



LASSONDE PD
PROFESSIONAL DEVELOPMENT

BlockChain Business Model Development



Overview

The Blockchain for Business Model Development course guides participants through the concepts behind Blockchain technology. Those who join the training will also be asked to deep dive into different frameworks to assess which part of Blockchain technology best addresses the problems they are trying to solve. The answer will be channelled into a white paper that calls on participants to conceive and design a Blockchain strategy for a particular industry.

Key Takeaways

- Develop a sound understanding of two key costs significantly lowered by blockchain technology: verification and networking costs**
- Propose a blockchain-based solution to your own, specific business challenge**



Participants

The program is for professionals seeking a better understanding of blockchain's impact and applications in an economic environment. Whether you are an entrepreneur looking to integrate blockchain into your business plan, or an industry practitioner wanting to understand the current and future developments of this new technology, this course is relevant for you.

Program Highlights



3 modules over 3 days



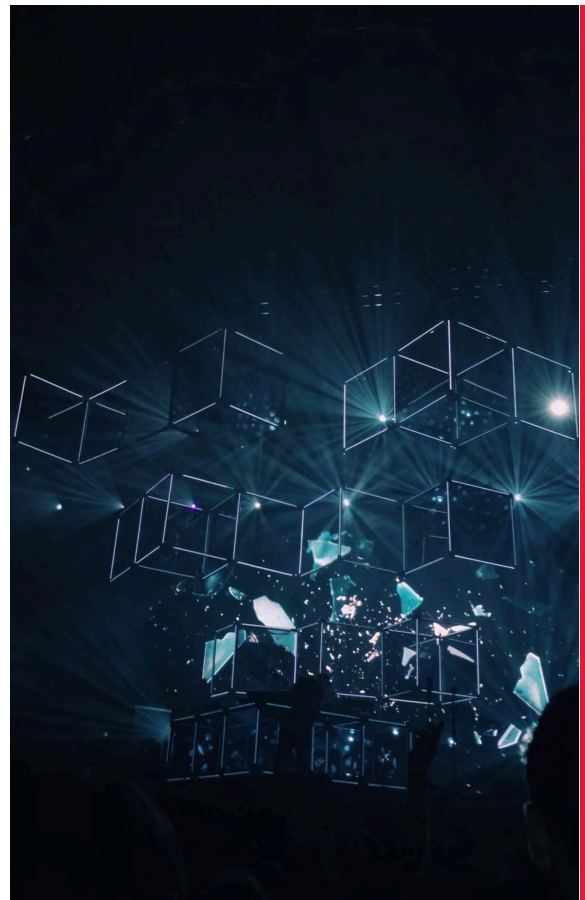
Online Virtual Sessions
Live Coaching sessions



Prerequisites
Basics of drafting a
business plan

Why Us?

- **Learn from global thought leaders.**
- **Peer-to-peer incubation program to help visionary innovators build disruptive solutions to real-world problems using Blockchain technology**
- **Access to a global network of partners, a community of 5000 Blockchain professionals and 15000 entrepreneurs**
- **Certificate from Lassonde School Engineering, York University**





Course Outline - Module 1

DAY 1

From a review of Nick Szabo's "bit gold" in 1998 to Ethereum's Metropolis release in 2017, participants will learn a historical timeline of "Blockchain technology". Participants will also begin their journey of identifying the problem they want to solve and the Blockchain business model that will help find a solution.

DAY 2

Participants will review Blockchain platforms, their differences and their applications. The goal of this exercise is to foster a learning process that uses Blockchain to produce solutions for different applications.

DAY 3

The white papers are the final guidelines from which participants are expected to immerse themselves in a full understanding of both positive Blockchain features and the pitfalls of its misapplications. The final course day also sees participants reviewing Blockchain laws and regulations as they apply across jurisdictions and legal frameworks.



Course Outline - Module 2

CAPSTONE

Module 2 consists of a White Paper Capstone Project.

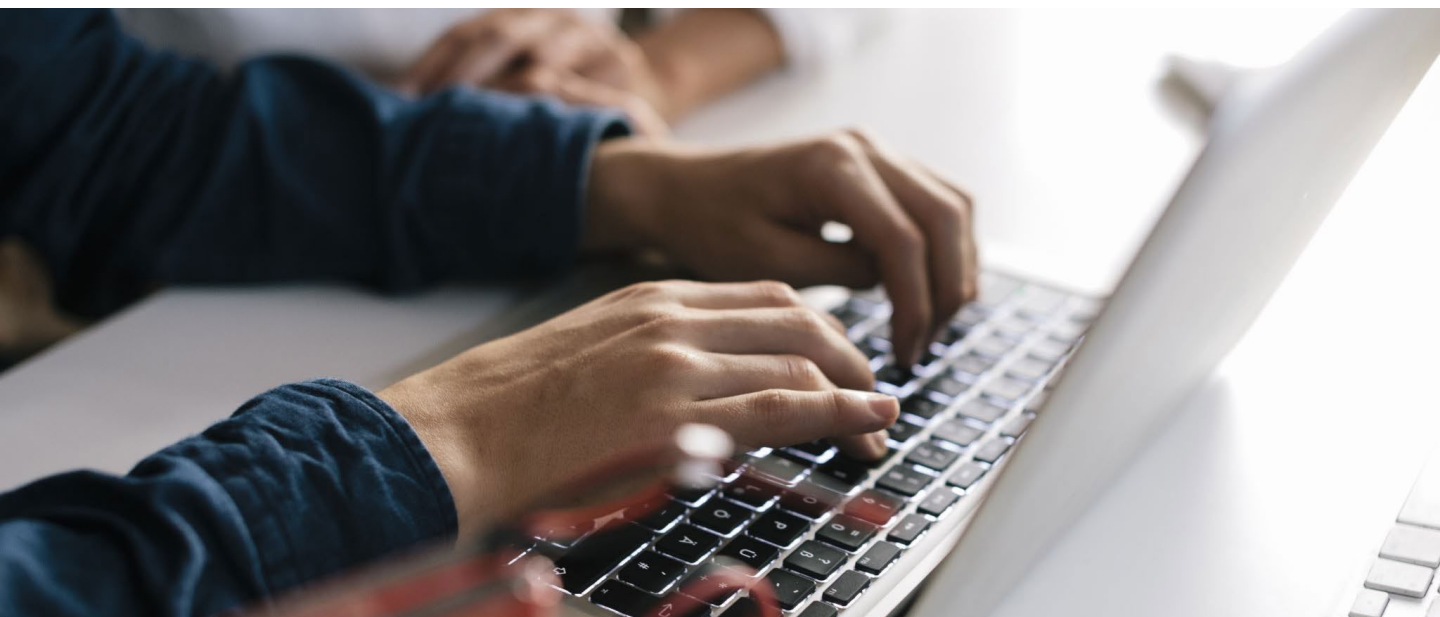
More details...

Your capstone project is a white paper designed for a use case of your choice. It is due one week after finishing module 1.



Certificate of Completion

Participants must attend all program modules and successfully complete the take-home assignment/exam to receive a certificate. Once the certificate is granted, it will be hashed on the globally accessible Ethereum blockchain



Meet the Instructors



Mohamed El Kandri

Mohamed is the Co-Founder and CTO IR4LAB. He is also the Executive Member of The BlockchainHub at York University.



Nasser Rahal

Nasser is an accomplished technology executive with progressively advancing management and technical responsibilities.



Shaan Ray

Shaan is a technology researcher and an entrepreneur. He specialized in Blockchain, international business, and cryptocurrencies.



Amy Ter Haar

Amy is a practicing lawyer and trusted advisor that supports clients in building their businesses. She was voted as one of Canada's Top Women in FinTech and Blockchain in 2021. She is also an adjunct professor at Western University and University's Law School, and Osgoode Hall Law School.



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