



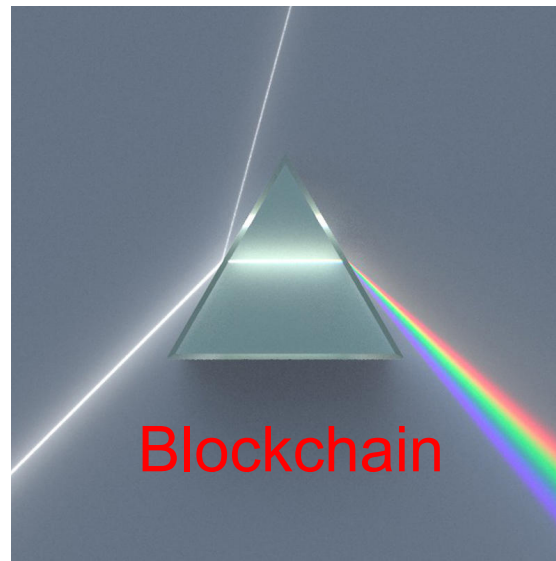
Blockchain in Action: Business Models, Application Examples, and Strategies

Jian Pei, Ph.D.

JD.com

Simon Fraser University

Researchers' & Technologists' View



Business Practitioners' View

Investors' View


“In 2018, the promise of a decentralized future fell apart. With so much funding and talent in the space, why do we have so little success to show?”

Emergent Tech

Blockchain study finds 0.00% success rate and vendors don't call back when asked for evidence

Where is your distributed ledger technology now?

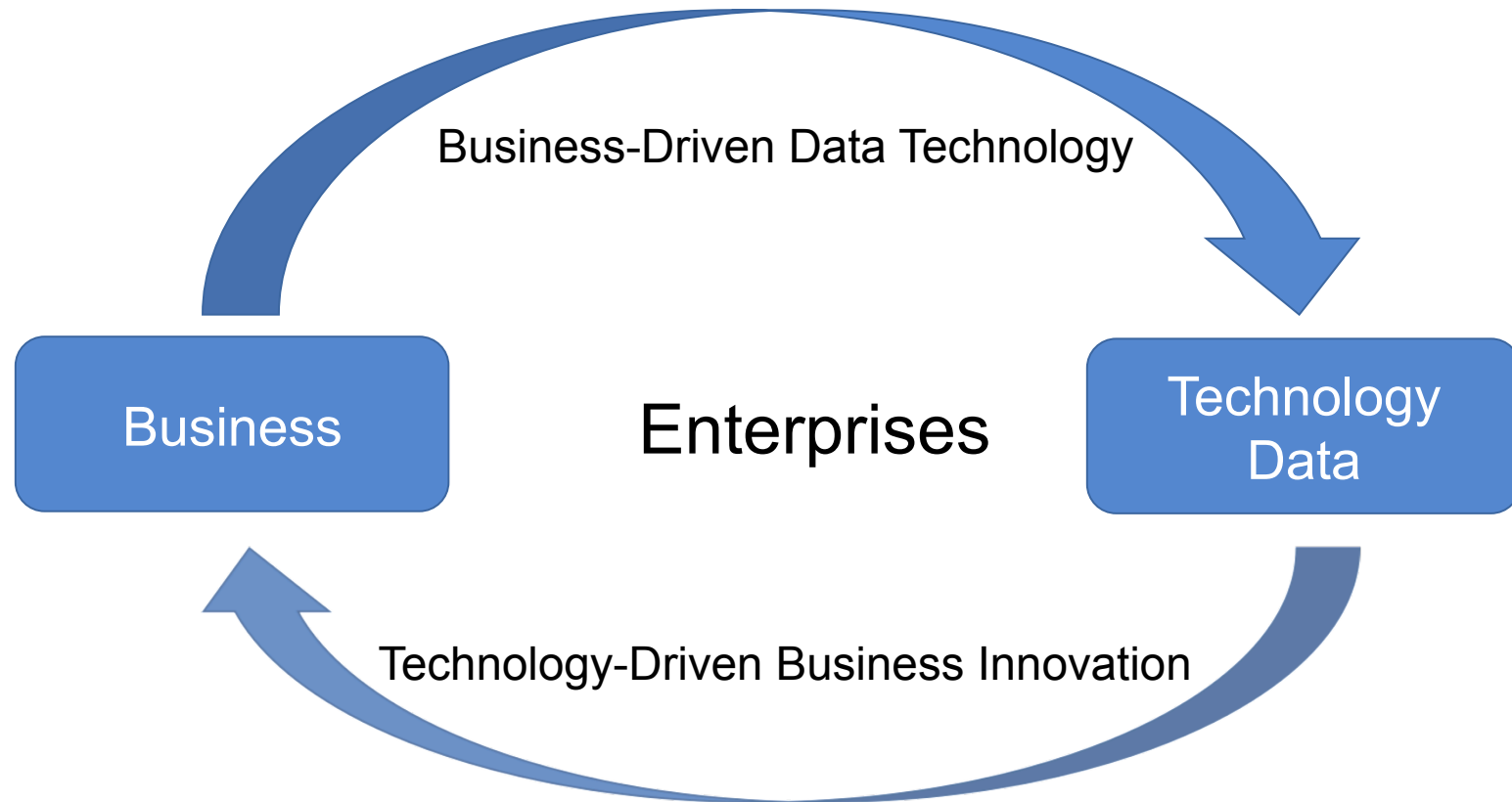
By [Andrew Orlowski](#) 30 Nov 2018 at 11:56

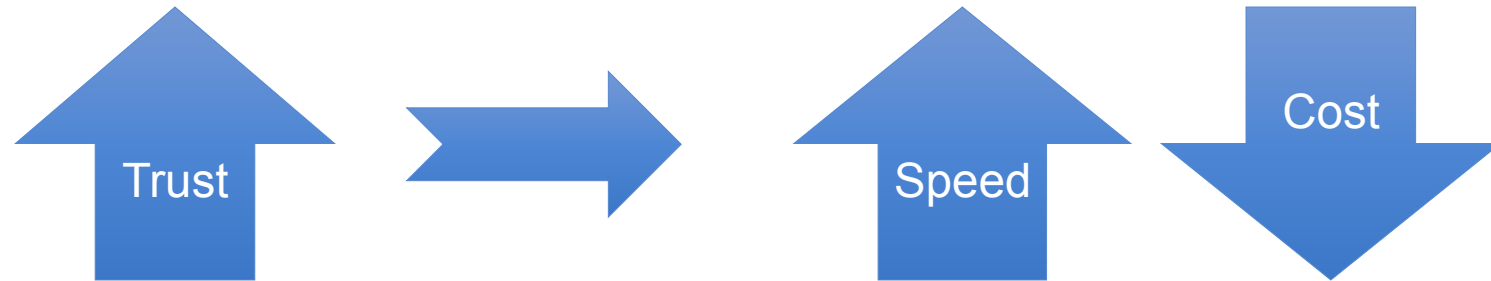
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Though Blockchain has been touted as the answer to everything, a study of 43 solutions advanced in the international development sector has found exactly no evidence of success.

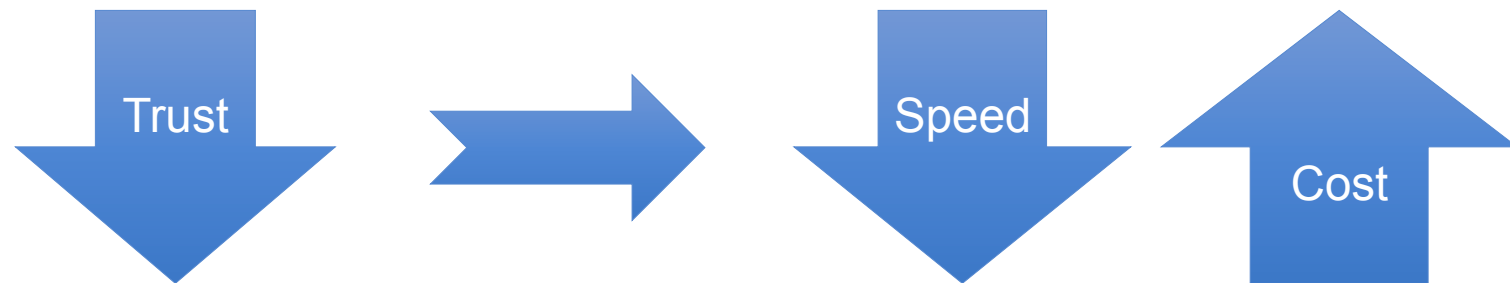
J. Pei: Blo





Trust Economics

Trust Helps People to Accept Changes in Dynamic Environments



Cost of Trust



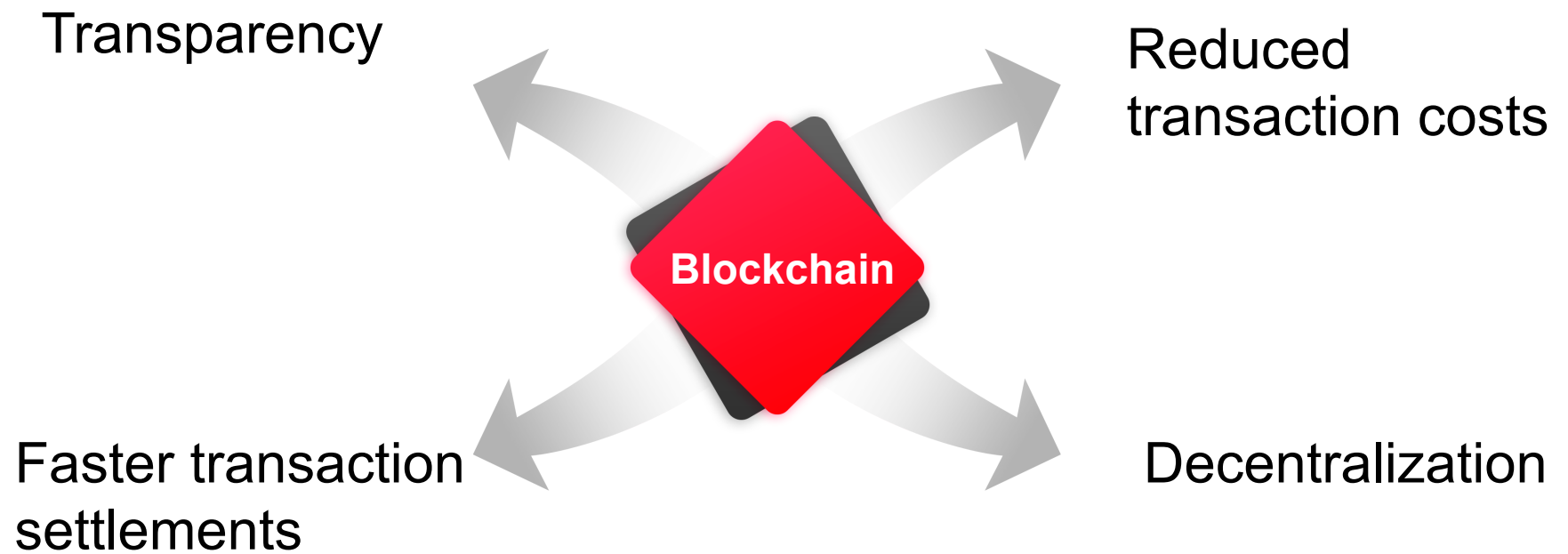
QUALITY CONTROL

**Quality
inspection
area**



Blockchain 2 **B**usiness 2 **V**alue

How to Deliver Measurable Values through
Blockchain Enabled Business?







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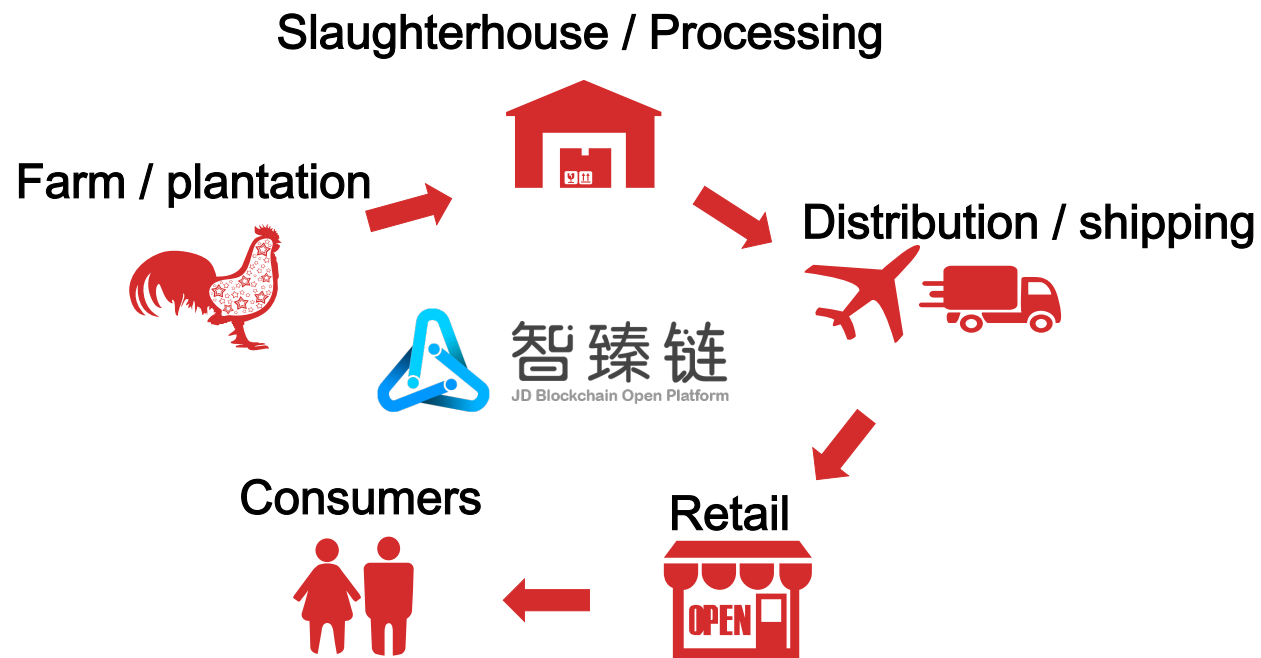
60%: Efficiency Improvement in Enterprise Business Qualification Assessment

USD 29.88 million per year: Invoice Processing Cost in JD.com

Blockchain 2 Business 2 Networks

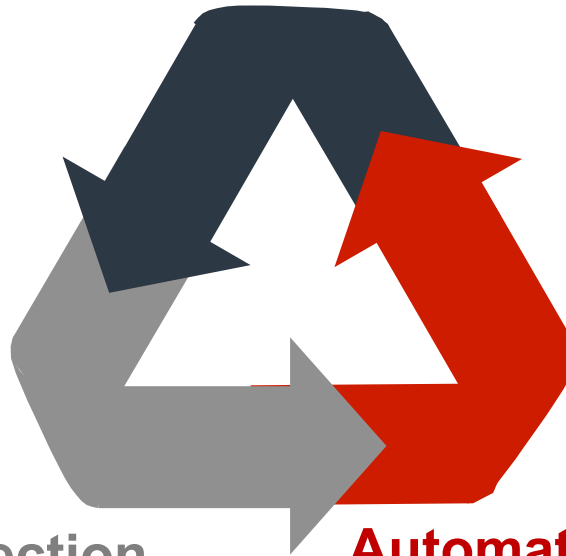
How to Build Business Networks Based on Blockchains?

Food Safety from Farms to Dinning Tables



Transparency & Trust

Example: Blockchain

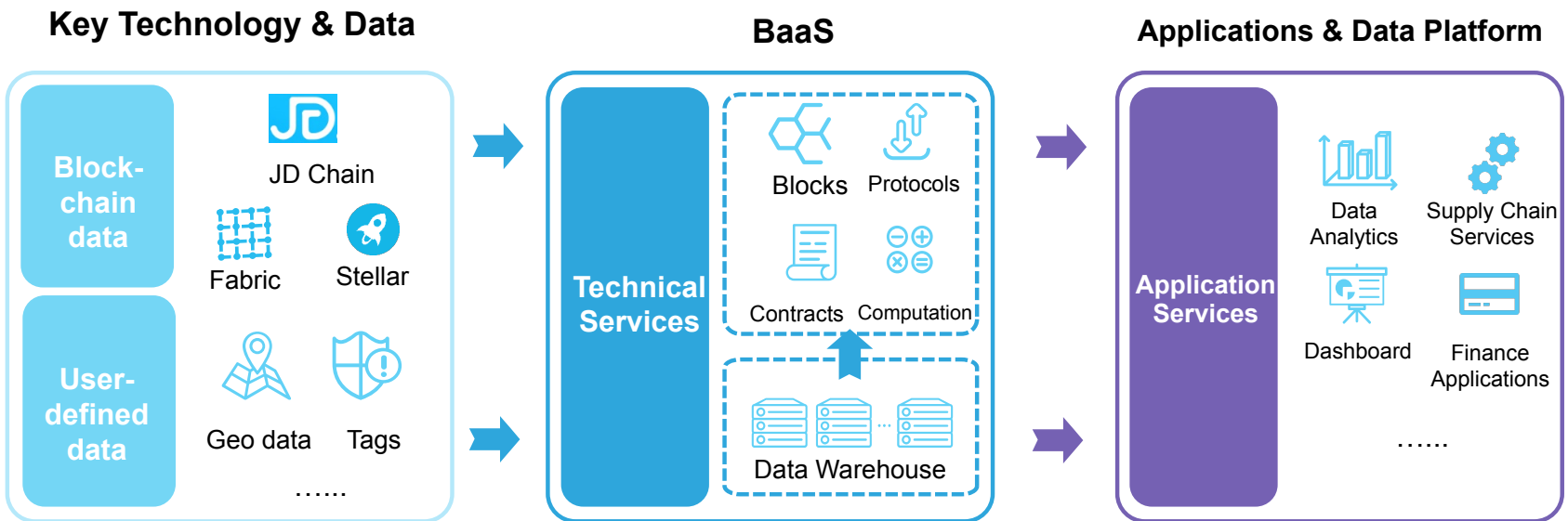


Perception & Connection

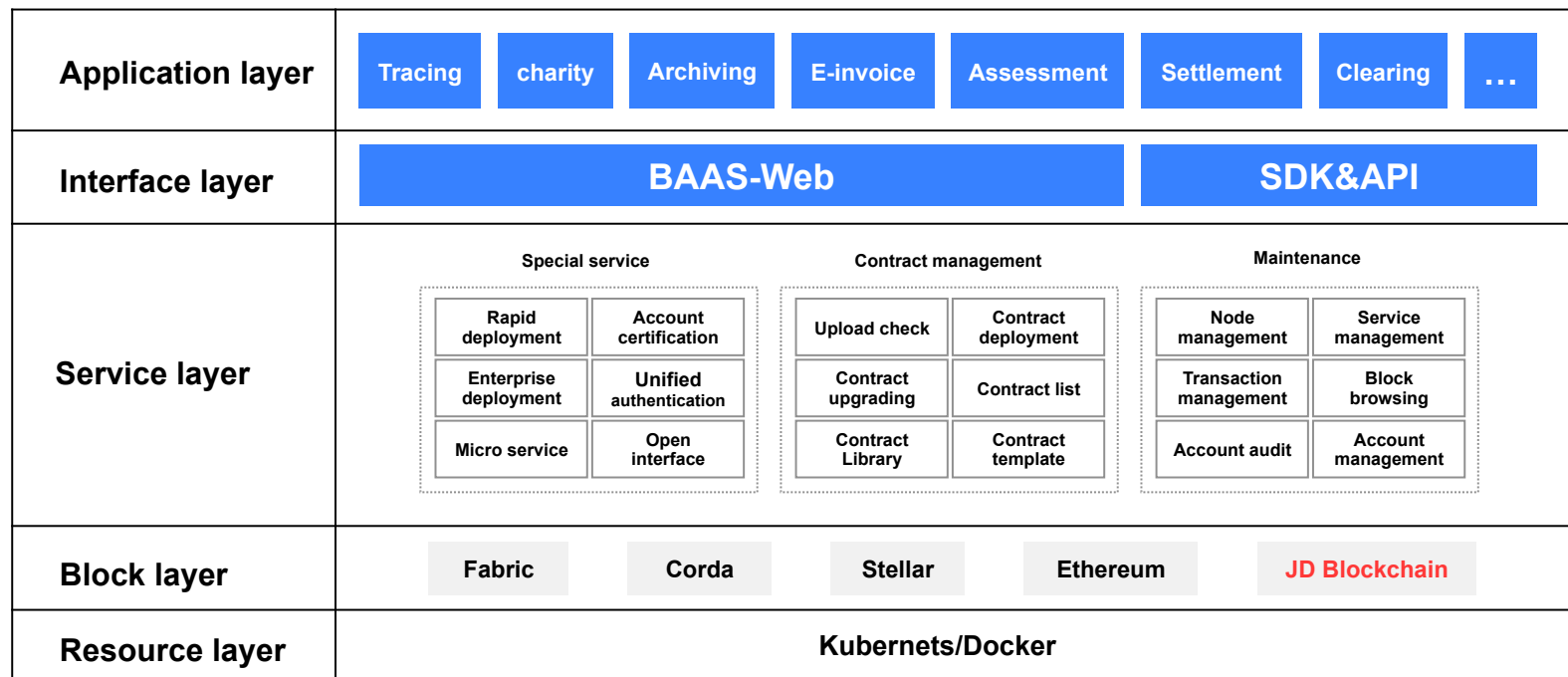
Example: IoT, 5G, Mobile/Edge Computing

Automation and Decision Making

Example: Big Data, Business Intelligence, AI



JD BaaS Architecture

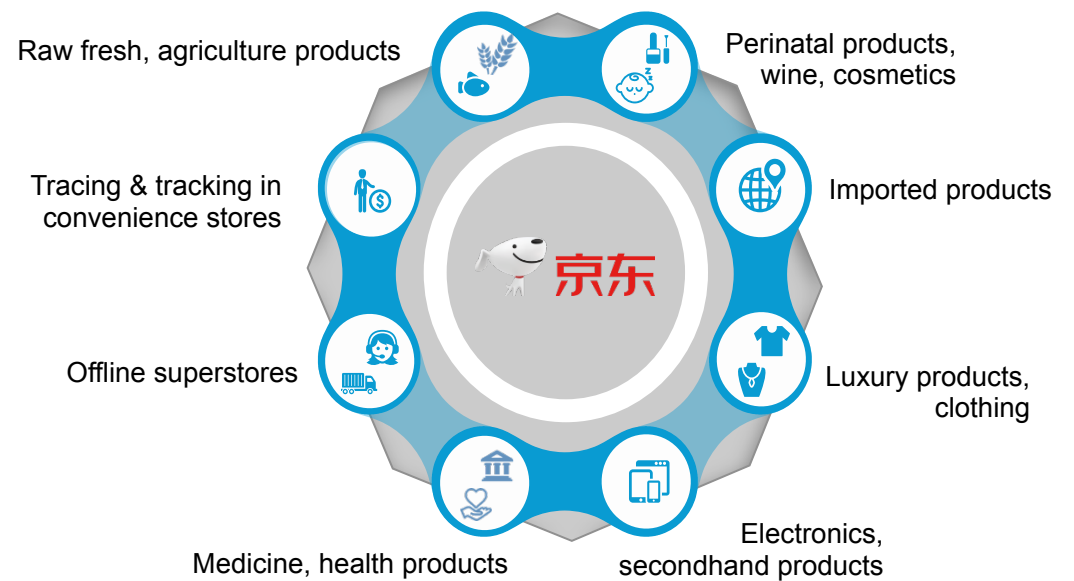


500+
Brands

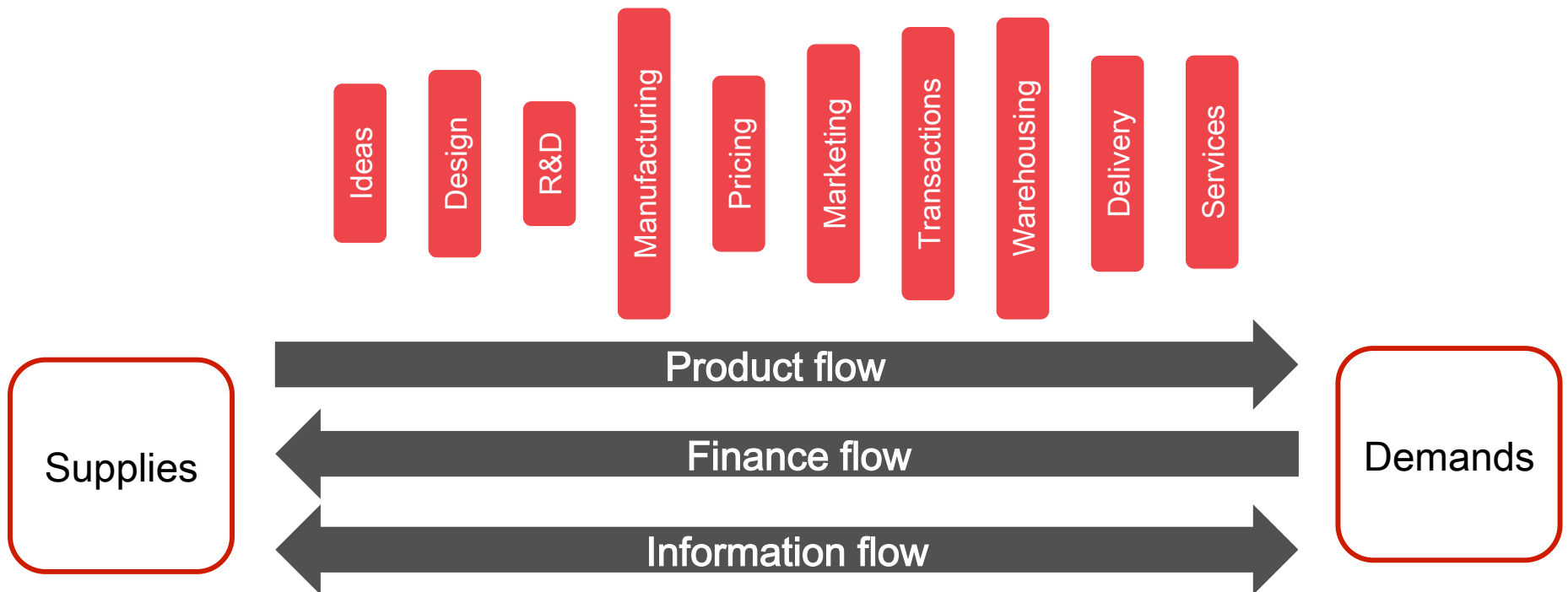
260,000+
User Visits

50,000+
SKU

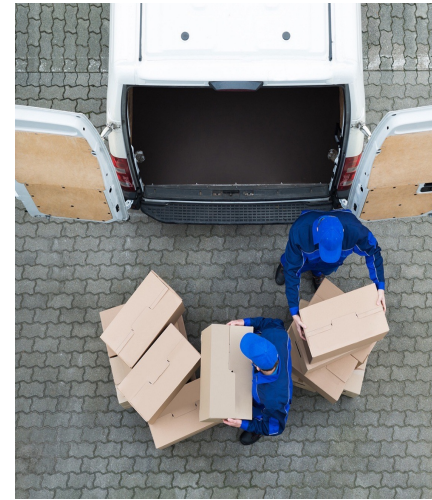
1.2+ Billion
Data Records



Retail Supply Chain



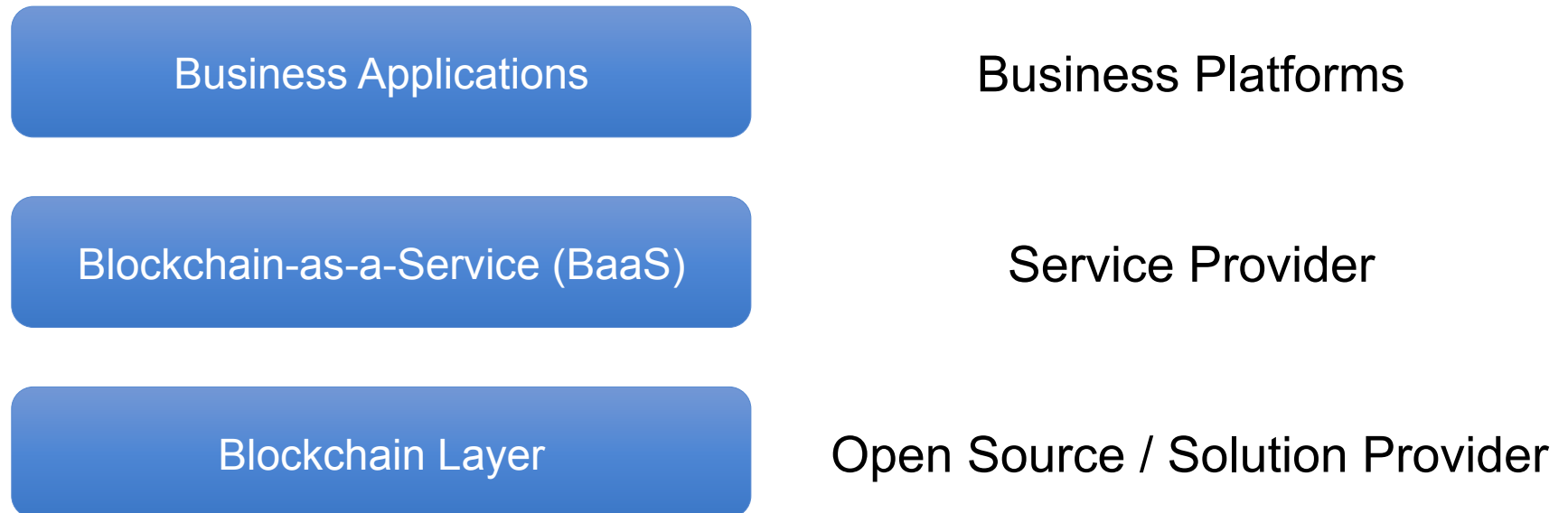
- Whole supply network tracking and perception
 - Both statics and dynamics
- Responsiveness
- In-transit inventory
- From single shipment to complete network
- From operation to strategy



Blockchain 2 **B**usiness 2 **P**artners

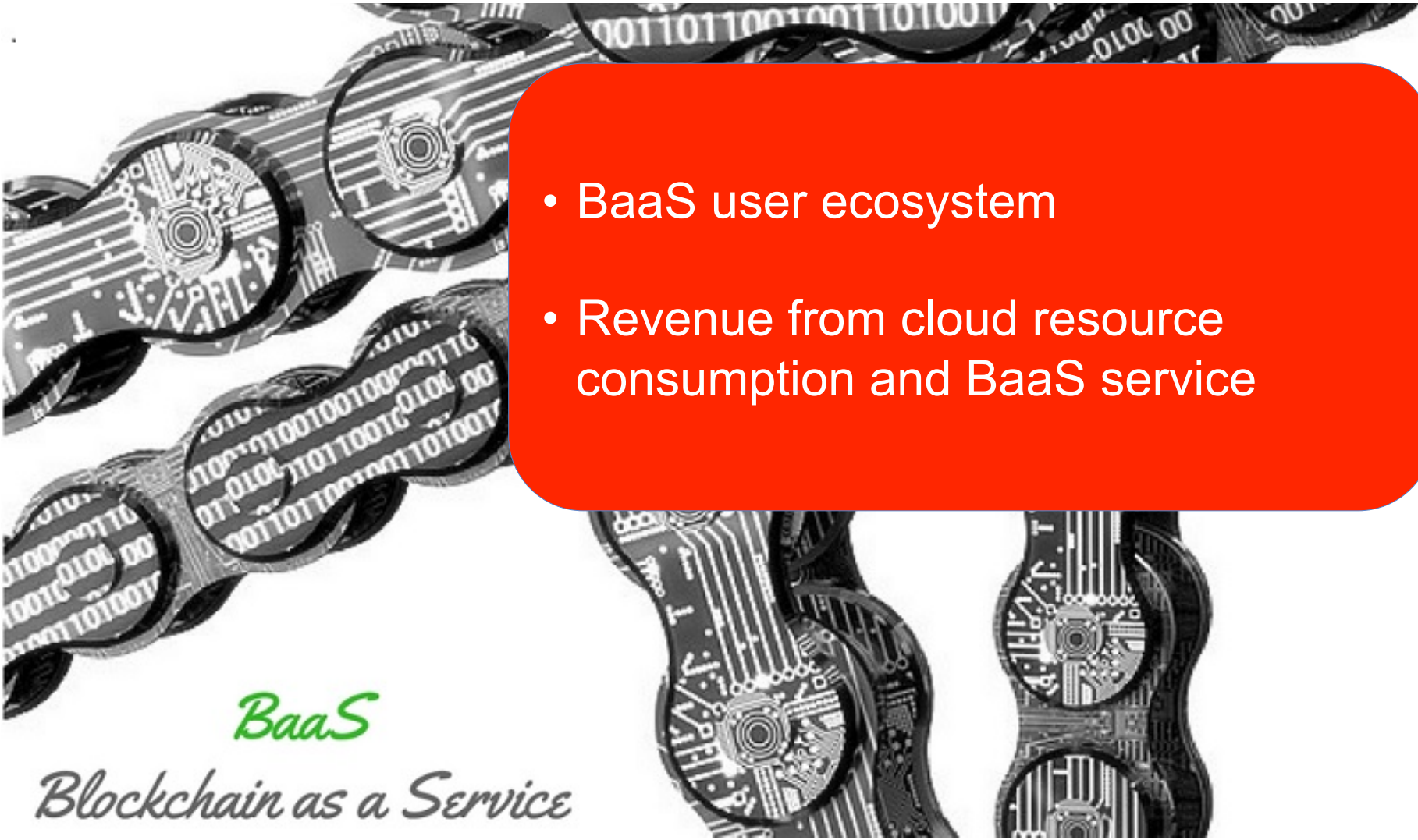
How to Connect Partners through Business
Ecosystems using Blockchain?

Blockchain Business Development Stack



- Technical leadership and impact
- Bottom-up ecosystem for business diversity and health
- Revenue from services



- 
- BaaS user ecosystem
 - Revenue from cloud resource consumption and BaaS service

BaaS

Blockchain as a Service

Business Platform with Host

- The host maintains the business platform
- Business players conduct business activities and transactions on the platform
- Example: e-commerce market place
- Advantages
 - Transparency and trust among players
 - Faster transaction settlements

Decentralized Peer-to-Peer Platform

- Interconnections among different blockchains
 - Crossing BaaS and clouds
- Example: money transfer systems
- Advantages
 - Transparency and trust among participating parties
 - Faster transaction settlements
 - Lower transaction costs
 - Decentralization

Summary

