Unpacking Crypto & Blockchain

Overview

The crypto market cap. is now valued at over $2 trillion. In 2021, venture capitalists invested over $33 billion into crypto and blockchain startups. Over $10.5 billion was invested in Q4 2021, the most of any quarter last year and more than all of 2020 combined. Neverthless, numerous challenges confront the advanced development of crypto and blockchain ecosystems.

As new ecosystems are forming and new business models are being created, incumbents are investing and strategically posturing to ensure they are not disintermediated by new market entrants. Technology companies such as Google, Meta and Apple are all becoming increasingly active in this space. From a financial services perspective, Goldman Sachs, BlackRock, JP Morgan, and BNY Mellon have made multi-million investments into blockchain and crypto start-ups, as well as building internal teams to develop products and services for the emerging crypto asset class. Pharma companies such as Pfizer and GSK are developing supply chain solutions leveraging the technology. LVMH has already developed a track and trace solution using blockchain technology to demonstrate provenance of their luxury goods. Companies such as Nike, Adidas and World Rugby have all begun their respective NFT journeys.

Topics covered in this course include:

- ✓ **Exploring blockchain, crypto & Web3 and how they work**

- ✓ **Challenges & Opportunities: Regulation Ethics, the Environment & Sustainability**

- ✓ **Cryptography 101 & Blockchain Fundamentals**

- ✓ **Emerging business models and ecosystems**

- ✓ **Digital Wallets**

- ✓ **DeFi (decentralised finance)**

- ✓ **Staking**

- ✓ **The long term "prognosis" for blochchain & crypto**

- ✓ **Blockchain, crypto and Web3 in Ireland**

Who should do this course

This programme is designed for:

✓ Professionals who have an interest in:

     - Understanding blockchain, crypto & digital assets and how they work

     - The emerging role blockchain & crypto are playing across industries and economies

✓ Professionals who are interested in learning more about blockchain technology and its increasing industry applications

✓ Leaders and managers working in digital transformation, change management and digital innovation

✓ Professionals working in finance, regulatory & compliance functions

✓ Professional working in commercial operations, strategy and future positioning of organisations

How this course can help

Participants will advance their professional competencies through an in-depth focus on the key components of blockchain technology that are relevant to their industry and/or employer. They will be facilitated to identify and to address these topics and will be enabled to progress their individual career goals by harnessing the power of blockchain technology.

Participants will be able to apply their learning by acting as the blockchain point of contact within their organisation/ team to carry out the following activities:

• Develop and lead blockchain Communities of Practice (CoP)

• Inform others on the next technology wave playing a key part in the fourth industrial revolution

• Identify how new business models and ecosystems are being created

• Knowledge of who the main protagonists are in this space, and insights into their strategic focus

• Understanding of the main blockchain platforms and the key differences between them

• Ability to identify use cases and applications for specific sectors and industries

• Develop skills to assess when to use blockchain and when not to use blockchain

• Ability to identify risks associated with the implementation of blockchain projects

• Understand major issues associated with blockchain & crypto in relation to climate action and environmental protection and explore what emerging solutions may lower the carbon footprint of this emerging sector

• Understand governance and regulatory challenges associated with crypto and how organisations and regulators are working to overcome these challenges

Faculty
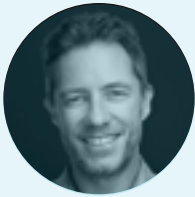
Lory Kehoe

**Adjunct Assistant Professor in Technology Trends, Trinity Business School
Programme Director**

Lory has been working in the blockchain, crypto and Web3 space since 2015 and has lectured on Tech Trends and Innovation in Trinity for the past 15 years. He is currently undertaking a PhD in blockchain, crypto and Web3 entrepreneurial ecosystems in Trinity Business School.

Lory is Coinbase's global director of NFT Success. Lory's experience includes being BNY Mellon's EMEA digital assets lead, Ireland managing director with blockchain technology product company ConsenSys, where he co-led global partnerships and was part of the global leadership team. Lory was a Partner with Deloitte China and a Director with Deloitte Ireland where he founded, set up and ran Deloitte's EMEA blockchain lab. Prior to Deloitte, Lory was a management consultant with Accenture. He is the founder of the government supported initiative, Blockchain Ireland. Lory has led strategy and implementation projects for corporates and governments around the globe.

About Trinity Business School

Trinity College Dublin has a robust reputation as a leading international university which extends over four centuries. Trinity Business School was founded in 1925 and has had an innovative role in management education and research which both serve and influence industry.

Over the years, our School has played a pioneering role in bringing the MBA to Europe and has created one of Europe's most sought after undergraduate business degree programmes as well as having a series of top ranked MSc programmes.

Our Executive Education programmes are designed to deliver impactful learning experiences to business professionals and executives.

Over the years, Trinity Executive Education has enabled thousands of business executives to make long-term impact in their organisations. Our courses have helped participants hone their leadership and people management skills, as well as strengthen their knowledge in finance, strategy, marketing, communication, business analytics and digital transformation. Opportunities for collaboration with a diverse group of peers also enriches the experience of participants, giving them the additional benefit of expanding their professional network.

Participants leave our courses refreshed and energised, with new skills, tools and thought processes to better understand, manage and shape rapidly changing business environments.