

We reap massive benefits from working together. But strong trust is scarce. Since the early days of our societies, trust boundaries between individuals, businesses, institutions, and governments have prevented us from collaborating and dealing freely with each other. The blockchain can be seen as the core of a digital trust machine that people can use to replace the human and labor-intensive processes we have traditionally employed to overcome trust boundaries – such as trusted third parties (banks, notaries, platform providers such as AirBnB, certifiers such as Fairtrade) or expensive investigations through regulators and audit firms.

The bitcoin payment network showcased that it is possible to perform high-value transactions, that is, send money around the world as simply as an e-mail, without the need for complicated systems of settlement and clearing processes run by banks and payment processors. The past two years have seen significant replications of the technology. Our goal is to provide a practical introduction to the technology for executives across industries in order to understand its disruptive potential.

DECEMBER 1–2, 2016
ESMT CAMPUS, BERLIN

BLOCK CHAIN

**A transaction technology
for smart contracts**

KEY BENEFITS

By the end of the program you will:

- ✓ have mastered the basic workings of decentralized technology
- ✓ be able to analyze the disruptive potential of decentralized technology on your business
- ✓ share the excitement of innovative entrepreneurs around the globe to experiment with this technology

BCH FACULTY

CHRISTOPH BURGER

is a senior lecturer and senior associate dean of executive education at ESMT. Before joining ESMT, he worked at Otto Versand, as vice president at Bertelsmann Buch, at the consulting firm Arthur D. Little, and as an independent consultant focusing on private equity financing of SMEs. His research focus is on long-term industry development, especially the energy sector, innovation, decision making, and negotiations. He studied business administration at the University of Saarbrücken, the Hochschule St. Gallen, and economics at the University of Michigan, Ann Arbor.

JENS WEINMANN

is a program director at ESMT. He was the project manager of a research project financed by the German Federal Ministry for the Environment. Jens also worked as a manager at the economic consultancy ESMT Competition Analysis. He graduated with a diploma in energy engineering from TU Berlin and received his PhD from the London Business School. His research focus lies in the analysis of decision making in regulation, competition policy, and innovation, with a special interest in energy and transport.

AERON BUCHANAN

Aeron joined the Ethereum Project as a mathematical modeler in early 2014 and became the head of European Operations and Regulatory Compliance for the Ethereum Foundation. He is a founder and CTO of Ethcore Ltd., holds a PhD, and has degrees in engineering, computer science, and systematics from St. Anne's College, Imperial College London, and Oxford University.

JUTTA STEINER

is a founder and COO of Ethcore Ltd., a London-based startup developing the technology for the decentralized economy. She is also a co-founder of a startup company that employs blockchain technology to make supply chains more transparent. She worked for the management consultancy McKinsey and holds a PhD in applied mathematics. Jutta studied at the University of Bonn and worked as a postdoc at Ecole Polytechnique in Paris.

WHO SHOULD ATTEND

Executives across industries who would like to get an introduction to cutting-edge, decentralized digital technology ("blockchain"), its potential for disruption, and how it will affect their business. We do not expect deep IT expertise but welcome enthusiasm for the potential of digital technologies.

TOPICS INCLUDE

- ✓ General introduction to the blockchain
- ✓ Practical workshops to gain a feeling for the potential and have a starting point for experimentation in your organization
- ✓ Business innovation leveraging decentralized technology
- ✓ The global blockchain trust computer and its societal implications

METHODS

We have designed an experience-based program for executives. As a result, Blockchain (BCH) – a transaction technology for smart contracts – relies on methods specifically chosen for this group, including interactive lectures, individual exercises, practical workshops, discussions with faculty and peers, a startup fair, and a business model workshop.

POSTGRADUATE DIPLOMA IN MANAGEMENT

BCH is part of the cluster Management of Technology and Strategy and counts toward 2 of the 18 days necessary to gain the diploma. For more information go to: www.esmt.org/postgraduatediploma

TUITION € 1,800*

ADMISSIONS MANAGER

Our admissions manager, Carina Fechner, will be glad to answer any questions you might have regarding this program:

+49 30 212 31 8049 · carina.fechner@esmt.org

PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Netsai Ndaza:

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ESMT

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