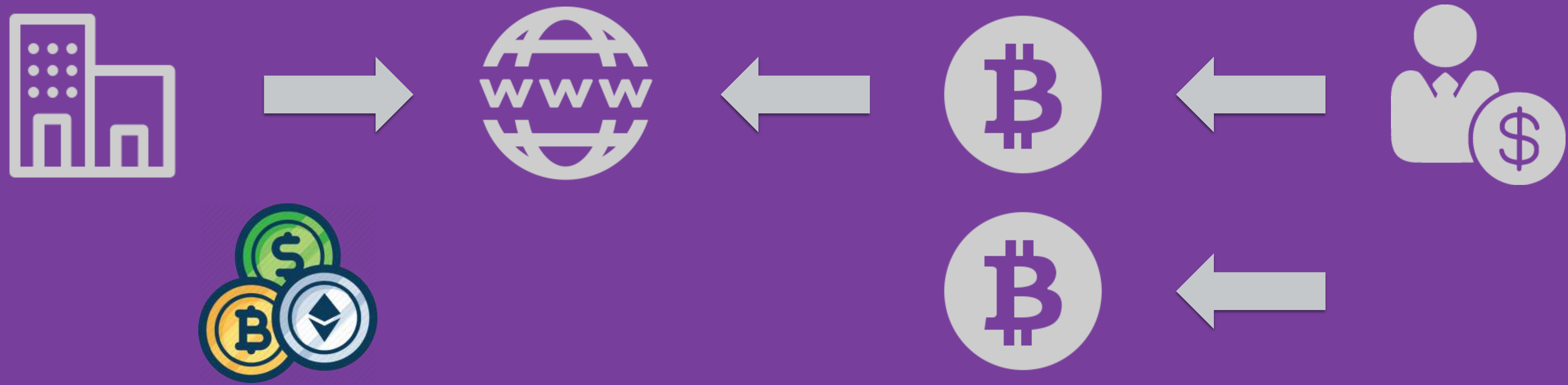
ethereum

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.



Reddit



Hacker News

First of its kind ICO

Crowdsale Statistics

Ether contributed

310.445

I had a feeling someone would waste their money.

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



HYPERLEDGER

- 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



Hyperledger By The Numbers

5

PROJECTS

100+

CONTRIBUTORS

81

MEMBERS

6

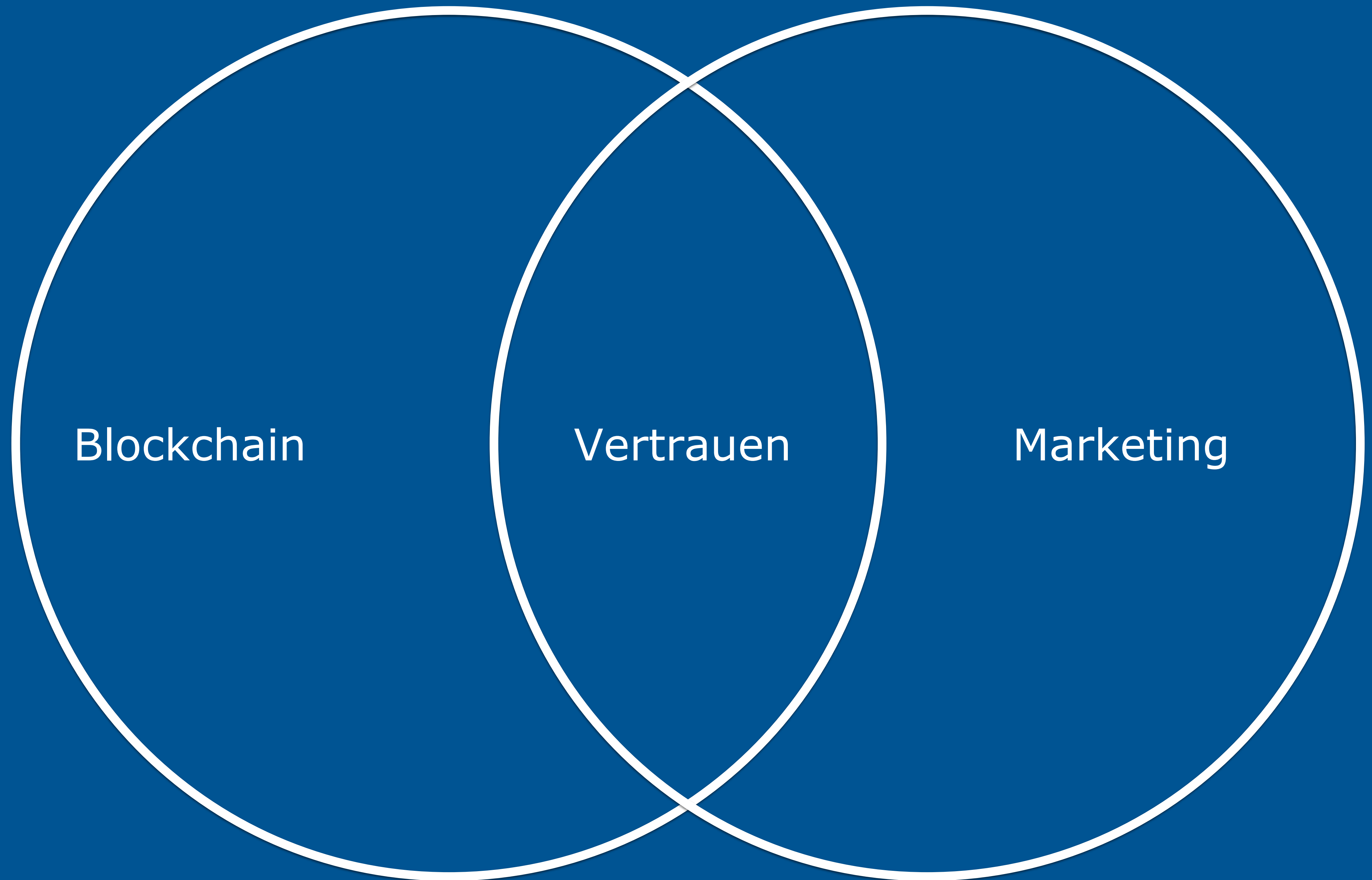
HACKFESTS

GENERAL MEMBERS



ASSOCIATE MEMBERS





**The World Federation of
Advertisers predicts fraud
will cost advertisers more
than \$50 billion by 2025**



mediaocean



mediaocean

IBM

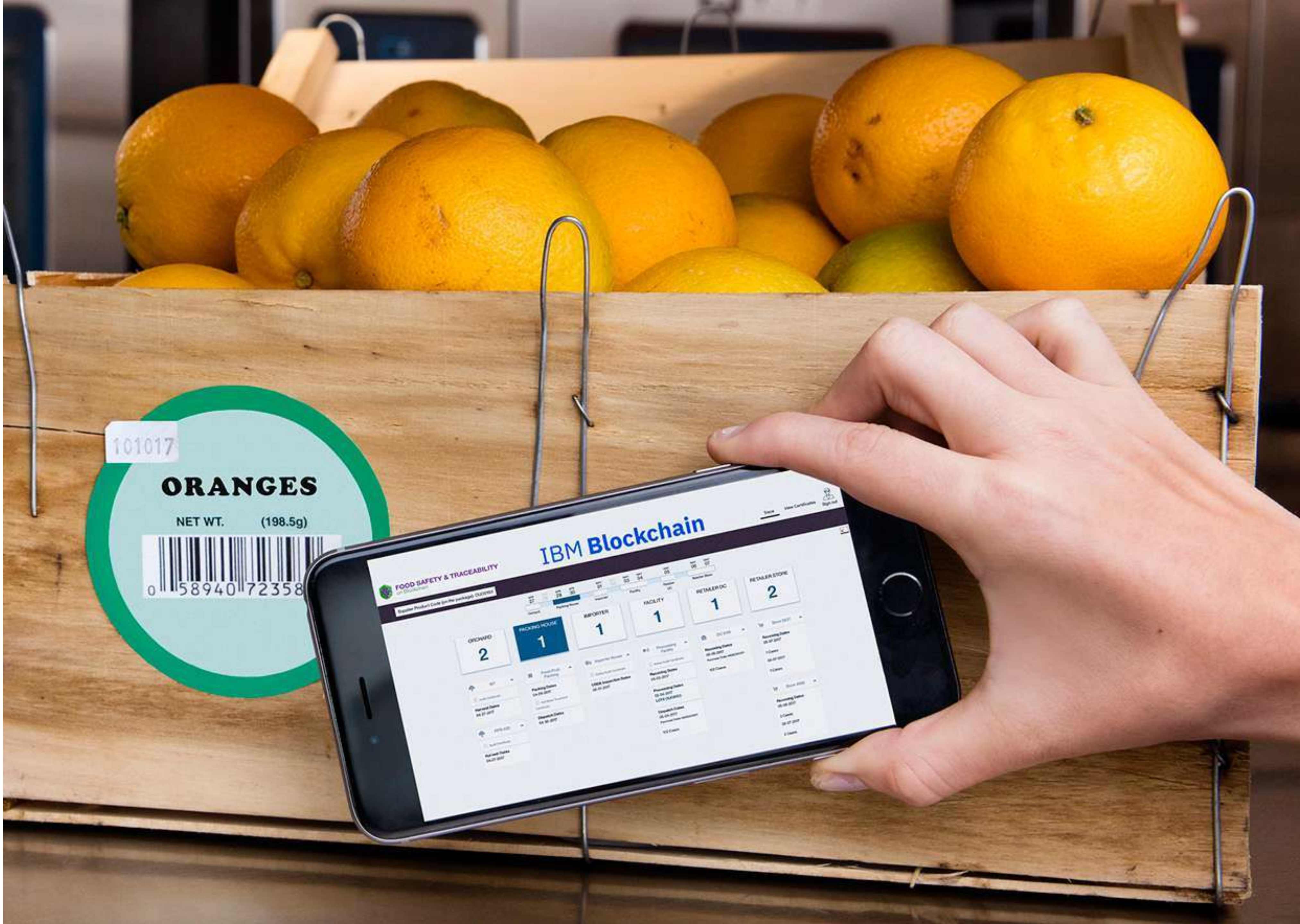
MEDIAOCEAN AND IBM
PARTNER TO INTEGRATE
BLOCKCHAIN ACROSS THE
MEDIA ECOSYSTEM

Blockchain Business



Walmart, Kroger & Nestle Team with IBM Blockchain to Fight Food Poisoning

IBM Blockchain



“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.

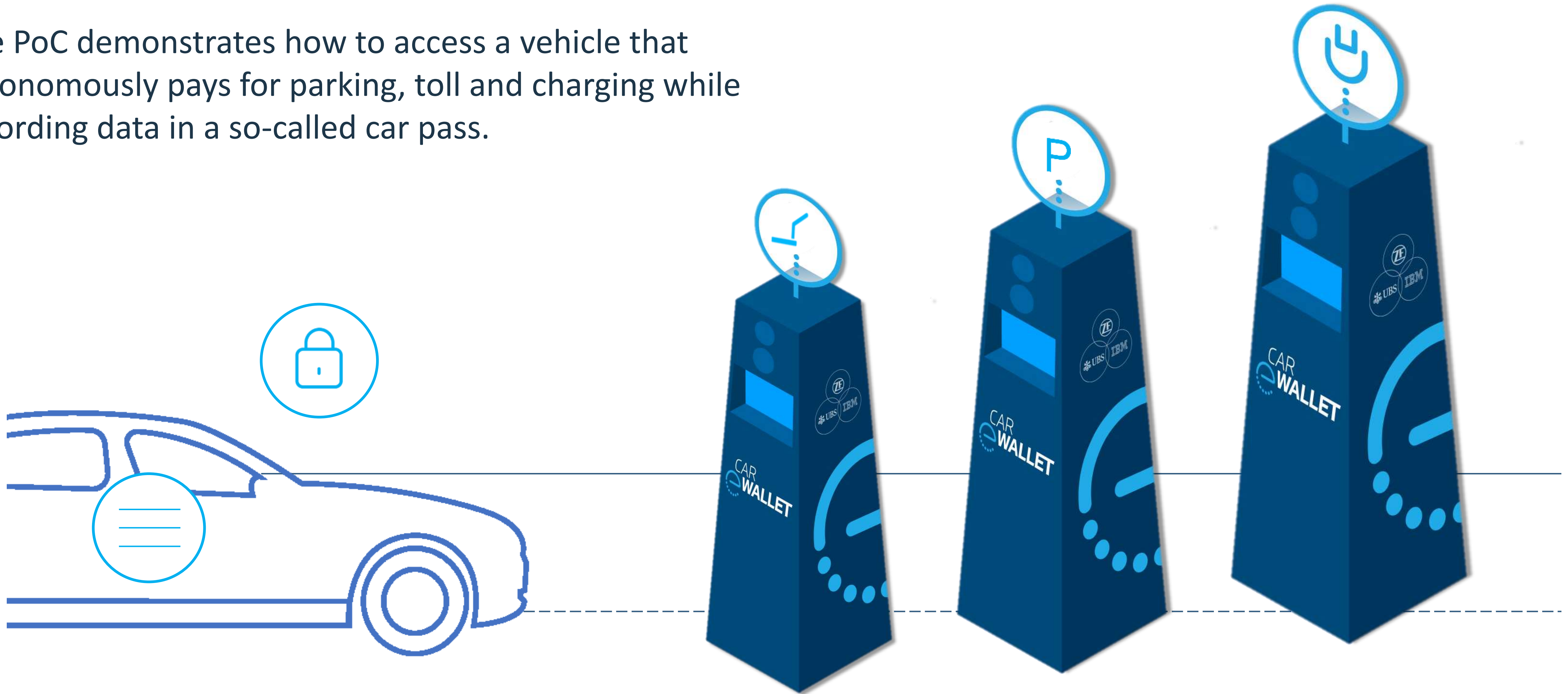
Car eWallet



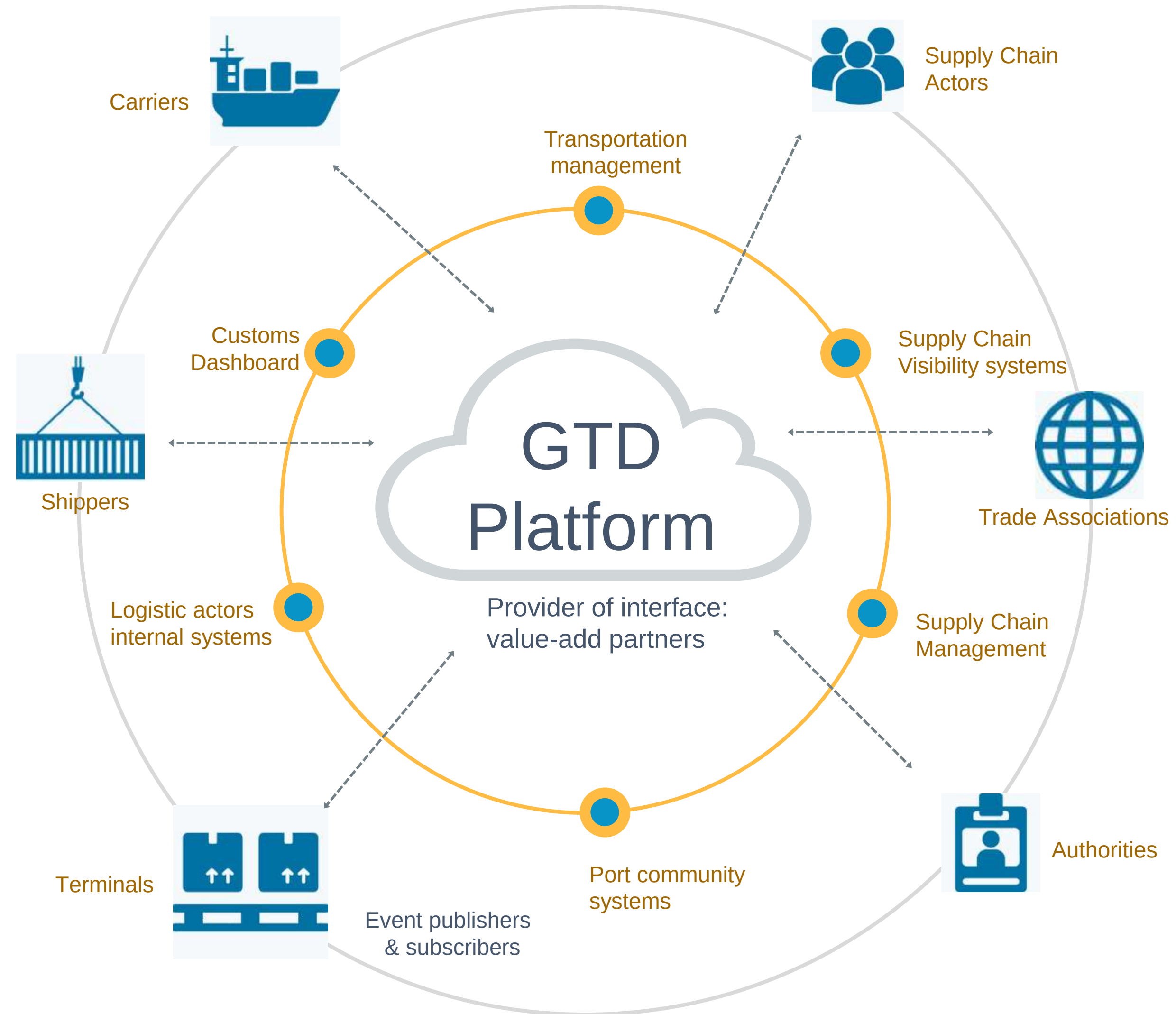
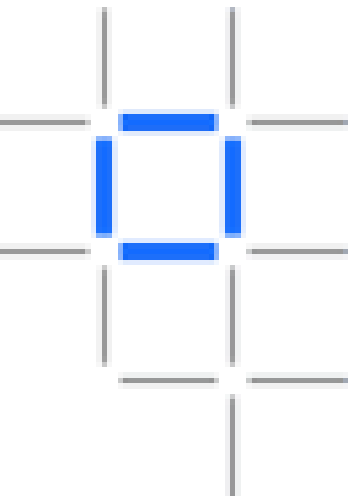
Car eWallet Collaboration



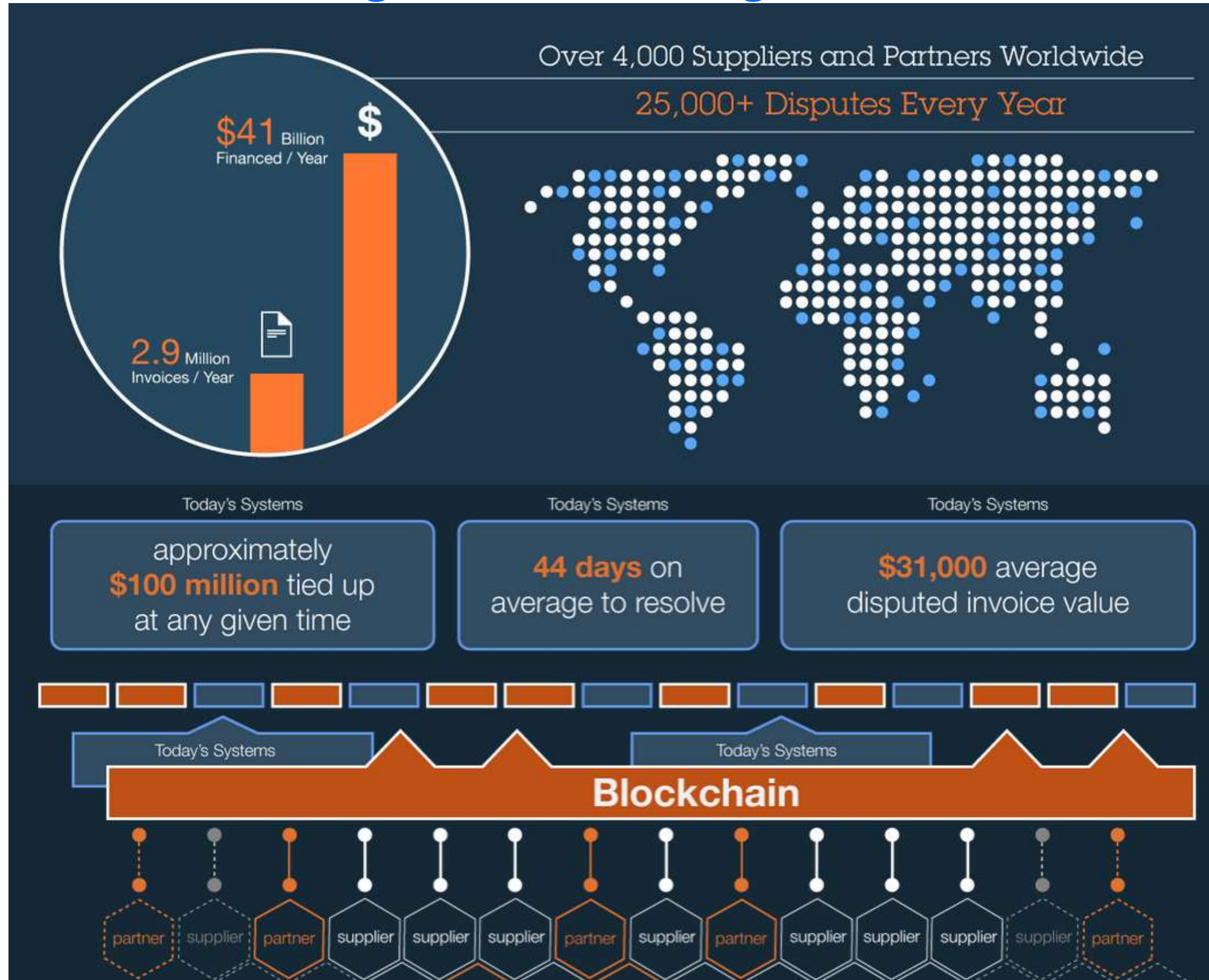
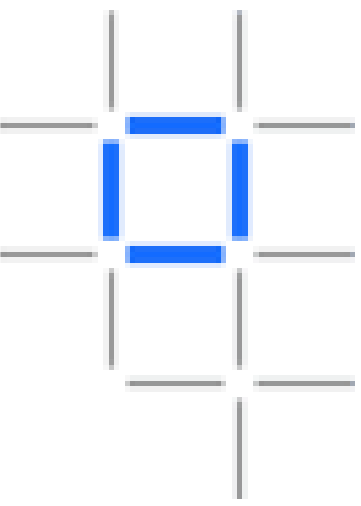
The PoC demonstrates how to access a vehicle that autonomously pays for parking, toll and charging while recording data in a so-called car pass.



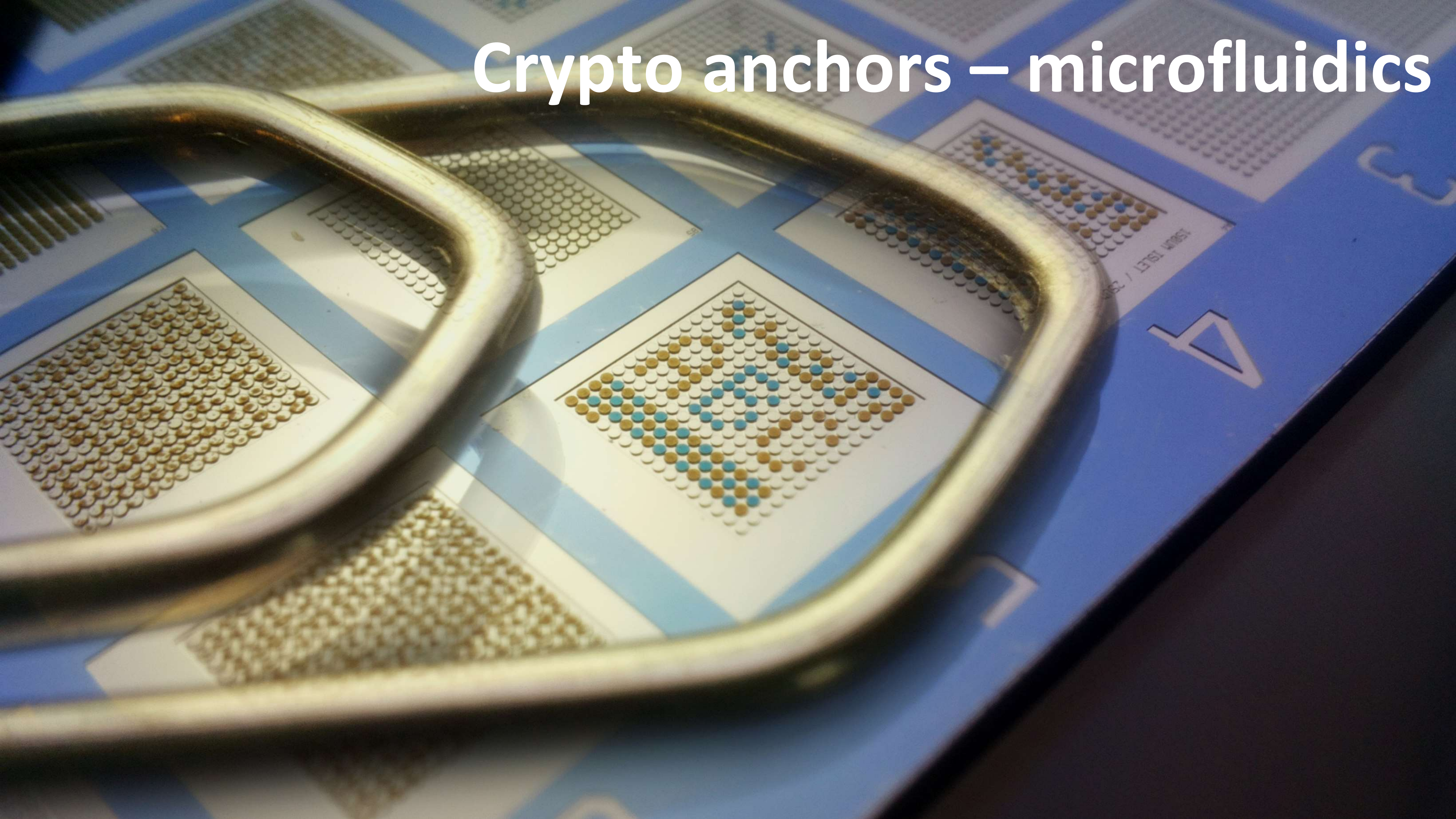
<https://www-03.ibm.com/press/us/en/pressrelease/53122.wss>



IBM Global Financing: Schlichtungsstelle Blockchain



Crypto anchors – microfluidics





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