



ITU – NBTC Training On

“Building Distributed Ledger Technologies (Blockchain) Projects”

**5 – 8 November 2019,
Bangkok, Thailand**



Session 4: Working Group

“DLT Business Models”

Jamie Cerexhe



Contents

1. Team Formation
2. Research
3. Ideation
4. Framework



Team Formation

- Form groups of 3-6
- Better to be grouped by industry or area of interest

Team Register

- 1.
- 2.
- 3.
- 4.
- 5.



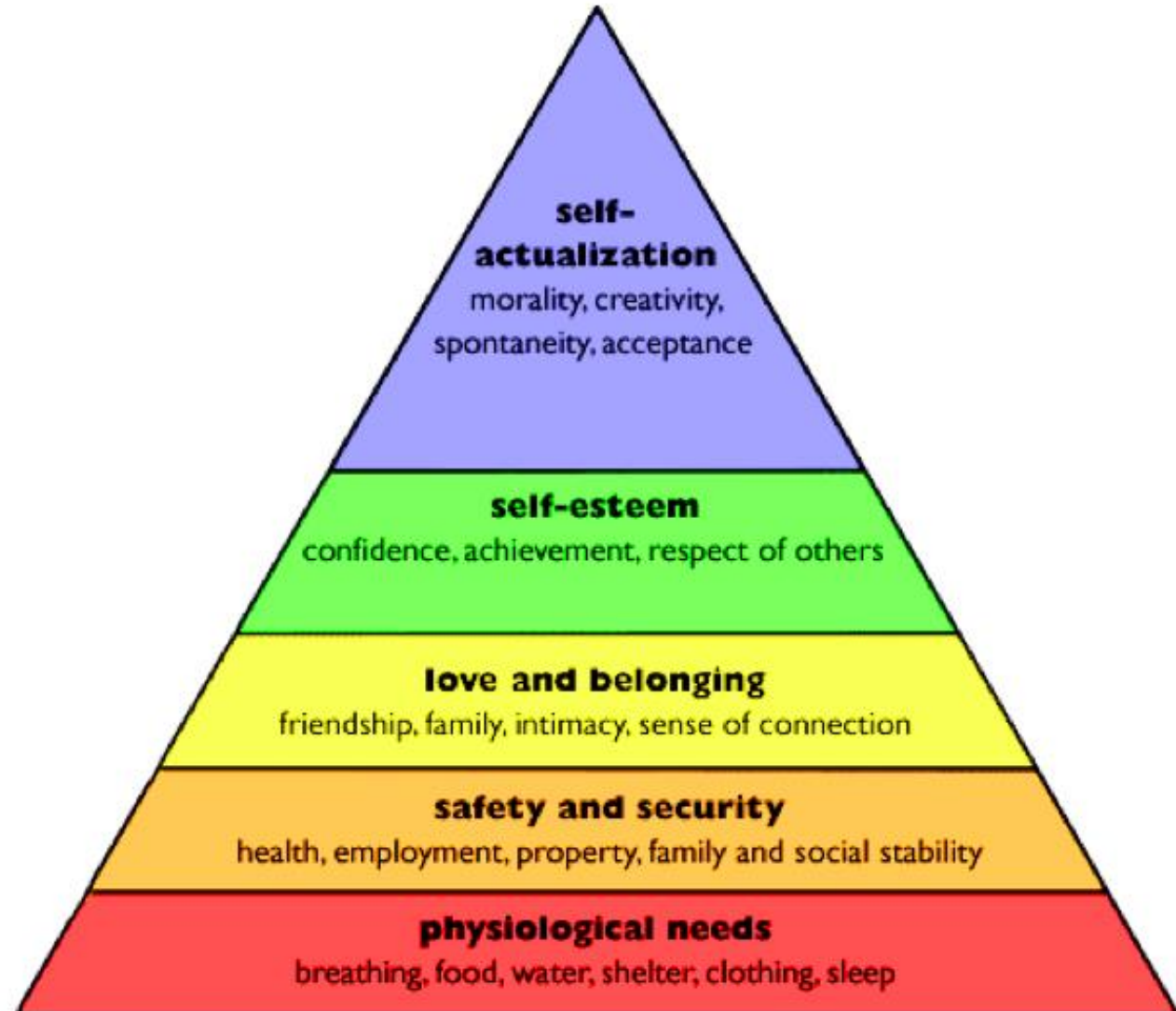
Research

Find 2 companies using DLT that you like

What is it about these companies or organisations that stands out to you?

Ideation

- Which industry are you focusing on?
- Who are your users?
- What is their problem?





Framework: Lean Business Model Canvas

PROBLEM <i>List your top 1-3 problems.</i>	SOLUTION <i>Outline a possible solution for each problem.</i>	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i>
EXISTING ALTERNATIVES <i>List how these problems are solved today.</i>	KEY METRICS <i>List the key numbers that tell you how your business is doing.</i>		CHANNELS <i>List your path to customers (inbound or outbound).</i>	
COST STRUCTURE <i>List your fixed and variable costs.</i>		REVENUE STREAMS <i>List your sources of revenue.</i>		

PROBLEM

List your top 1-3 problems.

SOLUTION

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List your target customers and users.

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EXISTING ALTERNATIVES

List how these problems are solved today.

HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.

EARLY ADOPTERS

List the characteristics of your ideal customers.

COST STRUCTURE

List your fixed and variable costs.

REVENUE STREAMS

List your sources of revenue.



Thank You