Introduction to Blockchain Training

BİLGİNÇ IT Academy
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Duration: **2 Day**

Overview

With the promises of Big Data and AI, human intelligence and expertise have remained essential to creating value from data. Early big data initiatives in financial services often failed because they didn't define their critical success factors in the context of their existing business. Which of your current successes would be further enhanced with data? Can data be sourced across business functions? Do you have the right talents in-house? Are the right outcomes being measured?

Devising and executing on a winning data strategy is thus as much about the data initiatives your business can support as the technology which would enable them. This workshop introduces participants to the Big Data Canvas, a methodology for ensuring that data strategies remain feasible while pursuing the most valuable outcomes.

Prerequisites

There is no any prerequisites.

Who Should Attend

- Business Development Executives
- Business Intelligence Officers
- Data Officers
- Financial Analysts
- Financial Decision Makers in Corporates
- General Managers
- Investment, Commercial and Retail Bankers
- Management Consultants
- Marketing Managers
- Operations Managers
- Project Managers
- IT personnel

What You Will Learn

Upon completion of this two-day course, you will be able to:

- Recognise the dynamics of big data, analytics and data science in various financial applications
- Identify the Critical Success Factors for an organisation’s Big Data strategy
- Shape your organisation’s big data strategy by leveraging data science best practices
- Articulate your business requirements to data professionals

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Outline

INTRODUCTION

- Background and Introductions

Course Structure

- Why is blockchain so important?
- How is blockchain used? Sector Examples
- Market dynamics

CONTEXT

- How organisations work and examples
- Front to back | Business process flows & making money | Goods & services
- Technology architecture | Centralised vs. Distributed
- Supply and purchase

THE EMERGENCE OF CRYPTOCURRENCIES (AND THE BLOCKCHAIN)

- Money
- What is money and how does it acquire value?
- Banking and payments infrastructure
- Central banking and regulation
- The advent of the internet and the case for digital money
- History of Cryptocurrencies
- The world pre-bitcoin
- The challenge of digital money | Sending and Receiving Money Online
- Bitcoin and why study it?
- The emergence of blockchain from Bitcoin
- Bitcoin and Cryptocurrencies Today
- Digital currencies - Bitcoin, Ether, Ripple, Dash, Litecoin, Zcash, Monero etc
- Understanding Wallets, Sending and Receiving Bitcoin
- High Level - How blockchains and cryptocurrencies work?
- Cryptographic primitives
- The hash function | SHA 256 and examples
- Digital signing
- Public / private key infrastructure
- The concept of identity and wallets
- Transactions and Consensus Protocols
- Digital Currency Trading Exercise
- The Blockchain Game - Compete to Mine A Digital Currency
- Decentralised Applications - Open Software and Smart Contracts
- Ethereum and EOS
- Smart Contracts
- Using Smart Contracts
- Market Overview
- Currency Segmentation
- Market trends
- Initial Coin Offerings and capital raising
- Digital Currency Trading Exercise
- Introduction to digital currency trading and currency exchanges

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- Example trading indicators - MACD, Moving Averages, Relative Strength
- Cyber security
- Corporate Structures
- Digital currency companies
- Governance
- Distributed Autonomous Organisations
- Regulatory, Tax and Compliance
- Government Perspectives
- Regulatory Framework
- Tax Treatment
- Money Laundering - KYC and AML
- Workshop Session: Using blockchain and digital currency technology
- Opportunity Assessments
- Proof of Concept
- Blockchain Strategies
- Commercial Perspectives - how do you engage a blockchain company?
- Blockchain Technologies By Sector and Function
- Sector Review - Financial Services, Oil and Gas, Pharmaceuticals, Retail, Media
- Functional Review - Provenance, Procurement, Payments, Sales and Identity
- Beyond Blockchain Technology
- Challenges with Blockchain Technology
- IOTA

THE FUTURE

- Where next for blockchain technology?
- Vision and Opportunities
- Barriers

Last Day

- Introduction to Initial Coin Offerings
- Over the course of the 3rd day, the course will cover
- Origin and history of Initial Coin Offerings
- What good looks like - Examples
- Market Review
- Token Definition, Utility, Rights and Design
- Blockchain Protocol
- ICO Roadmap
- Stakeholder Mapping and Traget Market
- Planning, Budget and Advisory Team
- Legal Entity Structuring and Tax Considerations
- Incentive Structures
- Legal and Regulatory Compliance
- The Whitepaper
- The Project Team and Advisors
- Token Economics, Pricing and Use of Proceeds
- Communications Strategies and Channels - Policies
- Financial Governance, Accounting and Digital Asset Custody
- Exchange Listings
- Documentation
- Marketing Strategy and Branding
- Pre-Sale

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- ICO Execution
- Post Sale
- KYC, AML, Privacy, Confidentiality and Policies
- Cyber Security
- Post Sale Execution