

# Blockchain and Crypto-Assets Experience Day

Leverage blockchain & crypto-assets for your business

Blockchain is a tamper-proof distributed ledger of validated and cryptographically secured transactions linked by algorithms. It is associated with benefits such as: reduction of costs, complexity, and fraud; strengthened alignment through shared, trusted transactions; improved audit trail, transparency; and enhanced security and data integrity.

Crypto-assets are a key application of this general purpose technology and translate the concept of value in the digital world, providing new ways of transacting and transforming business and operating models.

Discover our [website](#)

- Are you keen on gaining a solid understanding of the potential impact of blockchain and crypto-assets on your organisation, industry, market and customers?
- Are you clear about blockchain and crypto-assets and eager to discover how they might impact your organisation?
- Are you looking to experience a journey of co-creating innovative solutions to actual business problems you are facing?

## One day to make sense of blockchain and crypto-assets

### Distributed governance

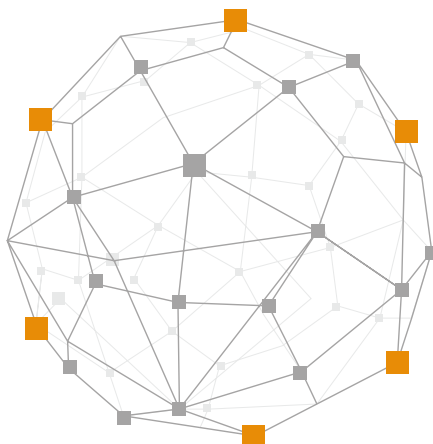
Reshape the dynamics of your value chain and how you collaborate with your stakeholders.

### Efficiency driver

Leverage smart contracts to steer workflow automation and streamline your processes.

### Trust machine

Strengthen customer and market confidence through provenance, tracking and proof of ownership.



### Innovation trigger

Use this technology as a catalyst for business and operating model transformation.

### Digital ownership

Leverage blockchain as infrastructure and crypto-assets as vehicle to develop new ways of transferring value.

### Data integrity and security

Create an immutable tamper-proof base layer on which to build your analytics.



PwC's Experience Day is a journey of co-creating innovative solutions to help solve actual business problems you are facing.



We use design thinking and agile methodologies, and leverage our functional expertise to help your team solve business problems in new ways, challenge the status-quo and with it, the industry you operate in.



The programme brings together our high-potential subject experts bringing in different perspectives, expertise and skills regarding strategic challenges to your long term goals and who will position your organisation as an industry leader.



## Pause

Learn key concepts  
Market Insights  
Dos and don'ts



## Reset

Define your challenges  
Identify root causes  
Explore use cases



## Rethink

Select opportunities  
Deep dive  
Plan your next 90 days



## Our approach

**No matter your level of maturity on these topics, we will help you gain a solid understanding of their potential impact on your business and what you can do about it through a fourfold approach:**

**Review** misconception and make sense of the noise so that you have a clear understanding of the technology potential and benefits.

**Brainstorm** on your existing and expected business challenges through the blockchain and crypto-assets lens so as to identify potential matches.

**Discuss** opportunities and current threats of engaging with the technology.

**Identify** your key next steps to kick-off a potential transformation journey.

## Outcome

- Have a clear understanding of the topics and their potential impact on your business.
- Define ecosystem challenges that blockchain and crypto-assets could potentially address.
- Identify opportunity areas.
- Evaluate and prioritise those opportunities as business-led hypotheses.
- Determine who in your value chain/segment offers the highest value to support engagement for business and technical validation.

Ready to start your blockchain & crypto-assets journey? Contact us!



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