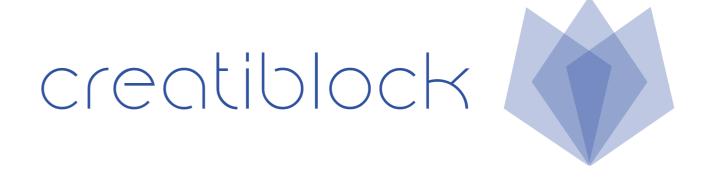
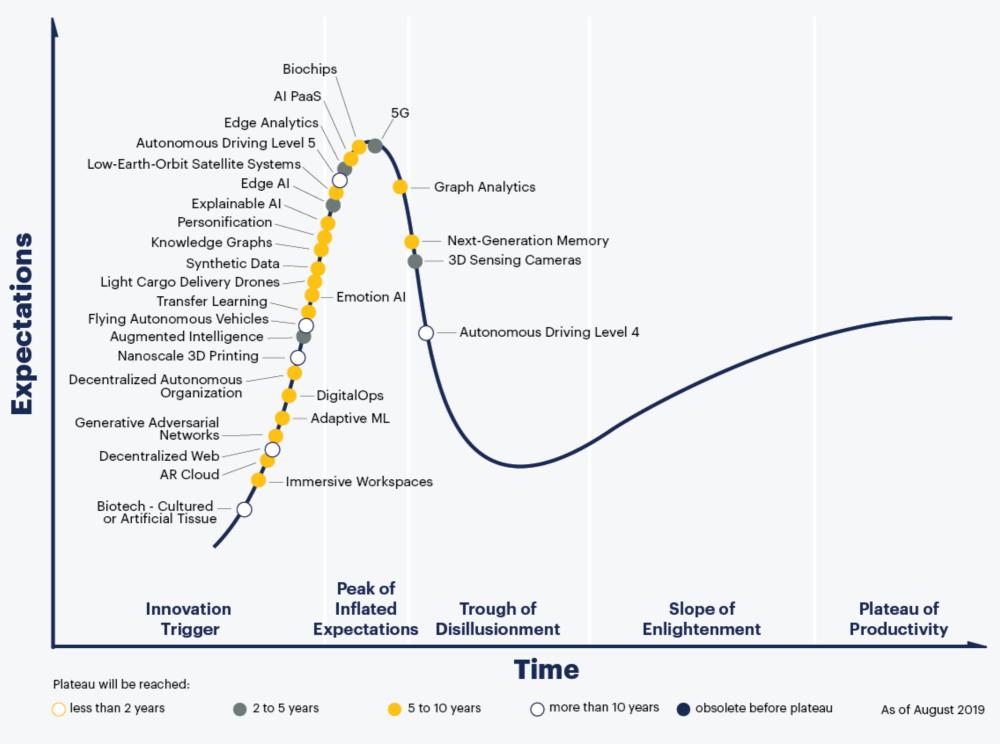
# Are you ready for blockchain?

See how the benefits and costs stack up.



#### Gartner Hype Cycle for Emerging Technologies, 2019

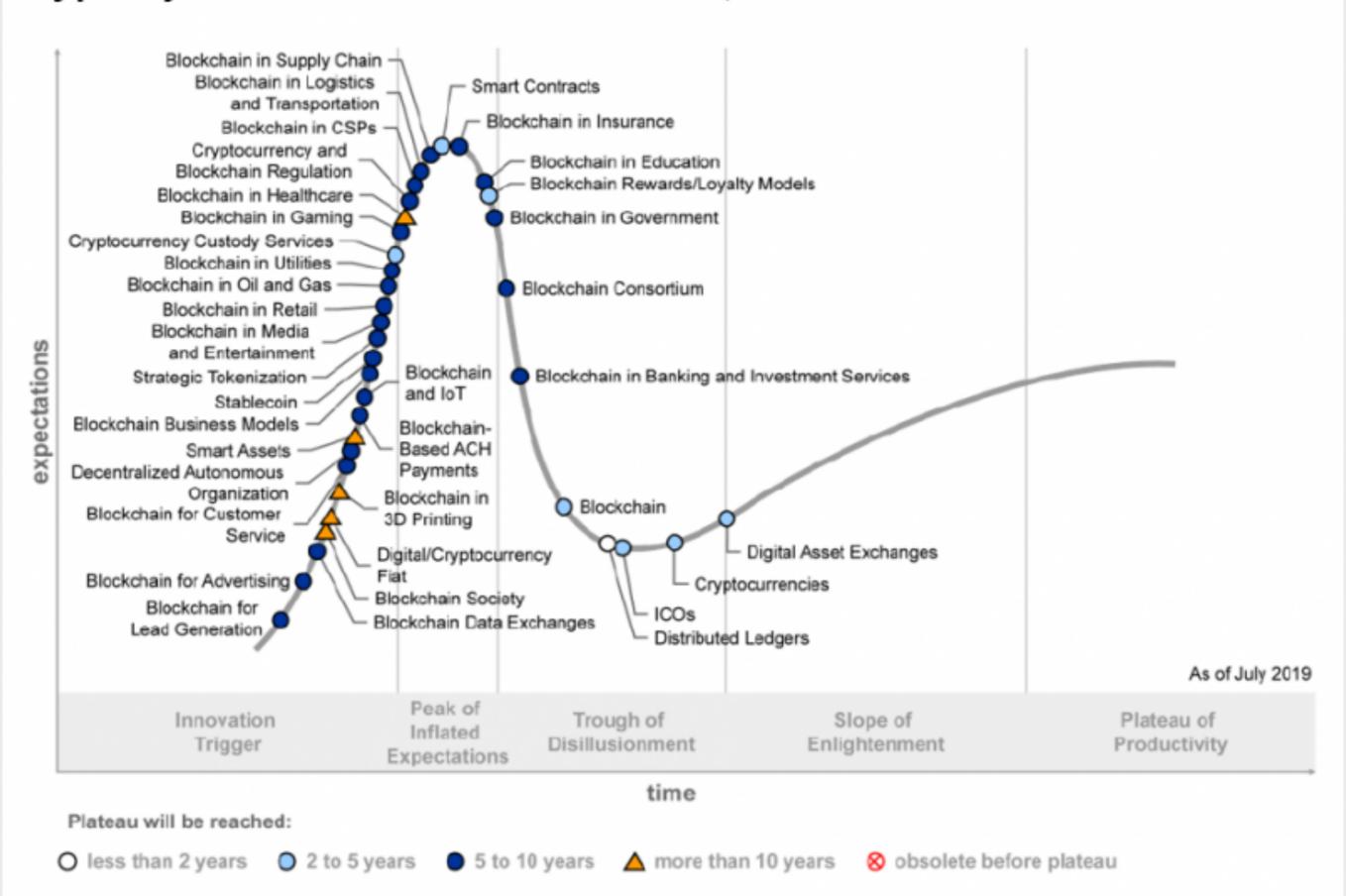


#### gartner.com/SmarterWithGartner

Source: Gartner © 2019 Gartner, Inc. and/or its affiliates. All rights reserved.



#### Hype Cycle for Blockchain Business, 2019



Source: Gartner

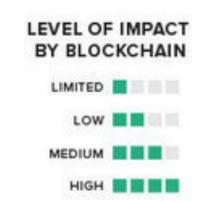
ID: 390391

#### STRATEGIC BUSINESS VALUE OF THE BLOCKCHAIN

How will blockchain change the game?

Blockchain technology offers an ability to increase productivity, ensure transparency, and reduce wasted time and paperwork.

To measure the extent of blockchain's business value, McKinsey analyzed key metrics in more than 90 distinct use cases across multiple industries.





#### REVENUE CREATION

Blockchain paves the way for new business models, and new ways to generate revenue



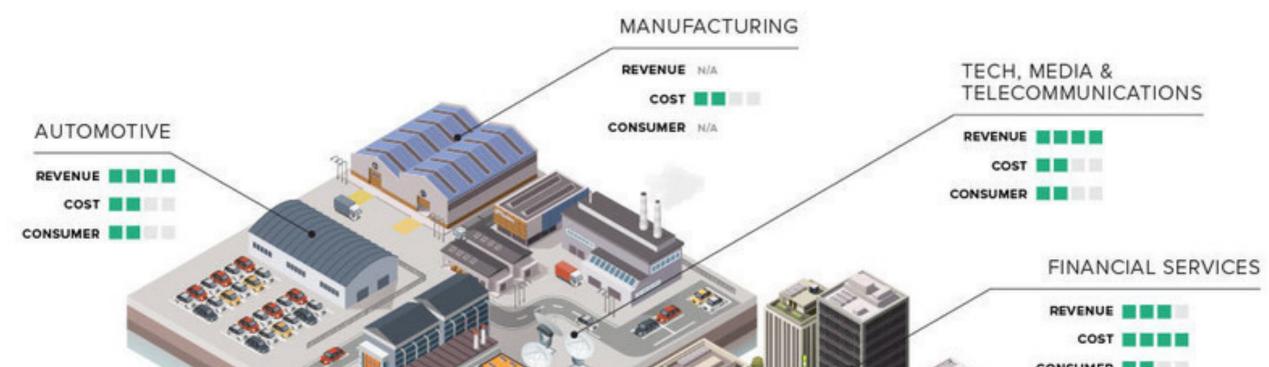
#### COST REDUCTION

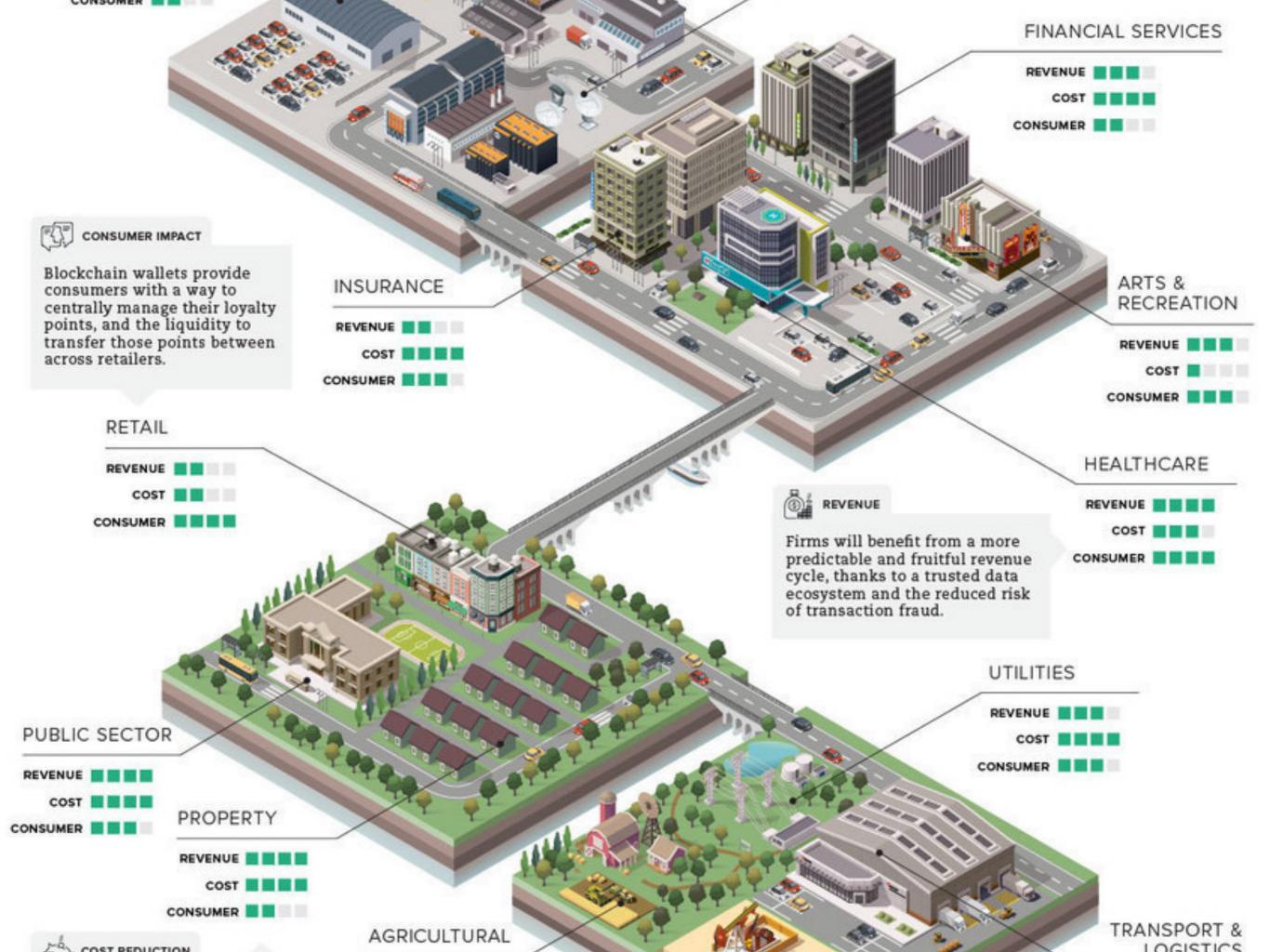
Blockchain can streamline supply chains, cutting out processes that slow efficiency and eat profits

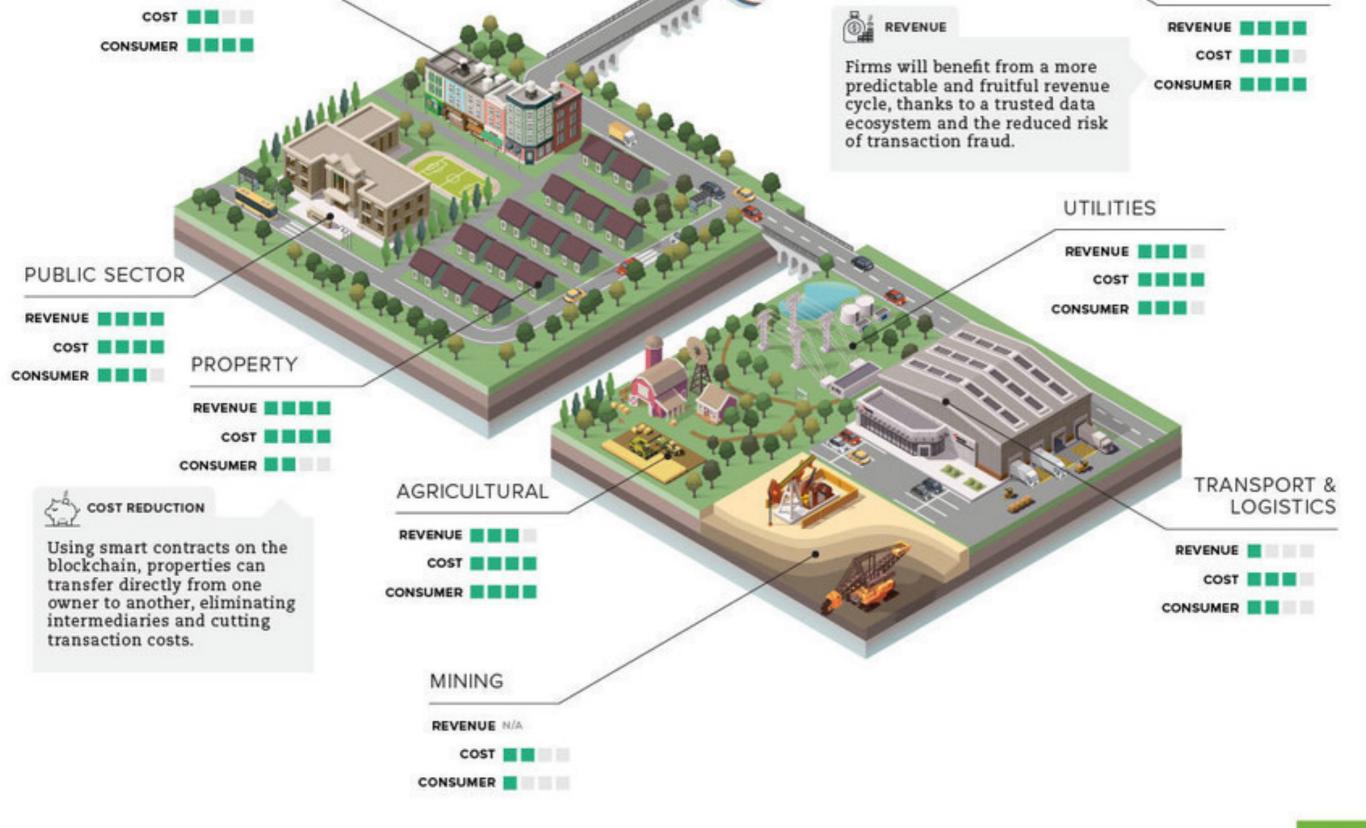


#### CONSUMER IMPACT

New business models provide the opportunity to meet previously overlooked needs in our communities



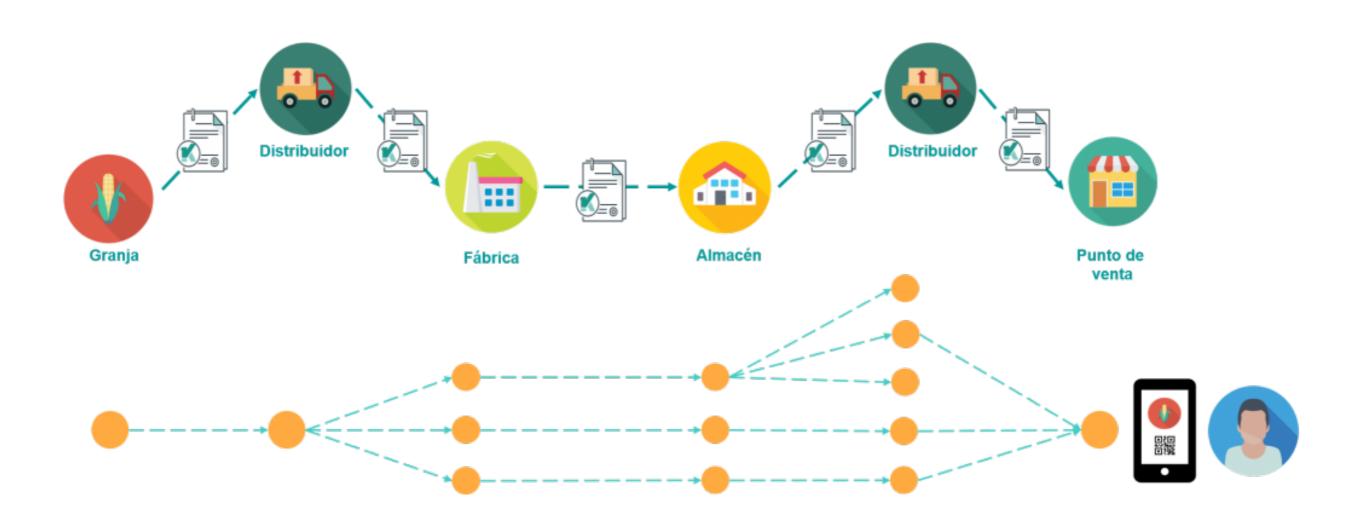




#### **Supply Chain Optimization Is No Longer Optional**

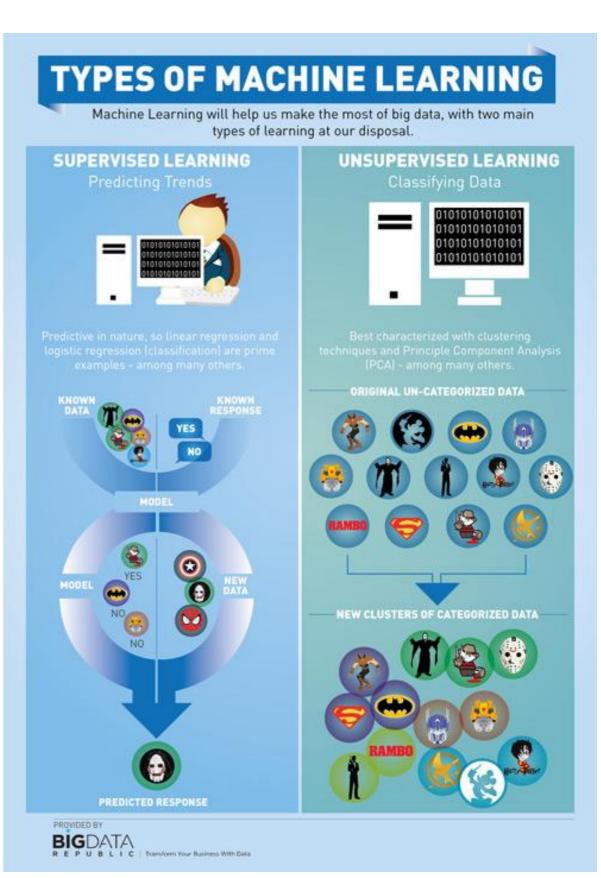


# Rebuilding Consumer Trust



# Rebuilding Consumer Trust





# Urgent Areas of Improvement

#### Suppliers

- Dangerous Additives Use of carcinogenic additives, pesticides, and herbicides
- Fraud Use of chemicals or dilution to inaccurately portray a product, usually for reducing seller costs.
- Quality control Performing due diligence on supplier certifications and products to avoid receiving and using subpar goods.
- Transparency A business's ability to verify ethical and environmentally-sound practices throughout the supply chain.



### The Cost Of Failing to Optimize

Power, Energy, and Fuel Costs



Investments In New Technology





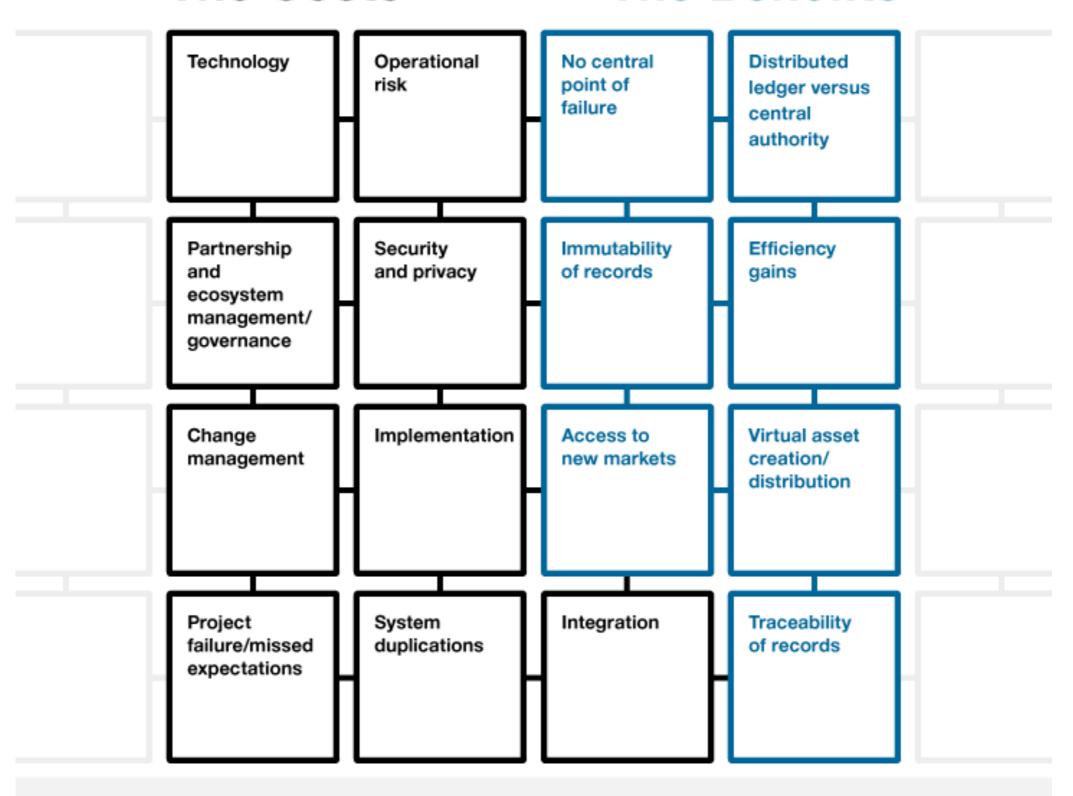
gartner.com/SmarterWithGartner

**Gartner** 

© 2017 Gartner, Inc. and/or its affiliates. All rights reserved.

#### The Costs

#### **The Benefits**



#### Technology immaturity

Availability and Securing agreements sustainability of skills Network effects Lack of standards Take a closer look at the risks Assumption risks Acceptability of disintermediation Switching costs End-to-end process control Sunk costs

# And the 3 questions you need to ask about each one

1 Is this a risk right now?

2 Can it be mitgated?

3 Will it be a risk in the future?

# Now you know, so what should you do next?

# 1. Approach your CEO and board with a business case.

If the benefits outweigh the costs and you can handle the risks, this may be a good choice.

# 2. Change the scope of the project or consider an alternative.

If the costs or risk are too high, you may want to take this approach.

or

or

#### 3. Nothing

You may not be ready for blockchain (or more likely, blockchain may not be ready for you). Wait a few years and see.

# creatiblock



PABLO LÓPEZ +34 615345450 node@creatiblock.io