

We are delighted to invite you to a workshop

# Blockchain Experience Workshop

## Interactive workshop with Blockchain Experience Game designed by PwC Netherlands

One-day workshop, designed for top and middle management, will help participants get familiar with concepts of blockchain technology and understand how it can be applied in their companies. The goal of the workshop is for participants to experience the Game developed in order to present how Blockchain technology works.

### ***This workshop will help you:***

Understand the concepts of cryptocurrencies and blockchain technology. Last year, the media was full of stories about cryptocurrencies, but most of them were focused on their rising price. Workshop helps participants get familiar with the blockchain technology, on top of which cryptocurrencies have been built and understand what makes it so innovative.

It also helps understand the potential for applying blockchain technology outside of the cryptocurrency realm. While cryptocurrencies represent the first, and are still the biggest application of blockchain technology, the potential of blockchain technology goes far beyond cryptocurrencies. Workshop will explain the potential of this technology in different industries, problems that it can solve and challenges that arise with its implementation. Participants will learn about different ways to apply blockchain technology, ongoing projects and some interesting ideas.

After the workshop, participants will be able to roughly assess how blockchain technology could change their business model, what would be the benefits and what challenges they would have to tackle.

### ***Who should attend?***

Workshop is designed for top and middle management and for those who want to innovate and who are creating changes rather than adapting to them



# Indicative agenda



The birth of bitcoin, introduction to cryptocurrencies and their comparison with FIAT money.

Blockchain experience – Level 1 of the Game

Sending and receiving cryptocurrencies, live transaction monitoring

Using cryptocurrencies as money, real world applications, pros and cons.

Basics of blockchain technology, concept of decentralized governance

How does blockchain solve the problem exchanging and storing data

Blockchain experience – Level 2 and 3 of the Game

Public Blockchain vs. Private Blockchain

Blockchain 2.0, decentralized applications, tokens, smart contracts, ICO

Potential applications of blockchain technology in financial industry

- Payments, clearing and settlement
- Insurance
- Financial derivatives
- KYC and AML procedures
- Managing e-identity
- “Crowd funding” and peer-to-peer lending
- Application of blockchain technology in retail and distribution business

Existing projects: Ripple, Enterprise Ethereum Alliance, R3, Hyperledger

Global trends in cryptocurrency and blockchain space

Current limitations of the blockchain technology

Where and how to apply blockchain technology

## *Workshop goals:*

Getting the participants familiar with the blockchain technology and understanding what makes it revolutionary.

After the workshop, participants should be able recognize the advantages of the blockchain technology as well as its limitations.

Besides that, they should be able to roughly assess how the blockchain technology might be implemented in their company/organization, what benefits it would bring, what challenges would arise and what resources would be needed for the implementation.

# Who teaches the Programme?



**Aleksandar Matanović** has been in cryptocurrency business since 2011, which makes him a pioneer in this industry. Together with his business partner, he's played a key role in building and creating the blockchain/cryptocurrency ecosystem in Serbia. In 2012 they founded a local cryptocurrency exchange. In 2015 they installed the first bitcoin ATM in Serbia and founded Serbian Bitcoin Association. Later that year, they started Cointelegraph franchise, online news outlet that brings daily news from blockchain/cryptocurrency realm in Serbian language.

In 2016 Aleksandar got MSc degree in Digital Currency from the University of Nicosia. It is the first MSc program in the World that covers cryptocurrencies and blockchain technology and Aleksandar is one of only 23 people in the World with that degree.

Aleksandar is very active in promoting cryptocurrencies and blockchain technology and educating people about this big innovation. He is a regular speaker at conferences all around the world. He believes that blockchain revolution is unstoppable and is trying to take an active role in that revolution, mostly by spreading awareness and building local infrastructure.



**Vladimir Gajić** is a Senior Consultant within the Advisory Department of PwC Belgrade, Serbia.

Vladimir has significant consulting and assurance related experience working in various industries including IT sector. He participated in the organization of educational conferences and forums on topics related to innovative technologies and digitalization.

He has been actively involved in cryptocurrency business since 2013 and promotes blockchain technology and its application in traditional businesses.

Vladimir holds a Bachelor's degree in Finance, Banking and Insurance (University of Belgrade) and is pursuing the membership of the Association of Chartered Certified Accountants (ACCA).



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Omladinskih brigada 88a  
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250 € + VAT payable  
in RSD

*Corporate discounts  
are available*



Workshop will  
be delivered in  
the Serbian  
language.



15 May 2018  
09:30 – 17:00



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