



# BLOCK START

## D5.4: Intermediary training resources - 1<sup>st</sup> version

11/2020



<b>Work Package</b>	WP5
<b>Document Reference</b>	BS-WP5-D5.4-BlockStart-Intermediary-training-resources-1st-version
<b>Document Type</b>	Websites, patents filling, etc.
<b>Author</b>	CIVT
<b>Contributor(s)</b>	BRPX, F6S
<b>Delivery Date (DoA)</b>	30/11/2020
<b>Actual Delivery Date</b>	30/11/2020
<b>Abstract</b>	Content for the webinars and workshops to develop intermediaries DLT capacity in delivering innovation support services and informing SMEs on DLT potential for their sector

Document Revision History			
Date	Version	Contributor(s)	Description
17/11/2020	v1.0	CIVT	First version
17/11/2020	v1.1	BRPX	Second version including review by BRPX
30/11/2020	v1.2	BRPX, CIVT, F6S	Final version including review by BRPX, CIVT and F6S

Dissemination Level	
PU	Public

BlockStart Consortium			
Participant Number	Participant Organisation Name	Short Name	Country
1	Bright Development Studio, S.A.	BRPX	PT
2	UAB CIVITTA	CIVT	LT
3	F6S Network Limited	F6S	UK

#### LEGAL NOTICE

The information and views set out in this application form are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

Funding Scheme: Coordination and Support Action (CSA) • Theme: H2020-INNOSUP-03-2018  
Start date of project: 01 September, 2019 • Duration: 30 months

© BlockStart, 2020

This document contains information which is proprietary to the BlockStart consortium. Neither this document nor the information contained herein shall be used, duplicated or communicated by any means to any third party, in whole or in parts, except with prior written consent of the project coordinator. The information in this document is provided as is and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at its sole risk and liability.

## Table of contents

1. Introduction	5
2. Trainings provided	5
2.1. “Should I use blockchain?” webinar	5
2.2. “Potential of Decentralized Finance” workshop	7
2.3. BlockStart Demo Day	9
3. Training materials	11
3.1. Project website page: <a href="http://www.blockstart.eu">www.blockstart.eu</a>	11
3.2. Do you need blockchain? tool	11
3.3. Blockchain Maturity Report	12
4. Intermediaries engagement and feedback	13
5. Conclusion	14

## List of figures

Figure 1. Screenshots of the webinar’s live session	6
Figure 2. Poll results of the webinar participant’s background	7
Figure 3. Event promotion visual on social media	8
Figure 4. Survey results of workshop participants background	9
Figure 5. Poll of Demo Day participants’ background	10
Figure 6. Blockstart Demo Day event visual	11
Figure 7. The interface of “Do you need blockchain?” tool in BlockStart website	12
Figure 8. Ranking results of all 15 industries with top 3 highlighted	12
Figure 9. Blockchain in SMEs Maturity Report 2020 published at Civitta.com	13

List of Abbreviations and Acronyms	
<b>DLT</b>	Distributed Ledger Technology
<b>Q</b>	Question
<b>M</b>	Million
<b>SME</b>	Small and Medium-sized Enterprise

## 1. Introduction

BlockStart is a European partnership program looking for startups and SMEs – from all over the EU and H2020 associated countries – working with blockchain and other DLTs. Its main objective is to facilitate goal-oriented, business-focused, and mutually beneficial partnerships between DLT/blockchain solution providers and end-users SMEs. Project aims to investigate the current situation of blockchain-based technology adoption, its challenges and opportunities as well as educate entrepreneurs to achieve the best possible results throughout the mentorship, acceleration programme and learning materials that would be presented in detail below.

## 2. Trainings provided

During the reported period, the Consortium organized three trainings for intermediaries: (1) webinar “Should I use blockchain?”; (2) workshop “Potential of Decentralized Finance”; (3) “Do you need blockchain?” tool & presentations at Blockstart’s Demo Day event.

### 2.1. “Should I use blockchain?” webinar

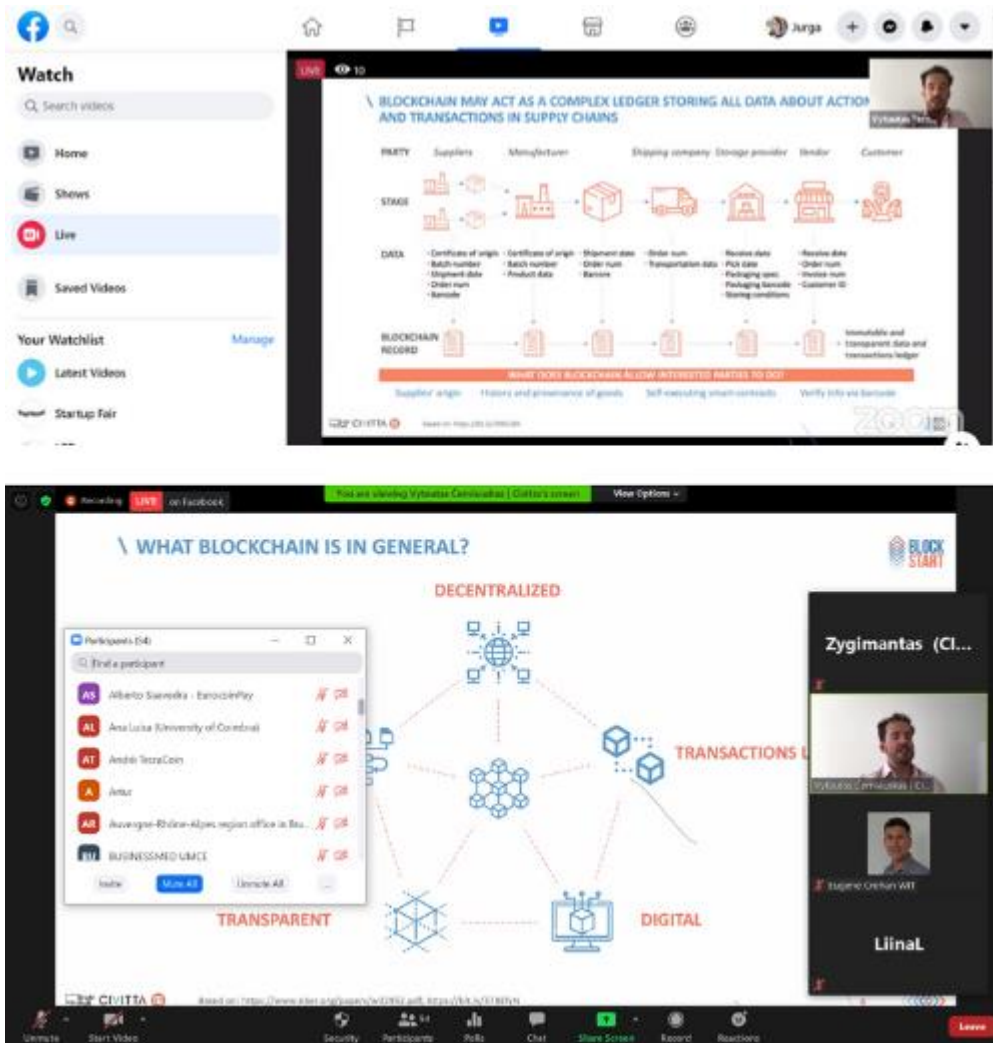
The objective of the webinar was to explain the principles of blockchain technology, areas for its applications, present success stories, and what tools companies and organizations can use to decide whether blockchain is relevant for their business advancement.

The online event took place on 9th of September and was moderated by Vytautas Černiauskas, expert at CIVITTA, who has over 13 years of experience in business development, operations, project management, communications and managing/advising startups.

In the session, Mr Černiauskas gave a comprehensive presentation of the blockchain technology, explaining its main features, principles and benefits; gave an analysis of the real-life examples that helped to navigate the different elements of the blockchain. Examples used included: supply chain’s smart contracts to record data about all significant actions or transactions such as the date of production, storage or transportation temperature, supplier or manufacturer information, etc. in blockchain, where all data is secured, immutable, and transparent. This way, all parties of the supply chain are confident in the origin, provenance, and movement of the goods received. The blockchain as a digital ledger for supply chain management was explained. Other less complex real-life blockchain implementation examples such as fruit origin tracking or blockchain in winemaking were analyzed as well.

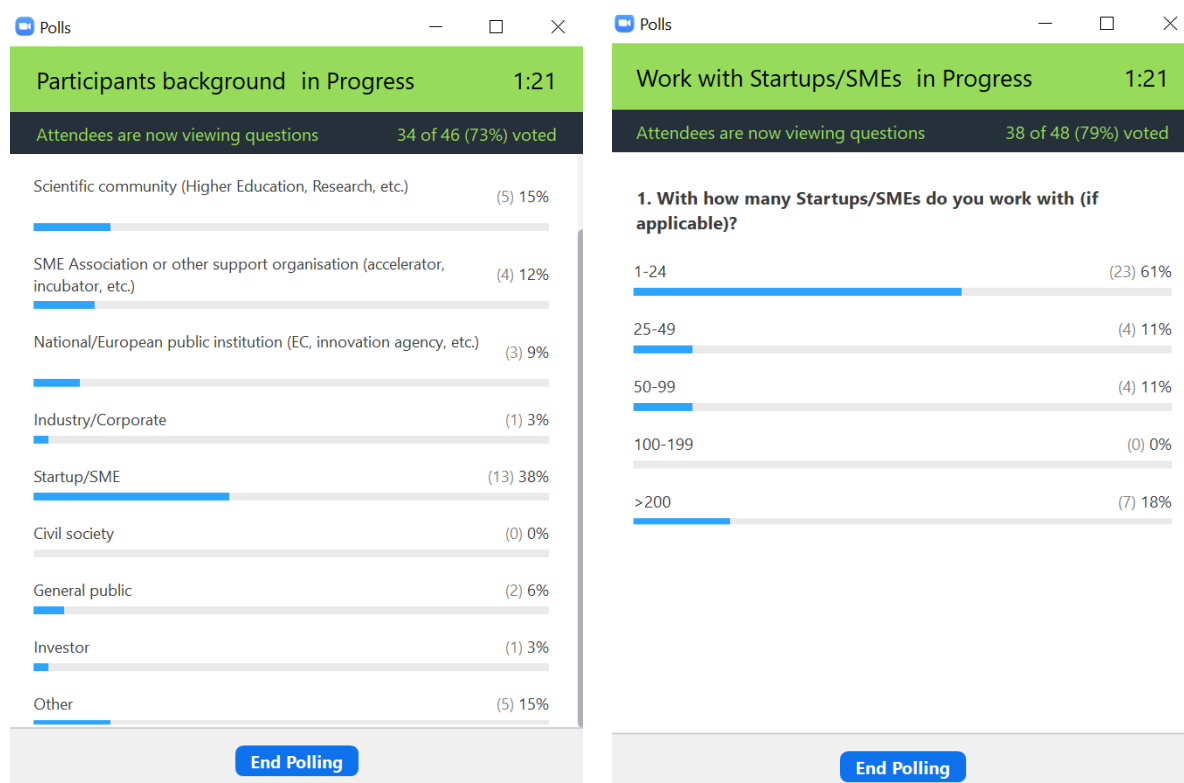
In the second half of the presentation, Mr Černiauskas presented the “Do you need blockchain?” tool, developed by the BlockStart project, explained the logic behind the tool and how to apply it in the work of intermediaries and directly by SMEs.

Figure 1. Screenshots of the webinar's live session



More than 65 participants joined BlockStart's online webinar, including scientific community, SMEs Associations, National/European institutions, investors and others (see Figure 1. Screenshots of the webinar's live session & Figure 2. Poll results of the webinar participant's background). Intermediaries made up 56% of the webinar attendees and SMEs represented 38% of attendees. On average they reach over 2000 SMEs among all of them.

Figure 2. Poll results regarding webinar participants' background



The webinar has been recorded and uploaded on the BlockStart's website and can be accessed online via this link:

<https://www.blockstart.eu/all-about-the-should-i-use-blockchain-online-event/>

## 2.2. "Potential of Decentralized Finance" workshop

The workshop - panel discussion took place on 14th of October and gathered up to 20 participants who joined the live broadcasted session on Facebook. The workshop was organized jointly with Startup Lithuania and promoted as one of the series of Startup Fair conference events. The topic of decentralized finance was chosen for its current boom in the market and Lithuania's leadership in fintech.

The event was moderated by Vytautas Černiauskas, expert at CIVITTA and included 3 guest speakers:

- Martin Quensel, Co-Founder of Centrifuge,
- Keld van Schreven, Co-Founder of KR1,
- Marc Zeller, Integrations Lead at Aave.

*Figure 3. Event promotion visual on social media*

Speakers shared their experience working with blockchain technology, discussed the potential for the technology's application in the enterprises, which are considering the decentralized financing model option for their organizations. Decentralized finance experts explained how the technology works, what its benefits and drawbacks are, its areas of practical application, and opportunities for innovations in the area of actually disrupting the traditionally conservative finance sector.

Throughout the panel discussion "Potential of decentralized finance DeFi" participants covered topics such as:

- Reasons of recent DeFi boom
- The actual potential for DeFi to disrupt traditional finance sector
- Examples of practical real-life applications of DeFi
- The legal vacuum that some experts even call lawlessness area of business
- The aspects of customer data protection and compliance
- The future predictions for DeFi development

To assist stakeholders in their determination whether blockchain technology in general would be the right fit for them, the "Do you need blockchain?" tool was also presented.

The majority of the workshop audience was men in the 25-34 age group, with men making up 66% of the total audience. The majority of female viewers were also from this age group. Most of the attendees were from Vilnius 32.3% and 18% from Kaunas.

Majority of workshop participants represented Startups/SMEs. Participants from intermediary organizations jointly reached nearly 1000 other SMEs.



Figure 4. Survey results of workshop participants background (total number of survey's respondents: 10)

In what area are you working?	With how many Startups/SME's do you work with (if applicable)?
National/European institution (EC, innovation agency, etc.)	<200
Scientific community (Higher Education, Research, etc.)	1-24
National/European institution (EC, innovation agency, etc.)	100-199
Scientific community (Higher Education, Research, etc.)	Not working
National/European institution (EC, innovation agency, etc.)	1-24
Industry/Corporate	100-199
Civil Society	25-49
Startup/SME	1-24
Startup/SME	25-49
Investor	100-199

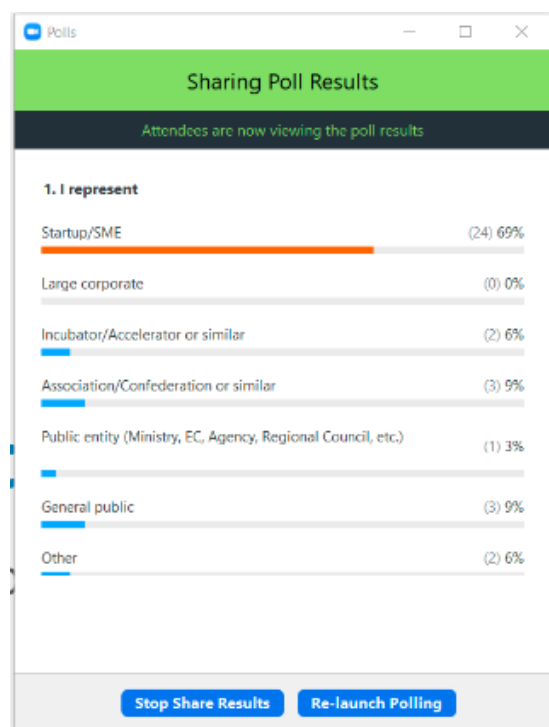
The workshop/panel discussion as training material can be found online at:

- Facebook: <https://www.facebook.com/startupfair2020/videos/648487762486181>
- Video can be downloaded via: <https://we.tl/t-CVyxuRLzFg>
- Video in youtube channel: <https://www.youtube.com/watch?v=o9rePw0OaGA>
- Summary blog post on BlockStart's website: <https://www.blockstart.eu/blockstart-promotes-panel-discussion-on-the-potential-of-decentralized-finance/>

## 2.3. BlockStart Demo Day

BlockStart Demo Day “Shaping Europe’s Blockchain Future”, took place on 29th of October, lasting for 2.5 hours and gathering 109 participants (155 registrants). According to a poll applied at the beginning of the event, the majority of the participants were from Startups/SMEs, with the remaining of the audience composed by representatives of associations, incubators/accelerators, public entities, general public and other (see Figure 5. Poll of Demo Day participants’ background).

Figure 5. Poll of Demo Day participants' background



The event started with an overview of the project's results by Benjamin Júnior (Bright Pixel), followed by two presentations described below, and the pitch from the 5 startups' finalists of BlockStart who achieved and completed the Pilot stage of the first acceleration programme:

- 2bSMART (<https://www.blockstart.eu/portfolio/2bsmart/>)
- Datarella (<https://www.blockstart.eu/portfolio/datarella/>)
- Infidia (<https://www.blockstart.eu/portfolio/infidia/>)
- Kedeon (<https://www.blockstart.eu/portfolio/kedeon/>)
- REXS.IO (<https://www.blockstart.eu/portfolio/rexsio/>)

The two aforementioned presentations included:

- "Are you ready for blockchain?" By Vytautas Černiauskas, CIVITTA
- "The current state of blockchain adoption" by Max Lautenschlager, Iconic Holding

The key topics discussed by Mr Max Lautenschlager included the current state of blockchain adoption, explanation of blockchain principles, investor perspective and overview of funds that are active in the domain. Mr Černiauskas gave an overview of the sectors with the highest potential for the application of blockchain technology and "Do you need blockchain?" tool to measure the actual blockchain technology applicability.

Information about the event can be found here:

- Article about the event can be accessed: <https://www.blockstart.eu/all-about-the-shaping-europes-blockchain-future-online-demo-day-event/>
- The full presentation showcased can be downloaded at: <https://www.blockstart.eu/wp-content/uploads/BlockStart-Demo-Day-1-full-presentation.pdf>
- Online event video can be watched online via YouTube: [https://www.youtube.com/watch?v=1OuQrpPIGwg&feature=emb\\_logo](https://www.youtube.com/watch?v=1OuQrpPIGwg&feature=emb_logo)

Figure 6. Blockstart Demo Day event visual



### 3. Training materials

All the webinars and events are recorded and can be accessed via BlockStart website. The following materials are available online.

#### 3.1. Project website page: [www.blockstart.eu](http://www.blockstart.eu)

The constantly updated project website is a great learning/training material and a primary latest information source about the project itself. There are various blog posts in the webpage's newsroom (<https://www.blockstart.eu/newsroom/>), information about events including video recordings and presentations showcased, announcements and open calls. The "Do you need blockchain?" is also available at all times in <https://www.blockstart.eu/dlt/>.

The website design is easy to navigate and find useful information quickly and easily.

#### 3.2. Do you need blockchain? tool

The main purpose of the "Do you need blockchain?" tool (previously called DLT Assessment Tool) is to help demystify the Blockchain hype and make it easier for the companies to decide whether it is worth investing in this particular innovation.

Enterprises can simply identify whether they need blockchain technology by answering carefully selected questions. The questionnaire allows not only assess the need for blockchain and blockchain potential for each SME but also allows to assess the innovation level of the enterprise.

The survey's 3 blocks of questions consist of information about the company, level of innovation within the company, the compliance with the features for different areas of blockchain use. "Do you need blockchain?" tool helps enterprises identify and decide if the blockchain technology is applicable, thus SME could see in which direction blockchain may be used according to its features, sector, and innovation level.

Figure 7. The interface of “Do you need blockchain?” tool in BlockStart website



Access to this assessment tool is available at BlockStart website: <https://www.blockstart.eu/dlt/>

### 3.3. Blockchain Maturity Report

The primary information source for the webinar and workshop was the extensive report on the analysis of sectors which have the highest potential for blockchain application, developed by CIVITTA for the BlockStart project. It comprises desk research and expert interviews analyzing 15 economic sectors, ranked in terms of their maturity, impact, feasibility, and level of the regulatory barriers for the implementation of the DLT solutions by SMEs.

The research has identified the following top 3 sectors of the 15 analyzed where blockchain technology could boost the company’s competitiveness: wholesale and retail, fintech, information and communication.

Figure 8. Ranking results of all 15 industries with top 3 highlighted



Blockchain in SMEs Maturity Report 2020 has been published online and can be used as a guidance tool for the enterprises and be used as a learning material identifying potential application of blockchain technology depending on the company's sector, type of business model, management processes and other.

Figure 9. Blockchain in SMEs Maturity Report 2020 published at Civitta.com

## Blockchain in SMEs Maturity Report 2020



The report is accessible online at: <https://civitta.com/articles/fintech-retail-and-ict-to-lead-the-blockchain-revolution-report-shows>

The report will also become an integral part of the Blockchain Maturity Assessment deliverable, to be submitted in November 2020, and published in BlockStart's website.

## 4. Intermediaries engagement and feedback

The training (webinar) and the workshop (panel discussion) together have gathered over 80 participants who joined these live sessions, and the BlockStart Demo Day event gathered over 100 participants individually. The video recordings after the live session has reached up to 7000 people on Facebook, however only the data of those who participated in the live session was considered. According to the event survey, intermediaries represented the following types of organizations:

- Scientific communities (Higher Education, Research, etc)
- SME Associations or other support organizations (accelerator, incubator, etc.)
- National/European public institutions (EC, innovation agency, etc.)
- Industries/Corporates
- Investors
- Civil society (NGOs and other non-profits)

The webinars and workshops gave a lot of insight into the key areas of interest for intermediaries as well as misconceptions or areas in which they lack knowledge and understanding of the technology.

The topics in which participants need guidance can be categorized in the following thematic areas:

1. Specific blockchain use cases. During the trainings, participants actively raised a number of questions about specific blockchain use cases and industries which present the most cases of application. The attendees were particularly interested in blockchain application in agriculture (i.e. provenance/proof of origin) and logistics (certification and supply chain, management improvement) to name the few.
2. Regulation & compliance. The workshop - panel discussion “Potential of Decentralized Finance” in particular raised a lot of issues concerning the regulation of blockchain-based solutions, in particular in the fintech domain. Among the issues raised were customer protection and general GDPR considerations for blockchain use cases (ie in identity management applications).
3. Industry jargon as one of the major challenges in understanding the technology. Discussions on how to encourage more widespread use and general interest in blockchain pointed to an issue relating to many difficult terms being used in the field, that make the technology difficult for not so tech savvy users to understand.

## 5. Conclusion

The level of knowledge of the participants, who joined the trainings was very varied, with some having more extensive knowledge and others only having basic understanding of the technology. Participants had questions about the principle use cases and application of the blockchain technology, which demonstrates the need for further market education about the technology as well as lack of well-known success cases in general.

Training resources for intermediaries, which include webinar “Should I use blockchain?”, workshop-panel discussion “Potential of Decentralized Finance”, the Demo Day event, “Do you need blockchain?” tool , website and report are all accessible online and are expected to be useful training resources for intermediaries.

In the upcoming months, intermediary trainings will take place in other locations, as well as online and more training materials will be added and disseminated through the project’s and partner organization’s communication channels. Moreover, relevant contents (as reports, webinars, events, open calls, etc.) will continue to be shared with BlockStart’s communities of startups, SMEs and intermediaries on Slack (<https://blockstartconnect.slack.com/>, currently with 210 members) and on Telegram (<https://t.me/BlockStart>, currently with 40 members).