

The logo for UNIQUID features the word in a bold, sans-serif font. The letters 'U', 'N', 'I', 'Q', 'U' are black, while the letters 'I', 'D' are a vibrant red. The letter 'Q' has a distinctive red vertical bar on its left side. The background is a light gray with a subtle, abstract network of white lines and nodes, suggesting a decentralized or digital theme.

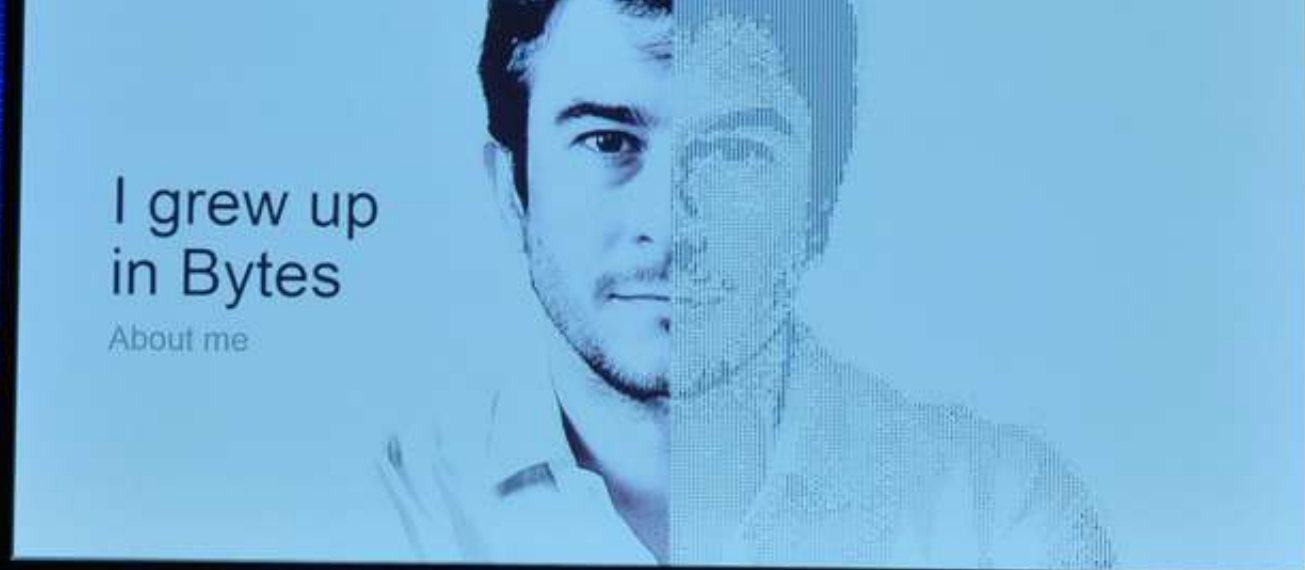
UNIQUID

Decentralized Identity Access Management

INSME ACADEMY WEBINAR: MARCH 28TH, 2018

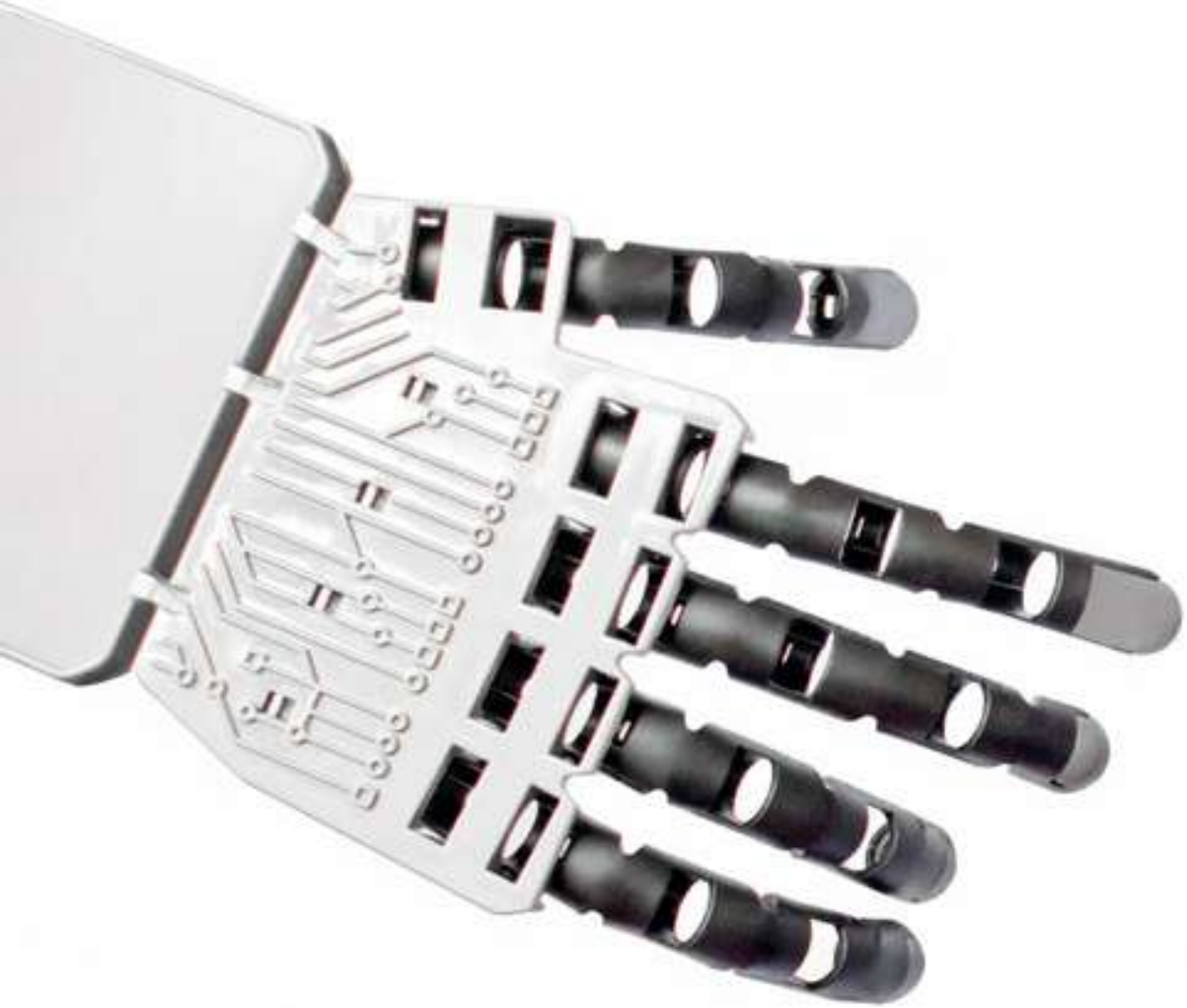
- About me
- Industry 4.0
- The age of trust
- Blockchain answer
- Opportunities
- Risks
- Goals for this Friday





TEDx Froma





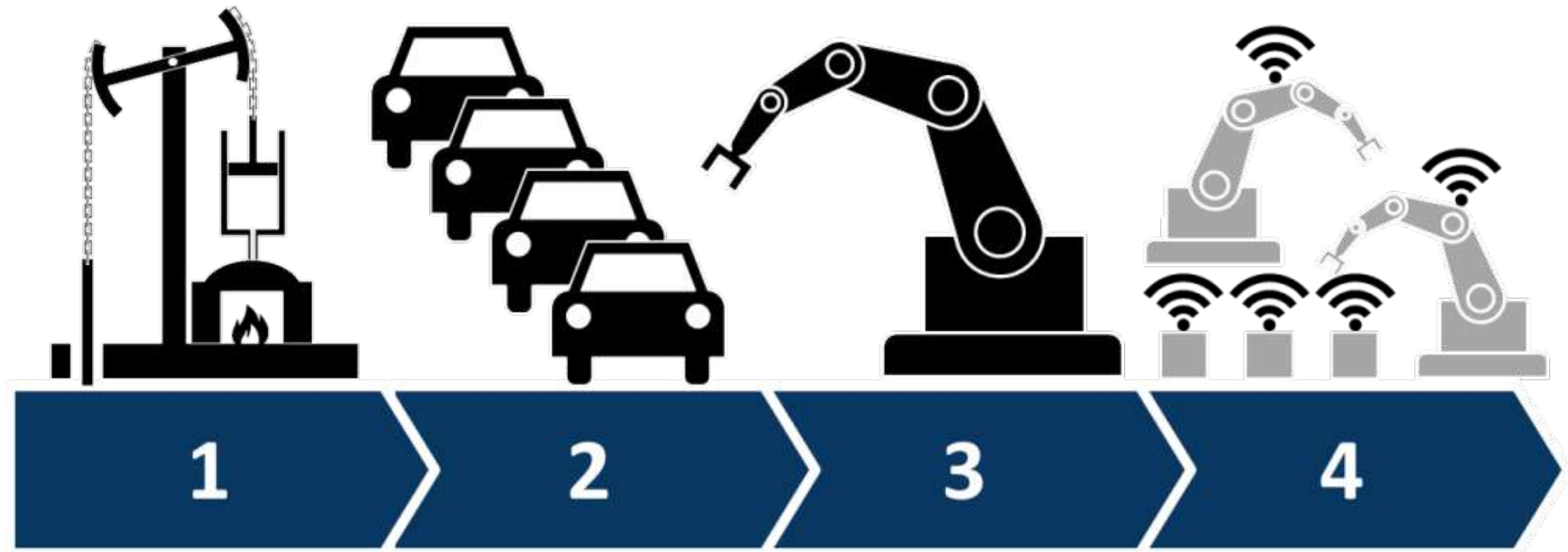
UNIQUID INC.



WHAT IS THE INDUSTRY 4.0?



A FOURTH INDUSTRIAL REVOLUTION



Mechanization
1760-1840

Mass Production
1870 - 1914

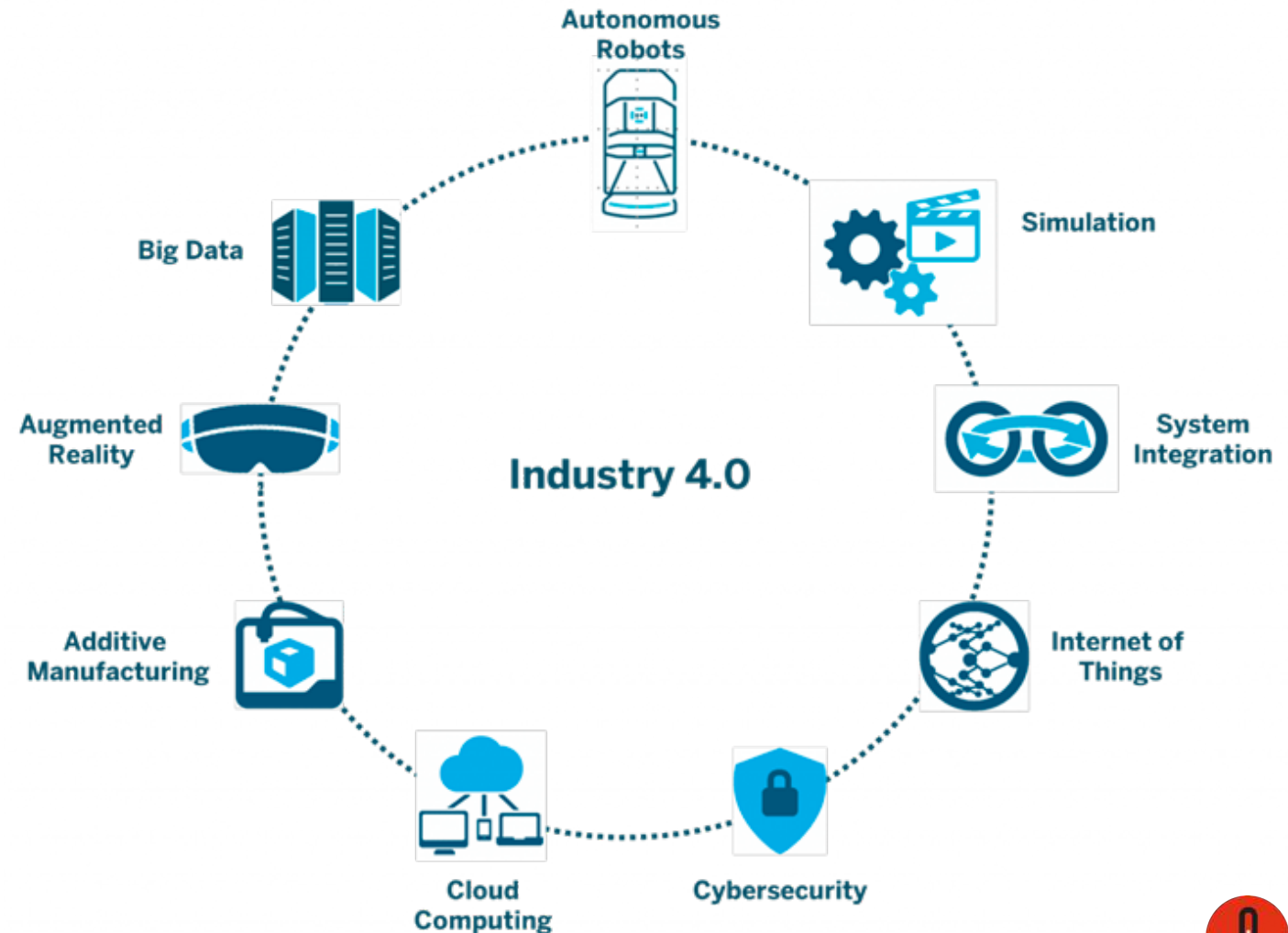
Computerization
1960 - 2010(?)

Hyper-connection?
Now?

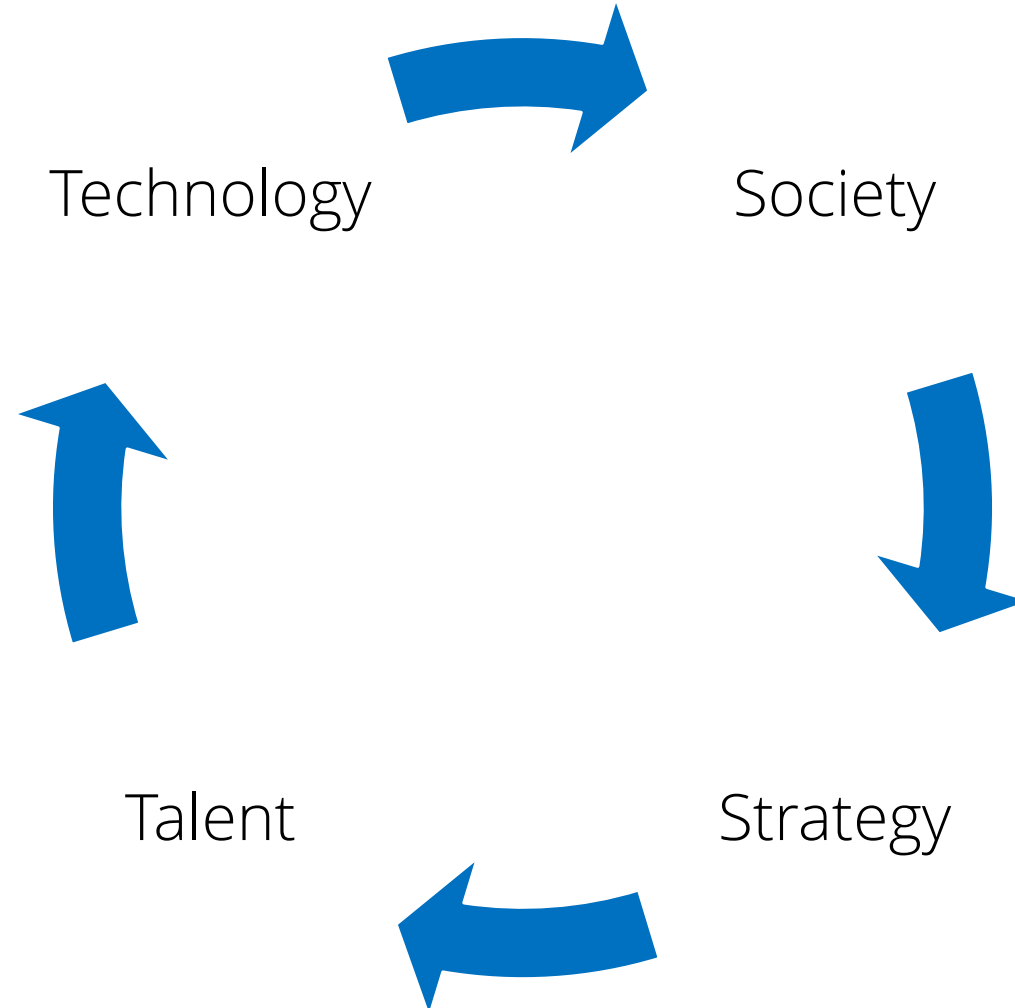


AN AGE OF HYPER-CONNECTED FACTORIES

- + Agility
- + Efficiency
- + Innovation
- + Customer Satisfaction
- + Revenues
- Costs



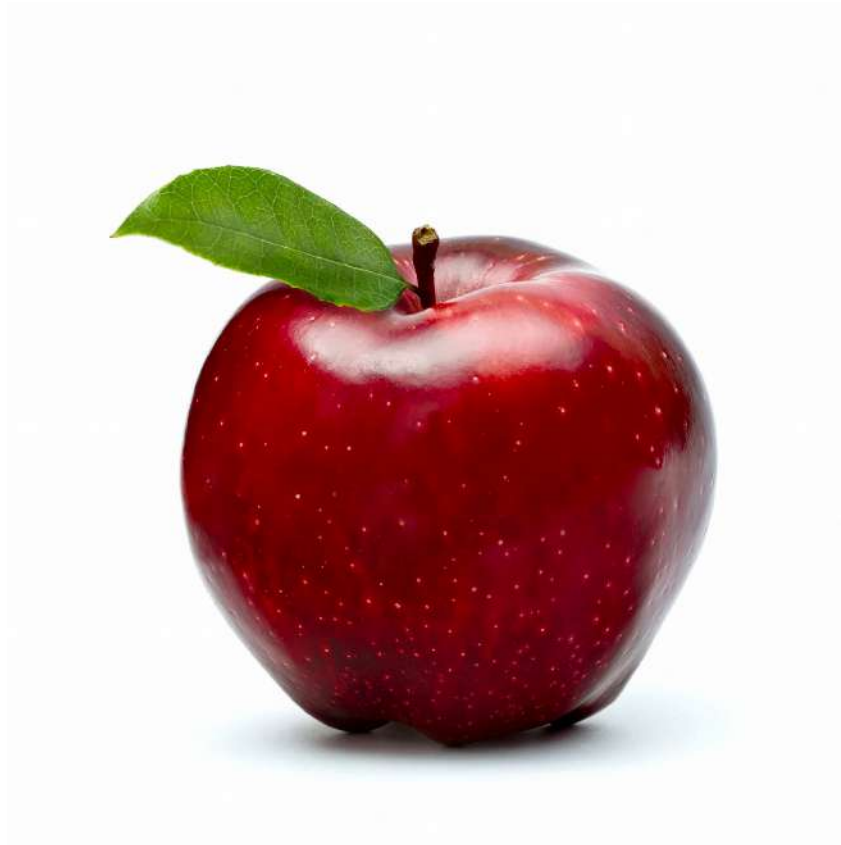
AN IMPACT OF GLOBAL PROPORTIONS



THE UNRESOLVED PROBLEM OF TRUST



LET'S START WITH A BARTER



Tribal Elder

Trusted Third Party
System

All information logged
and recorded by a 3rd
party



Islander A



Islander B



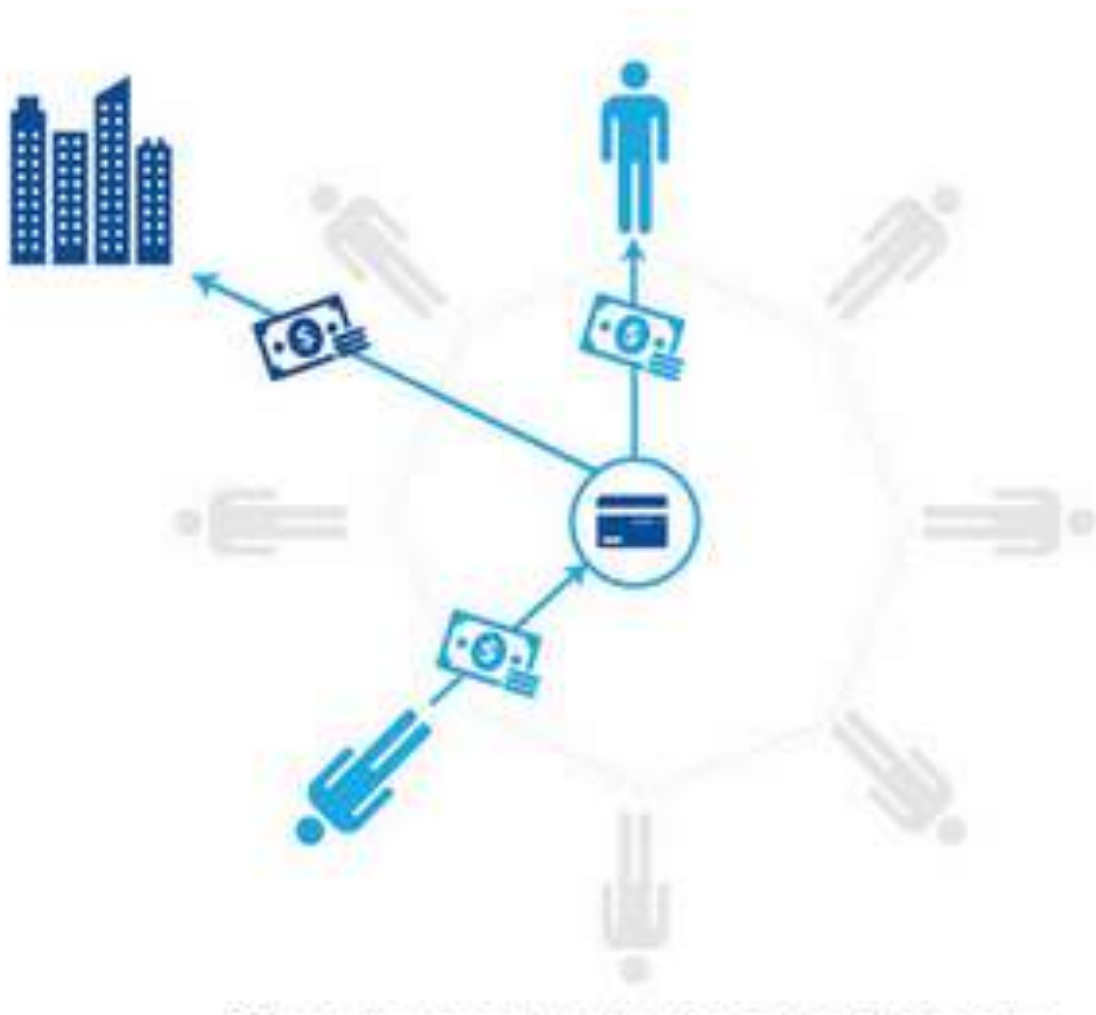


This map illustrates the Roman Empire at its greatest

CAN IT SCALE?







Centralized money and law

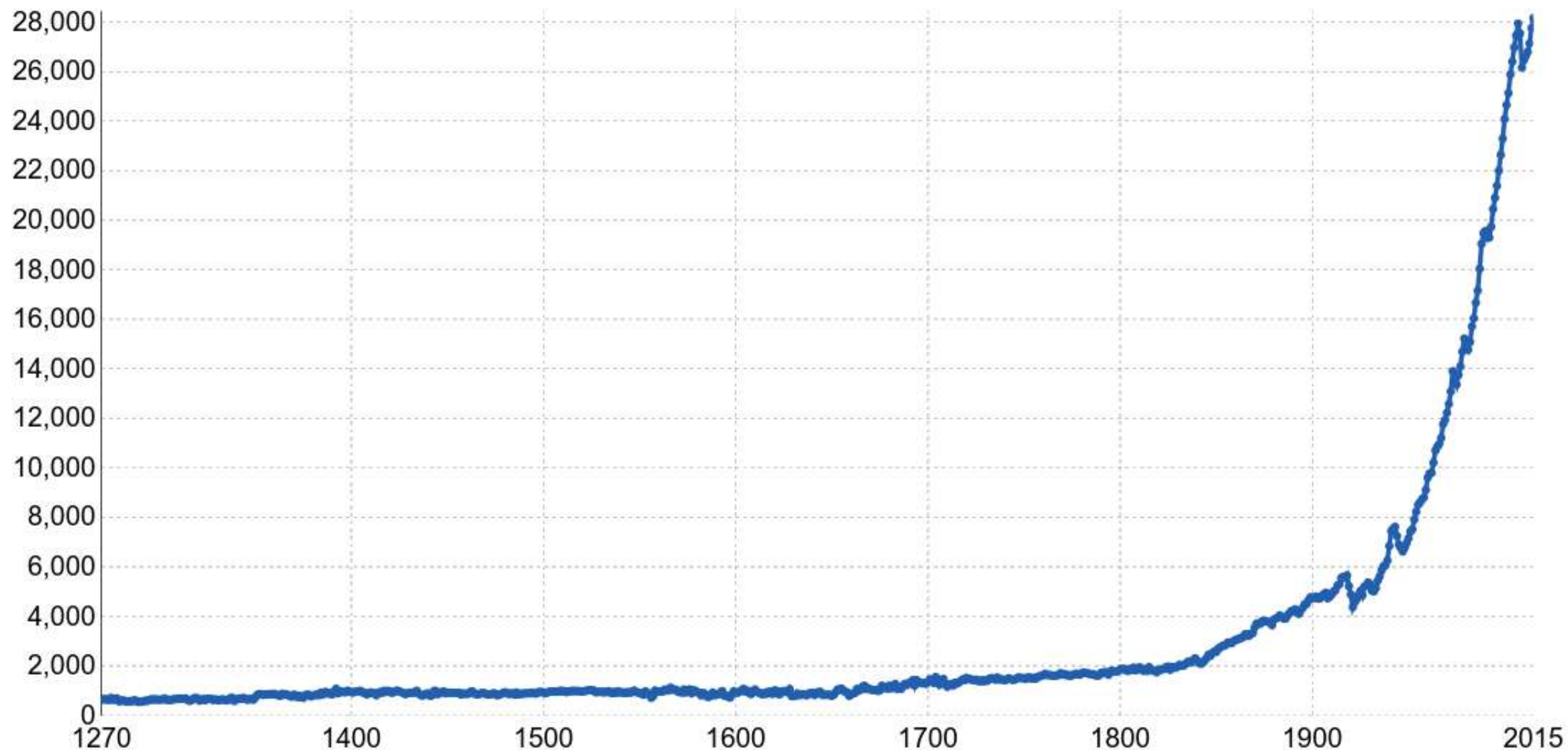
Trusted authorities

Less worries, more money!



GDP per capita in England and the United Kingdom since 1270

Adjusted for inflation and measured in British Pounds in 2013 prices





CAN IT SCALE?



The
Economist

OCTOBER 4th-10th 2008

www.economist.com

Our guide to America's election

Europe's Schadenfreude

Music on your phone

Reassessing China

Somalia's pirates

**World on
the edge**



Unprecedented debt size

Toxic ways to sell more

Trust on debt collapsed

THE BIRTH OF BITCOIN



BITCOIN IS A “PROTOCOL”

Late Middle English (denoting the original record of an agreement, forming the legal authority for future dealings relating to it):

Derives from French protocole, the collection of set forms of etiquette to be observed by the French head of state, and the name of the government department responsible for this (in the 19th century).





A protocol to exchange and verify value

Created to remove trusted intermediaries

A reliable, decentralized network

No single point of failure, censorship resistant

A programmable platform

To automatically enforce digital contracts

BITCOIN IS A LEDGER

DATE 1955	PAR- TICU- LARS	L. K.'S INITIALS	DR.	CR.	DR. OR CR.	BALANCE	DATE 1955	PAR- TICU- LARS	L. K.'S INITIALS	DR.	CR.	DR. OR CR.	BALANCE
Feb 23	Janid			41.52		41.52	June 30	Janid			20.97		20.97
March 11	D			74.85		116.37	July 4			10.00			
19			5.00				12 D				101.92		
			132.5							5.00			
23 July			56				18			50.00			
23			10.00				27 July			72			
24			17.75				Aug 29			2.95			
			10.85				Nov 29 D				250.00		
April 1			6.00				Dec 5 D				100.00		
			10.00							250.00			
12			17.00				8			10.00			
18 D				150.00			12			17.00			
19			128.80							45.00			
25			10.00				14 D				496.98		
28 July			1.00							217.80			
30 Oct Lv.			106				Bal of Profit			167.71			
				32.00			21			50.00			
June 7			10.00				21			20.00			
13			20.00				27			23.67			
24 D				104.69			Jan 5/56			28.00			
4th m Profit			120.82			20.97	10 D				946.69		965.99



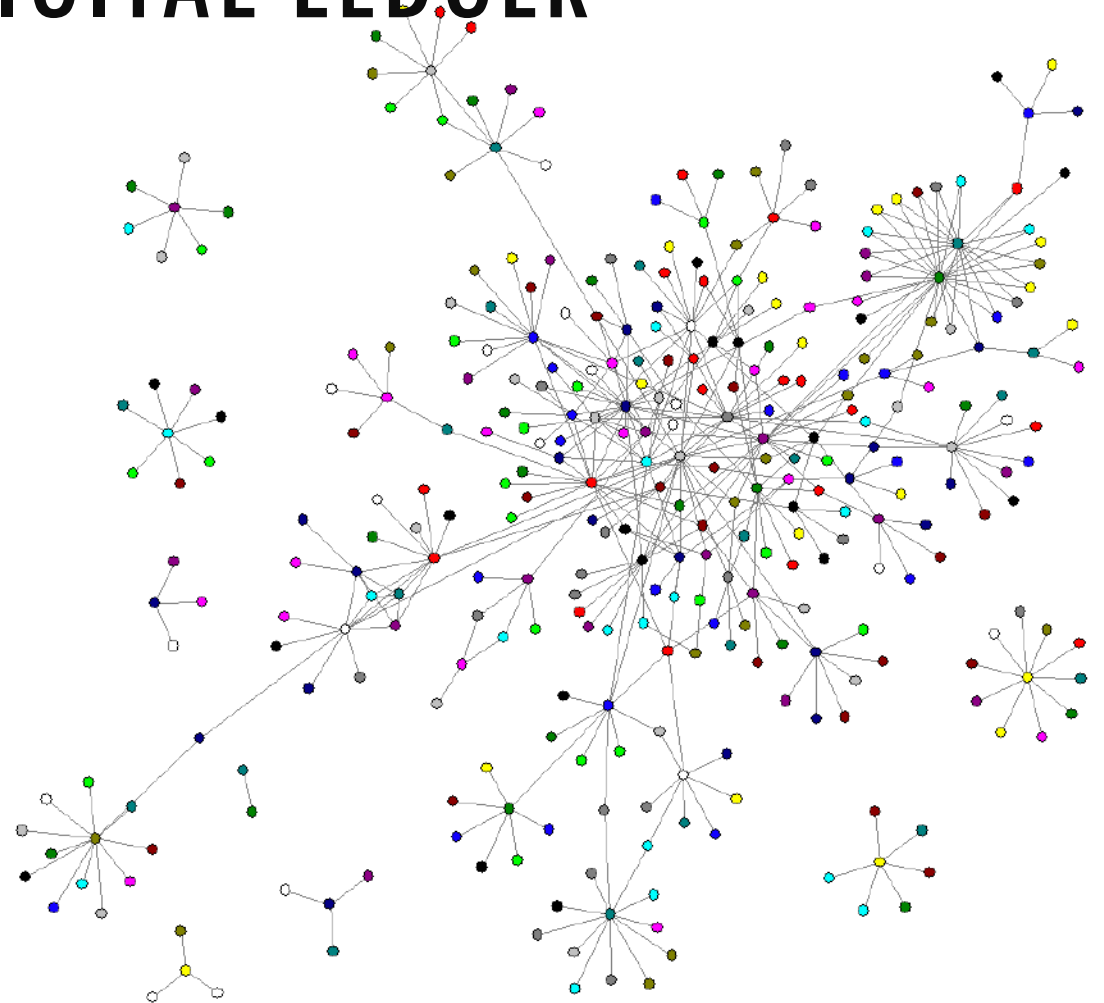
A DISTRIBUTED, SHARED, DIGITAL LEDGER

Every user has a copy

Every transaction since the beginning is recorded

We can't cheat: it wouldn't sum up

No single person is in charge for custody



THE NEED FOR AN INDUSTRY 4.0 PROTOCOL



Only 14% of CxOs are highly confident their organizations are ready to fully harness Industry 4.0 changes

Source: https://www2.deloitte.com/content/dam/insights/us/collections/issue-22/DI_Deloitte-Review-22.pdf



87% of CxOs believe it will lead to more equality and stability

75% believe that business will have more influence than governments

25% believe their own organization has enough influence

25% are confident they have the right workforce

A UNIQUE OPPORTUNITY

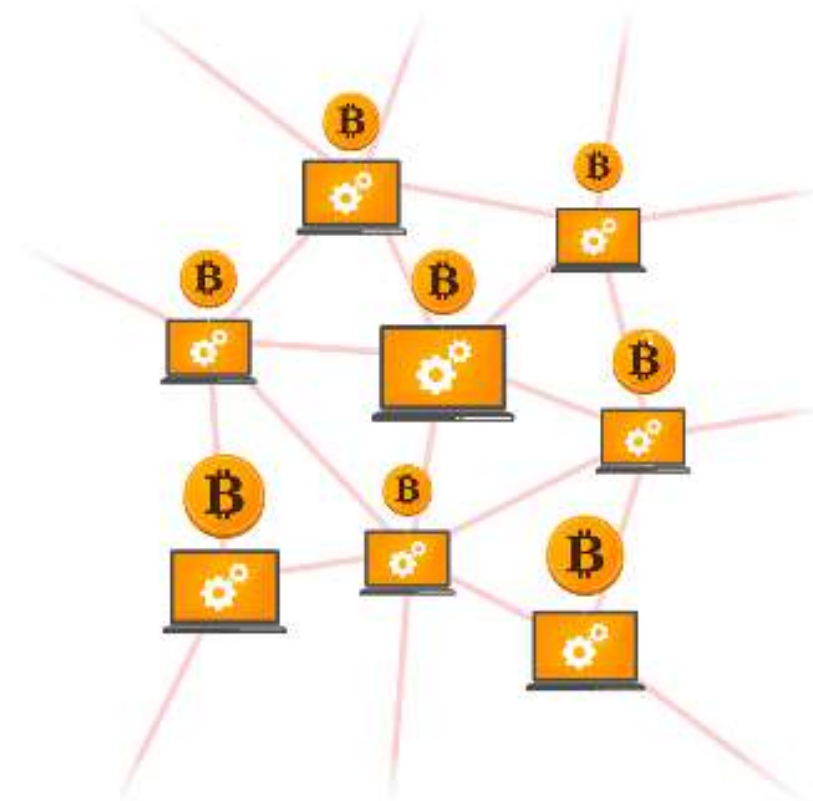


A DECENTRALIZED INFRASTRUCTURE

No central authority to be trusted

No single point of failure

A distributed costs model
(pay per use)



RULES ARE AUTOMATED (SMART CONTRACTS)

Less human labor

Rules enforced as a protocol
(e.g. requirements)

Cheaper and faster
settlements



UNPERMISSIONED BUSINESS NETWORKS

No entrance barriers,
ready to be used only if
needed

A protocol for the
industrial value

Blockchain provides the
governance model

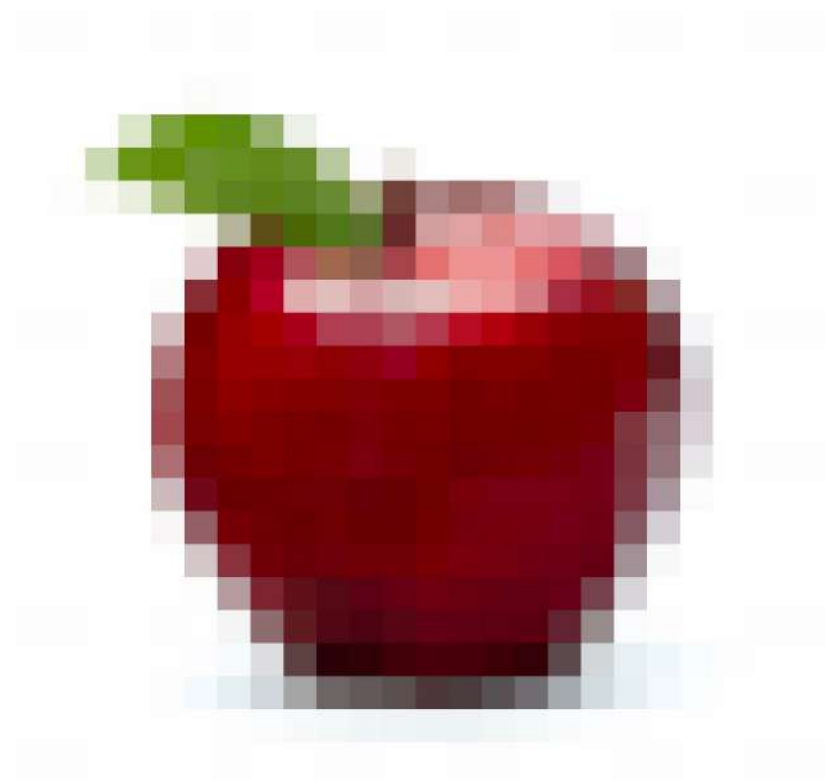


RADICAL TRANSPARENCY AND COORDINATION

Automated provenance
audit

Automated process
audit

Coordination *at the edge*



CHALLENGES AND RISKS



A COMPELLING BUSINESS CASE

Where trust is a
bottleneck?

Is it a *burning problem*?

Forget the technology!
(follow the money)



MEASURING THE ISSUE WE WANT TO SOLVE

How to assess the impact of trust?

Which KPIs has to be measured?

What is the locked value?



BUILD A REASONABLE ROADMAP

Which bottlenecks (e.g. talent, capital, tech)?

Which POCs has the most measurable results?

Where is the chicken-egg problem?

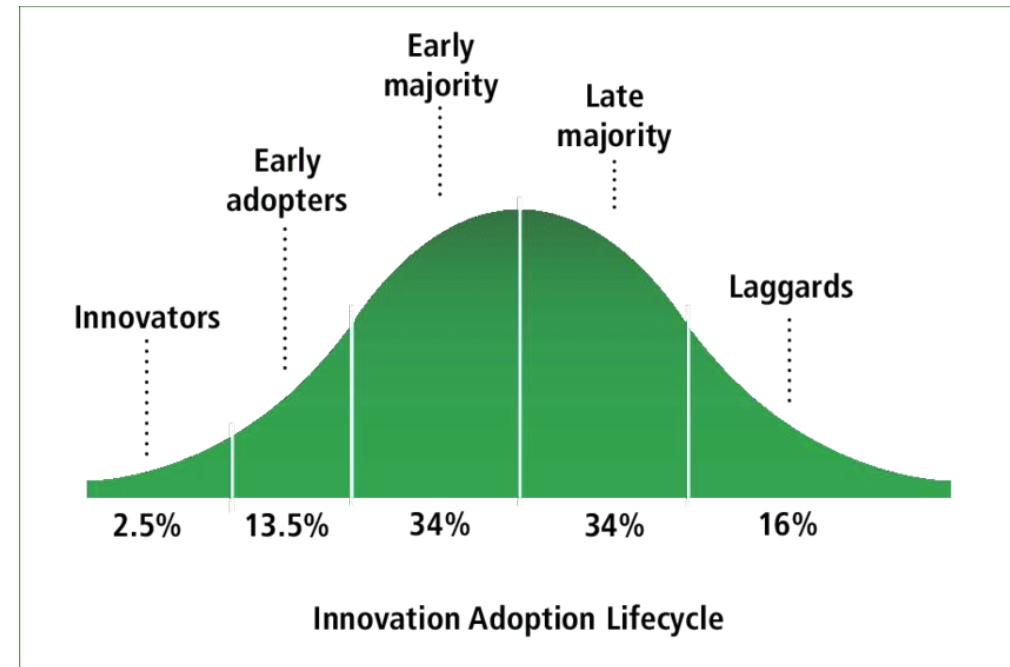


ASSESS TECHNOLOGY MATURITY

Which solutions are technically mature?

What is the time to market?

What is the lock-in risk?



LET'S BEGIN TOMORROW



BUILD A COMPANY TASK FORCE

A champion

Part-time participants

Multi-disciplinary:
finance, compliance, HR,
technical

Periodic meetings and
seminars



CREATE OR CONNECT TO A NETWORK

Expand up and down
your value chain

Propose/organize
blockchain experiments

Look for existing
consortia



A SIMPLE FRAMEWORK TO BEGIN

List your company divisions, sorted by headcount

What is the worst screw-up a division can do, and its impact?

Interview your colleagues: how they avoid it? At which cost in terms of time and stress?

Is there a trust problem? Is it *mutual* with the counterpart?



A QUICK RESUME



BLOCKCHAIN AND INDUSTRY 4.0, IN ONE PAGE

It's all about networks, coordination, transparency

Trust is on the verge of a new quantum leap

Protocols can save human labor and costs

Less technology, more business cases

Build a blockchain task-force today



The background of the top half of the image is a light gray color with a network of white lines and small red dots, resembling a molecular or digital structure. The word "UNIQUID" is centered in a bold, sans-serif font. The letters "UNIQU" are black, and the letters "ID" are red. The letter "Q" has a red vertical bar in its center.

UNIQUID

🔊 *yu'nik Id*

THANK YOU!
PEPE@UNIQUID.COM

Stefano Pepe
CEO, Uniquid Inc.