

BLOCKCHAIN &

# REAL WORLD



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# Industrial Application of **BLOCKCHAIN**



We've rounded up 25 examples of real-world blockchain use cases for this pragmatic yet revolutionary technology. It's far from an exhaustive list, but they're already changing how we do business.

Blockchain applications go far beyond cryptocurrency and bitcoin. With its ability to create more transparency and fairness while also saving businesses time and money, the technology is impacting a variety of sectors in ways that range from how contracts are enforced to making government work more efficiently.

## **12 PROMINENT BLOCKCHAIN APPLICATIONS**

- Secure sharing of medical data
- Music royalties tracking
- Cross-border payments
- Real-time IoT operating systems
- Personal identity security
- Anti-money laundering tracking system
- Supply chain and logistics monitoring
- Voting mechanism
- Advertising insights
- Original content creation
- Cryptocurrency exchange
- Real estate processing platform

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**SECURE  
PLATFORMS  
ARE US**

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# Smart Contract & BLOCKCHAIN

Smart contracts are like regular contracts except for the rules of the contract are enforced in real-time on a blockchain, which eliminates the middleman and adds levels of accountability for all parties involved in a way not possible with traditional agreements. This saves businesses time and money, while also ensuring compliance from everyone involved.

Blockchain-based contracts are becoming more and more popular as sectors like government, healthcare and the real estate industry discover the benefits. Below are a few examples of how companies are using blockchain to make contracts smarter.



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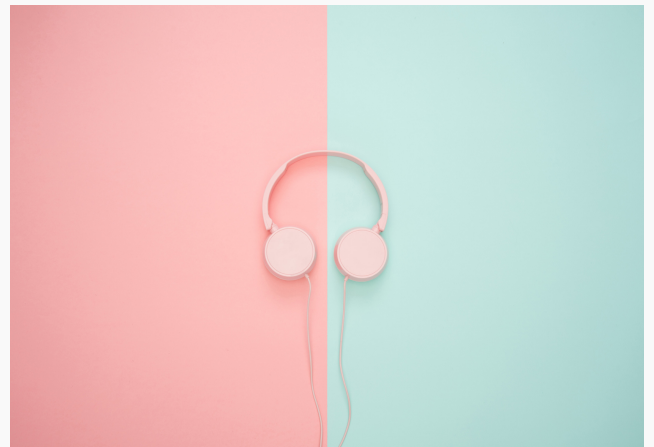


## Industry: Healthcare

**How it can use blockchain:** Big data blockchain contracts help patients and doctors securely transfer sensitive medical information. The smart contracts establish the parameters of what data can be shared and even displays details of personalized health plans for each patient.

## Industry: Music

We can use smart contracts to get musicians the money they deserve. By entering into a decentralized, transparent contract, artists can agree to higher royalties and actually get paid in full and on time. Eg: Streaming giant Spotify acquired Mediachain in April 2017.



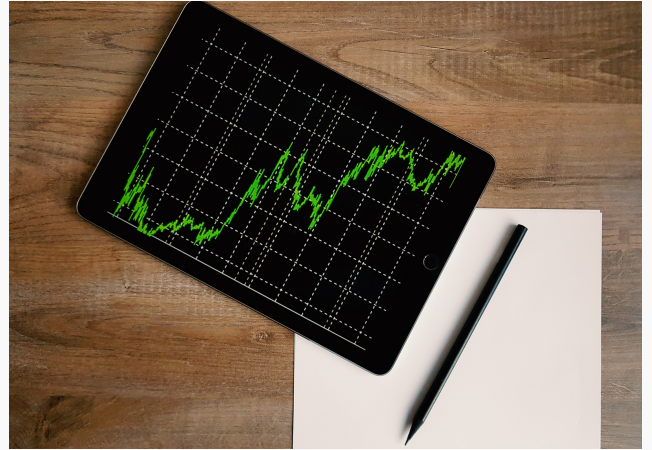
## Industry: Real Estate

**How it can use blockchain:** We can create a global real estate marketplace with a decentralized title registry system. The online marketplace uses blockchain to make title issuance instantaneous and even offers properties that can be purchased using cryptocurrency.

# BLOCKCHAIN

### Industry: Gaming, Fintech, Cryptocurrency

**How we can use blockchain:** Gamers looking to buy rare skins, accessories and even emotes can use cryptocurrencies as a method of payment at various online marketplace. Sellers receive the cryptocurrency in their virtual wallet and either choose to keep the cryptocurrency or exchange it for cash. Eg: OPSkins processes more than two million virtual transactions a week



### Industry: Fintech, Cryptocurrency

**How we can use blockchain:** Create cryptocurrencies and exchanges in the investment segments and this becomes its own gig economy.

### Industry: Fintech, Cryptocurrency, Cybersecurity

**How it can use blockchain:** We can build tools to help financial institutions and governments monitor the exchange of cryptocurrencies. The company's due diligence software monitors and detects fraudulent trading, laundering and compliance violations, and builds trust in the blockchain.



How Financial Segment can use

# BLOCKCHAIN



**Industry: Fintech, Cloud**

**How it can use blockchain:** We can build cloud blockchain infrastructures for financial services and use cryptographic ledgers to help financial institutions safely and efficiently handle the transfer of cryptocurrencies.

**Industry: Internet of Things, Hardware, Software**

**How it can use blockchain:** We can create software and microchip hardware that lets connected devices operate on a blockchain. We can encrypt ledger data, distribute real-time information to other blockchain-connected machines and allow for the monetization of those machines based on timestamps.



**Industry: Internet of Things, Cybersecurity**

**How it can use blockchain:** We can thwart cybersecurity risks in IoT devices with its decentralized credential solutions. By taking passwords off a centralized server, while using biometric and password-free solutions, the company makes IoT devices virtually unhackable.





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