

BLOCKCHAIN FOR EXECUTIVES

ABOUT THE PROGRAM

Blockchain is a world-changing innovation. The untapped potential of this technology will disrupt all industries. Those who can successfully understand and apply this technology will capture incredible growth opportunities. These opportunities will span all sectors and will deliver massive change at all levels.

Through interactive workshops and case studies, you'll gain first-hand experience and insights into the business case for blockchain. Upon completion, you'll be equipped with the foundational knowledge to enhance your skills and career opportunities.

Our program provides various learning paths to understand the fundamental principles of blockchain. We also offer customised experiences based on your needs and interests, either virtually or in person, for both technical and non-technical executives and business leaders.

PROGRAM OPTIONS

OPTION 1: UNDERSTAND

For C-Level and (Senior) Executives...

who want to understand the implications of blockchain technology and have a solid understanding of the architecture

DURATION	PROGRAM FEE
2 days	€ 22.500 for a cohort of 15 people

OPTION 2: APPLY

For professionals working in blockchain companies...

without dedicated blockchain training (e.g. HR, Operations)

For managers...

with business development or product development tasks

DURATION	PROGRAM FEE
4 days	€ 42.000 for a cohort of 15 people

OPTION 3: EVALUATE

For blockchain-enthusiastic executives...

with a basic understanding of blockchain technology that want to deepen their knowledge and build their network in the blockchain industry

DURATION	PROGRAM FEE
8 days	€ 78.000 for a cohort of 15 people

OPTION 4: CREATE

For entrepreneurs and blockchain strategists...

who want to get deep into all aspects of blockchain technology and understand the technical aspects. (note: no prior coding skills required)

DURATION	PROGRAM FEE
12 days	€ 108.000 for a cohort of 15 people

BLOCKCHAIN FOR EXECUTIVES

LEARNING OBJECTIVES

- #1 Understand the fundamental principles of blockchain technologies and distributed computing
- #2 Realise why this technology is so vital for the future
- #3 Create new business models based on blockchain technology
- #4 Optimise your business model using blockchain technology

PROGRAM SCHEDULE

MODULE 1:

FOSTERING CURIOSITY AND DEMONSTRATING LEGITIMACY OF BLOCKCHAIN TECHNOLOGY

WHAT IS BLOCKCHAIN, AND WHY DOES IT MATTER TO BUSINESS?

- The foundations of how blockchain works
- The inherent technical challenges
- How blockchain is relevant to business

BLOCKCHAIN ECONOMY AND ECONOMICS

- How blockchain economies function
- How tokens deliver value
- The basic principles of tokenomics

BLOCKCHAIN INFRASTRUCTURE

- The differences between major blockchains
- The different aspects of the blockchain ecosystem

DAPPS, SMART CONTRACTS, AND BLOCKCHAIN-BASED APPLICATIONS

- How to use wallets
- How smart contracts function
- How to use dApps in business

MODULE 2:

CREATING URGENCY, HIGHLIGHTING THREATS, AND VISUALISING OPPORTUNITIES

BUSINESS MODEL OPTIMISATION WITH BLOCKCHAIN

- How to transform your business model with blockchain
- How to optimise business processes with blockchain

CREATING NEW OPPORTUNITIES WITH BLOCKCHAIN

- How to create new business models with blockchain
- How to innovate and adapt to new economic paradigms

SMART CONTRACT AND DAPP WORKSHOP

- How to develop a smart contract
- How to mint an NFT
- How to develop a dApp

BLOCKCHAIN, WEB3, AND THE FUTURE

- How blockchain is driving the evolution of the internet
- How blockchain will transform the economy