

# BLOCKCHAIN STRATEGIES FOR EXECUTIVES

## ABOUT THE PROGRAM

Blockchain is a world-changing innovation. The untapped potential of this technology will disrupt all industries. Those who can successfully understand and apply this technology will capture incredible growth opportunities. These opportunities will span all sectors and will deliver massive change at all levels. Through interactive workshops and case studies, participants will gain first-hand experience and insights into the business case for blockchain.

Upon completion, participants be equipped with the foundational knowledge to enhance their skills and career opportunities. This program provides various learning paths to understand the fundamental principles of blockchain.

## PROGRAM OPTIONS

### OPTION 1: UNDERSTAND

**For C-Level and (Senior) Executives...**  
who want to understand the implications of blockchain  
technology and have a solid understanding of the architecture

<b>DURATION</b>	<b>PROGRAM FEE</b>
2 days	€ 22.500 for a cohort of 15 people

### OPTION 2: APPLY

**For professionals working in blockchain companies...**  
without dedicated blockchain training (e.g. HR, Operations)  
**For managers...**  
with business development or product development tasks

<b>DURATION</b>	<b>PROGRAM FEE</b>
4 days	€ 42.000 for a cohort of 15 people

### OPTION 3: EVALUATE

**For blockchain-enthusiastic executives...**  
with a basic understanding of blockchain technology that  
want to deepen their knowledge and build their network  
in the blockchain industry

<b>DURATION</b>	<b>PROGRAM FEE</b>
8 days	€ 78.000 for a cohort of 15 people

### OPTION 4: CREATE

**For entrepreneurs and blockchain strategists...**  
who want to get deep into all aspects of blockchain  
technology and understand the technical aspects.

<b>DURATION</b>	<b>PROGRAM FEE</b>
12 days	€ 108.000 for a cohort of 15 people

## THIS PROGRAM INCLUDES

Workshops  
Case Studies  
Huddles  
Prototyping

## WHAT YOU WILL LEARN

- ✓ Understand the fundamental principles of blockchain technologies and distributed computing
- ✓ Realise why this technology is so vital for the future
- ✓ Create new business models based on blockchain technology
- ✓ Optimise your business model using blockchain technology
- ✓ Stay up-to-date on blockchain developments

## PROGRAM SCHEDULE

### MODULE 1:

#### FOSTERING CURIOSITY AND DEMONSTRATING LEGITIMACY OF BLOCKCHAIN TECHNOLOGY

##### WHAT IS BLOCKCHAIN, AND WHY DOES IT MATTER TO BUSINESS?

- The foundations of how blockchain works
- The inherent technical challenges
- How blockchain is relevant to business

##### BLOCKCHAIN ECONOMY AND ECONOMICS

- How blockchain economies function
- How tokens deliver value
- The basic principles of tokenomics

##### BLOCKCHAIN INFRASTRUCTURE

- The differences between major blockchains
- The different aspects of the blockchain ecosystem

##### DAPPS, SMART CONTRACTS, AND BLOCKCHAIN-BASED APPLICATIONS

- How to use wallets
- How smart contracts function
- How to use dApps in business

### MODULE 2:

#### CREATING URGENCY, HIGHLIGHTING THREATS, AND VISUALISING OPPORTUNITIES

##### BUSINESS MODEL OPTIMISATION WITH BLOCKCHAIN

- How to transform your business model with blockchain
- How to optimise business processes with blockchain

##### CREATING NEW OPPORTUNITIES WITH BLOCKCHAIN

- How to create new business models with blockchain
- How to innovate and adapt to new economic paradigms

##### SMART CONTRACT AND DAPP WORKSHOP

- How to develop a smart contract
- How to mint an NFT
- How to develop a dApp

##### BLOCKCHAIN, WEB3, AND THE FUTURE

- How blockchain is driving the evolution of the internet
- How blockchain will transform the economy