

Blockchain – will it change everything or nothing?

- *What is blockchain? Is it just hype or a real game changer?*
- *Estimated changes and challenges of blockchain for tourism and travel*

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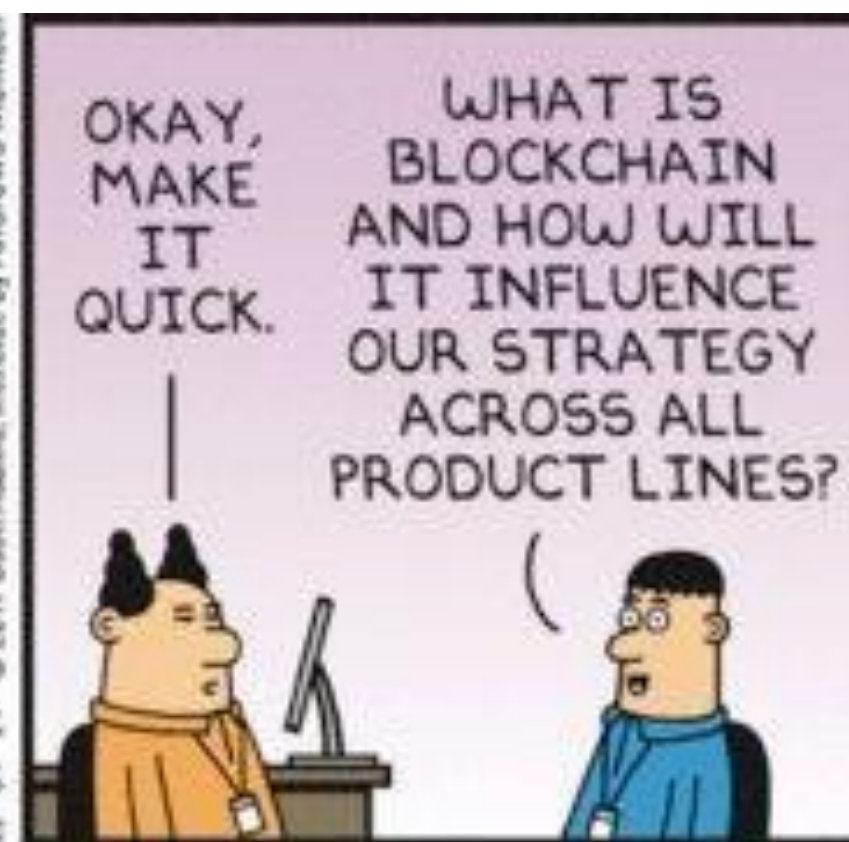
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1. Bitcoin = Blockchain

2. Blockchain is the NEW internet

3. Blockchain will change everything in our society


4. Blockchain is a mature and widely used technology

What Is Blockchain (/DLT) ?

1. Shared and Immutable Decentralized Database

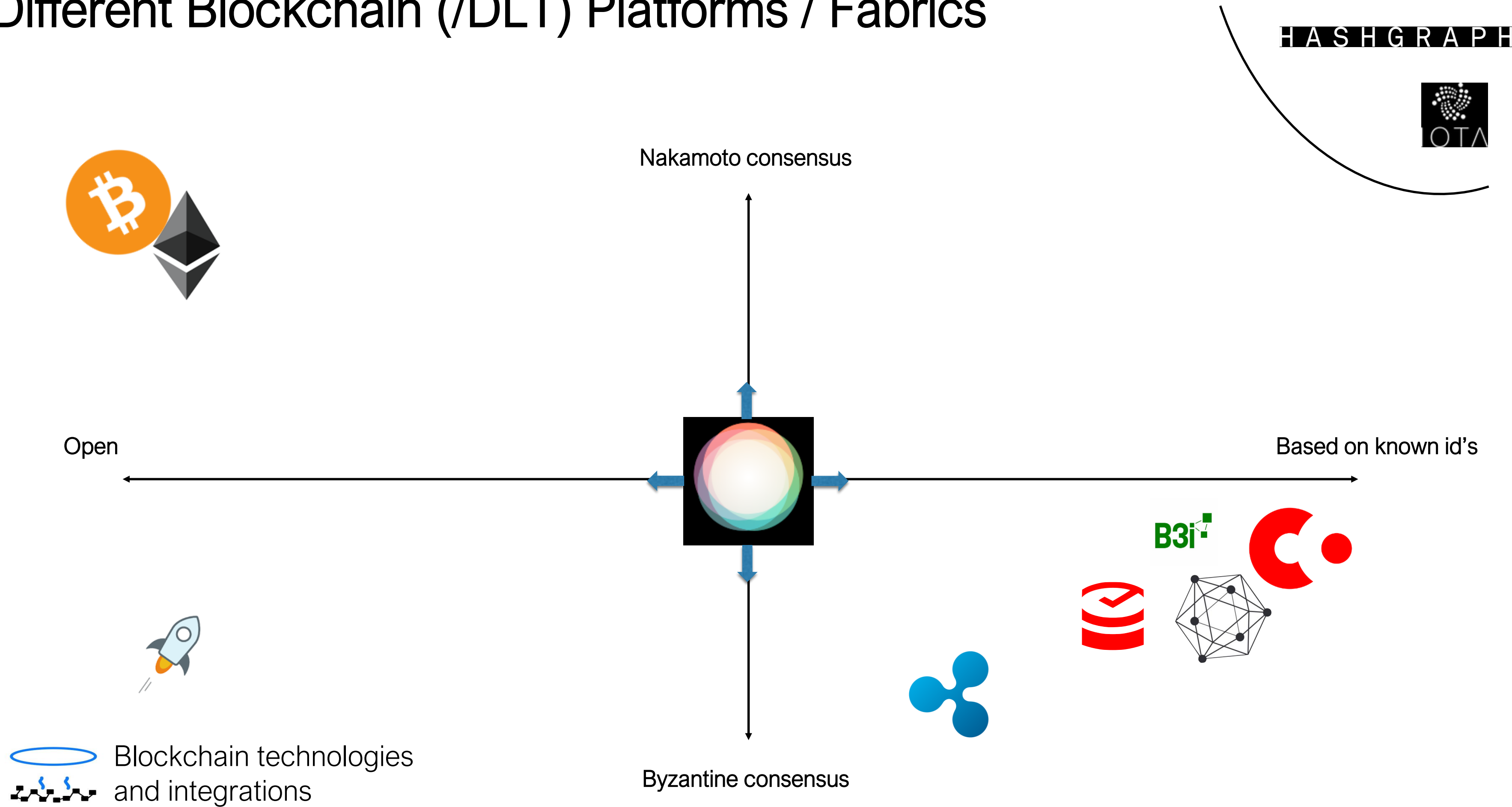
2. Distributed Ledger

3. Smart Contracts



Decentralized
Secure
Cryptographic
Trust
Network(s)

Different Blockchain (/DLT) Platforms / Fabrics



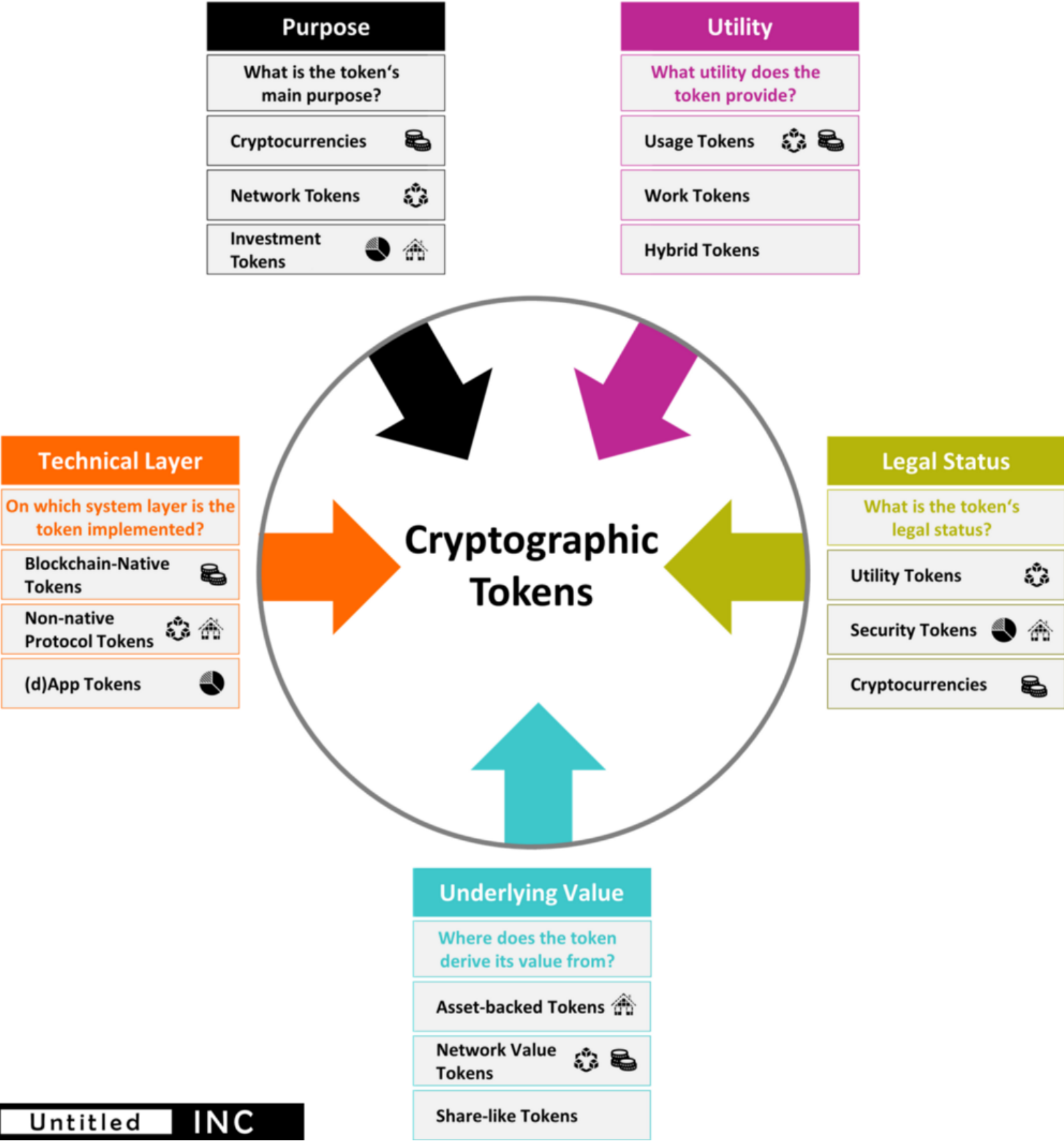
Distributed Ledger Technologies Are Not the Silver Bullet

These four conditions should apply for DLT to be useful:

1. **Shared database** between multiple parties
2. Absence of **trust** ("trustless")
3. Need explicit **consensus**
 - Conflicting transactions must be resolved
4. Desirability for **no intermediation**
 - E.g. issues with trust or cost structure

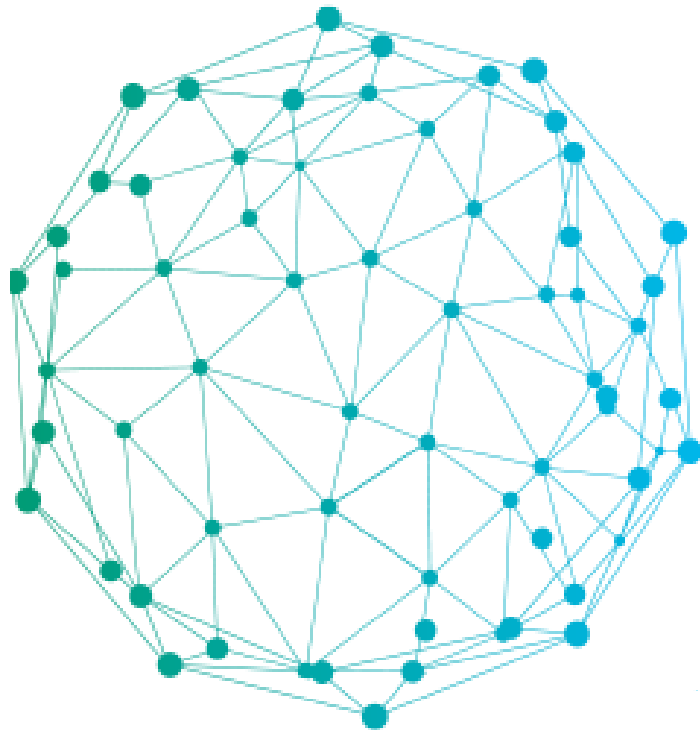


Tokenomics in Short



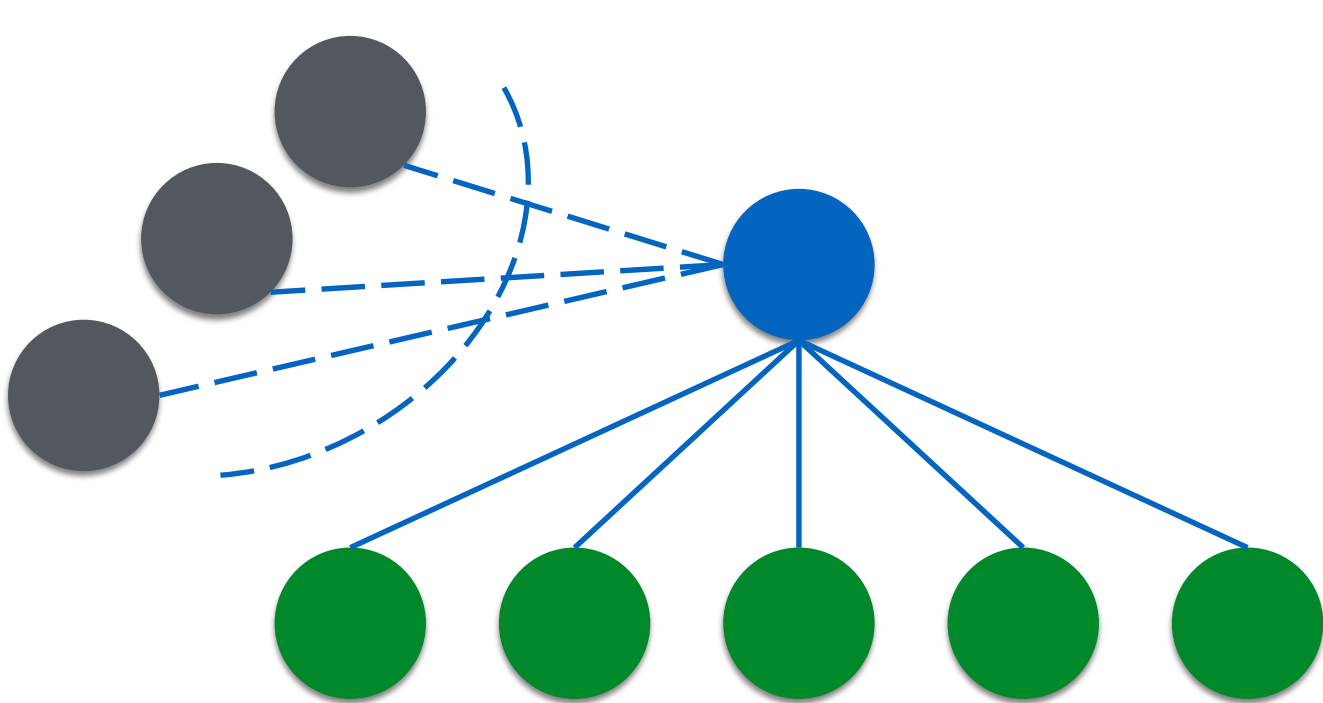
Use Case 1: Blockchain Powered Services

FINNAIR

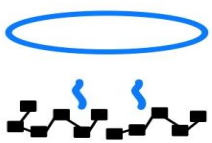
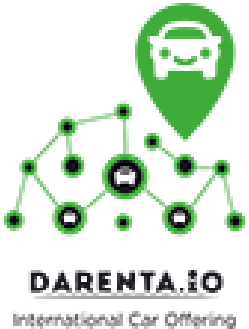
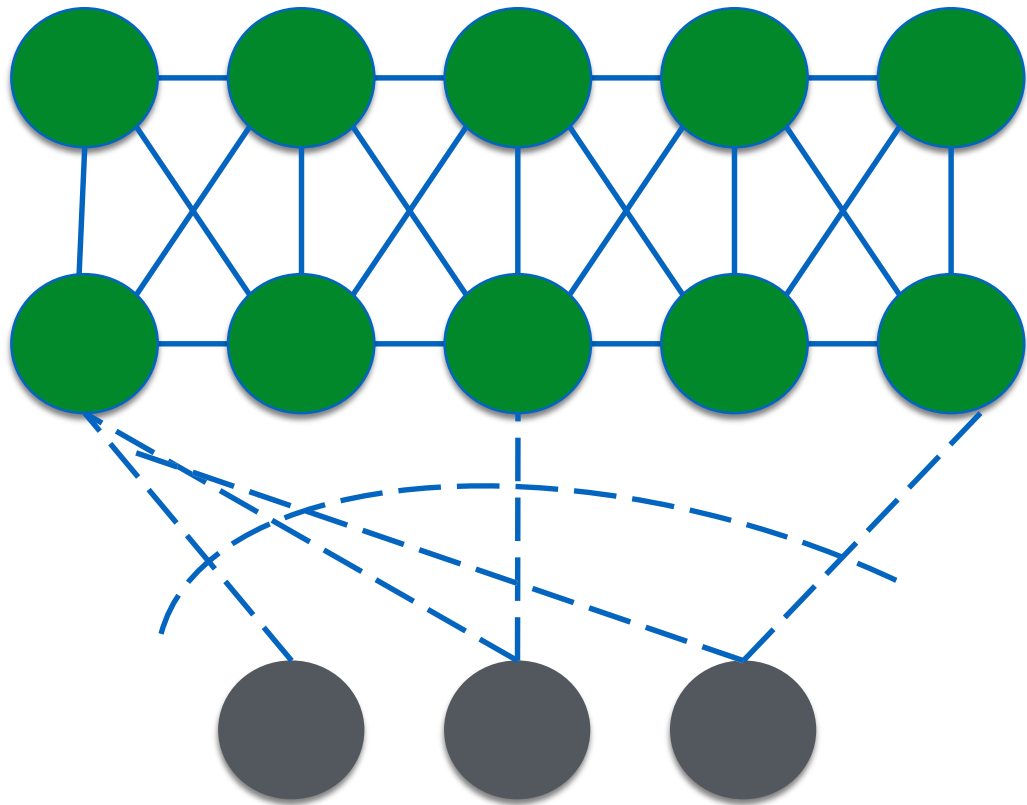


 Blockchain technologies and integrations

Use Case 2: Paradigm Shift from Centralized to Decentralized Businesses

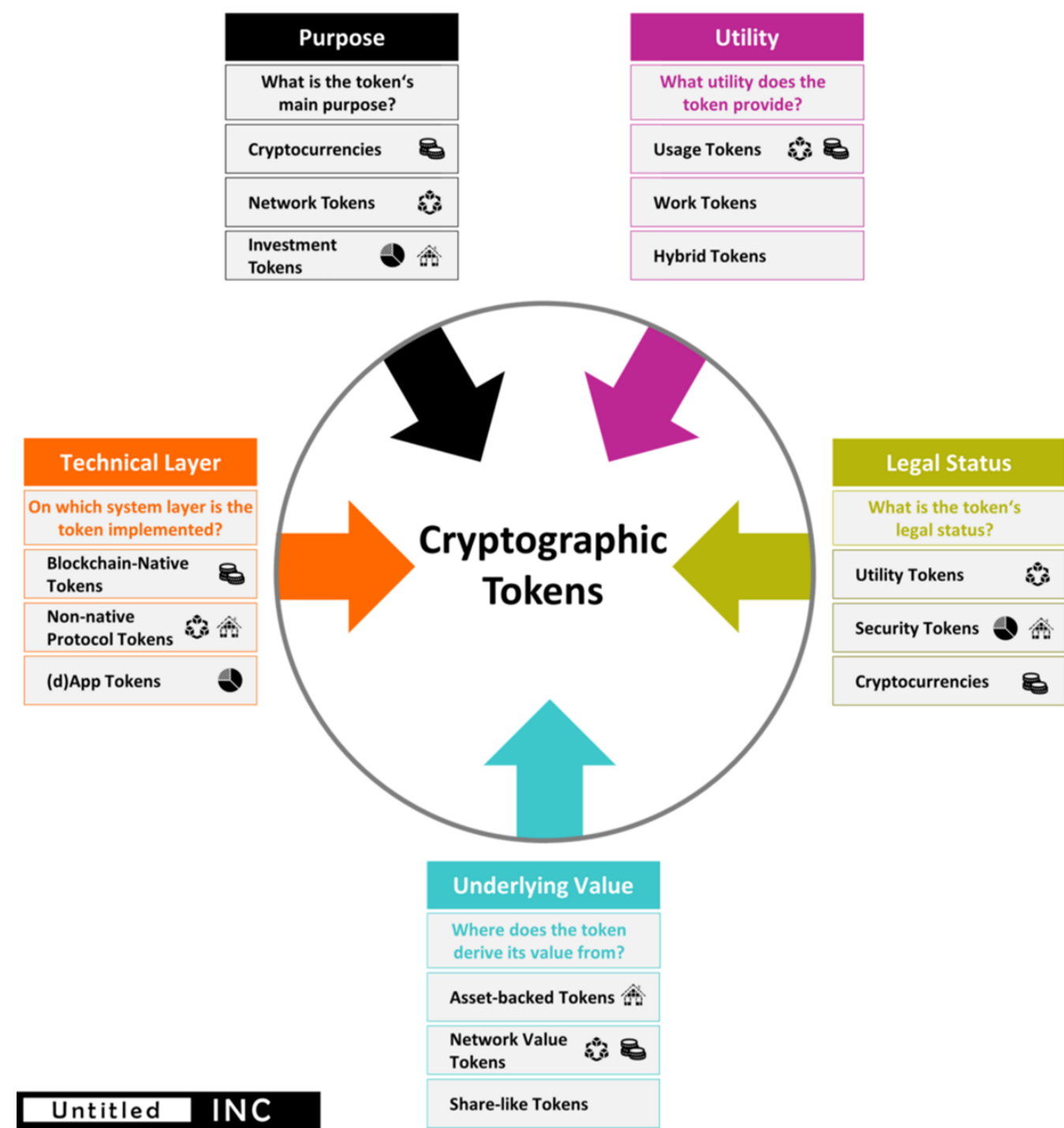


UBER



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Use Case 3: ICO's and Cryptocurrencies



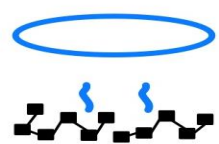
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Use Case 4: Sustainability, Brand (Stories) and Authenticity



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1. Bitcoin = Blockchain

TRUE (1st App) & FALSE

2. Blockchain is the NEW internet

FALSE, Internet of VALUE

3. Blockchain will change everything in our society

NOBODY KNOWS YET

4. Blockchain is a mature and widely used technology

EARLY ADOPTION AND FIRST PRODUCTION PILOTS