

How can energy companies be blockchain ready?



Paul Ruediger

What is blockchain?



INTERNET

Having an original
and sending a copy is
OK for information



BLOCKCHAIN

Sending value such as
money requires a
transaction

What is blockchain?



DISTRIBUTED LEDGER

Distributed ledgers come in all different formats. Fundamentally different to centralised ledgers



MIDDLEMAN

Cuts out the middleman between buyers and sellers



FRICTIONLESS

Blockchain enables frictionless markets and applications

Emerging trends from the finance sector



INITIAL COIN OFFERING

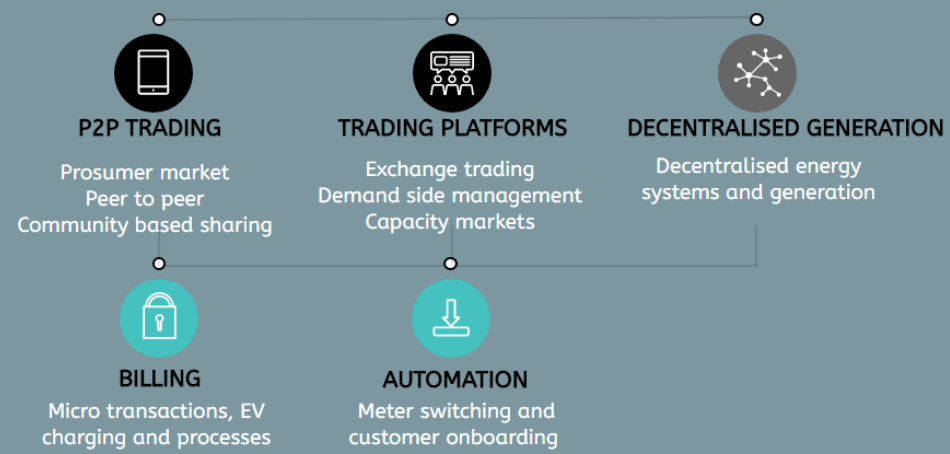
Raising capital in exchange for asset rights



IDENTITY MANAGEMENT

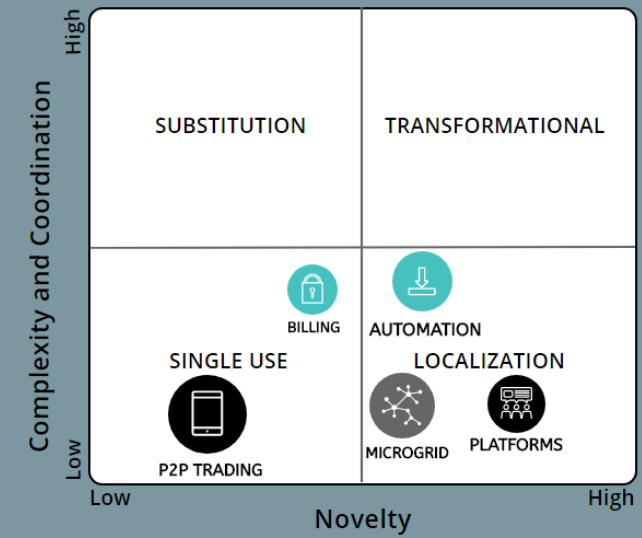
Customers can own and control their data securely

Blockchain energy applications



Blockchain adoption

Applications will move through phases over time

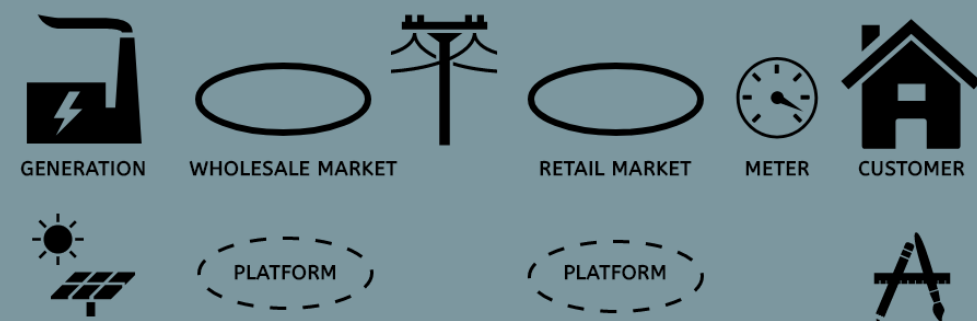


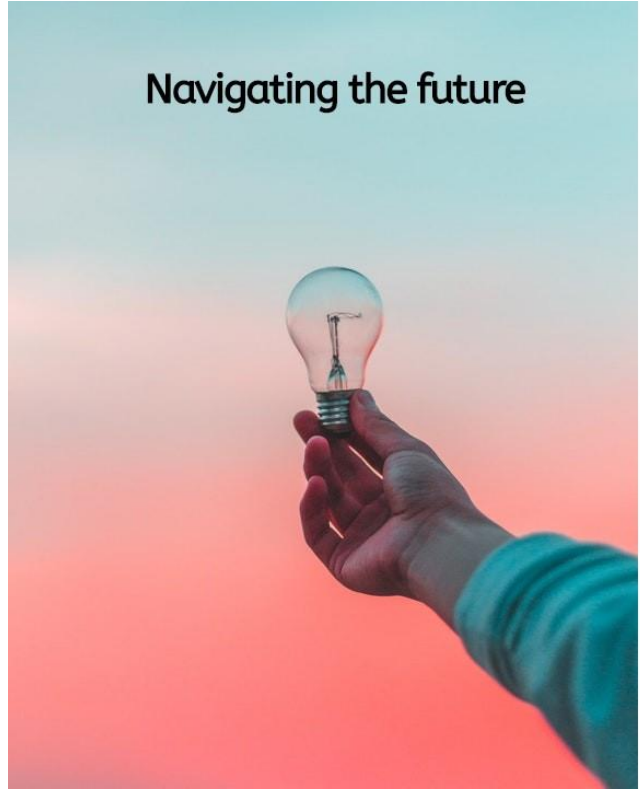
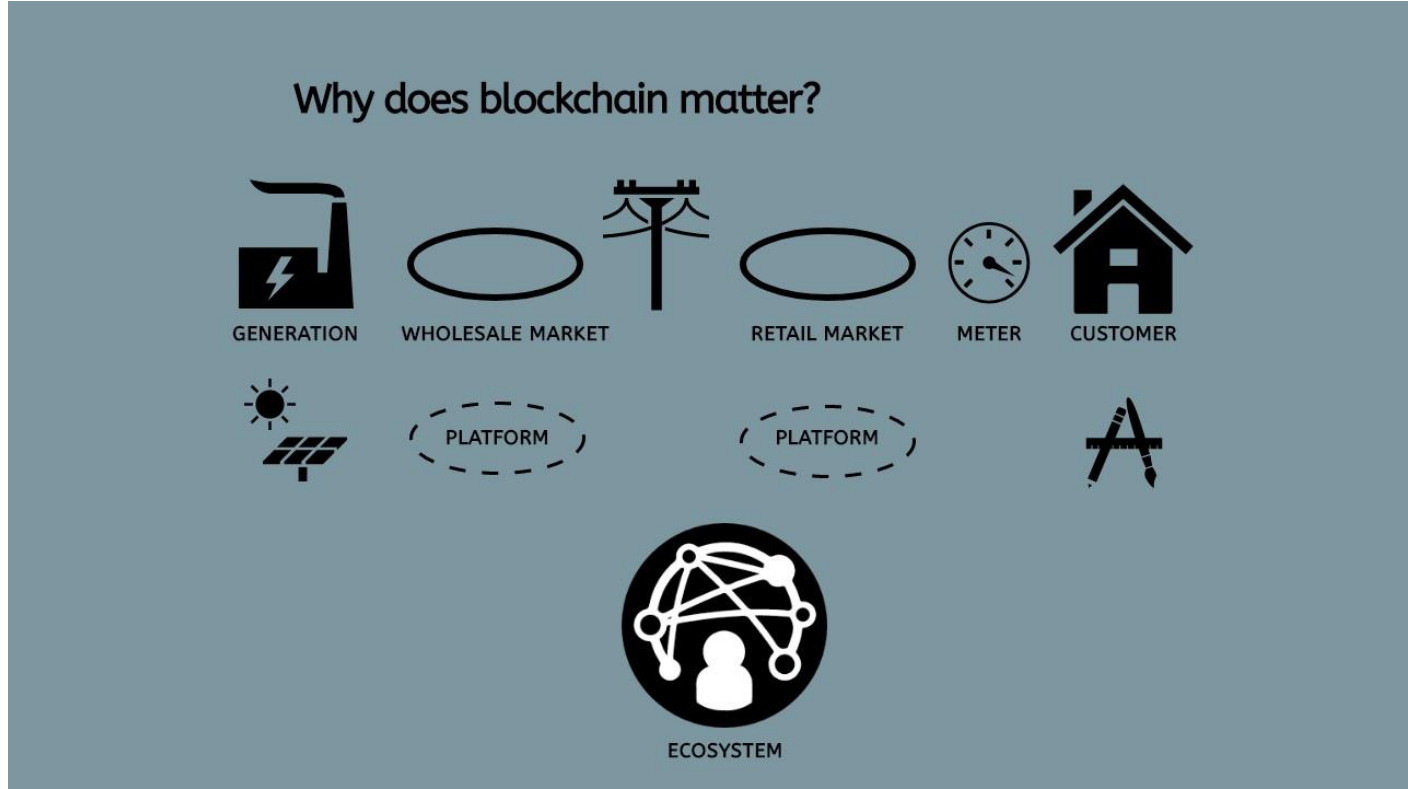
Iansiti & Lakhani

Why does blockchain matter?



Why does blockchain matter?

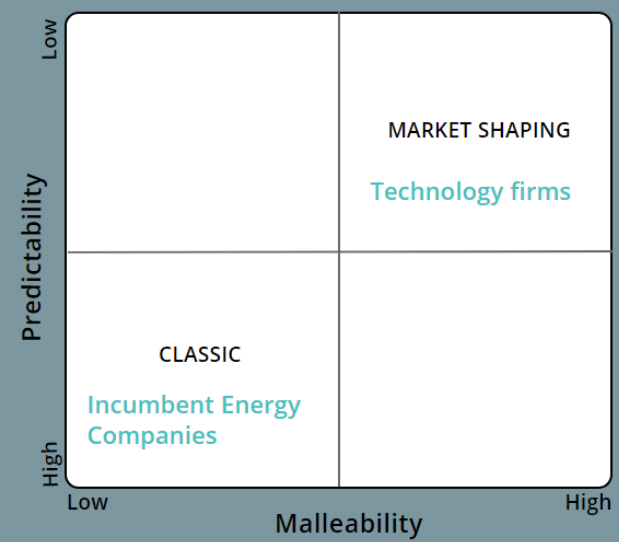




-  FRAGMENTATION
-  PLATFORMS & ECOSYSTEMS
-  GLOBAL ADAPTIVE MARKET

Strategy - current playbooks

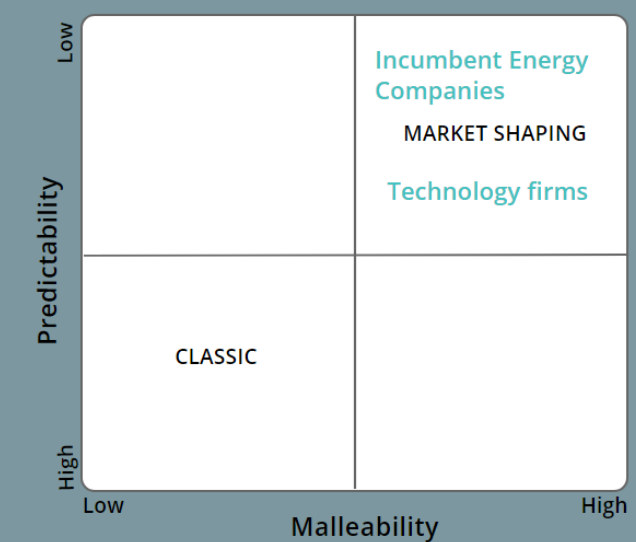
Two different strategies



HBR

Strategy - a new playbook

Energy companies need to "re-frame" their strategy from a local classic approach to a global "Market Shaping" approach



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