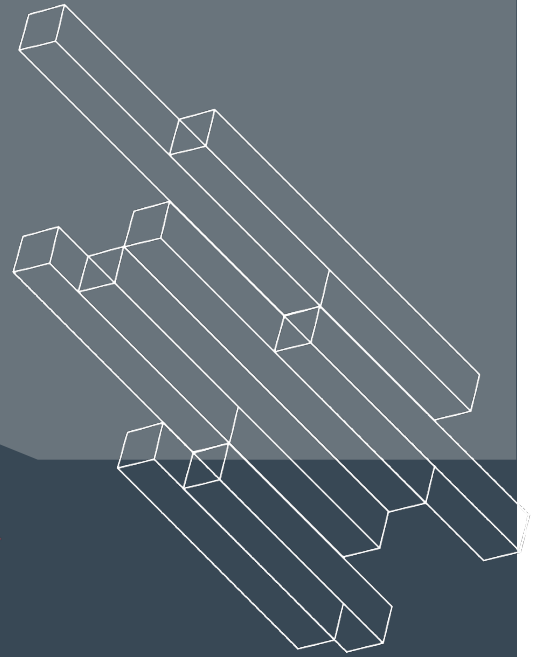# Blockchain Executive Course

Blockchain Academy
Course Prospectus
2019

**BLOCKCHAIN ACADEMY**

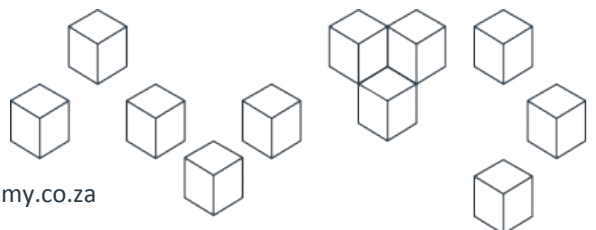BLOCKCHAIN AND
CRYPTOCURRENCY
TRAINING

# About the Blockchain Academy

*The Blockchain Academy focuses on capacity building in the digital currencies and blockchain technology industry through specialised training and consulting.*

Cryptocurrencies, distributed ledger technology (DLT) and blockchain technology, represent a number of unique opportunities for improved transparency and efficiencies across multiple industries, including financial services, insurance, identity, healthcare and supply-chain.

We help organisations across sectors and industries to fully understand the intricacies and value-proposition of the technology and how it might apply to their respective businesses. Our courses are tailored to meet each organisations specific requirements and to help build the internal capacity required to make informed decisions. Our consulting team provide continued support to ensure that design, delivery and execution of the strategy and resulting product are held to the highest standard.

Whilst the Blockchain Academy is based in South Africa we have a global client base and our team have a vast amount of international industry experience and are regarded as thought leaders in this space.

## Some of our clients include:

ABSA Member of BARCLAYS | Bank Windhoek | CENTRAL BANK OF SWAZILAND | BANQUE AFRICAINE DE DÉVELOPPEMENT / AFRICAN DEVELOPMENT BANK | DISTELL | DirectAxis

OLDMUTUAL | Standard Bank | strate always discovering | Ventures AA | GRADUATE SCHOOL OF BUSINESS UNIVERSITY OF CAPE TOWN

# Why is blockchain technology so important?

*Blockchain technology removes the need for a centralised authority to verify trust. It creates a public ledger of all transactions, which are then traceable, transparent and leave no possibility of alteration, which in turn allows for stronger security, decreased risk and increased efficiencies.*

| | | | |
|---|---|---|---|
| *Simpler and faster* | *Reduced costs* | *Increased trust* | *Tracking and transparency* |

The technology was initially developed to provide an alternative approach to payments by using cryptographic methods to provide a trust-mechanism between two transacting parties without the need for a trusted third party. Now, however, the high number of use cases for the technology is beginning to be realised and understanding this disruptive technology is becoming essential.

*How will it impact your business? It seems certain that most businesses and a vast number of activities will feel the impact of blockchain technology and the applications based upon it.*

The world's largest financial institutions have publicly declared their interest in this technology and have begun openly experimenting with it. Large technology and consulting firms such as IBM have entire business units now dedicated to blockchain.

Outside of the commercial use cases, blockchain technology also represents an opportunity to address humanitarian and philanthropic challenges such as identity and financial inclusion, which are all becoming increasingly more important to address.

We believe that blockchain technology represents the second generation of the Internet. It not only holds the potential to profoundly transform a multitude of industries, it has the potential to transform lives.
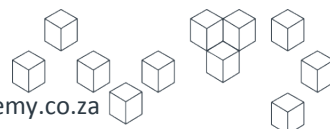
# What services do we offer?

*We offer bespoke training and consulting services from beginner levels to advanced levels of understanding on blockchain technology and cryptocurrencies as well as blockchain development.*

**Training**

**Consulting**

**Presentations**

**Development**

## Training
The academy provides training in various countries. Training in South Africa takes place at AlphaCode Club in Johannesburg and at the Bandwidth Barn in Cape Town, as well as at our clients offices in various cities.

Courses typically over one full day but can be lengthened on request.

## Consulting
The academy provides a variety of consulting services such:
- blockchain development
- feasibility of using blockchain within an organisation
- assisting an organisations developers to build, deploy and test blockchain applications
- advising on the type of blockchain

technology that is best suited to an organisations requirements
- Determining the relevant use-cases

## Presentations
The academy offers presentations to organisations on a variety of topics relating to blockchain and cryptocurrencies.

## Development
The academy and its partners can assist organisations with their blockchain development projects on a variety of different types of blockchain technologies.

*Equip yourself with the knowledge to evaluate the impact blockchain will have on your organisation's business model.*
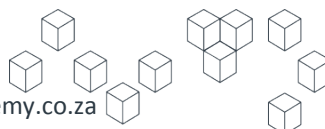
# Blockchain Executive Course

The Blockchain Executive course is designed for C-level executives, analysts, procurement, innovation, legal and compliance teams, IT specialists, senior strategists and risk managers who wish to fully understand the relevance and importance of blockchain technology, including cryptocurrencies such as bitcoin.

It will also highlight the practical applications of this technology for a variety of business use cases and help to determine how to improve business inefficiencies, streamline systems and processes and reduce costs within an organisation.

## REQUIREMENTS
- No prior knowledge of Bitcoin and blockchain is required

## DURATION
- 1 day
- **09:00-14:30pm**
- Short tea/coffee breaks and light lunch

## TRAINING METHODOLOGY
- Our training is instructor led in classroom style, though participants will be encouraged to engage throughout the course.

## VENUE
- Bandwidth Barn in Woodstock, **Cape Town**
- AlphaCode Club in Sandton, **Johannesburg**
- At our clients offices in various South African cities and African countries

## WHAT'S INCLUDED?
- A Certificate of Completion

## WHO SHOULD ATTEND?

- CEOs
- CTOs
- CIOs
- COOs
- CFOs

IT Managers
- Finance Managers
- Compliance and Risk Managers
- Strategists
- Decision makers

## COURSE OUTCOME:

Upon completion of the course executives will have gained a comprehensive, multi-faceted understanding of key blockchain-related topics and will have developed the level of technical skills required to achieve specific business goals.

Executives will be able to identify suitable use cases for different blockchain technologies in order to solve key business issues and assess the risks vs. benefits of using blockchain technology instead of existing technology platforms.

As well as understanding the the theory executives, will also review real-world examples of best in case blockchain technology applications in order to see how transformative business models can be created.

It will challenge executives to establish a deeper functional understanding of blockchain and how it can impact their specific industry.

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**BLOCKCHAIN**
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# Blockchain Executive Course
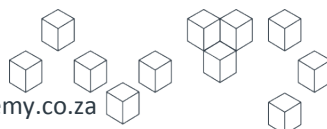
## Module 1
### Understanding blockchain technology and cryptocurrencies

This module will provide executives with a foundational understanding of blockchain technology, how it works, its importance and how it will affect the future of business and your organisation.

The session will cover a variety of different types of blockchain technologies (public, private, permissioned and permissionless), why their differences are important and how each is designed and suited to solving different problems. The governance models, where relevant, will also be discussed.

It will explore the relationship between cryptocurrencies, tokens and blockchain technology, as well as the basics of cryptography and the differences between distributed ledger technology (DLT) and blockchain technology.

Executives will learn more about the technical problems that some blockchain technologies face and attempts and solutions to solve these by the community, developers and businesses.

At the end of the first module executives will be able to answer the following questions:
- What is blockchain technology?
- How do I use blockchain technology?
- What are bitcoin, cryptocurrencies and digital assets?
- What kind of use cases exist in the financial and non-financial industries?
- What are some of the technical limitations and considerations of this technology?
- What does the future hold for blockchain technology and cryptocurrencies?

## Module 2
### Application of blockchain technology for innovation

The session will include an overview of the global regulatory landscape, critical concerns regulators have and how they are attempting to address these.

This module will focus specifically on the application and use of blockchain technology across several industries and how this is driving innovation, with a specific focus on the insurance and financial services sector.

The session will focus on equipping executives with skills and knowledge required to hypothesise and then validate how blockchain technology can be utilised, aligning ideas to strategic direction and operational environment.

The session will conclude with the development of a high level roadmap for implementing blockchain solutions in the clients organisation.

At the end of the course, executives will have a comprehensive understanding of:
- The different blockchain technology business models
- Understand some of the most relevant use cases across various industries
- Understand the opportunities and risks this technology presents

Executives will also come away from the course with the necessary insight to make informed decisions on how to potentially use blockchain technology within their own organisations.

# Blockchain Executive Course
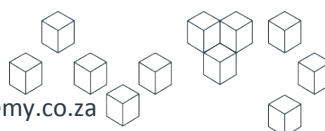
## Module 1
### Understanding blockchain technology and cryptocurrencies

- Money and currency
- Digital currencies explained
- History of Bitcoin
- Cryptography
- 101 of a blockchain
- Distributed Ledger Technology (DLT)
- How are transactions stored on a blockchain
- Permissioned and permissionless blockchains such as Ethereum, Hyperledger and Ripple
- Smart contracts
- Alternate Consensus Mechanisms
- Security and scalability of blockchains
- Layer Two Solutions and Lightning Network
- Use cases for financial and non-financial applications

## Module 2
### Application of blockchain technology for innovation

- Hard Forks and attacks
- Governance and risk of centralisation
- Hype cycles
- Permissionless vs. permissioned blockchains
- Initial Coin Offering (ICOs)
- Know-Your-Customer (KYC) and Anti-Money Laundering (AML)
- Central bank driven blockchains and cryptocurrencies
- Tax implications of cryptocurrencies
- Self regulatory bodies
- Examples of various approaches taken by regulators globally
- The innovator's dilemma: incumbents and disruption
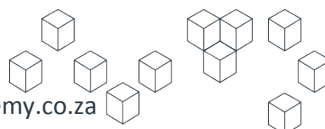
# Pricing Schedule

The Blockchain Academy will tailor its training to meet the clients specific requirements. Below is a set of pricing as it relates to the course above. These are indicative per person rates and can be adjusted to a per course rate, if preferred.

A minimum of 8 attendees is required.

## Blockchain Executive Course

Now ZAR4,900 incl. vat

per person

# Terms and Conditions

- A deposit of 75% is required to secure the booking **2 weeks** before the scheduled training date.
- The remainder will be due within 2 weeks of the scheduled date.
- A minimum of 8 attendees are required.
- The cost is R4,900 (incl. vat) per attendee.
- Catering is included in the quote.
  If catering is not required the price is R4,800 per attendee.
- Training sessions are held as follows: 09:00am – 14:30pm
- Sessions include short tea/coffee breaks and a lunch break.
- Certificate of Completions are included.

The Blockchain Academy requires the client to arrange the following for each training session (if the training is to be held at the clients offices):

1. training facilities with access to WIFI
2. catering: refreshments and lunch
3. a projector and screen
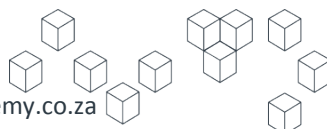
# Carel de Jager



Carel is one of the lead instructors at the Blockchain Academy.

Carel de Jager began his career as a Chemical Engineer in the energy industry. He now works as a consultant for the Blockchain Academy, facilitating a wide range of blockchain related training courses and presentations. Through the academy, he also delivers customised, industry-specific training to audiences ranging from the inexperienced to executive level.

Carel is also a public speaker, where he often illustrates his ability to explain technical use cases for blockchain technology in a simple and practical way.
He's interest in blockchain technology grew from building an Ethereum mining rig in 2016. Being an engineer, he delved into the technicalities of his newly developed hobby and quickly realised that the mathematical problems his mining rig were solving would change the world. The study of this technology became his passion.

As a consultant at the Blockchain Academy, Carel has been invited onto television shows (SABC1), coached numerous executives on the technology in South Africa and Oman. He has also presented specific aspects of blockchain use cases to clients such as the Johannesburg Chamber of Commerce and Industry, Werksmans Attorneys, Discovery and SAICA. He facilitates the Bitcoin and Blockchain Beginner, Blockchain Advanced, the Blockchain for Executives and Blockchain for Financial Institutions courses in Johannesburg and abroad. He frequently speaks at local and international conferences and events where he uses practical examples to explain deep technical characteristics of the technology.

# Testimonials
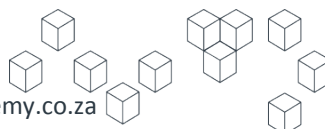
### Bitcoin and Blockchain Beginner Course

*During the last quarter of 2016, we took the decision to further develop the ThisIsMe platform using blockchain and in particular Etherium, at the time we had no customers requesting a blockchain version, so it was definitely on the edge.*

*We selected the Blockchain Academy, to get the entire team and not just the development area up to the same standard of knowledge. The course covered a lot of information, delivered in concise chunks that were easy to absorb. The structure was clear, logical and effective.*
*But it was wasn't just about the new knowledge, the main benefits came from discussing use cases, receiving individual feedback and interacting with the tutor. Well worthy of the money and time spent and I can only thank the Blockchain Academy for putting the course together and delivering it with a very knowledgeable tutor.*

Mark Chirnside, CEO at ThisIsMe

### Bitcoin and Blockchain Beginner Course

*I would like to provide some formal feedback on the Blockchain training that I have recently attended at the Blockchain Academy.*

*I have attended the following courses:*

*Blockchain Beginner, Blockchain Advanced, Ethereum Beginner and Blockchain for Developers*

*The courses are really well structured and with the latest industry content. The content enough to ensure the attendees grasp the key concepts in the allocated time.*
*This allows you to be at a level of understanding fairly quickly, if you did not have a prior knowledge of Blockchain and Crypto-currencies.*

*The lecturers are very knowledgeable and able to answer questions with ease. They are able to gauge and follow the classroom levels to ensure everyone is keeping up with the expected workbooks. The time allocated to the courses are sufficient to cover the material. There is a lot of additional information and takeaways to spend time on your own, further enhancing your knowledge gained from the courses.*

Rennie Govender, Head: Business Application Support: Corporate Investment Banking at Standard Bank
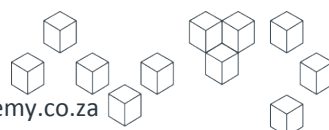
# Testimonials

**Legal and Regulatory Implications of Cryptocurrency and Blockchain Technology Course**

*" I can't speak for anyone else, but in the few years I've been with CDH this was probably one of the best training sessions (definitely the best by an external presenter) that I've attended. It gave me an extremely good idea of how the blockchain and cryptocurrency space works and what's happened in the rest of the world. "*

Louis Botha, Associate – Tax and Exchange Control, Cliffe Dekker Hofmeyr

**Legal and Regulatory Implications of Cryptocurrency and Blockchain Technology Course**

*" I attended a course yesterday with the expectation of gaining some insight into the world of blockchain and cryptocurrencies and my expectations were exceeded. Nerushka Bowan thank you for such a well delivered presentation. I highly recommend this course. "*

Keshia Naidoo, Legal and Compliance Administrator, The Hello Group

**Blockchain for Financial Institutions Course**

*" We are very excited to host the first Bitcoin & Blockchain training for the Financial Services Industry, in collaboration with the Blockchain Academy, in Mauritius. The speakers we had during these 2 days, are people who have experimented with this technology for the last 4 years, and they dived us through this immersive technology that helped the audience to understand it, clear out the misconceptions, and realize the opportunities at hand. We were provided with multiple use cases that helped the audience understand the practical side of it. Gavin encouraged participation and interaction, that created the perfect platform for exchange of ideas and disseminating the contents in a structured way. We strongly recommend Blockchain Academy. "*

Ali Jamaloodeen, General Manager, AA Ventures Pty Ltd (Mauritius)
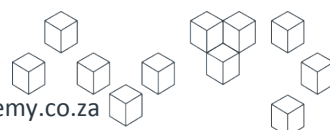
# Payment

Please make payment one week before course commences to:

Blockchain Academy Pty Ltd

Bank: Standard Bank

Account No: 072612193

Branch: Claremont

Branch Code: 051001

Please send  proof of payment to:
info@blockchainacademy.co.za

Students receive 20% discount on all our courses.

# Group Bookings

We offer private training sessions for groups of 8 or more individuals, onsite at your offices or at our training facilities in Johannesburg and Cape Town as well as in various countries.

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# Contact Us

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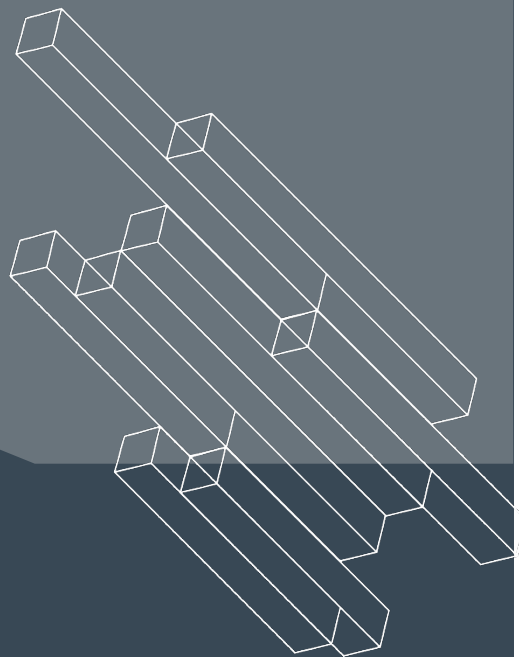🐦 @BlockchainAcad

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