



# BLOCK START

## **D5.6: Intermediary training resources – 3<sup>rd</sup> version**

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List of Abbreviations and Acronyms	
DLT	Distributed Ledger Technology
Q	Question
M	Million
SME	Small and Medium-sized Enterprise
DeFi	Decentralized Finance

# 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 for intermediaries (which are supporting startups and SMEs) that would be presented in detail below.

Intermediary training resources mainly consist of content that could be used to:

- Learn more about blockchain/DLT technology;
- Learn what kind of support is needed for startups and SMEs;
- Learn how to support startups and SMEs;
- Learn more about the industry, trends, challenges;
- Learn more about the blockchain policy and regulation needs and initiatives.

## 2. Trainings provided

During the already reported period of M1-M10, the Consortium organized three events for intermediaries, which mainly included online workshops and webinars: (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.

During the following period of months M11-M20, the Consortium organized 4 other events: (4) webinar “Exploring Blockchain Ecosystem: Collaboration Between Startups and SMEs”; (5) webinar “How to make sure regulation helps and not hinders blockchain”; (6) webinar “Blockchain: Latest trends, myths and things you might not know”; (7) BlockStart Demo Day - Blockchain beyond the hype.

During the last period of M21-M30, 6 events were organized: (8) showcase webinar of Open Call #3 “10 blockchain solutions looking for adopters”, (9) webinar “Application of NFTs: beyond art and collectables”, (10) blockchain regulation and policy workshop “How European policy initiatives can enable the future of blockchain?”, (11) webinar “Blockchain for sustainability: opportunities and challenges”, (12) policy conference “Blockchain: regulation in the decentralized world”, (13) 3rd BlockStart Demo Day “From Blockchain to Web3”. Due to the pandemic situation caused by Covid-19 and the travel restrictions, the selected concept of the events was kept in an online format (except the blockchain regulation and policy workshop “How European policy initiatives can enable the future of blockchain?”, the only event that assumed a physical format, with audience onsite). The engagement of participants was variable between events. All efforts were made to create the online events as interesting and interactive as they would happen physically, so the webinars and online workshops are as impactful as it would have been organized on site. All online events were recorded and published on BlockStart’s YouTube and Facebook pages, thus, giving access for interested participants to watch events later.

## 2.1 “Should I use blockchain?” webinar

Date	Format	Audience
9th of September, 2020	Zoom webinar	Intermediaries

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 the 9th of September and was moderated by Vytautas Černiauskas, an 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 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

**Top Screenshot: Blockchain in Supply Chains**

**SLIDE TITLE:** BLOCKCHAIN MAY ACT AS A COMPLEX LEDGER STORING ALL DATA ABOUT ACTION AND TRANSACTIONS IN SUPPLY CHAINS

PARTY	Suppliers	Manufacturers	Shipping company	Storage provider	Vendor	Customer
STAGE	Production	Processing	Transportation	Storage	Distribution	Consumption
DATA	Certificate of origin Batch number Shipment date Order num Barcode	Certificate of origin Batch number Product data Order num Barcode	Shipment date Order num Transportation data Barcode	Shipment date Pick date Packaging spec Packaging barcode Storage conditions	Shipment date Order num Invoice num Customer ID	
BLOCKCHAIN RECORD	Supplier origin	History and provenance of goods	Self-executing smart-contracts	Verify info via Barcode	Immutable and transparent data and transactions ledger	

**Bottom Screenshot: What Blockchain is in General?**

**SLIDE TITLE:** WHAT BLOCKCHAIN IS IN GENERAL?

**DECEMALIZED**

**TRANSACTIONS**

**TRANSPARENT**

**DIGITAL**

**Participants (54):**

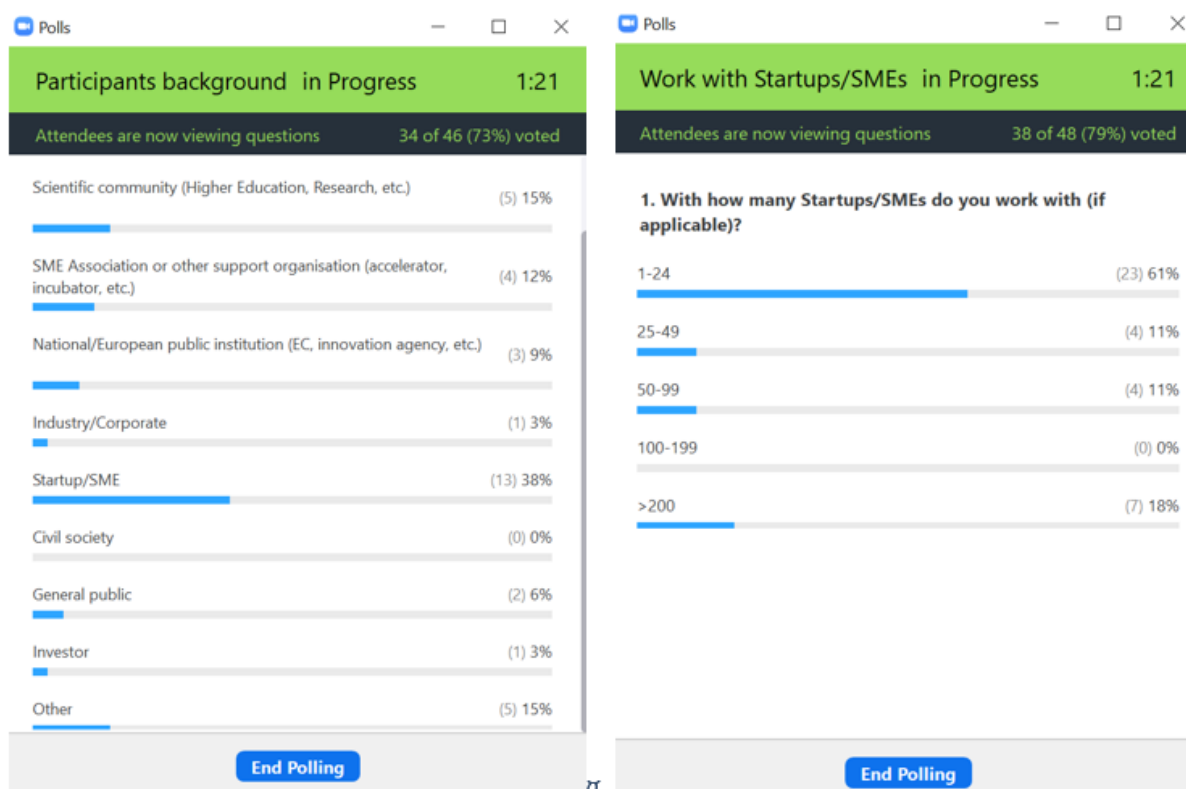
- Final participant
- Alberto Sienicka - EnriciPlay
- Anna Lucia (University of Coimbra)
- Andrii TetraCom
- Artur
- Auranger-Rhône-Alpes region office in Ita...
- BUSINESSMED UNICE

**Participants:**

- Zygimantas (Cl...)
- Eugene Orlovsky WIT
- LiinaL

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 these links:

Material	Link
Video	<a href="https://www.youtube.com/watch?v=6rGq3_MfcuA">https://www.youtube.com/watch?v=6rGq3_MfcuA</a>
Article (blogpost)	<a href="https://www.blockstart.eu/all-about-the-should-i-use-blockchain-online-event/">https://www.blockstart.eu/all-about-the-should-i-use-blockchain-online-event/</a>

## 2.2 “Potential of Decentralized Finance” workshop

Date	Format	Audience
14th of October, 2020	Online event streamed at Facebook/YouTube	Intermediaries

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*

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 accessed online via the following links:

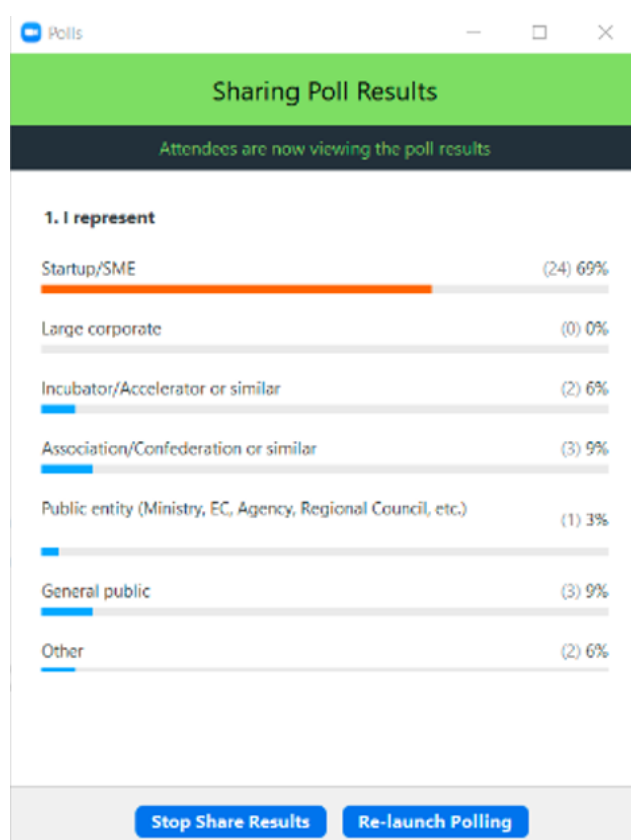
Material	Link
Video	<a href="https://www.youtube.com/watch?v=o9rePw00aGA">https://www.youtube.com/watch?v=o9rePw00aGA</a>
Article (blogpost)	<a href="https://www.blockstart.eu/blockstart-promotes-panel-discussion-on-the-potential-of-decentralized-finance/">https://www.blockstart.eu/blockstart-promotes-panel-discussion-on-the-potential-of-decentralized-finance/</a>

## 2.3 BlockStart Demo Day

Date	Format	Audience
29th of October, 2020	Zoom webinar	Intermediaries, startups, SMEs

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:

Material	Link
Video	<a href="https://www.youtube.com/watch?v=1OuQrpPIGwg&amp;feature=emb_logo">https://www.youtube.com/watch?v=1OuQrpPIGwg&amp;feature=emb_logo</a>
Article (blogpost)	<a href="https://www.blockstart.eu/all-about-the-shaping-europes-blockchain-future-online-demo-day-event/">https://www.blockstart.eu/all-about-the-shaping-europes-blockchain-future-online-demo-day-event/</a>
Presentation (full presentation showcased at the event)	<a href="https://www.blockstart.eu/wp-content/uploads/BlockStart-Demo-Day-1-full-presentation.pdf">https://www.blockstart.eu/wp-content/uploads/BlockStart-Demo-Day-1-full-presentation.pdf</a>

Figure 6 BlockStart Demo Day event visual



## 2.4 “Exploring Blockchain Ecosystem: Collaboration Between Startups and SMEs” webinar

Date	Format	Audience
28th of April, 2021	Online event streamed at Facebook/YouTube	Intermediaries, startups, SMEs

BlockStart project has partnered with **Startup Lithuania**, another H2020 blockchain project **NGI TruBlo** and **LAB577** and on 28th of April, 2021 organized a webinar format panel discussion. It brought together well-known blockchain experts and BlockStart project startups (2 of BlockStart’s top 5 blockchain startups from the project’s 1st Acceleration Programme)

and SME adopters, who were invited to share their collaboration experiences. Throughout the discussion speakers explored the blockchain ecosystem now and in the future ahead, discussed the importance and opportunities for collaboration, as well as shared their lessons learned.

### Featured speakers included:

1. Krzysztof Radecki, Co-founder and CEO of Rexs.io
2. Reinis Skorovs, Founder and CEO of Kedeon,
3. Richard Crook, Founder and CEO of LAB577
4. Mirko Lorenz, Expert at H2020 blockchain project NGI TruBlo
5. Mauro Manente, CTO at Latitudo40, one of the 18 SME adopters that piloted blockchain solutions during BlockStart’s 1st Pilot stage.

The objective of the webinar was to further explore the blockchain ecosystem and discuss the SME and startup collaboration in more depth, talking about the benefits, challenges and lessons learned.

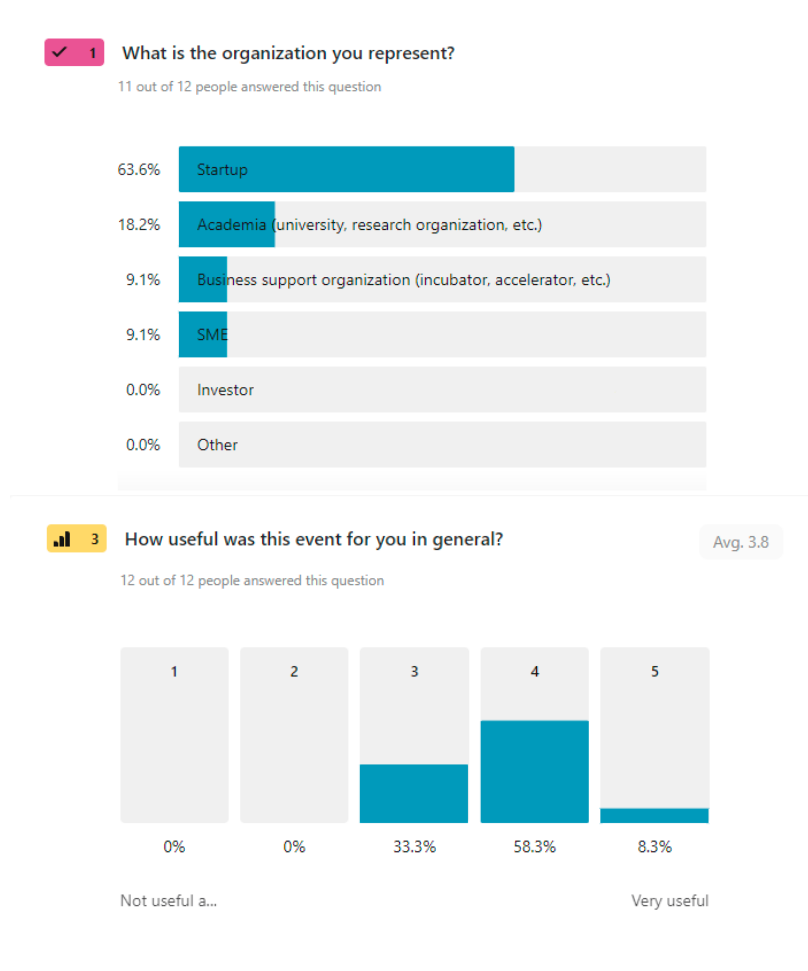
During the discussion on the collaboration topic, Krzysztof Radecki, Co-founder and CEO admitted that they were afraid of deploying the technology knowing the associated risks and possible failures, however everything turned out seamlessly great. He encouraged the collaboration by interacting with smaller companies and talking with decision makers directly as they did with Latitudo40 in the piloting phase of the BlockStart project. This confirmed that the support of intermediaries in terms of helping startups to connect with SMEs for the potential collaboration plays a crucial role and really helps startups to kick-off and put first steps towards successful solution building.

Reinis Skorovs, Founder and CEO of Kedeon told the audience how his startup collaborated with 5 different SMEs, what the experience was in initiating the collaboration, the very first initial steps and how the collaboration actually turned out to be important to success. Firstly, Reinis highlighted and praised BlockStart project, which gave an opportunity to develop their product to the market ready solution and test it in real-life conditions in the scope of BlockStart piloting phase without both companies risking under delivery or unfulfilled expectations.

Experience sharing session concluded with final thoughts and recommendations for startups wishing to collaborate with SMEs to actually seek help and reach out to companies, try to build a market-ready solution in partnership with SMEs.

More than 60 participants joined BlockStart's online webinar, including scientific community, SMEs Associations, National/European institutions, investors and others (see Figure 7 – participants' background and feedback).

Figure 7 Event participants' background and general feedback



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

Material	Link
Video	<a href="https://www.youtube.com/watch?v=FAzeN20cXsg">https://www.youtube.com/watch?v=FAzeN20cXsg</a>
Article (blogpost)	<a href="https://www.blockstart.eu/all-about-the-exploring-blockchain-ecosystem-online-panel-discussion/">https://www.blockstart.eu/all-about-the-exploring-blockchain-ecosystem-online-panel-discussion/</a>

Figure 8 Screenshot of the event broadcasted on YouTube



## 2.5 “How to make sure regulation helps and not hinders development of blockchain solutions” webinar

Date	Format	Audience
27th of May, 2021	Zoom webinar	Intermediaries, policy makers, startups, SMEs

To answer the question “Is regulation an opportunity or a hazard for blockchain development?” BlockStart organized a webinar and asked another question “How to make sure regulation helps and not hinders the development of blockchain solution?”. Industry experts Sonia Sotero Muñiz, from New Technologies Department at Santander City Council, Johannes Mikkonen, Senior Policy Expert, Digital Governance at Demos Helsinki and expert at TOKEN project, Tudor Stanciu, Co-founder of Digital2Law and Arnoud Berghuis, Co-founder and Board member of the Dutch Blockchain Association, Blockchain Knowledge Foundation were invited to share their thoughts on the question raised and give insights based on their experience.

The online event took place on 27th of May, 2021 and was moderated by Vytautas Černiauskas, expert at CIVITTA, who oversees and is involved in entrepreneurship and startup projects at Civitta and Startup Division, including three blockchain programmes. He has an MBA degree, worked at Swedbank, Uber and has startup experience as a co-founder. He has mentored, coached and advised around 100 startups, including many in the blockchain space.

During the webinar Mr Stanciu gave a comprehensive presentation on the blockchain technology from the regulation perspective, explaining main challenges, regulating principles and the GDPR effect on small and medium enterprises. Another speaker – Arnoud Berghuis – introduced the concept of blockchain compliance by design, that means committing to the legal rules, policies and laws, handling the complex regulatory environment and if the technology is to be used for processing personal data, complementary mechanisms must be identified that provide support for building systems that meet security and data protection requirements.

Sonia Sotero Muniz, who presented the success story of Santander City Council and blockchain technology usage within governmental procedures and smart city projects, highlighted the regulatory challenges and obstacles they needed to overcome while working on a smart city project. Sonia agreed with the previously raised discussion about GDPR compliance, as it is the most important element to comply with in order to succeed in those projects. Key insights from Johannes Mikkonen presentation of regulation challenges reveal that there is danger of both – regulating too early or too late. There is a need to understand that blockchain can be implemented in any domain, but currently GDPR regulation isn’t adjusted enough to seamlessly work in a decentralized scene.

This webinar was a great addition to previously organized event of regulation of decentralized finance. Since the previous event had covered more specific regulation topics in the fintech industry, with this event we aimed to touch wider regulation problems in the context of blockchain technology generally, not specifically for DeFi.

The online 1,5-hour session, which was streamed on Zoom platform gathered ~60 attendees, representing business support organizations, startups, academia.

Figure 9 Event cover of the webinar speakers



This webinar as training material can be found online at:

Material	Link
Video	<a href="https://www.youtube.com/watch?v=72se0K9C1zk">https://www.youtube.com/watch?v=72se0K9C1zk</a>
Article (blogpost)	<a href="https://www.blockstart.eu/blockchain-regulation-panel-discussion-all-you-need-to-know/">https://www.blockstart.eu/blockchain-regulation-panel-discussion-all-you-need-to-know/</a>

## 2.6 Webinar “Blockchain: latest trends, myths and things you might not know”

Date	Format	Audience
9th of June, 2021	Online event streamed at Facebook/YouTube	Intermediaries, startups, SMEs

On the 9th of June, BlockStart organized a webinar where industry leaders were invited to share their expertise and talk about the latest trends, myths and things we might not know about blockchain. The aim of the webinar was to introduce the technology trends, clear the misconceptions and introduce various blockchain technology applications as well as challenges that come with it.

At the very beginning of the webinar, Baptiste Cota, blockchain VC investor, Founding Partner at LeadBlock Partners, presented a report “Enterprise Blockchain 2021”, which provides data driven insights into the uncharted enterprise blockchain world and data economy. According to Baptiste, blockchain’s decentralized and immutable nature has unprecedented potential to re-imagine today’s world. This technology is a powerful tool to reshape how businesses are run, making them more equitable and transparent.

Blockchain goes beyond virtual currencies and Andrius Bartminas, founder at Superhow, delivered a presentation on blockchain and 10 interesting myths and facts about the technology. He highlighted common myths, such as the facts that technology and cryptocurrencies are harmful for the environment; blockchain is only for anarchists, also known as revolutionists; blockchain and cryptocurrencies are the best for money laundering and terrorist activities, etc. Andrius explained where those myths come from and later moved on to other interesting facts about blockchain. For example, the biggest innovation in blockchain technology is not a distributed way of storing data but decentralised consensus.

Mirko Lorenz, Expert at H2020 NGI TruBlo project and Innovation Manager at Deutsche Welle, introduced unexpected areas of Blockchain application and presented blockchain for reliable content and the trust this technology gives in the communication world. He highlighted and presented some of the already existing solutions that can be used to track the origin of the content shared online.

Silvan Jongerius, Expert at H2020 B-Hub for Europe project, touched on an important point about data regulation and well known GDPR, but before diving deeper into the issues that come with it, Silvan briefly explained the types and principles of blockchain. Later on he introduced clearly defined roles of The Data Subject, Controller and Data Processor under the data protection regulation as well as the alignments and misalignments in terms of blockchain and GDPR relation.

The event moderator, BlockStart project expert Vytautas Černiauskas, closed the event with the presentation of the top three industries – wholesale & retail, fintech and ICT – that currently would benefit the most from the adoption of blockchain technology. [The tool](#) to assess if a given company would benefit from blockchain application was also presented.

Figure 10 Event screenshot “Blockchain: latest trends, myths and things you might not know”

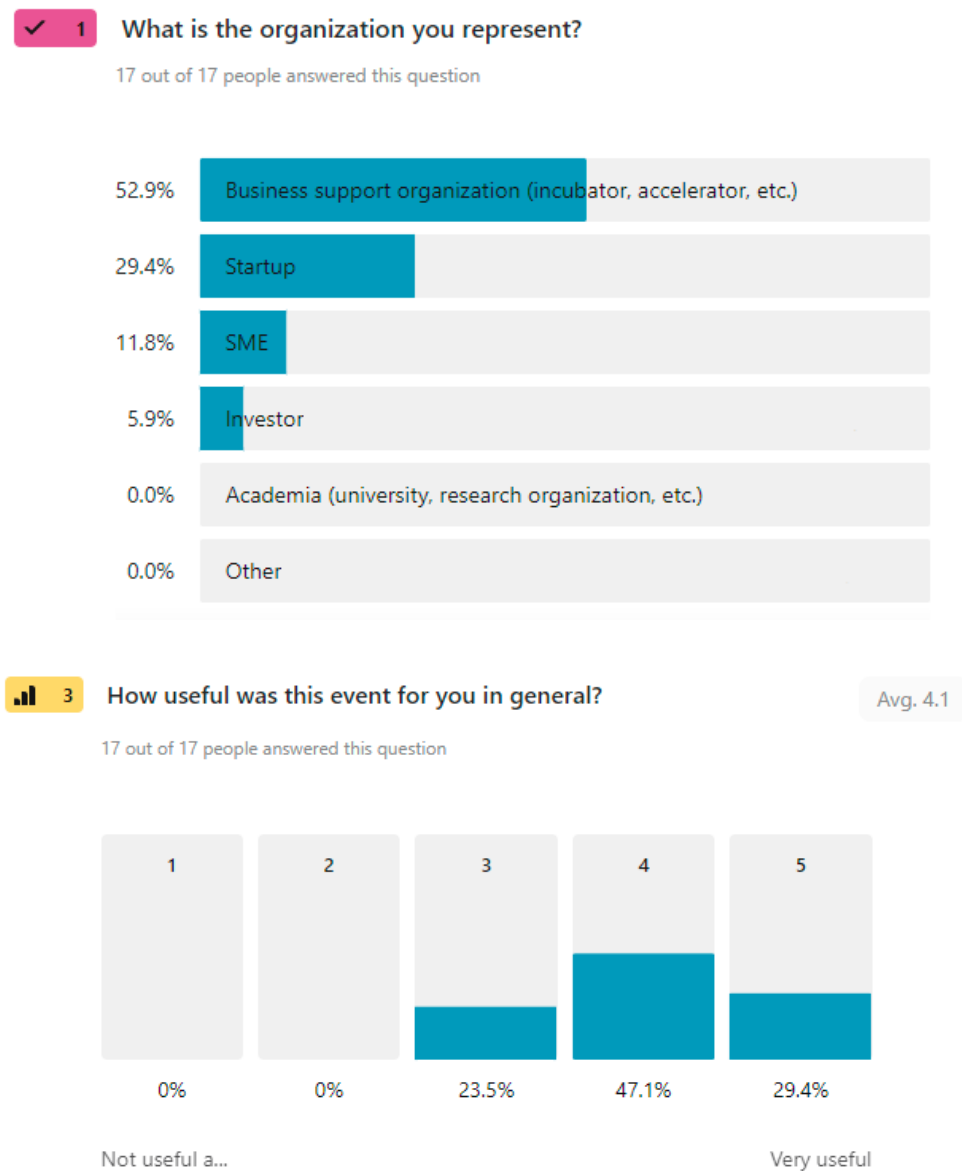


This webinar as training material can be found online at:

Material	Link
Video	<a href="https://www.youtube.com/watch?v=iysJkq2jjhw">https://www.youtube.com/watch?v=iysJkq2jjhw</a>
Article (blogpost)	<a href="https://www.blockstart.eu/takeaways-of-the-webinar-blockchain-trends-myths-and-things-you-might-not-know/">https://www.blockstart.eu/takeaways-of-the-webinar-blockchain-trends-myths-and-things-you-might-not-know/</a>

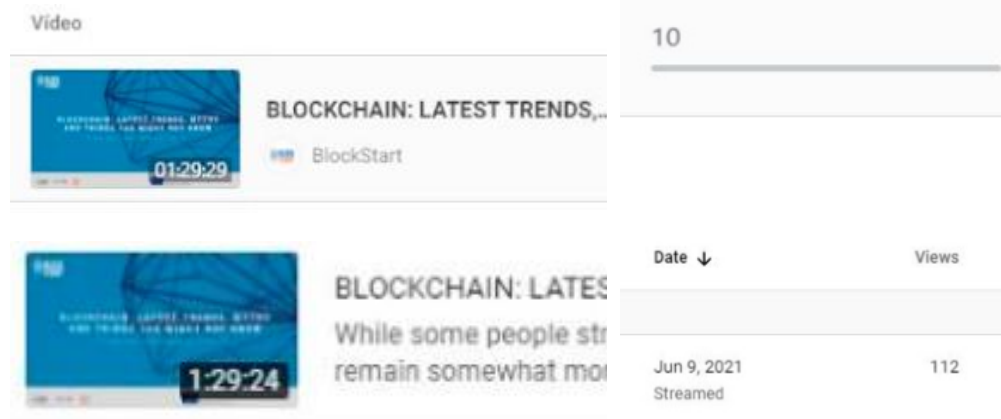
There were 151 registrations to this online event, and from the registrants form and also the survey disseminated after the event, half of the participants represented business support organizations. The feedback of the participants was also positive - 29% voted that event was very useful, 47% found it useful (see Figure 11).

Figure 11 The feedback and background of the participants



Vast majority (121 participants) showed up at the live streaming on BlockStart YouTube and Facebook channels (see Figure 12).

Figure 12 Screenshots of metrics from both Facebook and YouTube live stream



## 2.7 BlockStart Demo Day - Blockchain beyond the hype

Date	Format	Audience
30th of June, 2021	Zoom webinar	Intermediaries, startups, SMEs

On June 30 the top 5 startups from BlockStart's second acceleration programme presented their MVPs and the pilots they have implemented in end-user SMEs:

1. Motoblockchain (Malaga, Spain): established in 2018, Motoblockchain provides motorcycles' owners the infrastructure to create a Digital Identity of the motorcycle and it gives buyers the possibility to access the history of the motorcycle they want to buy.
2. LoanXchain (Milan, Italy): established in 2017, LoanXchain is the first digital secondary loan marketplace, enabling lenders and investors to cooperate to finance the real economy.
3. ComeTogether (Thessaloniki, Greece): established in 2018, ComeTogether gives control of the entire lifecycle to event organizers, providing the infrastructure for event ticketing, fraud and scalping prevention along with secondary market revenue management.
4. Knowtary (Lisbon, Portugal): established in 2020, Knowtary is a web app that reduces document bureaucracy by validating and recognizing documents publicly and by fully integrating public and private identity and land registration mechanisms.
5. IBISA (Luxembourg, Luxembourg): established in 2019, IBISA is a tech platform that leverages blockchain and Earth Observation satellites' data to enable the next generation of micro-insurance for agriculture that is digital, cost-efficient, simple and scalable.

Figure 13 Demo Day #2 cover



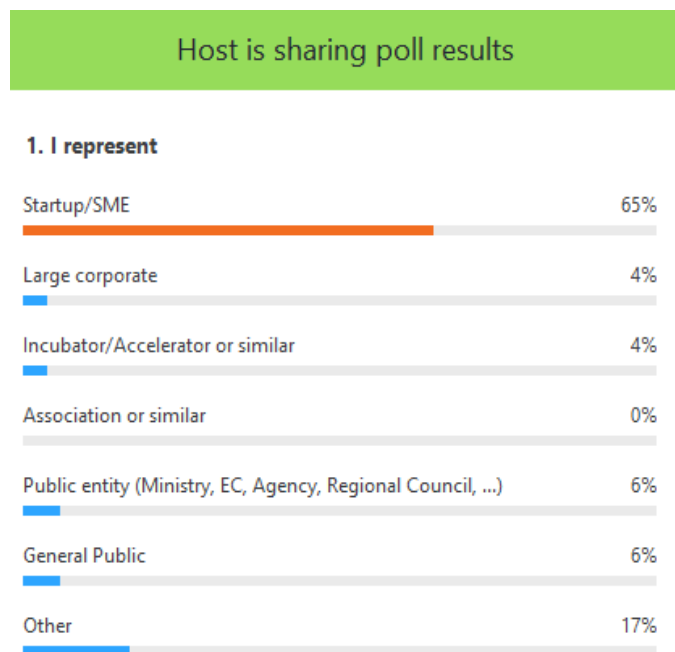
In addition to the pitch presentations, participants had the opportunity to learn from the personal experience of David Chreng-Messem bourg, Co-Founder & VC investor at LeadBlock Partners, blockchain-focused VC fund and Carla Puel, VC associate. David and Carla shared tips on getting VC funding, key highlights on funding, maturity, product use cases and success stories in the B2B Blockchain ecosystem.

Figure 14 Keynote speakers of Demo Day #2



For the Demo Day #2 the short teaser video as an event promotion tool was created: <https://www.youtube.com/watch?v=1SYvc-rNQW8&t=5s>, which helped reach wider audiences on social media channels. There were 206 registrants, and over 150 people joined the live event. The participants' background is presented in Figure 15 below.

Figure 15 Demo Day #2 participants' background



Information about the event can be found here:

Material	Link
Video	<a href="https://www.youtube.com/watch?v=e0_lvQWiNM8">https://www.youtube.com/watch?v=e0_lvQWiNM8</a>
Article (blogpost)	<a href="https://www.blockstart.eu/all-about-the-blockchain-beyond-the-hype-online-2nd-demo-day-event/">https://www.blockstart.eu/all-about-the-blockchain-beyond-the-hype-online-2nd-demo-day-event/</a>
Presentation (full presentation showcased at the event)	<a href="https://www.blockstart.eu/wp-content/uploads/BlockStart-Demo-Day-2_full-presentation.pdf">https://www.blockstart.eu/wp-content/uploads/BlockStart-Demo-Day-2_full-presentation.pdf</a>

## 2.8 Showcase webinar of Open Call #3 “10 blockchain solutions looking for adopters”

Date	Format	Audience
20th of October, 2021	Zoom webinar	Intermediaries, startups, SMEs

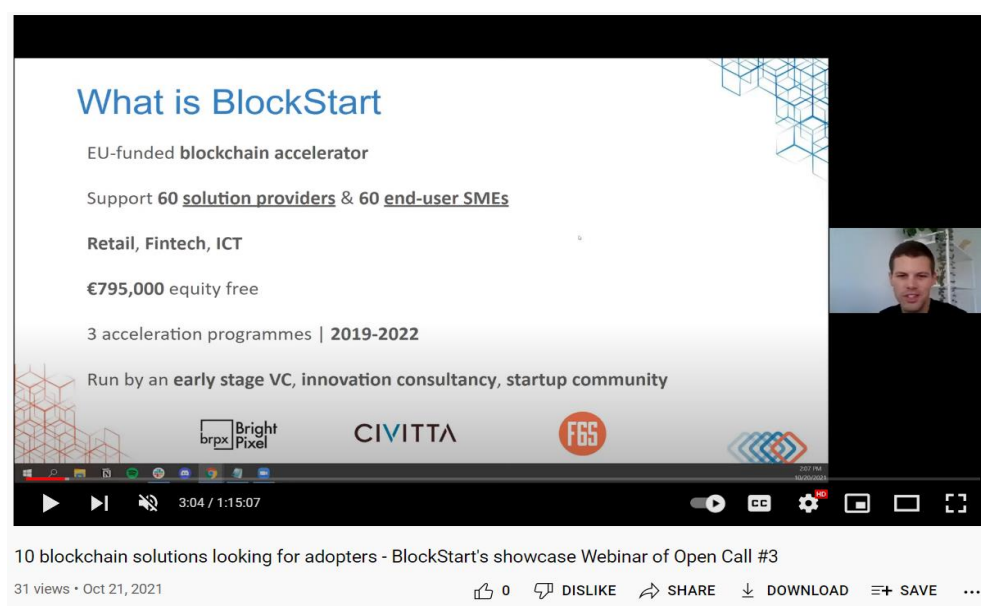
On the 20th of October 2021, BlockStart held a showcase Webinar for innovative SMEs willing to implement blockchain in the near future. This webinar was focused on the presentation of the project’s top 10 blockchain startups, going through BlockStart’s 3rd Acceleration Programme. The purpose of the webinar was to introduce their solutions to potential SME adopters and see if they are the right fit for their businesses’ challenges and needs.

The Open Call #3 for SME Adopters was also presented. In BlockStart’s final Pilot Stage, which run between November 2021 and February 2022, innovative SMEs working in the areas of retail, fintech and/or ICT had the chance to work together with amazing startups to test, validate and implement their blockchain solution. For their participation, SMEs received a grant of €3,000, being matched with an incredible startup, establishing a potential long-term partnership.

Material	Link
Video	<a href="https://www.youtube.com/watch?v=WNEJlt_3Ggs">https://www.youtube.com/watch?v=WNEJlt_3Ggs</a>
Article (blogpost)	<a href="https://www.blockstart.eu/are-you-an-innovative-sme-with-blockchain-needs-missed-our-showcase-webinar-or-blockchain-solutions/">https://www.blockstart.eu/are-you-an-innovative-sme-with-blockchain-needs-missed-our-showcase-webinar-or-blockchain-solutions/</a>

63 people have registered for the event, with over 60 participants showing up (36 in Zoom event and 31 viewers on YouTube).

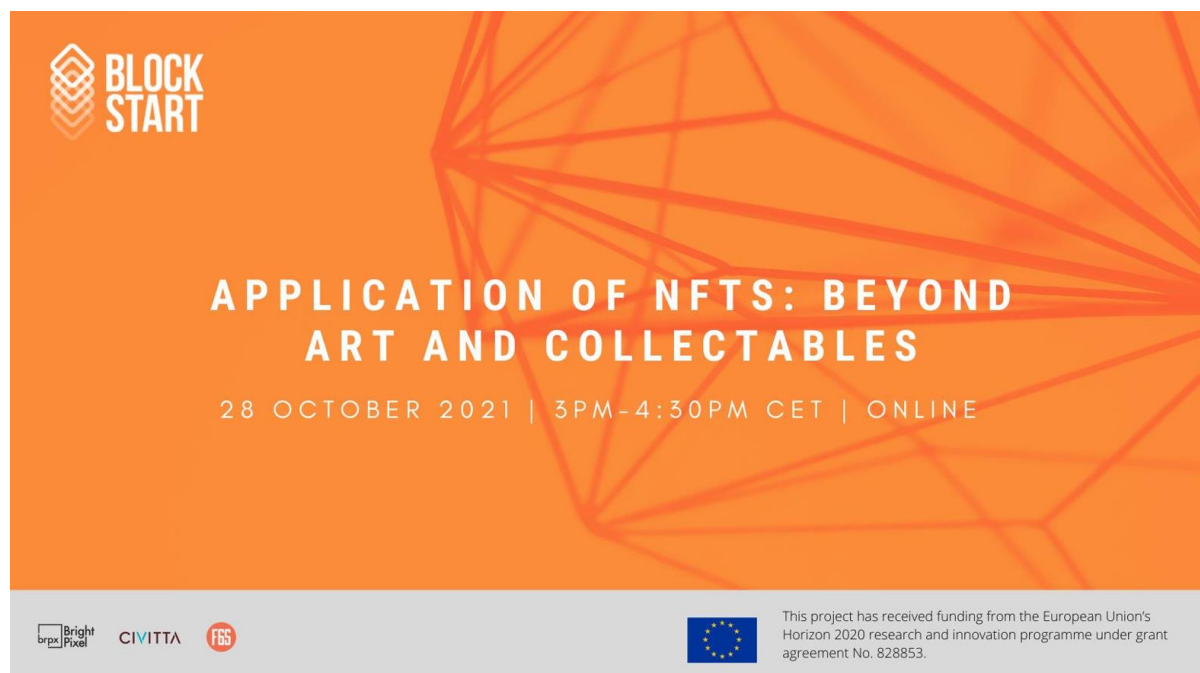
Figure 16 Screenshot of event broadcasting on YouTube



## 2.9 “Application of NFTs: beyond art and collectables” webinar

Date	Format	Audience
28th of October, 2021	Online event streamed at Facebook / YouTube	Intermediaries

Figure 17 Webinar “Application of NFTs: beyond art and collectables” cover



The goal of the webinar was to unpack the concept of NFTs and grasp transformative potential and opportunities NFTs present for DLT developers and startup adopters, as well as present the landscape and application possibilities to founders, investors and other ecosystem players.

The online event took place on the 28th of October and was moderated by Vytautas Černiauskas, an expert at CIVITTA, who has over 14 years of experience in business development, operations, project management, communications and managing / advising startups. 5 industry leaders shared their expertise, presenting NFTs application cases in different domains.

Richard Crook, the founder and CEO of LAB577 started the webinar by presenting the general concept of NFTs and giving a short overview of the history of NFTs. He highlighted that even though NFTs have been around for a while now (CryptoPunks date back to 2017; OpenSea, the first NFTs marketplace has opened up in 2018), the ecosystem of marketplaces, infrastructure and games & collectables is booming currently with many entities entering the field.

Evelyn Mora, a founder of Digital Village, shared the idea behind the social metaverse she is creating. The goal of the Digital Village is to introduce NFTs to a broader public. Evelyn explained that they want to give people easy access to a new virtual lifestyle and economy, empowered by blockchain. She

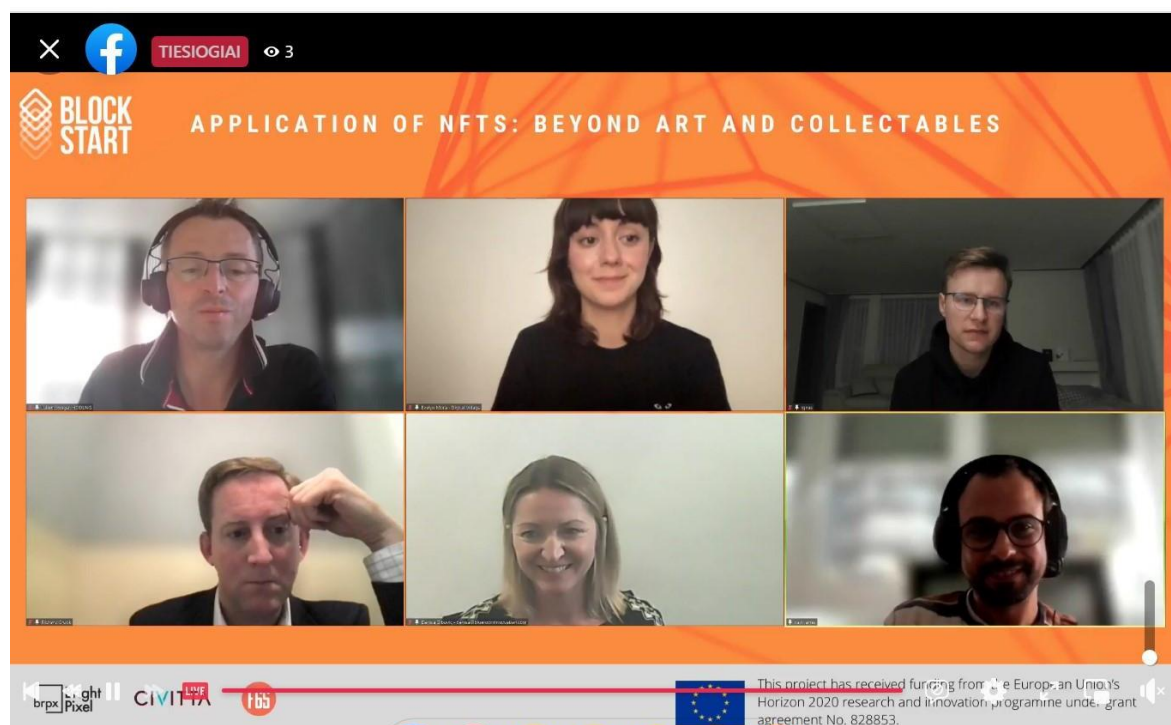
shared her view on the metaverse as the next level of the Internet, where we should aim to optimize and improve the social media platforms to get the most of the time we spend online.

Xavier Tarrés from Blue Room Innovation presented the application case they developed at SCENTS, creating blockchain-based art expositions to cover the lifetime exhibits of digital art pieces. The problem they solve is the lack of a verifiable identity layer of the NFT creator. There is no reliable way for the potential buyer of NFT to verify the origin and the legitimacy of the NFT creator, and it opens a way for scams and frauds. SCENTS are linking the artwork identity and artist identity. By the use of self-sovereign identity, each artwork has an identity that is under the control of the artist. Every exposure in exhibitions, any other interactions (for example, likes on social media channels), are linked to the artwork identity and can be collected by an artist into his pool of credentials.

Ignas Tauras, a researcher at a leading Korean exchange – Hanbitco, elaborated on the NFTs integration in Defi. He explained how a user, owning ETH, can lend them to someone who has an NFT and put it as collateral. This financial mechanism allows a lender to earn returns. Also, Ignas explained how fractionalization enables dividing NFTs and making them fungible. Fractionalization helps to create the community, makes the market liquid and establishes the market prices faster and more efficiently.

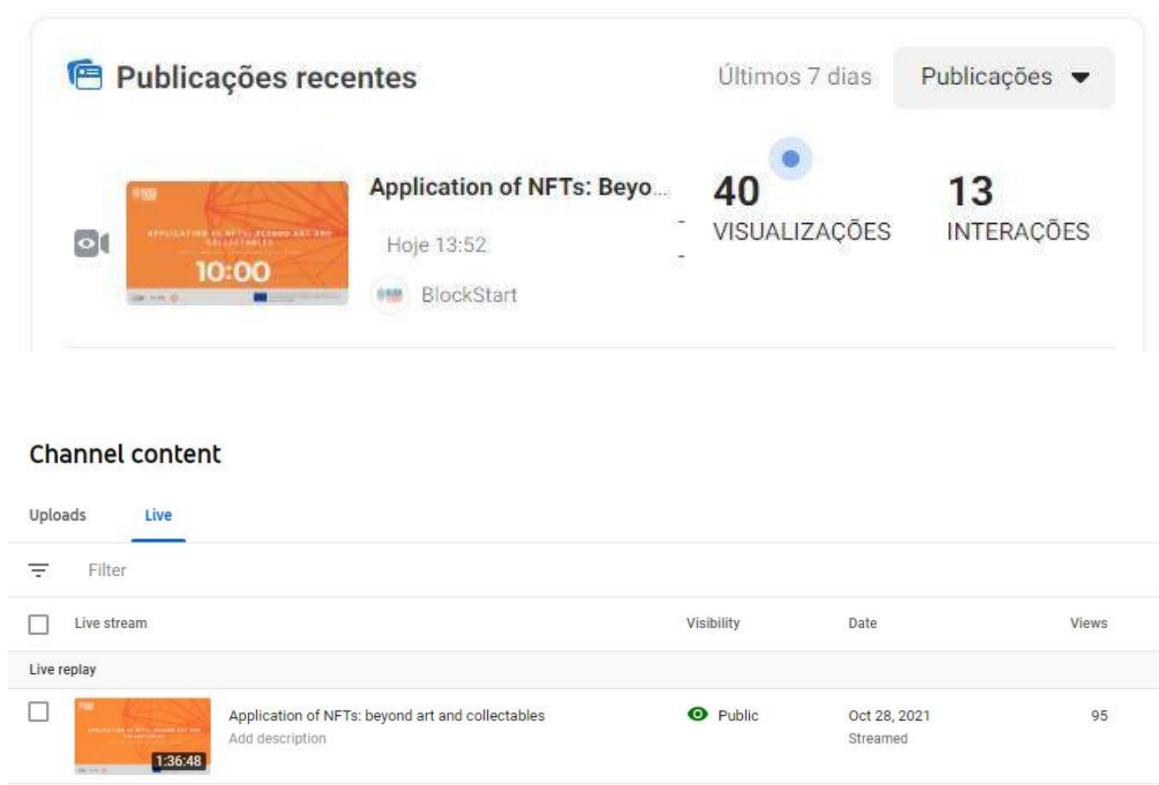
Julien Bringer, co-founder and CTO of HODLNG presented a case of NFTs use in energy, particularly in the gas market. He explained how NFTs for LNG (liquified natural gas) and biogas capture the information of a given biogas or LNG volume, helps to track the attributions of the volume along the supply chain and incentivizes sustainability based on GHG, CO<sub>2</sub> and social impact.

Figure 18 Screenshot of the webinar's live session



Around 135 participants joined BlockStart’s online webinar, including the scientific community, SMEs Associations, National / European institutions, investors and others (see Figure 18. Screenshots of metrics from both Facebook and YouTube live stream).

Figure 19 Screenshots of metrics from both Facebook and YouTube live stream



The webinar has been recorded and uploaded on the BlockStart’s website and can be accessed online via these links:

Material	Link
Video	<a href="https://youtu.be/II9l_dAjgOA">https://youtu.be/II9l_dAjgOA</a>
Article (blogpost)	<a href="https://www.blockstart.eu/missed-our-webinar-on-application-of-nfts-beyond-art-and-collectables/">https://www.blockstart.eu/missed-our-webinar-on-application-of-nfts-beyond-art-and-collectables/</a>

## 2.10 Blockchain regulation and policy workshop “How European policy initiatives can enable the future of blockchain”

Date	Format	Audience
25th of November, 2021	Physical event in Brussels, Belgium	Intermediaries, startups, SMEs, academia

On November 25th, partners of Block.IS and BlockStart blockchain startup acceleration programmes organized a blockchain regulation and policy workshop “How European policy initiatives can enable the future of blockchain”. The goal was to discuss the current state of the regulatory landscape in Europe, identifying the best practices and moments for advancement and providing input into removing regulatory barriers for SMEs to adopt DLT and developing a compelling legal framework. The event featured 5 experts from academia, research organizations, European Commission and industry representatives. The event was moderated by BlockStart project expert Vytautas Černiauskas.

Figure 20 Event “How European policy initiatives can enable the future of blockchain” cover



Christian Hauschildt, Managing Director of White Research and Quality Manager of the EU Blockchain Observatory and Forum 2.0, presented the thematic report “State of the EU blockchain ecosystem”. Mr. Hauschildt has reflected on the current challenges and opportunities in the 29 European countries (the EU Member States + the UK and Switzerland), their respective national entrepreneurial environment, initiatives, legislative framework, size of the European blockchain industry, as well as a number of blockchain / crypto business in Europe as some of the factors shaping this market. Business ecosystem, user communities and academic initiatives are the 3 indicators of ecosystem maturity.

Fiona Delaney, CEO and founder of tech start-up Origin Chain Network and Chair at Blockchain Ireland Startups Ecosystem, emphasised the importance of tackling traditional sectors such as agriculture. Ms. Delaney, has, on behalf of the Origin Chain Networks and Blockchain Ireland, shed light on the current

challenges the agrifood industry faces, how Big Data and blockchain are the solutions to these challenges and a way forward in coupling tech and food tracing. In addition to introducing the Origin Chain Network's work in blockchain and agrifood, she has also showcased the state of the Irish blockchain innovation ecosystem and the vision around which startups gather.

In order to provide a rounded perspective, an important input came from Joachim Schwerin, the Principal economist at EC DG GROW. In the field of blockchain tokenized crypto, Mr Schwerin singled out the pain points of the digitisation process – disruptive innovation happens at a pace faster than legislation and it catches markets and wider scope of stakeholders dictating future events. Therefore, legislation needs to be the one to catch up. Next to the ongoing initiatives that the EU supports, SME digitalization strategy and 2 concrete blockchain regulations (education and finance-related) are the tools to be further developed. Decentralised innovation is an important part but there needs to be cooperation with legislative frameworks rather than an isolated path to make the innovations actually work for the people.

Margherita Leder, Board Member & Co-Chair Education WG INATBA and COO at TMP GROUP took the stage via Zoom introducing INATBA's work and important initiatives that facilitate positive change in the blockchain system starting off with the importance of education on blockchain, data protection challenges and digitalization of euro. Ms. Leder highlighted the importance of addressing the actual needs of the SMEs and the clarity of regulations as those needing to be the focus of the conversation. Factors such as competition law also affect the work of the SMEs as "small players". Especially on the market side, if SMEs are struggling in pushing their solutions and if it becomes too complicated then effectively those players are not able to foster significant connections to the big ones. The solutions they introduce do not have the space and ties to provide a necessary breakthrough and application in the market.

The last speaker, Tjerk Timan from TNO continued the conversation on the policy landscape and current challenges by posing an important question: why does blockchain ruffle so many feathers? Different maturity of the blockchain policy across the Member States including legislation, strategies on a national level, the use of blockchain by the public sector are all the relevant factors to consider. Addressing the key carriers of the technology – the startups, they experience difficulties in navigating through relevant legislation, dealing with national authorities, adapting their solutions to sectorial requirements.

Interlacing the law and markets, moving from de jure to de facto regulation also in soft law and standard-setting, balancing market forces and lobbying (AI being one similar case as well) are all the factors to consider, tackle and engage in order to make the next necessary steps. Hard-coding social, ethical and legal forms into technology; solving the problem of ex-post regulation and Collingridge dilemma; link to the blockchain, DLTs as a possible form of legal tech and large fields, i.e. in privacy engineering and recently AI (legal tech).

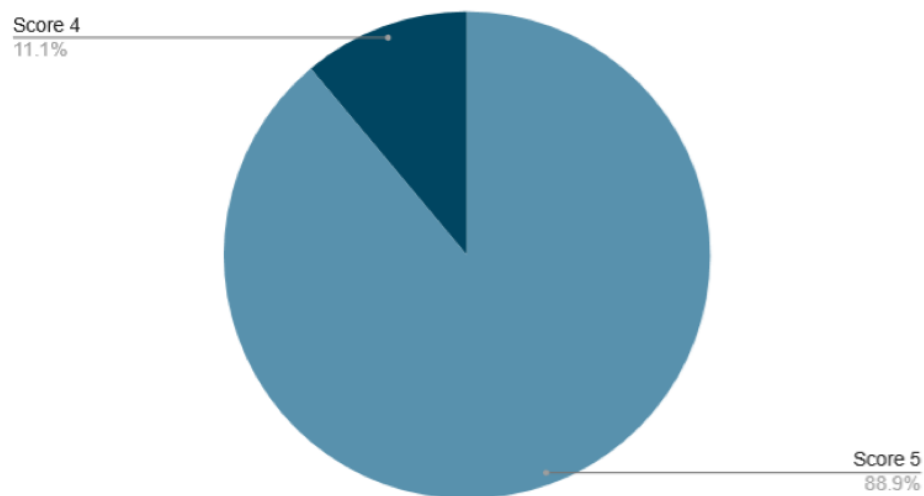
Figure 21 Panellists at the event “How European policy initiatives can enable the future of blockchain”



Figure 22 Participants and speakers at the event “How European policy initiatives can enable the future of blockchain”



72 participants have attended the live event, 20 of those representing business support organisations. The evaluation in the after-event survey was 89% of participants who filled in the evaluation survey gave a score of 5/5 (see Figure 23).

*Figure 23 The feedback of the participants*

The summary of training material can be found online at:

Material	Link
Article (blogpost)	<a href="https://www.blockstart.eu/block-is-blockstart-policy-workshop-highlights/">https://www.blockstart.eu/block-is-blockstart-policy-workshop-highlights/</a>

## 2.11 Webinar “Blockchain for sustainability: opportunities and challenges”

Date	Format	Audience
7th of December, 2021	Online event streamed at Facebook / YouTube	Intermediaries, startups, SMEs

On the 7th of December, industry experts and startup representatives shared their insights on how blockchain solutions can incentivize sustainable behaviour and contribute to the 2030 Agenda for Sustainable Development. The goal was to clarify the doubts that are prevalent about the environmental effects of blockchain and present the cases of blockchain-based technologies for positive environmental effects and sustainable development.

The format of the webinar included a key-note presentation from Katherine Foster, Social Alpha Foundation Fellow and Community Director at Open Earth Foundation. The presentation was followed by a panel discussion, joined by startup representatives and blockchain experts. The event was moderated by BlockStart project expert Vytautas Černiauskas.

Figure 24 Event screenshot “Blockchain for sustainability: opportunities and challenges”



Katherine Foster presented sustainable development challenges and identified how that creates market opportunities for technology solutions. The challenges are as follows:

- 1,5 billion people who cannot participate in the world economy due to lack of economic identity;
- Administrative fees;
- Time-consuming and ineffective SDGs processes;
- Accountability challenges for trillions of dollars spent on SDGs.

Core blockchain attributes – accessibility, transparency, security and accountability – can help to address the transformation gaps in sustainability and climate communities.

Additionally, it was presented that the real potential of blockchain does not lie in isolated blockchain solutions, but in the integration and collaboration of technologies for monitoring and verification of the impact. Trust and capacities of blockchain are built on verified data that includes geographic information systems, satellites, biometrics, sensors, etc.

Antonio Jesús Jara Valera, CEO at Hopu, a company specialising in air quality monitoring and climate change impact assessment presented how they are monitoring gas emissions in 40 cities and helping cities to understand where measures could be applied to mitigate negative impacts for the climate. Specifically, they adopt blockchain technologies as a trustable medium to integrate monitoring, data (IoT + AI) and certification. According to Antonio, blockchain is an enabler of transparency in the community and ecosystem – it is a proof of trust and reliability; a proof that certificates are up to date.

Troy MacDonald, Chief Executive Officer of HyFi Corp, a decentralised finances (DeFi) exchange marketplace utilising blockchain technology, presented their work on resolving some of the contradictions between blockchain, particularly, energy consumptions related to mining, and sustainability. WPP Energy, working on innovative energy solutions, such as hydrogen, waste technologies and some more, established a platform, HyFi, in the centre of an ecosystem, connecting technology providers, project developers and access to capital.

HyFi is a marketplace, where technology owners and project developers can list their projects, fractionalize them through tokenization and allow investors to participate in various capital levels. HyFi is open for technology owners and project developers in green energy, agriculture, environment, medical technologies and other sectors that advance humanity.

André L. Vanyi-Robin, Founder and CEO at Nozama.green, a SaaS software platform that provides tracking of CO2 savings and Kilograms of packaging recovered, shared the concept of Plastiks.io. It is a marketplace where recycling companies and artists can mint NFTs based on guarantees of plastics recovered from the environment. Then they can sell those NFTs to single-use packaging producers and consumer brands so they can not only prove their commitment to the environment, but also can create emotional engagement models with their end consumers and trigger a sustainable habit.

André emphasised that the power of NFT lies in traceability and proof of claim, but more importantly – in the ability to provide artists with an opportunity to create art that can be associated with data about the impact. Artists help to create an emotional impact for the data that corporate responsibility departments are communicating. Thus, they are making sure the consumers are sure products are not damaging the environment. The role of the artists is the priority in Plastiks.io, so they can help people understand that their choices make a difference.

Figure 25 Event screenshot “Blockchain for sustainability: opportunities and challenges”



This webinar as training material can be found online at:

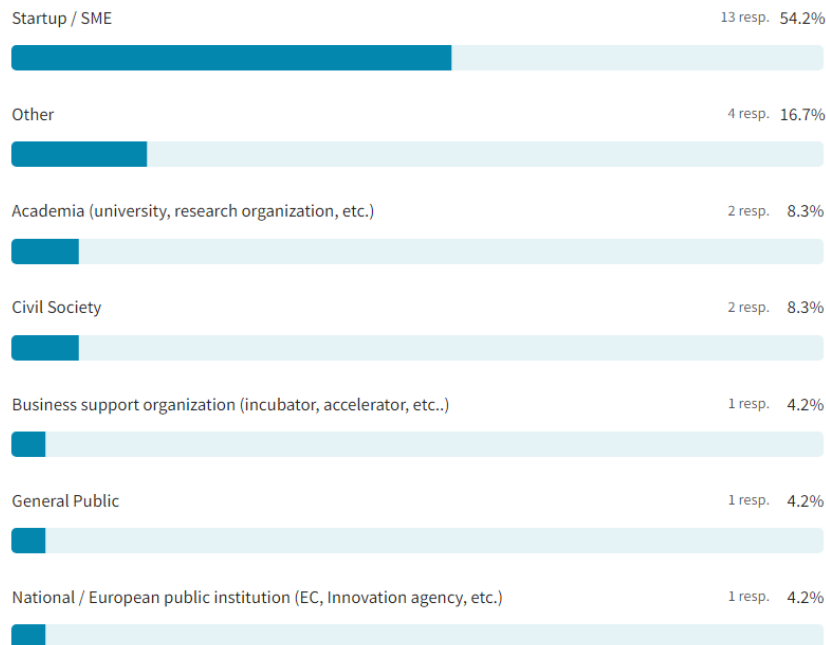
Material	Link
Video	<a href="https://www.youtube.com/watch?v=Dh4k-1Udkfk&amp;t=1646s">https://www.youtube.com/watch?v=Dh4k-1Udkfk&amp;t=1646s</a>
Article (blogpost)	<a href="https://www.blockstart.eu/missed-our-webinar-on-blockchain-for-sustainability-opportunities-and-challenges/">https://www.blockstart.eu/missed-our-webinar-on-blockchain-for-sustainability-opportunities-and-challenges/</a>

There were 101 registrations to this online event, half of them from startups community. The feedback of the participants was positive - 44% voted that event was very useful, 66% found it useful (see Figure 26).

Figure 26 The feedback and background of the participants

## What sector do you represent?

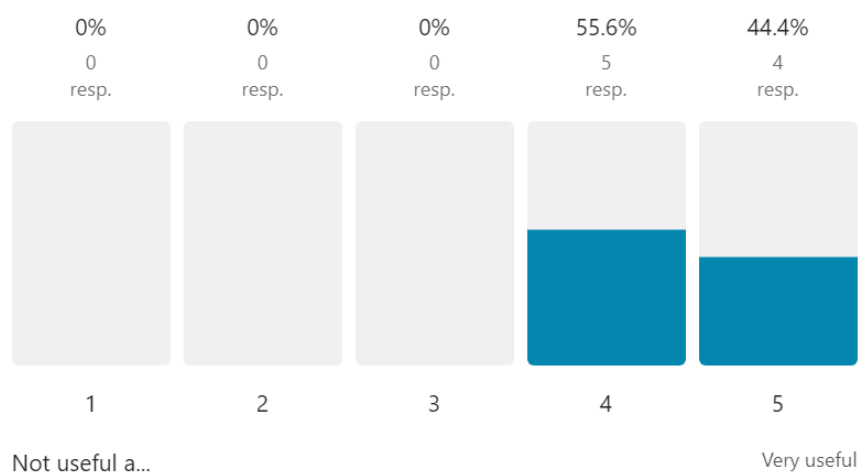
24 out of 24 answered



## How useful was this event for you in general?

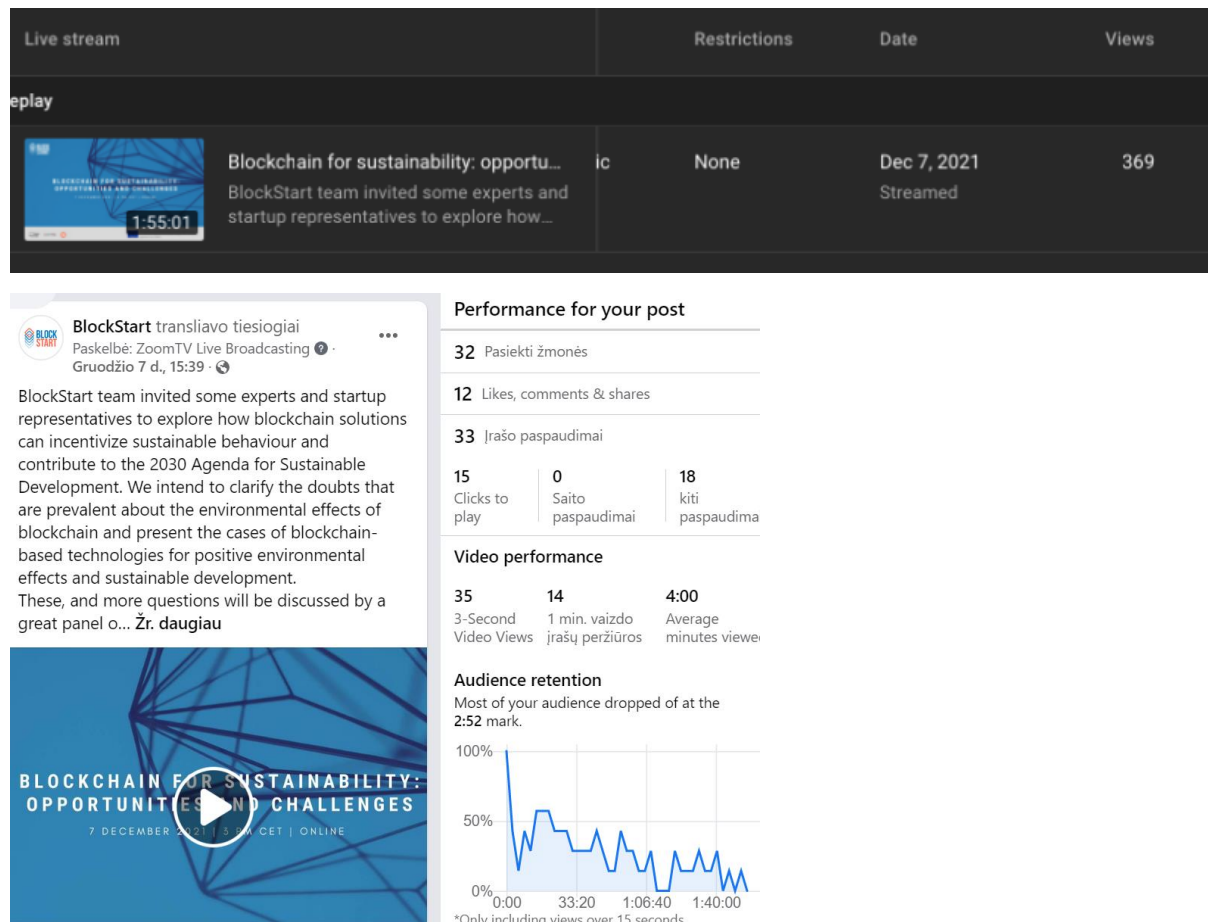
Avg. 4.4

9 out of 9 people answered this question



The event was broadcasted on YouTube and Facebook. One week after the broadcast the videos were viewed 369 times on YouTube and 15 times on Facebook (see Figure 27).

Figure 27 Screenshots of metrics from both Facebook and YouTube live stream



## 2.12 Policy conference “Blockchain: regulation in the decentralized world”

Date	Format	Audience
24th of February, 2022	Online Zoom event streamed at Facebook / YouTube	Startups, SMEs, Academia, Business support organizations, Public institutions

On the 24th of February, BlockStart has invited blockchain industry and policy experts to share their insights on the question of whether top-down regulation and the decentralized essence of blockchain are compatible and how to best regulate the emerging sector.

Figure 28 Event visual



The format of the conference included presentations by speakers, panel discussion and questions and answers. The event was moderated by BlockStart project expert Vytautas Černiauskas.

Figure 29 Line-up of speakers



Principal Economist at DG GROW, European Commission, Dr Peter Schwerin, has set the scene by introducing European Commission's (EC) approach to DLT technology. Acknowledging the decentralist approach of blockchain, EC is shifting its approach and accommodating a new paradigm of a bottom-up regulation. It requires openness and flexibility from the regulators, recognizing that it is challenging to see and regulate in advance the rapidly changing industry. According to Dr Schwerin, regulators must move together with the momentum of the space, and limit the regulatory actions to boundary setting, infrastructure provision and guidance. The practical example of this approach is the MiCA regulation proposal (markets in crypto-assets), allowing lightly regulated space for blockchain initiatives and crypto-assets. Comprehensive regulation mostly concerns stable coins and e-money tokens.

Marc Taverner, executive director of INATBA emphasised that blockchain is presenting new business models and organizational structures, spinning up projects without geographical boundaries, and challenging traditional forms of regulation. Marc proposed a couple of arguments in favour of shifting the regulatory approach from top-down to bottom-up. First, blockchain models can have "inbuilt" regulatory approaches as "preventative" measures to ensure stability and protection to the participants of markets. Secondly, the blockchain industry is motivated to "self-police". For example, the industry responds to correct problems & limit market risk (e.g. 2016 DAO hack), stolen or hacked funds can be identified, tracked, blocked & eventually returned to owners (e.g. 2016 Bitfinex hack) and, communities monitor activities and rapidly alert faults or hack to alert users - effective self-police (e.g. Open Sea exploit 2022).

The overview of the UK blockchain industry's efforts to self-regulate and cooperate with regulators was delivered by Ian Taylor, Executive Director of CryptoUK. Ian introduced the organization's initiatives to establish and nurture productive partnerships between industry participants,

legislatures, policymakers, and regulatory agencies and help lawmakers understand the nascent industry and its underlying technologies where needed.

Dr Agata Ferreira, Chief Legal Officer at Status.im; Expert at the EU Blockchain Observatory and Forum and an Advisor for Blockchain for Europe has emphasised that blockchain technology disrupts conceptual legal regulatory framework in principle. The pace and character of technological development put regulators through the tough test of competence. According to Dr Ferreira, we have a unique opportunity to evaluate our approach to technology and reassess our dominant normative stance in the light of the public interest. Blockchain is a social technology and if regulators, would focus only on the financial aspect, they would ignore the paradigm shift and its implications for communities, social values, identity and self-sovereignty.

High-level presentations of the representatives from overarching governmental and industry associations were followed by zooming in into real self-regulation application cases and discussion on the specific decentralized governance solutions.

Gilles Mentre, cofounder and president at Electis, an open-source blockchain-based voting solution, explained how blockchain is enabling bottom-up governance on different levels of society. The e-voting solution is based on an algorithm, which allows confidential voting (so it is impossible to decipher any vote individually), transparency for the final result (sum of voting) and tracking of individual bulletins. Until remote e-voting becomes accepted on the highest level, it can be applied in various levels: municipalities, NGOs, various organisations. For example, a mayor can turn to citizens for questions that might be out of his/her sphere of legacy. Due to established trust, consultations on blockchain have the potential to become a daily practice.

Peter Nobels presented the working principles of DAOs - Decentralized Autonomous Organizations, running on blockchain infrastructure. The main purpose of DAOs is to support communities in governance and coordination. Peter Nobles also shared his vision that nation states' policymakers could be included in DAO, and by doing so, could create advocacy and ownership for legal sandboxing, generating recommendations for policy adjustments. Further, Peter presented the idea of nation-states functioning as DAOs, with citizens and government members of a DAO.

Figure 30 Screenshot of the Peter Nobels' presentation during the conference

The screenshot shows a presentation slide with the title "BLOCKCHAIN: REGULATION IN THE DECENTRALIZED WORLD" and the "BLOCK START" logo. The main content is a diagram illustrating a DAO (Decentralized Autonomous Organization) structure. The diagram shows three DAOs (DAO 1, DAO 2, and DAO 3) at the bottom, each with a public key (Public key A, Public key Y, Public key X, Public key Z, and Public key B). These DAOs are connected to a central "Vote" bar. Above the vote bar is a "DAO governing the Platform" which includes a "TX log", "Memberships", "Treasury", and "Constitution". The text "... a digital nation state" and "... a jurisdiction on its own" is also present. To the right of the diagram is a video feed of Peter Nobels, co-owner at Vitality B.v and Kalipo. The bottom of the slide features logos for brpx, Bright Pixel, CIVITTA, FGS, and a European Union logo with text about funding from the Horizon 2020 research and innovation programme.

During the panel discussion, speakers shared their recommendations for policymakers. The main ideas focused on the enhancement of digital skills, education, experimentation, collaboration with entrepreneurs and between regulatory bodies.

This webinar as training material can be found online at:

Material	Link
Video	<a href="https://www.youtube.com/watch?v=YcNUr4yH-oA&amp;t=8297s">https://www.youtube.com/watch?v=YcNUr4yH-oA&amp;t=8297s</a>
Article (blogpost)	<a href="https://www.blockstart.eu/all-about-the-blockchain-regulation-in-the-decentralized-world-policy-conference/">https://www.blockstart.eu/all-about-the-blockchain-regulation-in-the-decentralized-world-policy-conference/</a>

The event received a lot of interest - 331 people registered to the online conference. Over 170 participants joined the event, counting participants in Zoom platform, also, watching live on Facebook and YouTube (see Figure 31 and Figure 32).

Figure 31 Metrics of Facebook viewers statistics

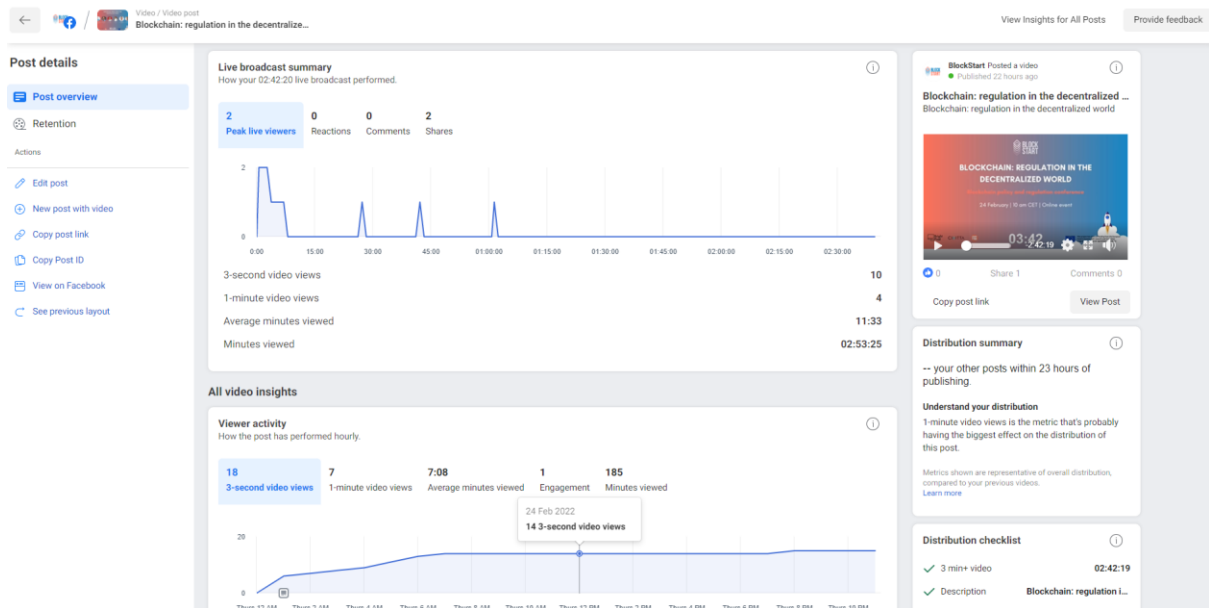
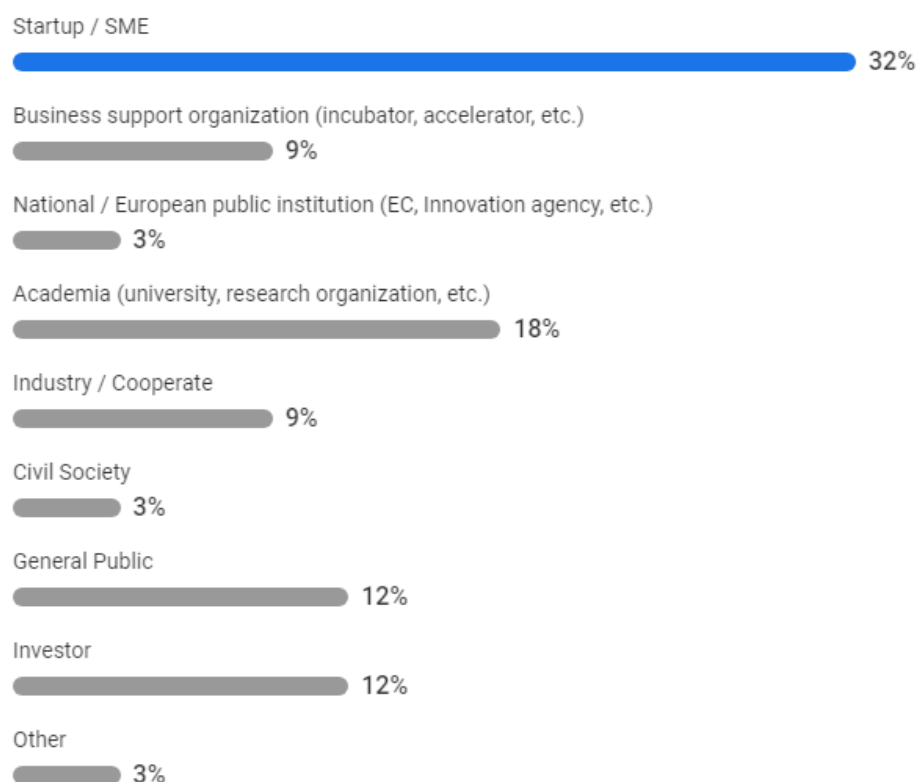


Figure 32 Metrics of views on YouTube



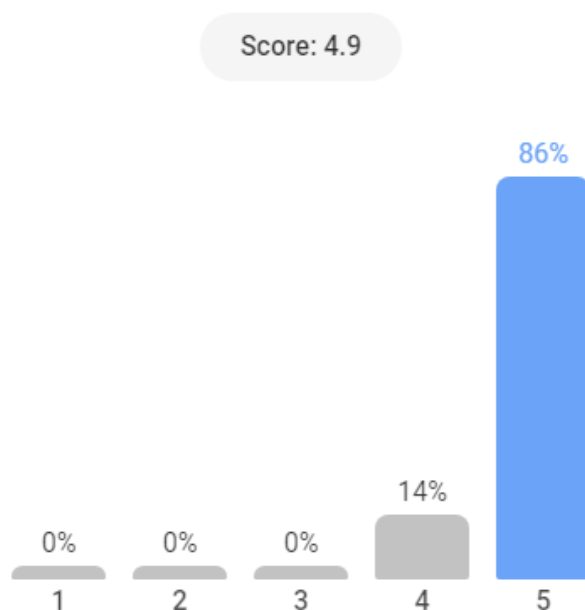
Participants of the event were asked to fill in the survey. We asked what sector do they represent. One third of participants were coming from startups or SMEs. 18% of participants were representatives of academia and 12% - investors and general public. The event received also participants from Business support organizations, public institutions, industry/cooperate, civil society.

Figure 33 Survey "What organization do you represent?" results



A survey also included a question to evaluate the feedback of the participants, asking "How useful was this event for you in general?". The feedback of the participants was very positive. 86% of participants answered that even was very useful (score 5/5), while 14% of participants said that it was useful (score 4 out of 5).

Figure 34 Survey "How useful was this event for you in general?" results



## 2.13 Demo Day “From Blockchain to Web3 - BlockStart Startups 3rd Demo Day”

Date	Format	Audience
24th of February, 2022	Zoom webinar	Intermediaries, startups, SMEs

BlockStart Demo Day “From Blockchain to Web3 - BlockStart Startups 3rd Demo Day”, took place on 24th of February, 2022, gathering 250 participants (566 registrants). 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.

The event was presented by Inês Melo e Faro, Communication Manager at F6S and one of BlockStart’s consortium partners. Inês made a brief introduction of what was going to be discussed in the webinar. After the introduction, João Fernandes, Project Manager & Investment Analyst at Bright Pixel and leader of the BlockStart consortium presented the main takeaways of BlockStart accelerator over the past 3 years.

Sabine Brink, Global Blockchain Lead at Shell, took over the stage in a passionate keynote speech about how blockchain can accelerate the energy transition. During her presentation, Sabine delighted the participants – mainly composed by startups, SMEs and innovation ecosystem intermediaries such as incubators, accelerators, associations, among others – and questions just kept popping up.

During the discussion, it became clear that the energy sector is changing. By creating efficient supply chains, bringing verifiable sustainability offerings to customers and by creating new decentralized business models, decentralized technology will be a key enabler in the energy transition.

Following Sabine’s presentation, BlockStart’s top 6 blockchain startups pitched their solutions solutions, developed throughout BlockStart’s 3rd Acceleration Programme and with the help of the programme’s mentors and experts:

- [AgeVolt](#)
- [BlockFrauds](#)
- [BlockTac](#)
- [Comunitaria](#)
- [Digital Village](#)
- [HOPU](#)

BlockStart was several times mentioned as a great example of the type of programme that helps blockchain startups and allows good matches to be made with innovative SMEs willing to adopt blockchain-based products and services.

The event was very dynamic, allowing participants to ask questions directly to the startups through a dedicated Q&A chat. Some polls were also added in the beginning of the event, to engage people to interact and share their expectations regarding the Demo Day.

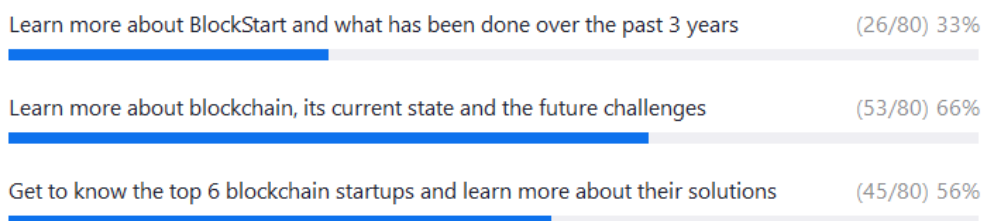
According to survey, the main interest of participants was to learn more about blockchain, its current state and the future challenges (66% of respondents have chosen this answer). Also, 56% of participants identified that they want to get to know the top 6 blockchain startups and learn more about their solutions (56% of participants).

Figure 35 Survey "What is your main interest in this Demo Day?" results

Poll | 1 question | 80 of 94 (85%) participated

1. What is your main interest in this Demo Day? (Multiple Choice) \*

80/80 (100%) answered



On third of the participants were representing startup/SME community (34%), 19% participants were general public, several - from corporate, public or business support organizations.

Figure 36 Survey "What organization do you represent?" results

Poll | 1 question | 73 of 89 (82%) participated

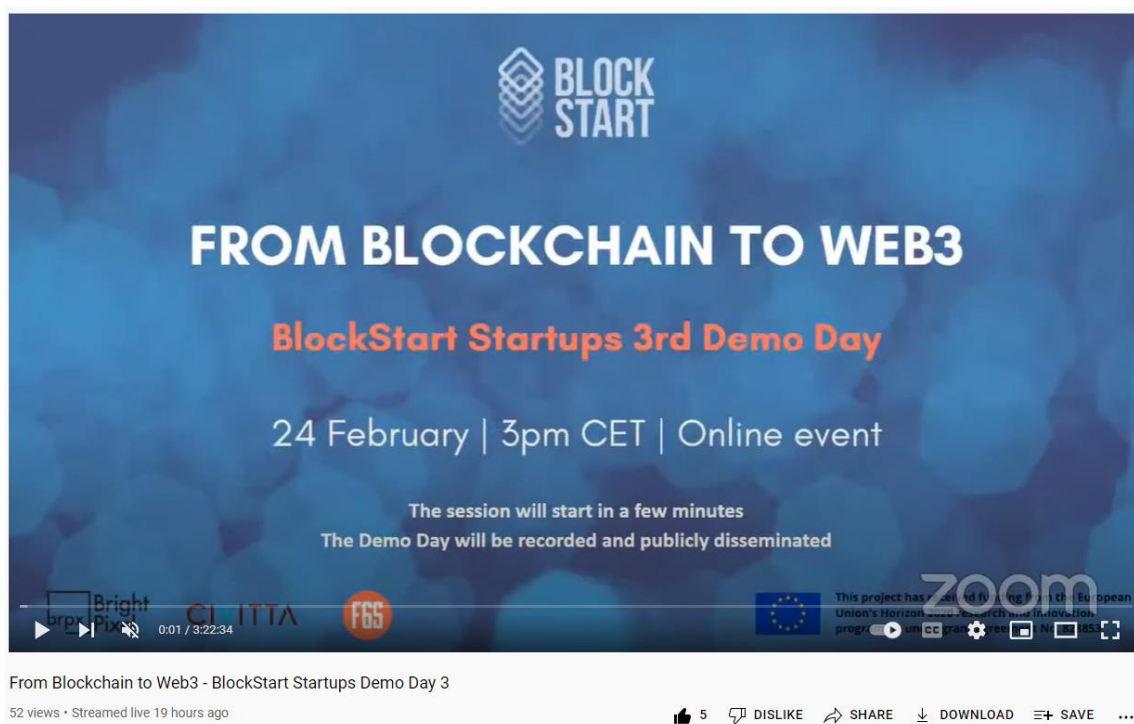
1. I represent (Single Choice) \*

73/73 (100%) answered



Demo Day was held online on Zoom platform, with 204 participants. 52 more participants joined YouTube live broadcasting. Overall, 250+ participants have joined the event.

Figure 37 Screenshot from YouTube broadcasting



Presentations and recordings material can be found online at:

Material	Link
Video	<a href="https://youtu.be/Mdii_LDvNwk">https://youtu.be/Mdii_LDvNwk</a>
Article (blogpost)	<a href="https://www.blockstart.eu/all-about-the-from-blockchain-to-web3-online-3rd-demo-day-event/">https://www.blockstart.eu/all-about-the-from-blockchain-to-web3-online-3rd-demo-day-event/</a>
Presentation (full presentation showcased at the event)	<a href="https://www.blockstart.eu/wp-content/uploads/BlockStart-Demo-Day-3_full-presentation.pdf">https://www.blockstart.eu/wp-content/uploads/BlockStart-Demo-Day-3_full-presentation.pdf</a>

### 3. Training materials and tools

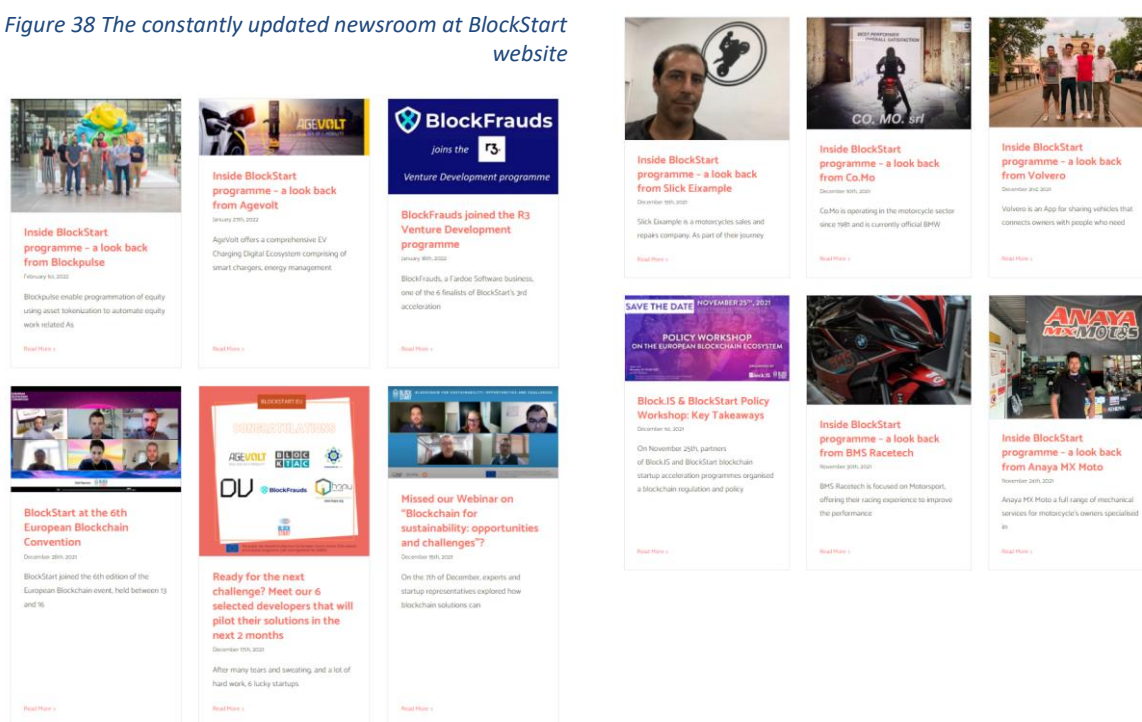
All the webinars and events are recorded and can be accessed via BlockStart website. The following materials as sources of information for intermediaries are available online.

#### 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, process and participating startups/SMEs. There are various blog posts in the webpage's newsroom, including blogpost series "Inside BlockStart Project". They present interviews with startups and participants of BlockStart programme (<https://www.blockstart.eu/newsroom/>), information about events including video recordings and presentations showcased, announcements and open calls. The tool "Do you need blockchain?" is also available at all times at <https://www.blockstart.eu/dlt/>.

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

Figure 38 The constantly updated newsroom at BlockStart website



#### 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 not only allows to assess the need for blockchain and blockchain potential for each SME but also evaluates the innovation level of the enterprise and gives some recommendations.

The tool is divided into 4 blocks:

- Background questions (5 questions)
- The company's innovation level assessment (4 questions)
- The need of blockchain assessment (14 questions)
- Conclusions about the need for blockchain for each SME taking the tool (9 presumptions)

The survey-based tool contains 23 questions (the exact amount slightly depends on the answers) and it takes about approximately 15 minutes to complete. "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 39 The interface of "Do you need blockchain?" tool in BlockStart website*

## Blockchain /DLT Assessment Tool

This tool has been designed to help you find out whether your organization would benefit from the adoption of blockchain/Distributed Ledger Technology (DLT) and why. It has been developed with SMEs in mind but is relevant for other types of entities too.

This method will also recognize the potential to participate in the BlockStart programme and provide you with short suggestions for further steps in the world of blockchain/DLT.

START THE ASSESSMENT

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

### 3.3. Blockchain Maturity Report

The primary information source for the webinars, workshops, project open calls and blogposts is the extensive report on the analysis of sectors which have the highest potential for blockchain application. The updated – 3<sup>rd</sup> version of the report (D5.3 Sector Specific DLT maturity assessments - 3<sup>rd</sup> version) includes new updated desk research results and survey results of the OC3 teams.

Generally, the report 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 remain the same compared to the results of the previous reports published in 2020 ([D5.1 Sector Specific DLT maturity assessments - 1st version](#)) and 2021 ([D5.2 Sector Specific DLT maturity assessments - 2nd version](#)).

Figure 40 Ranking results of all 15 industries with top 3 highlighted



The updated version of the report will be published at BlockStart website report section “[Deliverables](#)” in early March, 2022.

### 3.4. Reports

At <https://www.blockstart.eu/deliverables/> intermediaries can find public results of the project that are submitted to the European Commission. This website section is being constantly updated.

## 4. Intermediaries’ engagement and feedback

The training (webinars) and the workshops (panel discussions) together have gathered over 800 participants who joined these live sessions, and the BlockStart Demo Day events gathered from 100 to 250 participants individually. The video recordings after the live session have reached up to 7000 people on Facebook and YouTube, 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 a 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 (i.e. in identity management applications). The GDPR related issues in the context of blockchain usage and technology development were acknowledged in another policy workshop “How to make sure regulation helps and not hinders blockchain development”. It was mentioned as current GDPR rules do not correspond to the decentralised solutions and therefore affects the blockchain-based solutions development. Speakers of the policy and regulation workshop and conference emphasised the need for spaces of collaboration between regulators and industry. The decentralised, bottom-up solutions of self-governance need to find a place in regulators' approach.
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 webinars and workshops was very varied, with some having more extensive knowledge and others only having a 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 the 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 1st BlockStart Demo Day “Shaping Europe’s Blockchain Future”, webinar “Exploring blockchain ecosystem: collaboration between startups and SMEs”, webinar “How to make sure regulation helps and not hinders the development of blockchain solutions?”, webinar “Blockchain: latest trends, myths and things you might not know”, the 2nd BlockStart Demo Day “Blockchain beyond the hype”, showcase webinar of Open Call #3 “10 blockchain solutions looking for adopters”, webinar “Application of NFTs: beyond art and collectables”, blockchain regulation and policy workshop “How European policy initiatives can enable the future of blockchain”, webinar “Blockchain for sustainability: opportunities and challenges”, policy conference “Blockchain: regulation in the decentralized world”, the 3rd BlockStart Demo Day “From Blockchain to Web3”, as well as the also the “Do you need blockchain?” tool, website content including public reports and news articles, are all accessible online, constituting useful training resources for both intermediaries and the general public.

BlockStart actively puts SMEs together with DLT developers, to foster the adoption of DLT, contributing to success stories for different sectors. Additionally, BlockStart activities are designed to be able to be replicated by intermediaries, accompanied by specific training resources and inviting intermediaries to get inspired by BlockStart activities, while being active participants. The project collects lessons learned in the form of events and reports (such as, sector-specific DLT maturity, policy recommendations) that can be used as training materials.

Moreover, relevant contents (as news, 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 over 410 members) and on Telegram (<https://t.me/BlockStart>, with more than 50 members).