

BLOCKCHAIN

Yellow Cats

Amsterdam, 08.12.2016

Vanuit business perspectief



zCash, invokes
Polkadot, Viper, invokes
Polkadot, Viper

Monax
blocks
zkSNARK
ANSI-Sparc
3-layer
Eris

Mauve
Cosmos
ILPS

RPL
invokes
tree

txns
Solidity
Corda
UTXO
Non-ASICs
IPFS
Tezos
PoS
zCash, Solidity

pow
zCash
Ledgers
Ethereum
merkle
SWARM

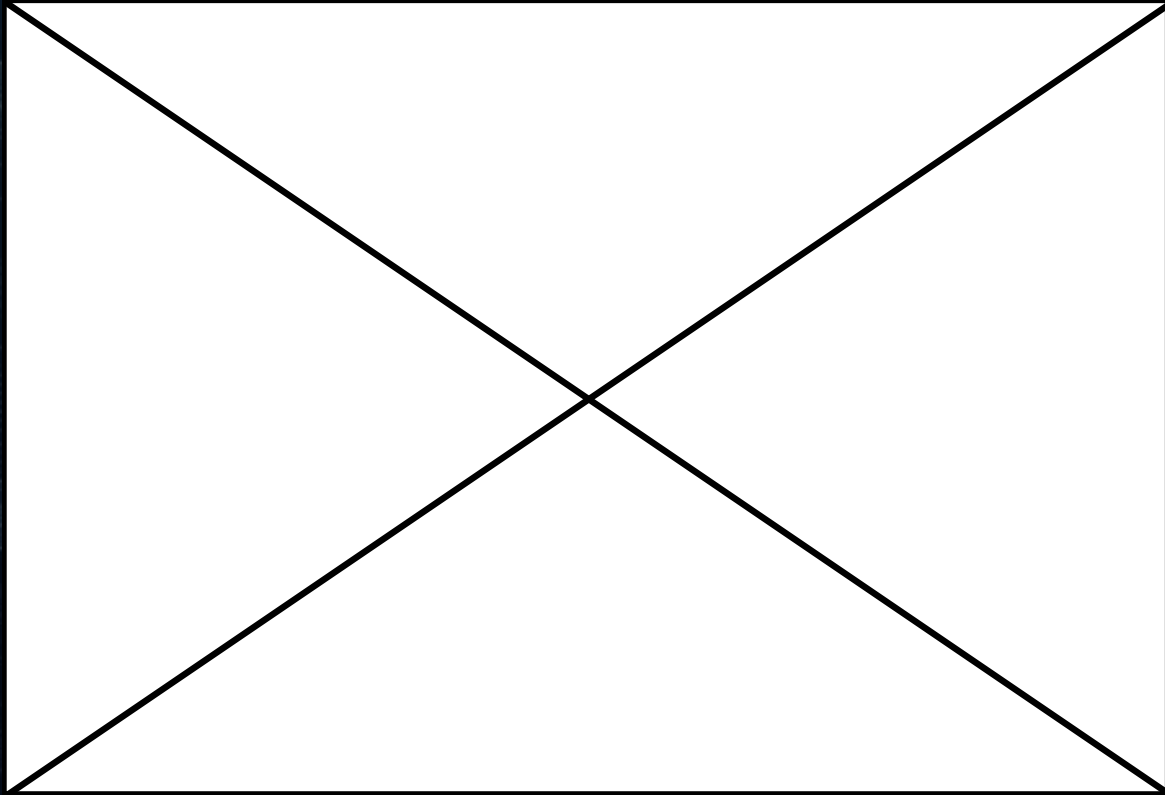




DIAMANTEN

The background is a dark blue space filled with numerous glowing, semi-transparent blue cubes of various sizes and orientations. These cubes are interconnected by a network of thin, bright blue lines and dots, creating a complex, three-dimensional grid or data structure. The overall effect is that of a high-tech, digital environment, possibly representing data storage or processing. The lighting is soft and ethereal, with the cubes and lines appearing to glow from within.

DIAMANTEN



DIAMANTEN

- ✓ Duidelijke problem-solution fit
- ✓ Meerdere partijen

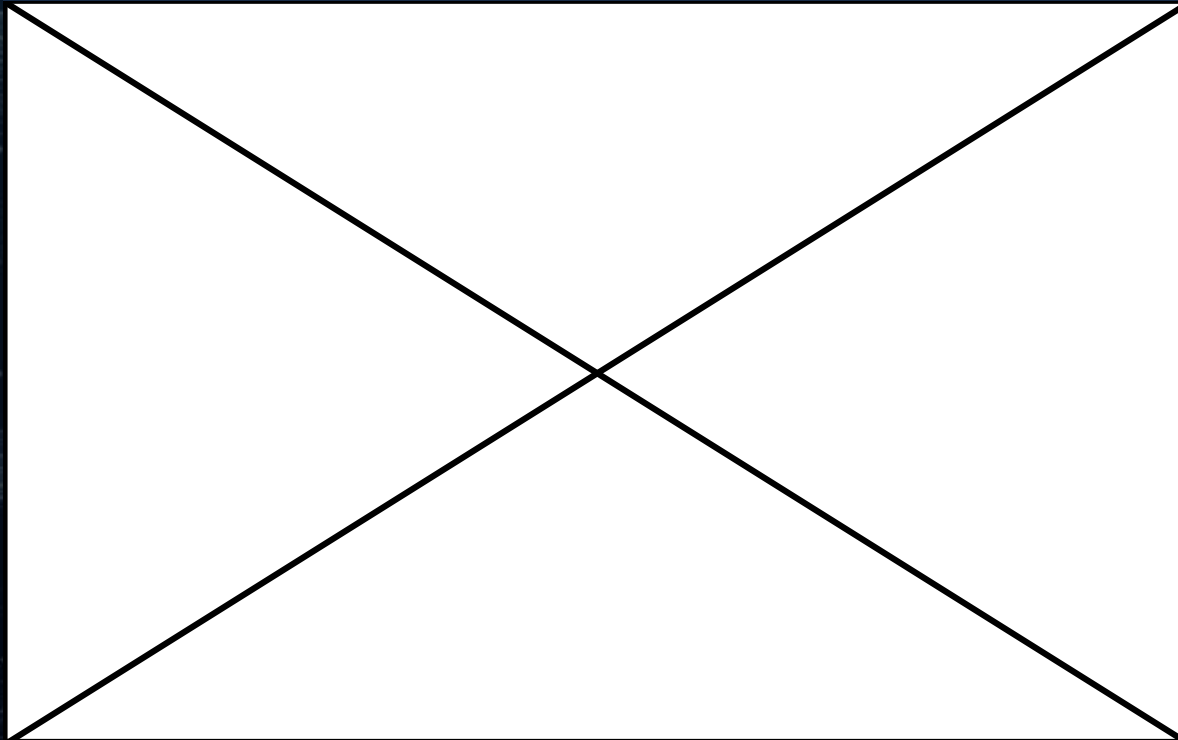
Gebruik maken van de voordelen van blockchain:

- ✓ 1 waarheid
- ✓ Onomkeerbare database
- ✓ Consensus

AUTO LADEN

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AUTO LADEN



AUTO LADEN

- ✓ Duidelijke problem-solution fit
- ✓ Meerdere partijen

Gebruik maken van de voordelen van blockchain:

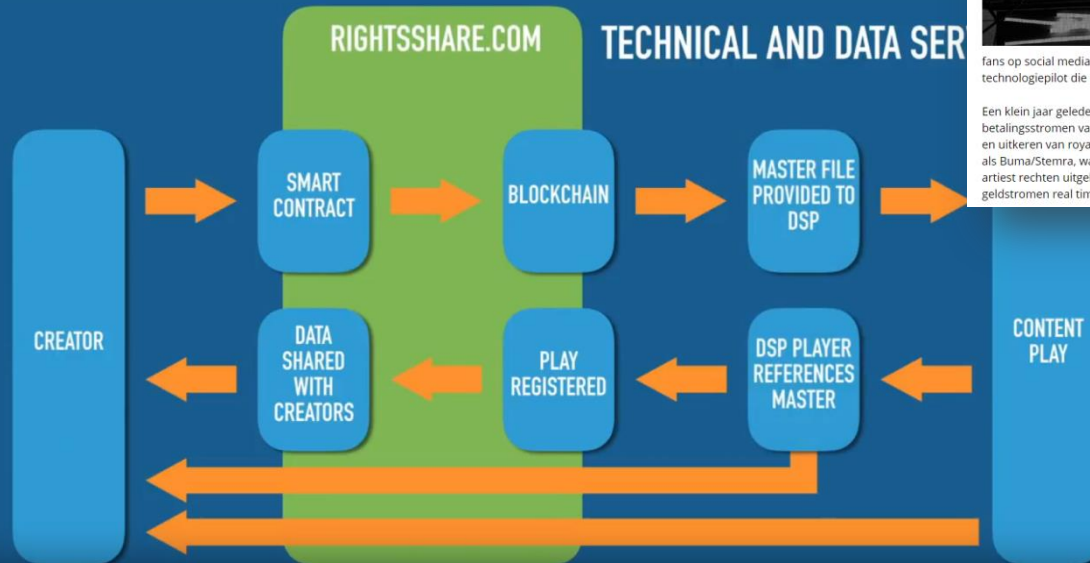
- ✓ 1 waarheid
- ✓ Transactie snelheid
- ✓ Consensus tussen machines via smart contracts

GELD OVERMAKEN



MUZIEK

BLOCKCHAIN SOLUTION FOR OPEN STANDARD MUSIC LICENSING



Wereldprimeur voor DJ Hardwell met blockchain



DJ Hardwell is de eerste dance-artiest ter wereld die muziek via zijn site verkoopt en de rechtenverdeling regelt via blockchain.

Afgelopen vrijdag publiceerde Hardwell een nieuw nummer op zijn site, te koop voor 1,49 euro. Binnen tien minuten waren de eerste downloads een feit. Niet helemaal verrassend voor een artiest met miljoenen fans op social media. Geen van hen had door dat ze deel uitmaken van een technologiepilot die de muzikindustrie op zijn kop kan zetten.

Een klein jaar geleden ving de muzikant het idee op om de rechten en betalingsstromen vast te leggen in een blockchain. Die werkwijze maakt het innen en uitkeren van royalties vele malen sneller dan wat nu praktijk is bij organisaties als BUMA/STEMRA, waar het makkelijk langer dan een jaar kan duren voor een artiest rechten uitgekeerd krijgt. De blockchainsystematiek maakt de rechten- en geldstromen real time inzichtelijk en, niet onbelangrijk, zonder foutmarges.

ENERGIE

Crypto-currencies	Ethereum	Coin				Solar Coin	Bitcoin Ripple ...
Energy companies	RWE	International energy companies	VATTENFALL				
Developers/tech firms	Slock.it	oneUP		LO3 ENERGY	LO3 ENERGY CONSENSYS TRANSACTIVEGRID		M-PAYG theSunExchange Nasdaq
Projects	Block-Charge Blockchain applications in the area of electric mobility/EV charging	POWER Pilot project trialling a decentralised energy system	Power-peers Peer-to-peer marketing of electricity	Exergy Distributed servers to provide heat for homes, with supply billed via blockchain	Brooklyn Microgrid Pilot project connecting 10 households in Brooklyn through a blockchain-based microgrid	Solar Change Platform for the exchange of Solar-Coins	igularity Slock.it oneUP CONSENSYS LO3 ENERGY Blockchain

ENERGIE

Explain

Collect

Plot

Do

Inspiration sessions

Energy Blockchain Academy

Amsterdam

Berlin

Hamburg

Stockholm



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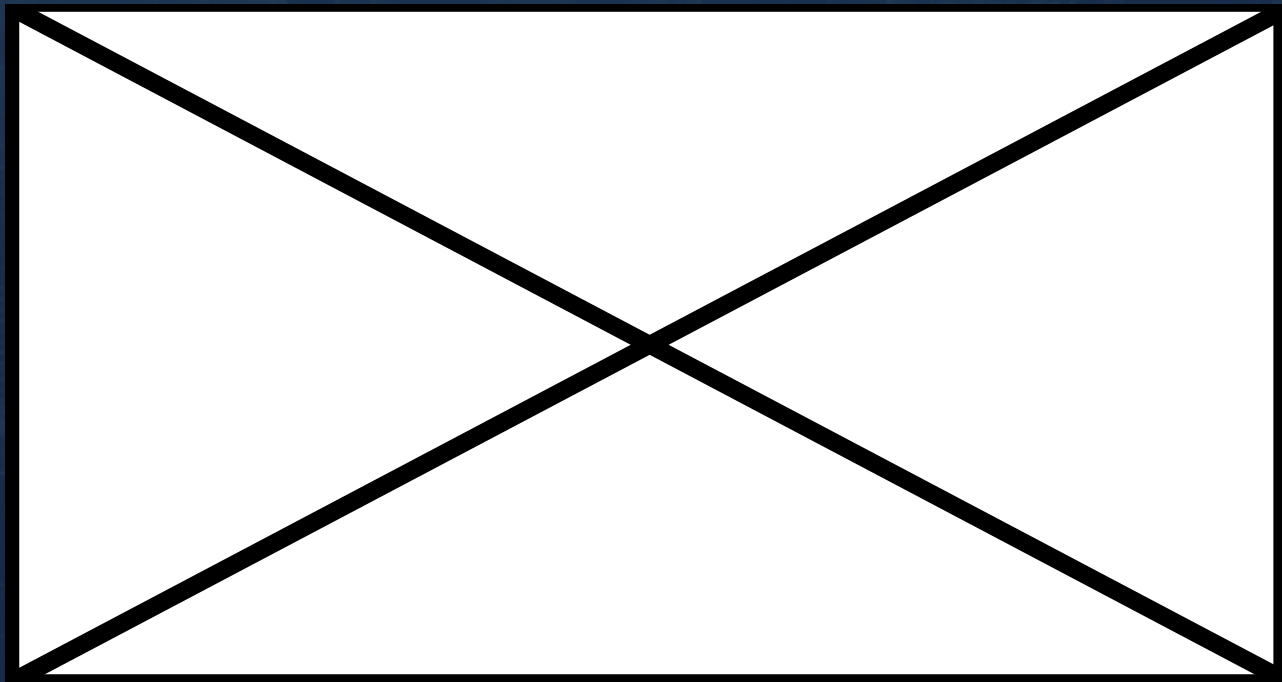
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Use cases collection from different BAs.

Including:

Pain/Gain

Problem/Solution



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Plot ideas on matrix (Benefits vs Effort)

Including:

Needed Resources

Third parties

Rough planning

Needed Budget

Sponsor



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Sponsor

Set up sprints in Agile team(s)
Organize Hackathon



ENERGIE

Thought leader



Sponsor groot
congres

Experimenteren
techniek



Deelname
Hackathon

Experimenteren met
business ideeën



Business model
canvas

1. MANDATE FOR METER VALUES

Problem

Mandate process is increasingly complex leading to delay and high costs. Current regulatory challenges demands real time mandate data and data Authenticity, Privacy and compliance with Regulatory framework

Solution

Simple – low cost application, Regulation compliance through chain code and Privacy

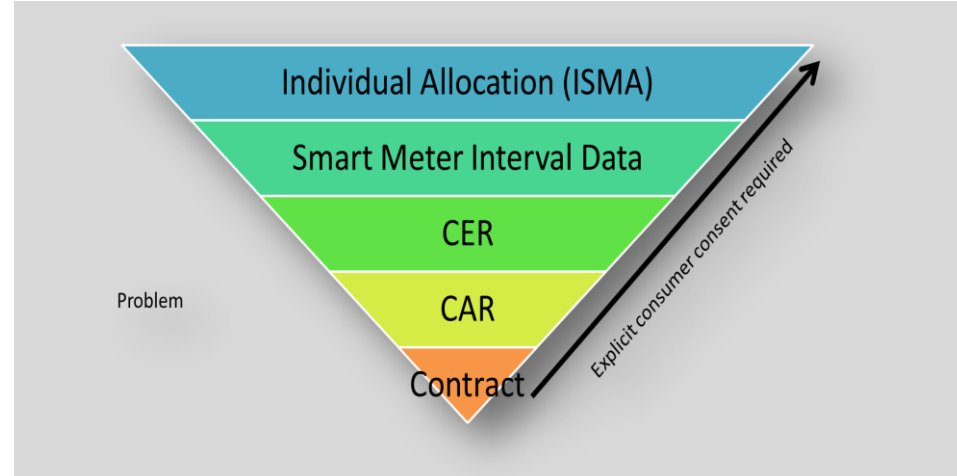
Customer win:

Easy access to mandate (who has my data)

Vattenfall win:

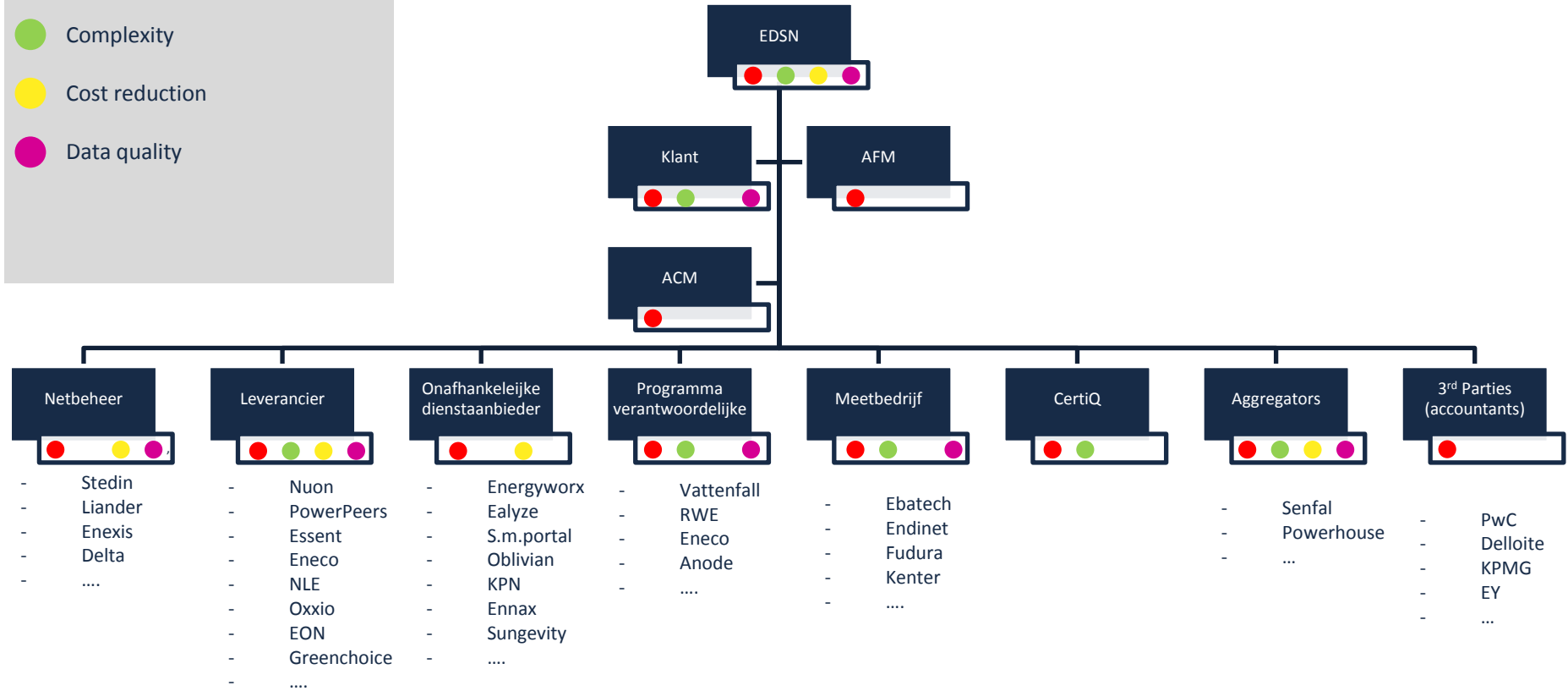
Low cost data structure with one truth, easy accessible and is compliant and secured.

New business opportunities will emerge from this Blockchain



	Hackathon outside	Sponsor Hackathon outside	Proof of Concept	Nuon Hackathon
Development	+	+	+	+
Platform	0	0	+	+
Facilities	0	0/+	0	+
Concept	1	~10	1	~10

- Compliance & Security
- Complexity
- Cost reduction
- Data quality



WHY HOW WHAT

WHY:

We believe that the **customer** must be in **control** of his data. We believe that this has to be **secured** and **easy**.

How:

...

What:

Create a **blockchain** based shared mandate register, that all market parties can **trust** so there will be 1 **truth**.



User 1

- Energy data YES
- Smart meter data YES
- Allocate ISMA NO
- Fit-bit data YES
- Smart watch YES
- Web browsing data NO

XHEBDTABJSUYFORTMED



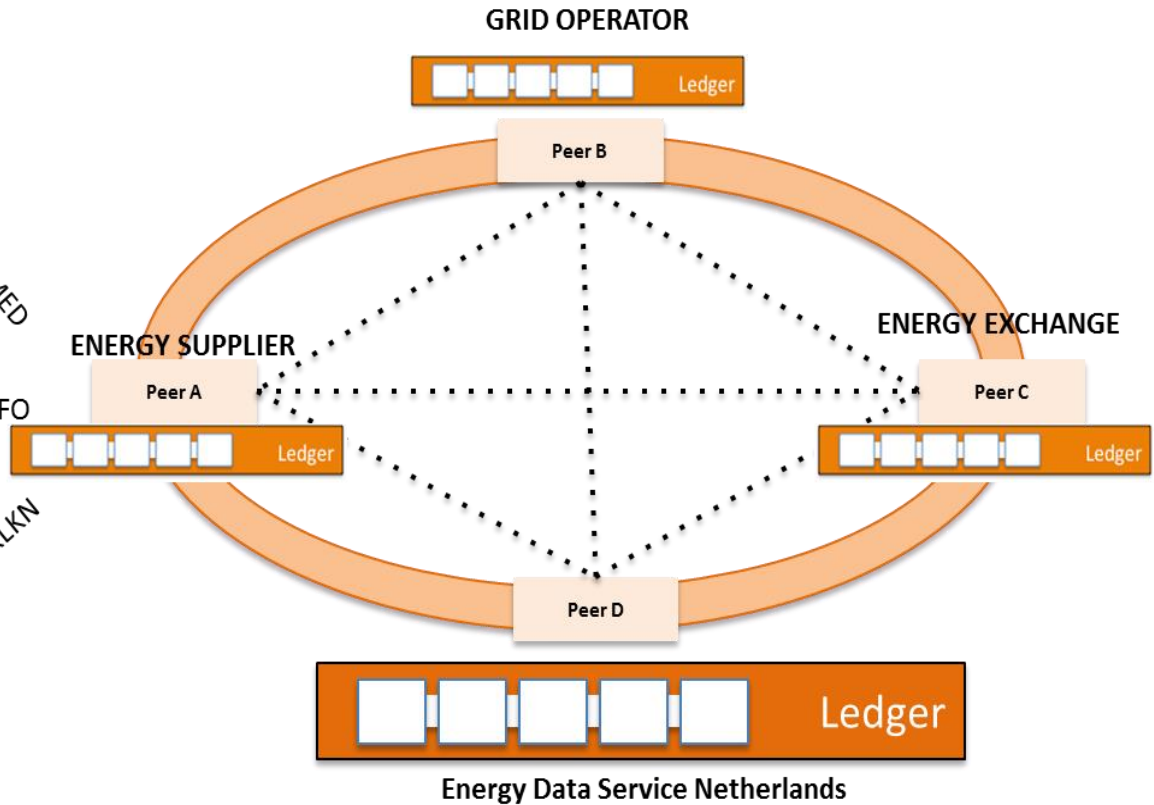
User 2

- Energy data YES
- Smart meter data YES
- Allocate ISMA NO
- Fit-bit data YES
- Smart watch YES
- Web browsing data NO

B56GDDTABJYFO



DBE8UIJDGGJK679JKLKN



WIE ZIT ER IN EEN BLOCKCHAIN TEAM?

Rollen:

- Business / Enterprise / Software Architect
- Data wizard
- Ondernemer, creatieveling, business developer of marketeer
- Programmeur / blockchain developer
- UX / UI designer
- Front & back-end developer



TOEKOMSTIGE CONCURRENT?

