

UNDERSTANDING THE EMERGING BLOCKCHAIN BUSINESS MODEL

“Harnessing Decentralized Technologies for Strategic Innovation and Growth”

Schedule

| Date | Venue | Fees (Face-to-Face) |
|------------------|------------------|-----------------------|
| 18 - 22 May 2026 | Istanbul, Turkey | USD 3495 per delegate |

Introduction

Blockchain is transforming the way businesses operate by enabling decentralized, secure, and transparent systems. Once associated solely with cryptocurrencies, blockchain has now evolved into a foundational technology with broad applications across finance, supply chain, healthcare, logistics, and digital identity.

This immersive five-day course explores how blockchain is disrupting traditional business models and creating new opportunities for innovation. Participants will gain a solid understanding of blockchain technology, its components, governance structures, and the emerging strategies organizations are using to integrate blockchain into their operations.

Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of blockchain technology and distributed ledgers
- Analyze emerging blockchain-based business models across industries
- Evaluate the strategic and operational implications of decentralized systems
- Identify potential use cases, benefits, and risks of blockchain adoption
- Design a basic blockchain integration roadmap for their organization

Why Attend

- Demystify blockchain and understand its real-world applications
- Gain clarity on how blockchain can support transparency, trust, and efficiency
- Explore how industries are reshaping value chains using decentralized systems
- Develop strategic thinking on integrating blockchain with existing business processes
- Anticipate regulatory, legal, and cybersecurity considerations

Target Audience

This program is designed for:

- Business strategists, transformation leaders, and innovation managers
- IT and digital transformation professionals
- Supply chain, finance, and operations executives exploring blockchain adoption
- Consultants and business analysts involved in futureproofing organizations
- Entrepreneurs and investors interested in blockchain-based startups

Individual Benefits

Key competencies that will be developed include:

- Blockchain fundamentals and architecture
- Business model innovation using decentralized systems
- Strategic assessment of blockchain opportunities and threats
- Understanding token economies, smart contracts, and DApps
- Decision-making for pilot projects and blockchain investments

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to lead blockchain discussions and initiatives within the organization
- Better evaluation of blockchain partners, platforms, and vendors
- Readiness to identify and exploit blockchain use cases across business functions
- A structured approach to managing blockchain implementation risks
- Enhanced digital transformation planning and innovation capacity

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Business frameworks for blockchain adoption and digital disruption
- Case Studies - Real-world examples of blockchain implementation across industries
- Workshops - Use case design, ecosystem mapping, and feasibility analysis
- Peer Exchange - Insight sharing on sector-specific blockchain trends
- Tools - Blockchain use case templates, readiness checklists, and pilot planning frameworks

MAWA EVENTS

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Course Outline

Detailed 5-Day Course Outline

Training Hours: 07:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Blockchain Fundamentals and Architecture

- Module 1: Introduction to Blockchain Technology (07:30 – 09:30) • Evolution of blockchain: from Bitcoin to enterprise solutions • Key components: nodes, consensus mechanisms, ledgers, and blocks • Types of blockchains: public, private, and consortium
- Module 2: Smart Contracts and Decentralized Applications (09:45 – 11:15) • What are smart contracts and how do they work? • Use cases in automation, supply chain, and insurance • Introduction to DApps and token standards
- Module 3: Security, Cryptography, and Trust (11:30 – 01:00) • Hash functions, digital signatures, and encryption • Immutability and auditability benefits • Cybersecurity challenges and blockchain attack vectors
- Module 4: Blockchain Platforms Overview (02:00 – 03:30) • Ethereum, Hyperledger Fabric, Corda, and others • Choosing the right platform for your use case • Interoperability and scalability issues

Day 2: Blockchain Use Cases and Business Models

- Module 1: Industry Use Cases – Finance & Banking (07:30 – 09:30) • Decentralized finance (DeFi), digital currencies, and clearing systems • Cross-border payments, KYC, and trade finance • Blockchain and central bank digital currencies (CBDCs)
- Module 2: Blockchain in Supply Chains and Logistics (09:45 – 11:15) • Enhancing transparency and traceability • Reducing fraud and counterfeiting • Digital twins and blockchain-enabled IoT integration
- Module 3: Emerging Blockchain-Based Business Models (11:30 – 01:00) • Token economies and utility models • Decentralized Autonomous Organizations (DAOs) • Subscription vs tokenized service models
- Module 4: Case Study – Industry Transformation via Blockchain (02:00 – 03:30) • Analysis of a successful real-world blockchain implementation • Strategic takeaways and lessons learned

Day 3: Strategic Integration and Business Alignment

- Module 1: Identifying Blockchain Opportunities in Your Business (07:30 – 09:30) • Process mapping and pain point identification • Business case development for blockchain integration • Stakeholder alignment
- Module 2: Governance and Ecosystem Management (09:45 – 11:15) • Designing governance for shared ledgers and data sharing • Role of regulators, consortiums, and participants • Building trust and accountability in decentralized networks
- Module 3: Blockchain Project Planning (11:30 – 01:00) • MVP development and pilot selection • Vendor evaluation and technology stack planning • Timeline, cost, and risk considerations
- Module 4: Workshop – Use Case Design (02:00 – 03:30) • Participant teams develop and present a blockchain business case • Peer and instructor feedback

Day 4: Legal, Regulatory, and Operational Considerations

- Module 1: Legal and Regulatory Landscape (07:30 – 09:30) • Data privacy (GDPR), IP rights, and jurisdictional issues • Smart contract enforceability • Regulatory sandboxing and compliance trends
- Module 2: Risks, Challenges, and Ethics (09:45 – 11:15) • Technical limitations and energy concerns • Governance failures and fork risks • Ethical issues: decentralization vs accountability
- Module 3: Tokenomics and Crypto Economics (11:30 – 01:00) • Designing tokens for utility, governance, or incentives • Token valuation and investor protection • ICOs, STOs, and regulatory scrutiny
- Module 4: Future Trends in Blockchain (02:00 – 03:30) • Web3, metaverse, and decentralized identity • Interoperability and Layer 2 scaling solutions • AI and blockchain convergence

Day 5: Integration Simulation and Strategic Roadmap

- Module 1: Strategic Roadmap Planning (07:30 – 09:30) • Steps to move from pilot to enterprise adoption • Change management and stakeholder buy-in • Scaling strategies

- Module 2: Integration Simulation (09:45 – 11:15) • Team exercise simulating blockchain project rollout • Identifying key success factors and pitfalls
- Module 3: Presentations and Peer Review (11:30 – 01:00) • Group presentation of strategic roadmap • Feedback from peers and facilitator
- Module 4: Closing Session and Certification (02:00 – 03:30) • Final wrap-up and action planning • Key takeaways and personal application • Certificate distribution and farewell

Certification

Participants will receive a Certificate of Completion in Understanding the Emerging Blockchain Business Model, recognizing their strategic and operational understanding of blockchain technologies, business implications, and innovation opportunities across industries.

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