INNOVATION RESEARCH INTERCHANGE

Accelerating Value Creation

NOON ET, 9AM PT ON OCTOBER 4, 2019

NAVIGATING THE BLOCKCHAIN LANDSCAPE FOR DIGITAL BUSINESSES

OCT BROWN BAG WEBINAR

Barry Brager
Perception Partners

Charley Macedo
Amster, Rothstein & Ebenstein LLP

https://www.iriweb.org/events/october-brown-bag-webinar-navigating-blockchain-landscape-digital-businesses

Blockchain is a Database Built on…

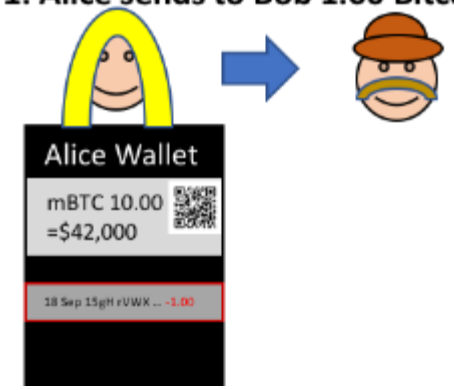
TRUST

…or a lack thereof…

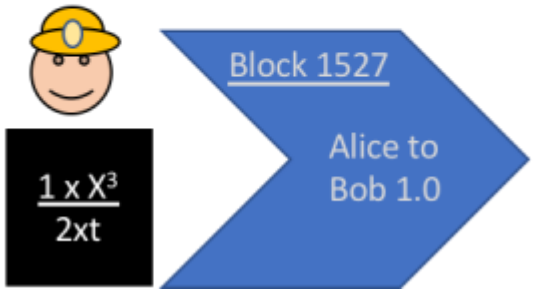
Pseudononymous | Transparent | Independent | Irreversible

How the Bitcoin Blockchain Works

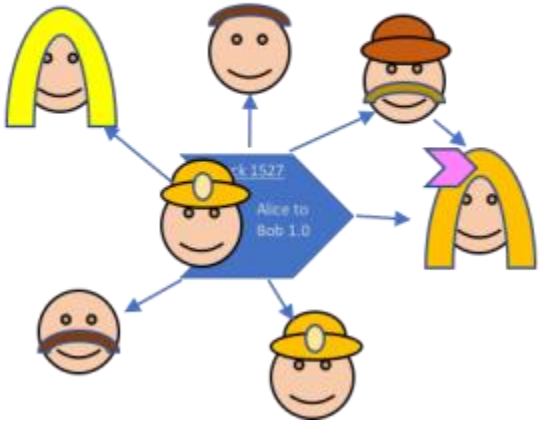
1. Alice sends to Bob 1.00 Bitcoin



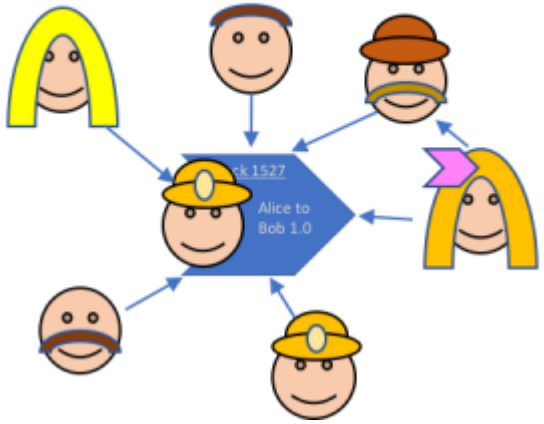
2. A Miner Solves A Difficult Math Problem and Saves The Transaction As A Block on the Chain



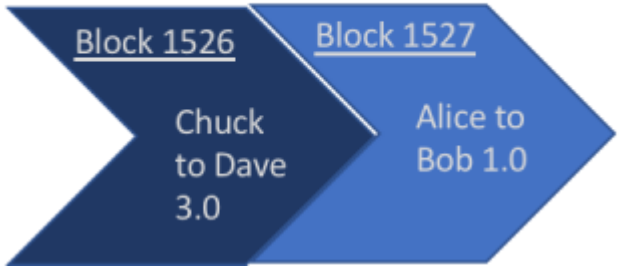
3. The Block is Broadcast to Everyone In The Network



4. The Block is Approved and Transaction Validated by Network



5. The Block is Added to the Blockchain



6. Bob receives 1 Bitcoin from Alice

Bitcoin Inspired Other Blockchains

Pseudononymous | **Transparent** | **Independent** | **Irreversible**

Smart Contracts on Ethereum leads to unlimited Tokens and Use Cases

Selectively Transparent | Controlled Independence | Potentially Reversible

Use Case 1: Produce Tracking System

Sensors take data at vineyard where grapes grow

Sensors take data at winery where wine is stored in barrels

Sensor data for wine in transit

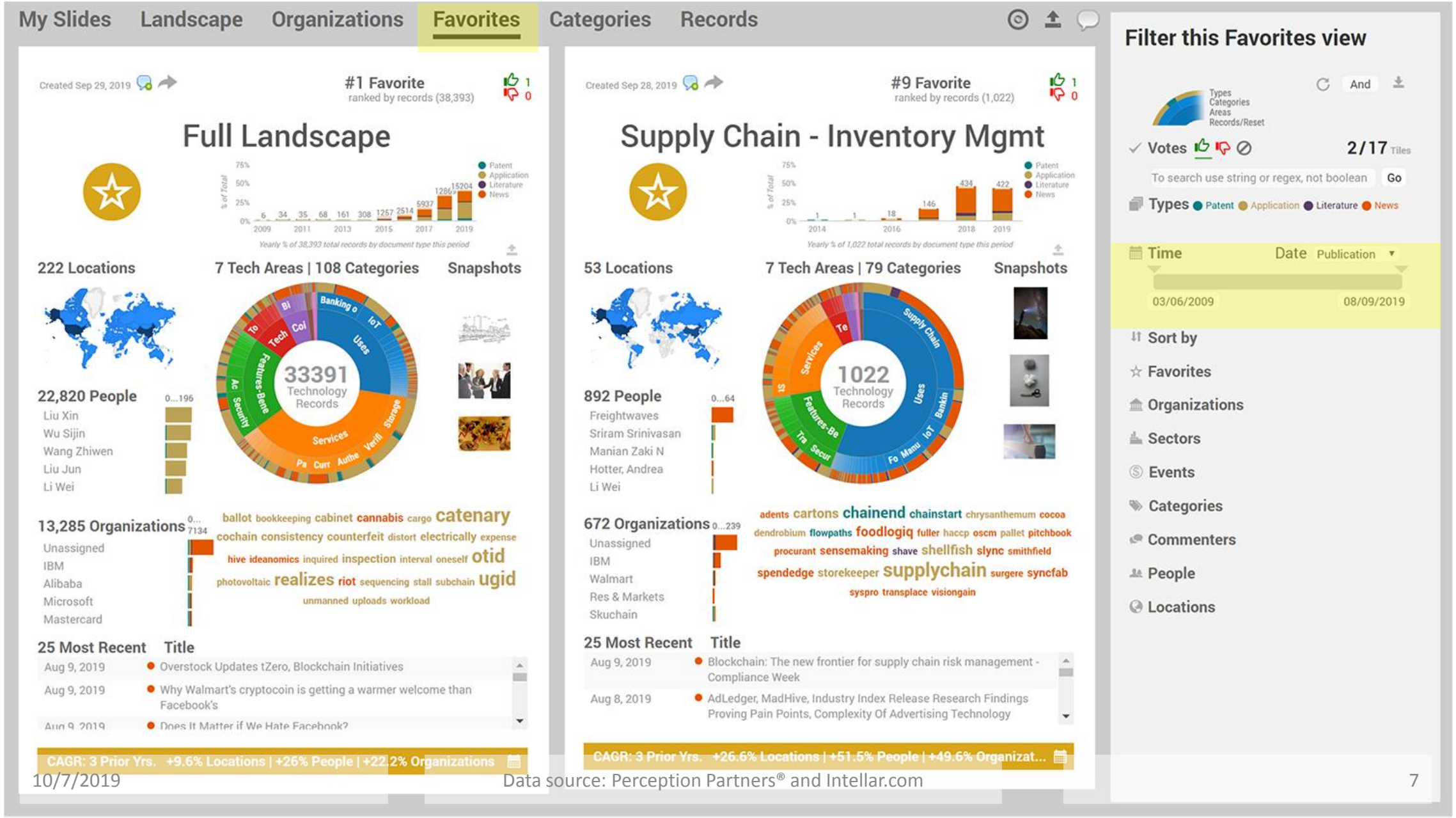
Sensor data for wine in cellar where stored

History & event analytics for your bottle of wine when you want to purchase it or drink it

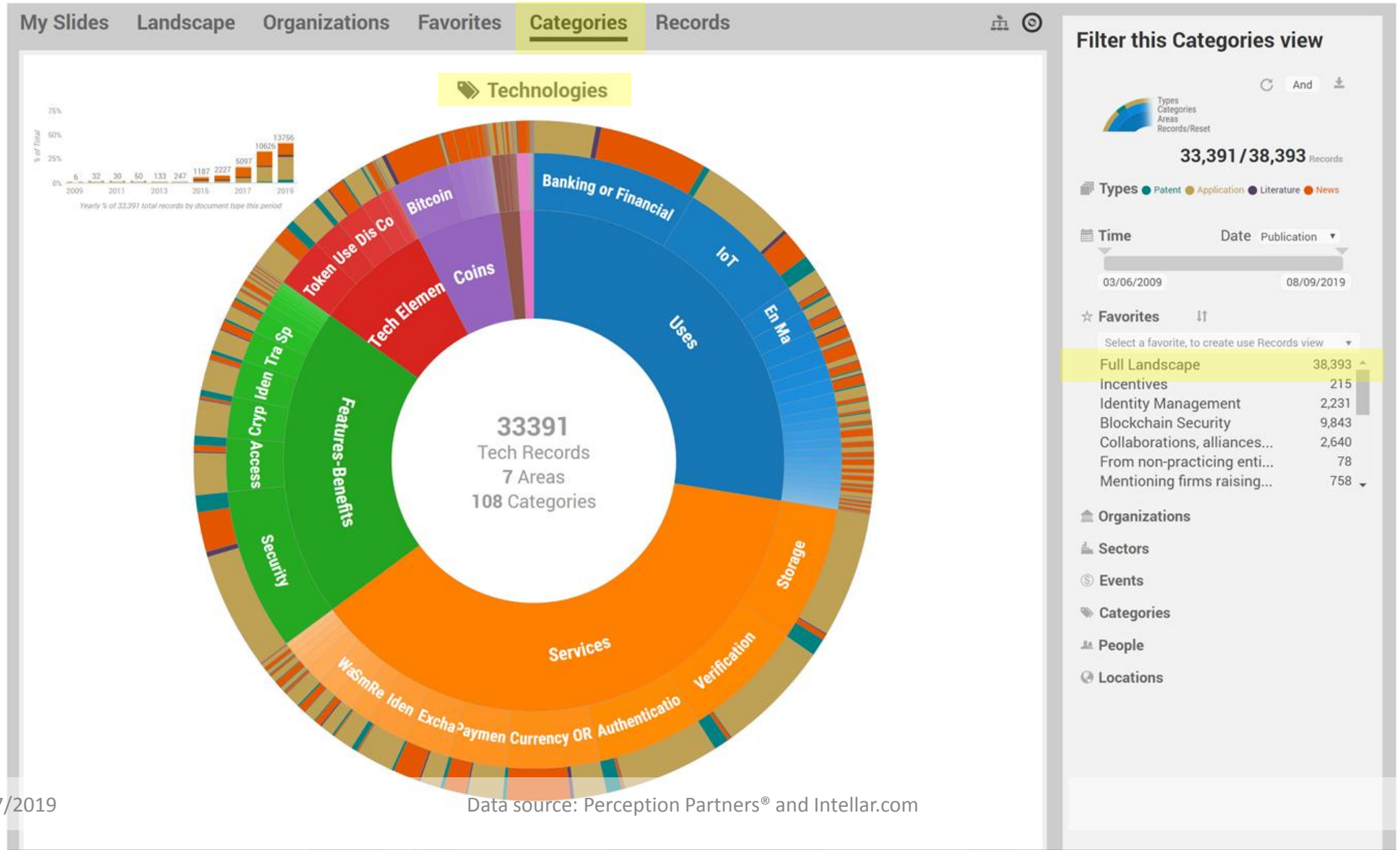
My Wine

Transparent tracking, authentication & safety experience by the unit

Inventory Mgmt Blockchain Landscape (Animated)

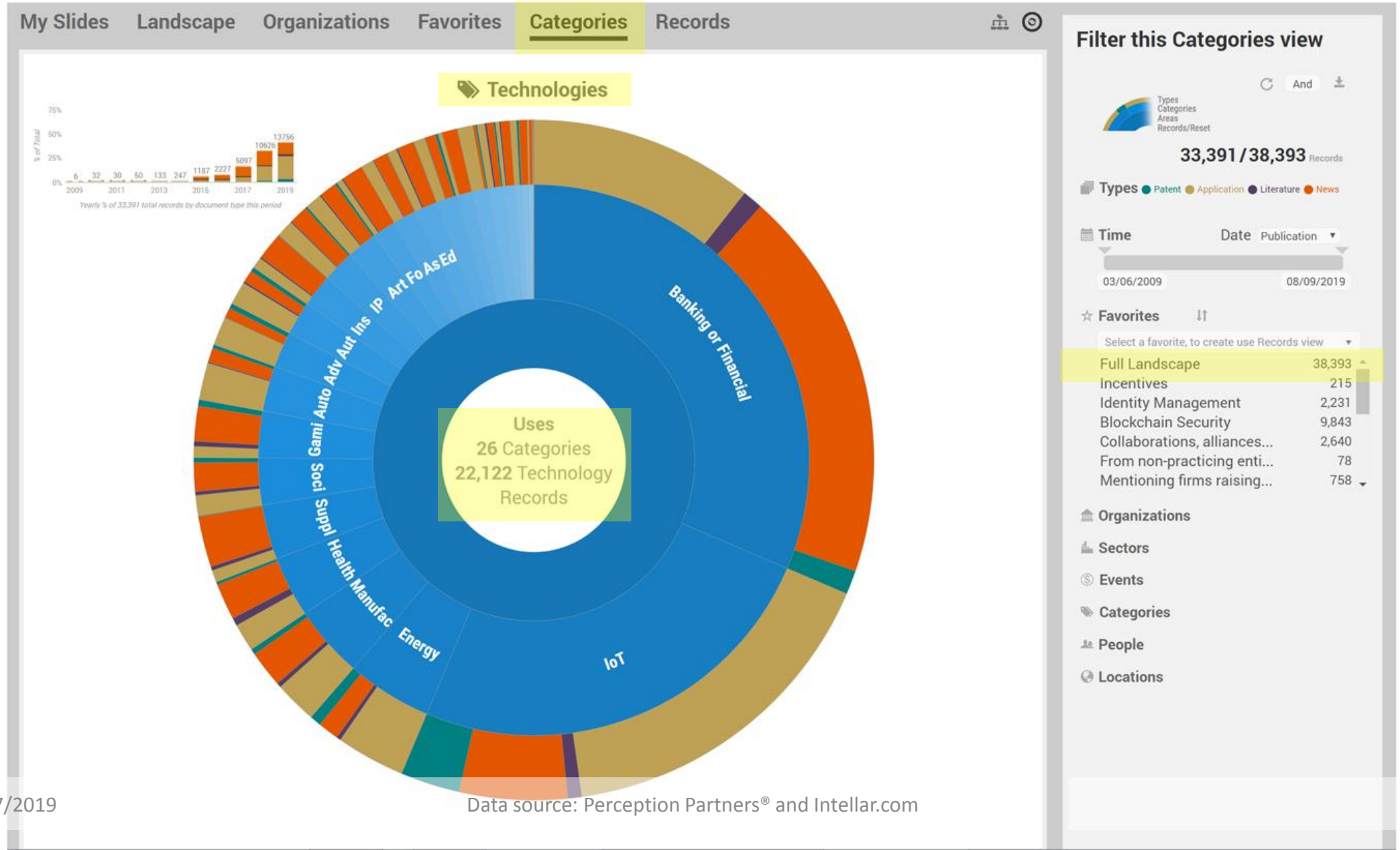


Blockchain IP & Tech Topics



Data source: Perception Partners® and Intellar.com

Inventory Mgmt Tech Topics



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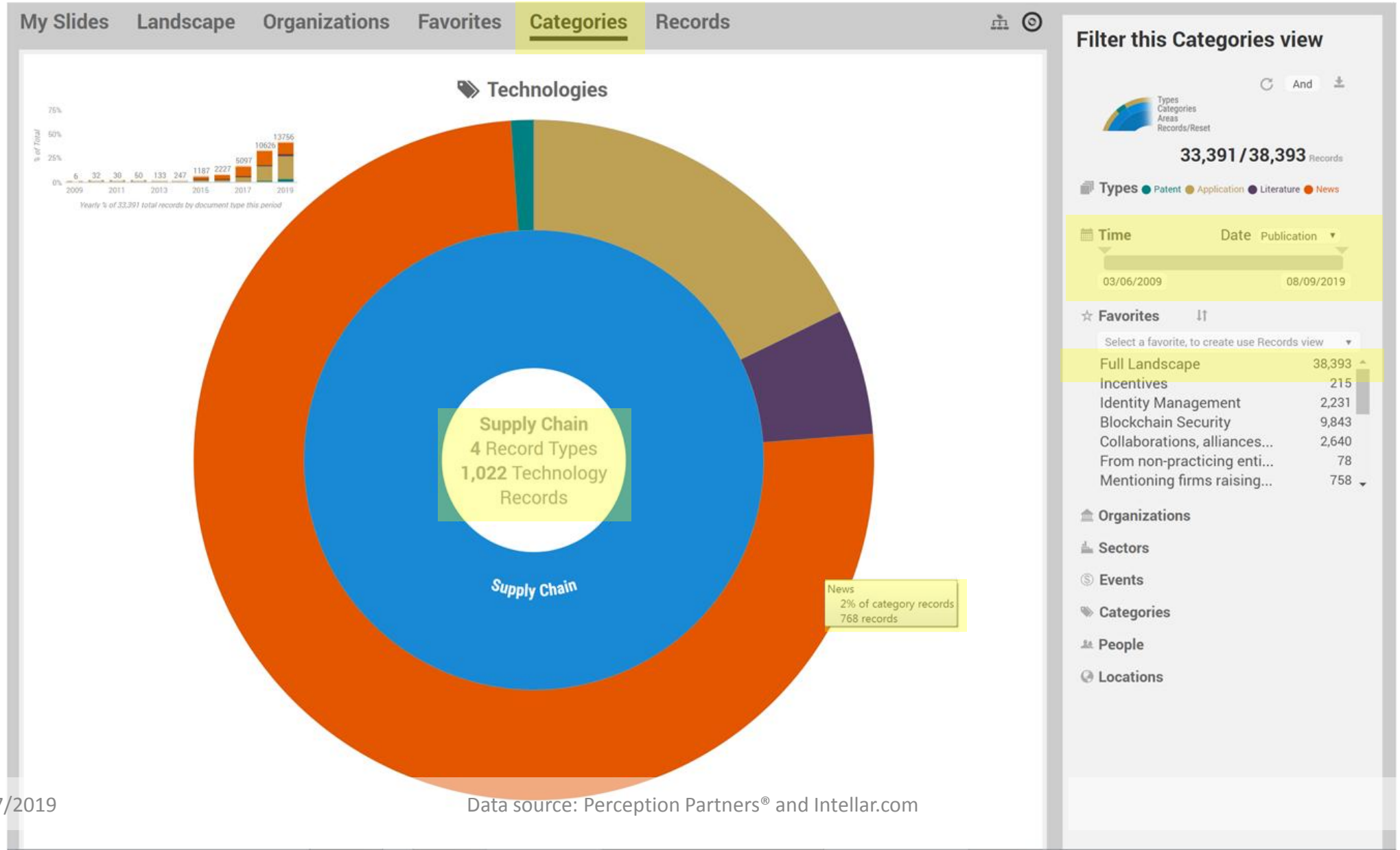
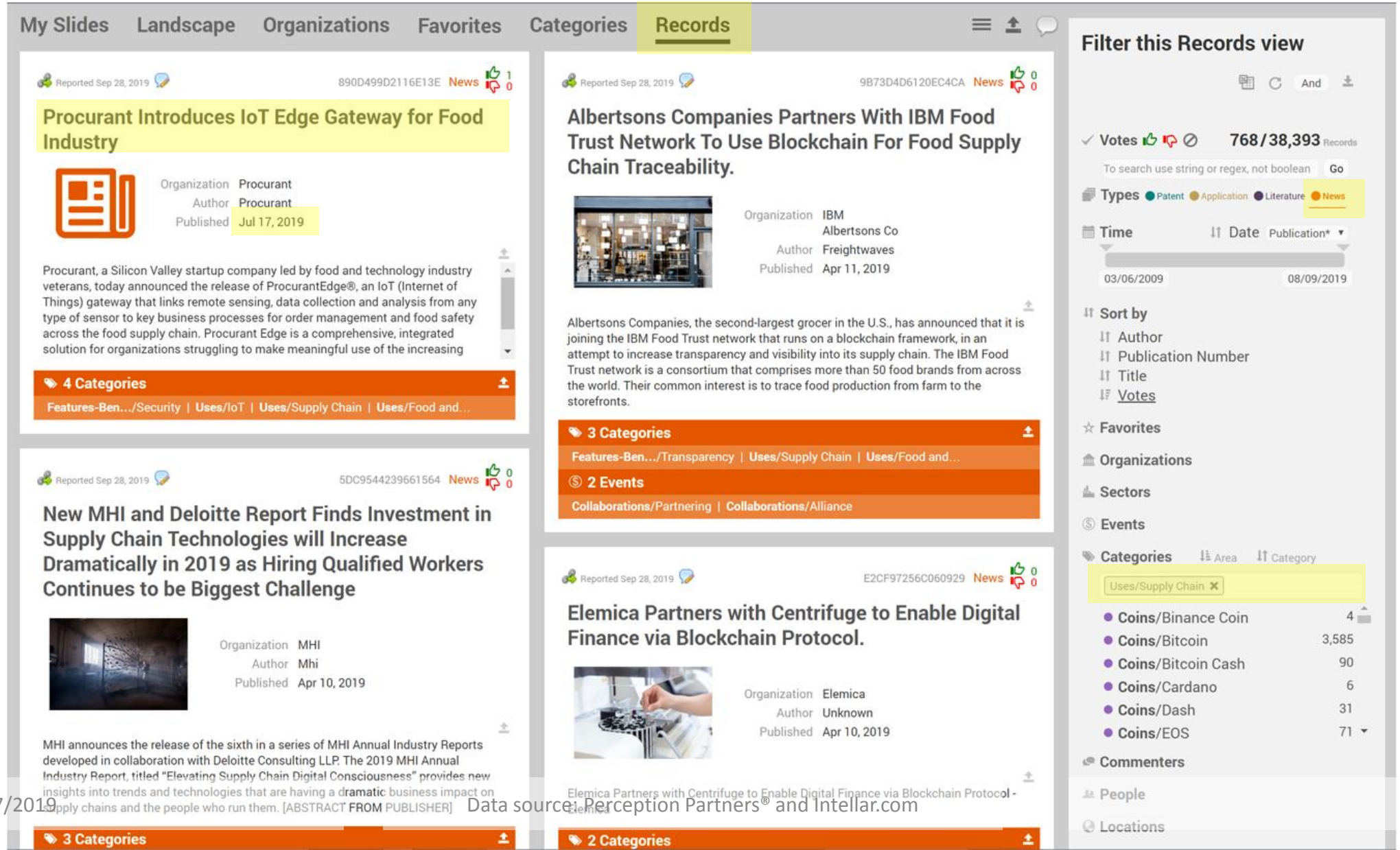
Inventory Mgmt Tech Topics

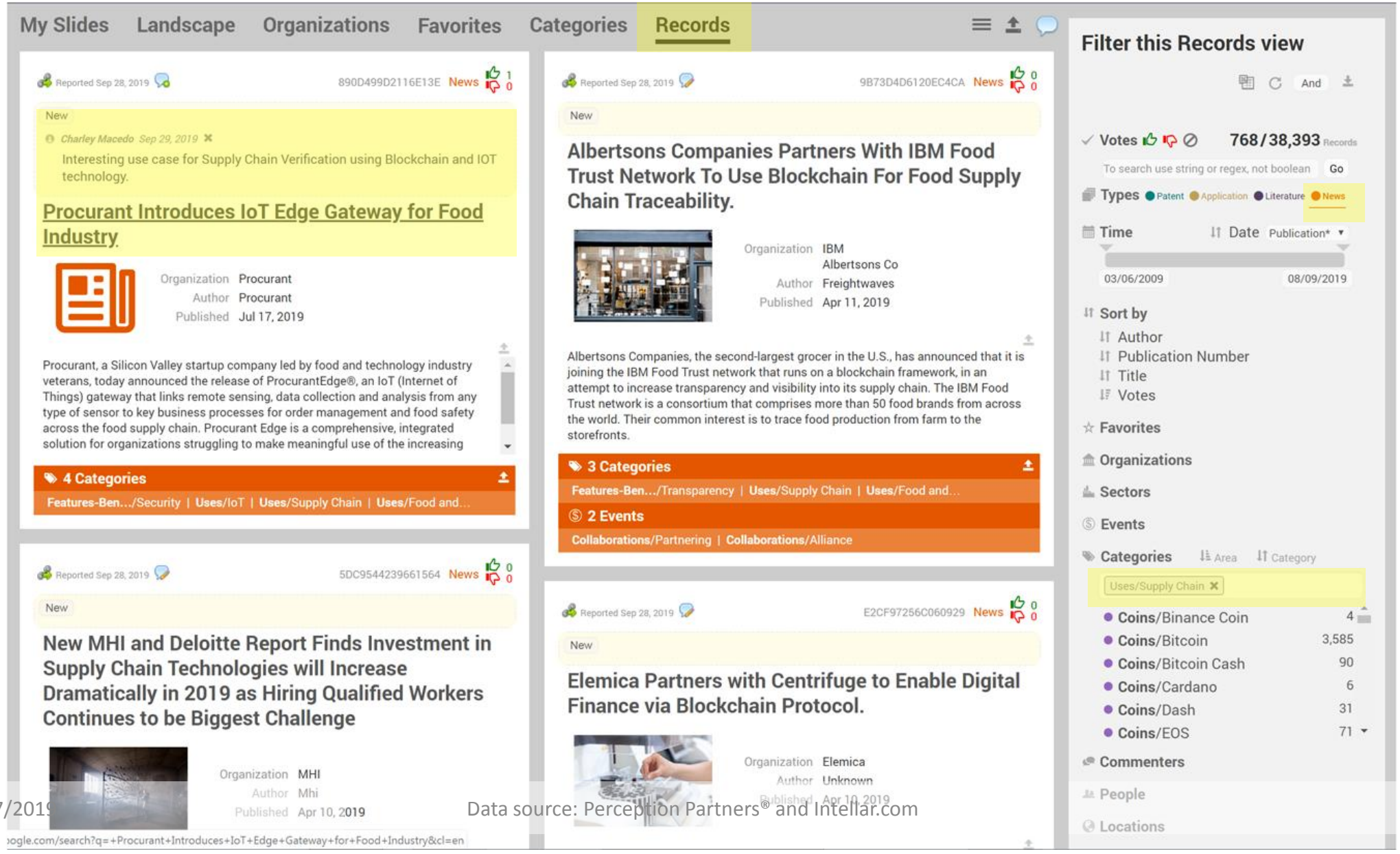


Data source: Perception Partners® and Intellar.com

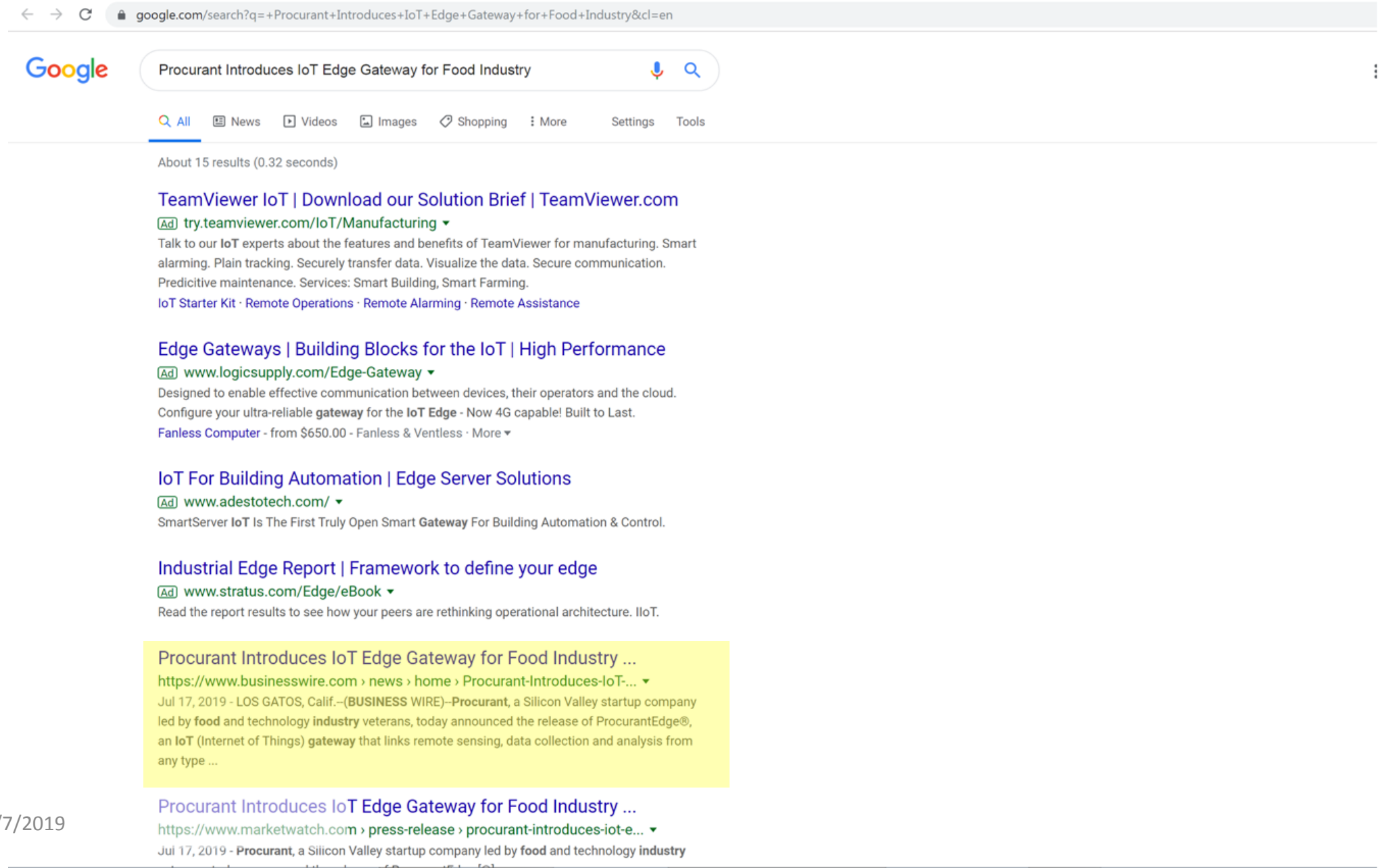
Inventory Mgmt Tech Records



Inventory Mgmt Tech Records



Startup Discovery



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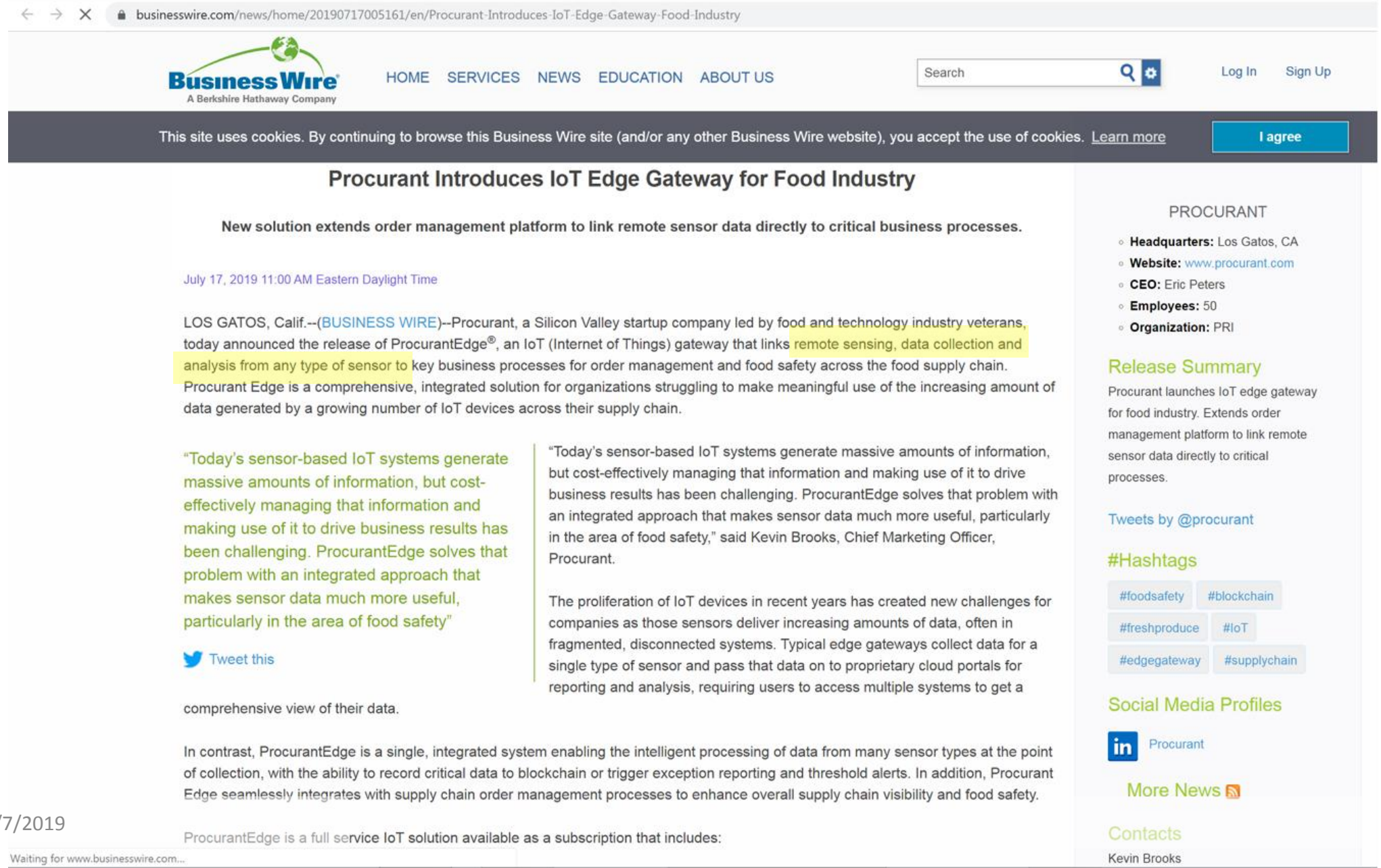

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Procurant Introduces IoT Edge Gateway for Food Industry

New solution extends order management platform to link remote sensor data directly to critical business processes.

July 17, 2019 11:00 AM Eastern Daylight Time

LOS GATOS, Calif.--(BUSINESS WIRE)--Procurant, a Silicon Valley startup company led by food and technology industry veterans, today announced the release of ProcurantEdge®, an IoT (Internet of Things) gateway that links remote sensing, data collection and analysis from any type of sensor to key business processes for order management and food safety across the food supply chain. Procurant Edge is a comprehensive, integrated solution for organizations struggling to make meaningful use of the increasing amount of data generated by a growing number of IoT devices across their supply chain.

"Today's sensor-based IoT systems generate massive amounts of information, but cost-effectively managing that information and making use of it to drive business results has been challenging. ProcurantEdge solves that problem with an integrated approach that makes sensor data much more useful, particularly in the area of food safety"

Tweet this

"Today's sensor-based IoT systems generate massive amounts of information, but cost-effectively managing that information and making use of it to drive business results has been challenging. ProcurantEdge solves that problem with an integrated approach that makes sensor data much more useful, particularly in the area of food safety," said Kevin Brooks, Chief Marketing Officer, Procurant.

The proliferation of IoT devices in recent years has created new challenges for companies as those sensors deliver increasing amounts of data, often in fragmented, disconnected systems. Typical edge gateways collect data for a single type of sensor and pass that data on to proprietary cloud portals for reporting and analysis, requiring users to access multiple systems to get a comprehensive view of their data.

In contrast, ProcurantEdge is a single, integrated system enabling the intelligent processing of data from many sensor types at the point of collection, with the ability to record critical data to blockchain or trigger exception reporting and threshold alerts. In addition, Procurant Edge seamlessly integrates with supply chain order management processes to enhance overall supply chain visibility and food safety.

ProcurantEdge is a full service IoT solution available as a subscription that includes:

PROCURANT

- **Headquarters:** Los Gatos, CA
- **Website:** www.procurant.com
- **CEO:** Eric Peters
- **Employees:** 50
- **Organization:** PRI

Release Summary

Procurant launches IoT edge gateway for food industry. Extends order management platform to link remote sensor data directly to critical processes.

Tweets by @procurant

#Hashtags

#foodsafety #blockchain #freshproduce #IoT #edgegateway #supplychain

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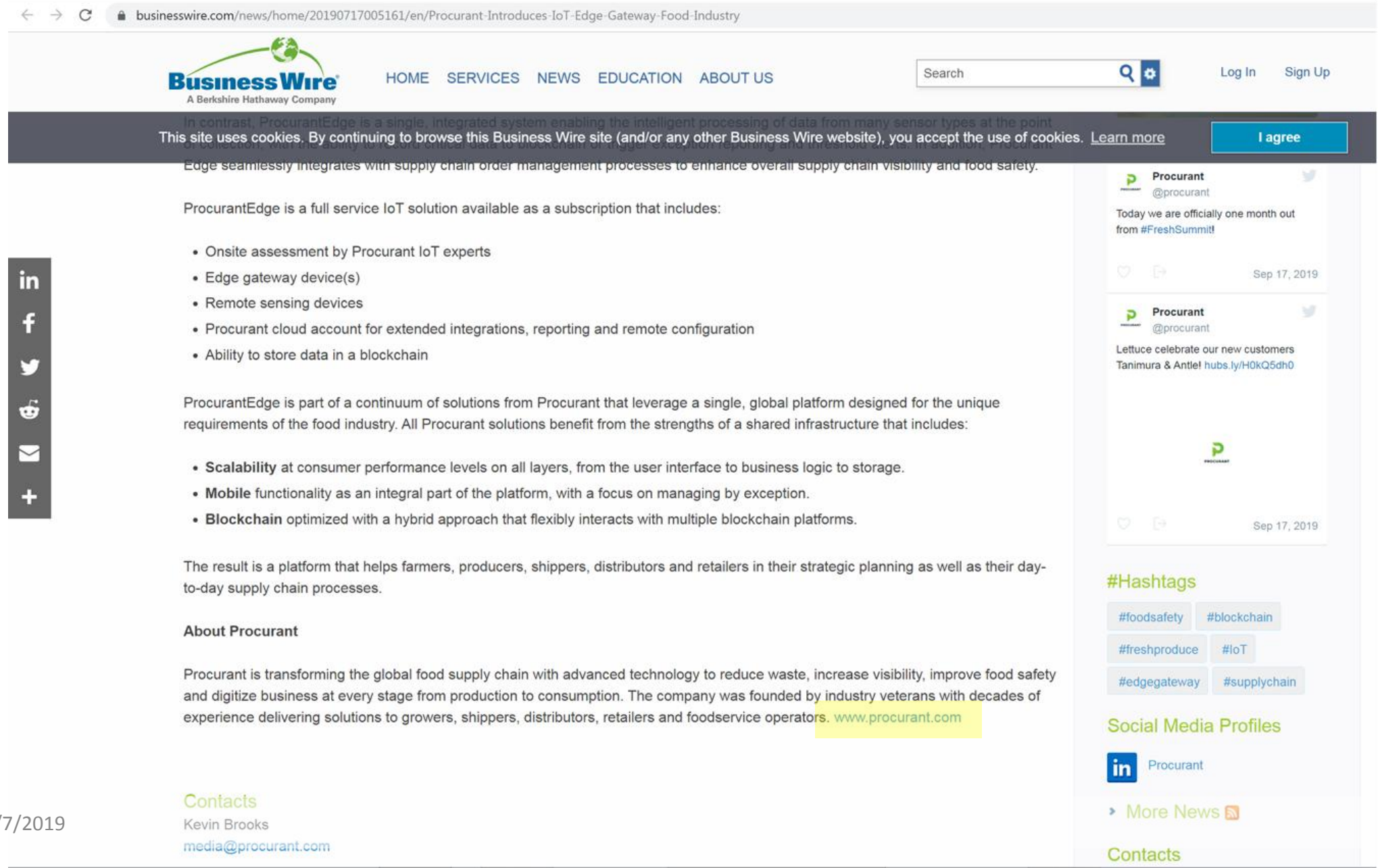
Kevin Brooks

Waiting for www.businesswire.com...

Startup Discovery



businesswire.com/news/home/20190717005161/en/Procurant-Introduces-IoT-Edge-Gateway-Food-Industry

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Edge seamlessly integrates with supply chain order management processes to enhance overall supply chain visibility and food safety.

ProcurantEdge is a full service IoT solution available as a subscription that includes:

- Onsite assessment by Procurant IoT experts
- Edge gateway device(s)
- Remote sensing devices
- Procurant cloud account for extended integrations, reporting and remote configuration
- Ability to store data in a blockchain

ProcurantEdge is part of a continuum of solutions from Procurant that leverage a single, global platform designed for the unique requirements of the food industry. All Procurant solutions benefit from the strengths of a shared infrastructure that includes:

- **Scalability** at consumer performance levels on all layers, from the user interface to business logic to storage.
- **Mobile** functionality as an integral part of the platform, with a focus on managing by exception.
- **Blockchain** optimized with a hybrid approach that flexibly interacts with multiple blockchain platforms.

The result is a platform that helps farmers, producers, shippers, distributors and retailers in their strategic planning as well as their day-to-day supply chain processes.

About Procurant

Procurant is transforming the global food supply chain with advanced technology to reduce waste, increase visibility, improve food safety and digitize business at every stage from production to consumption. The company was founded by industry veterans with decades of experience delivering solutions to growers, shippers, distributors, retailers and foodservice operators. www.procurant.com

Contacts
Kevin Brooks
media@procurant.com

Procurant
@procurant
Today we are officially one month out from #FreshSummit!
Sep 17, 2019

Procurant
@procurant
Lettuce celebrate our new customers Tanimura & Antle! hubs.ly/H0kQ5dh0
Sep 17, 2019

#Hashtags
#foodsafety #blockchain #freshproduce #IoT #edgegateway #supplychain

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Procurant

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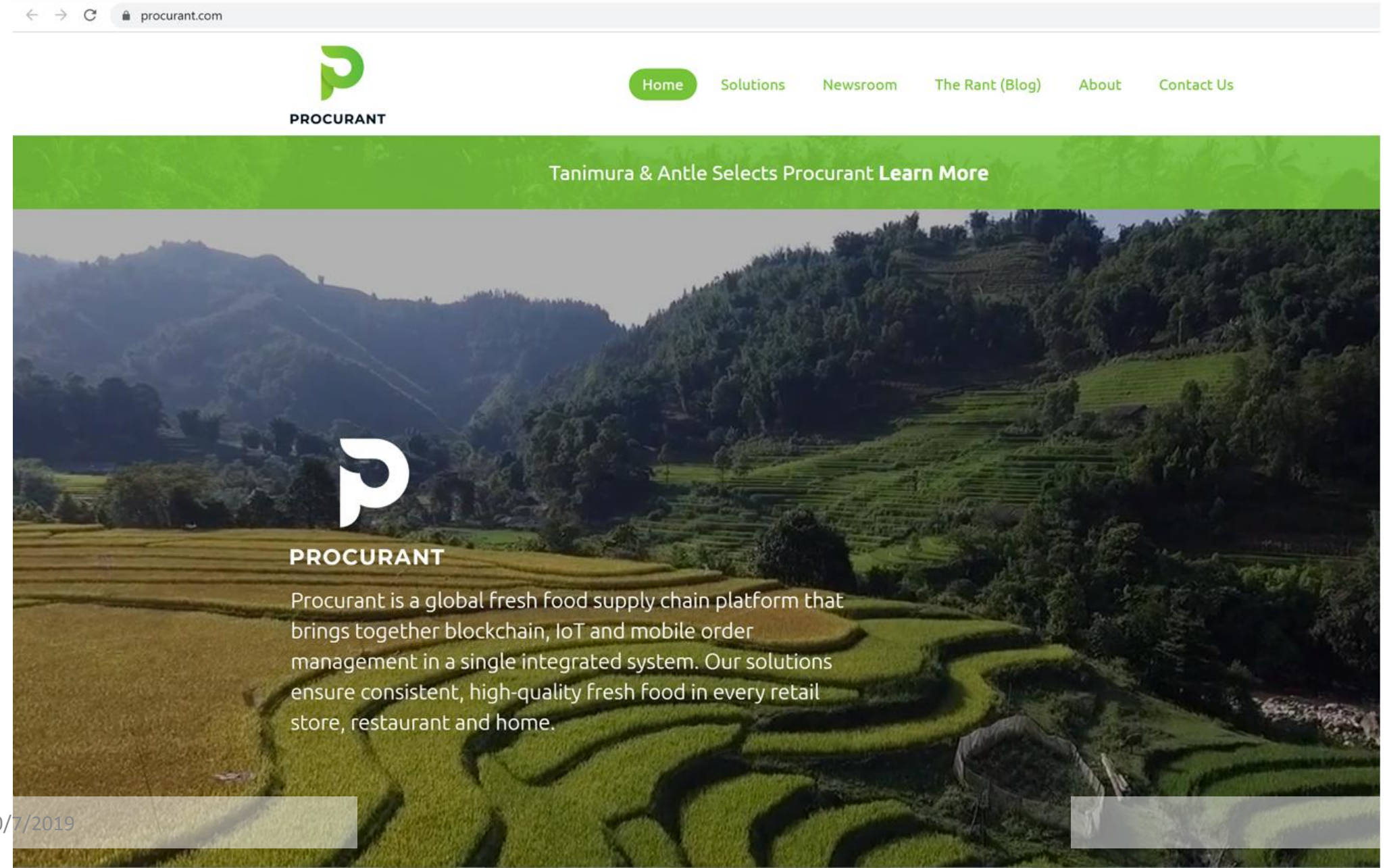

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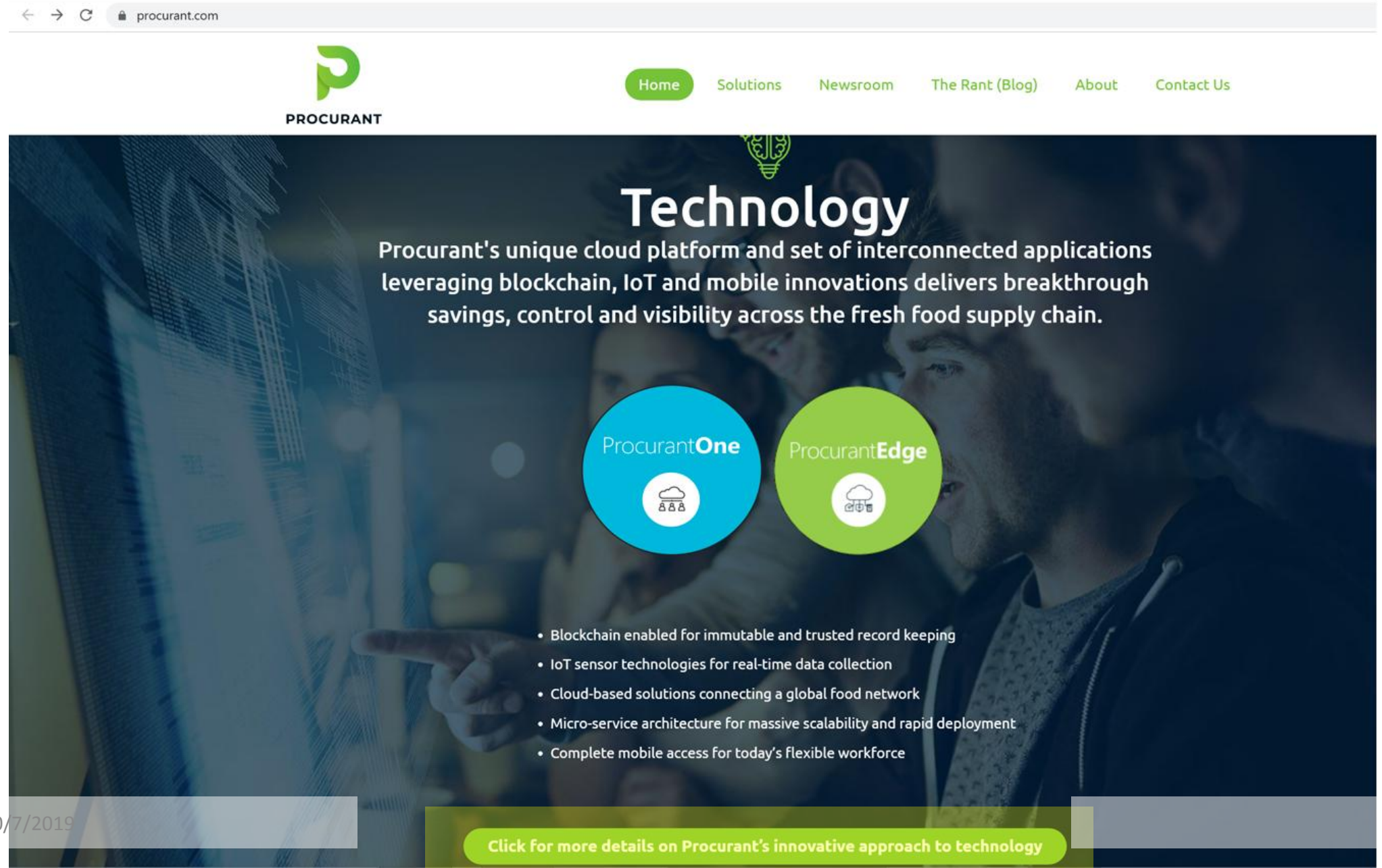


Startup Discovery

procurant.com/wp-content/uploads/2019/02/Procurant-Technology-White-Paper_3.pdf

Procurant-Technology-White-Paper_3.pdf

Blockchain

Blockchain -- the method by which data can be more securely and transparently shared and stored over the Internet -- has taken the world by storm in recent years. Mostly known as the enabler of new forms of currency such as Bitcoin, blockchain has applications far beyond crypto currency. This exciting distributed ledger technology is being built into the full breadth of features in Procurant software. Using the Hyperledger platform and supported by other no-SQL databases, Procurant provides the security and transparency of blockchain, while at the same time allowing options to share or not share important business information.

Procurant is the first blockchain industry-wide software that utilizes smart contracts to facilitate automated processing based on satisfying the rules of the contract. For example, automated payments can be initiated without any human involvement, once goods are received and accepted, within the specified terms.

And this is just the beginning.

How Procurant Uses Blockchain to Create Trust

Transaction_00131
47F3D23A113A6G6D
246 Bytes
Block: 35761487
2018-10-16 16:23:56

One of the most powerful ways blockchain can impact the food supply chain is to reinforce trust across all parties involved in the production, distribution, sales and consumption of fresh food.

Procurant leverages the power of blockchain to:

- Maintain full transparency of goods from source to consumer.
- Enable a secure, immutable record of all business transactions.
- Allow complete privacy and control of data for all users.
- Capture food safety and quality transactions.
- Facilitate timely and accurate payments.

Page 2

IoT

Like Blockchain, the "Internet of Things" (IoT) is a widely used term describing the proliferation of devices that wirelessly pass signals and data to each other, and often connect with web-based applications. Integrating directly with IoT devices gives Procurant access to masses of data about products in the food supply chain. Our IoT Gateway is used by a wide variety of devices to communicate data such as temperature, humidity, and location. This data provides a source for detailed analytics to identify trends and exceptions, in a way that can be translated into valuable information for critical decision-making.

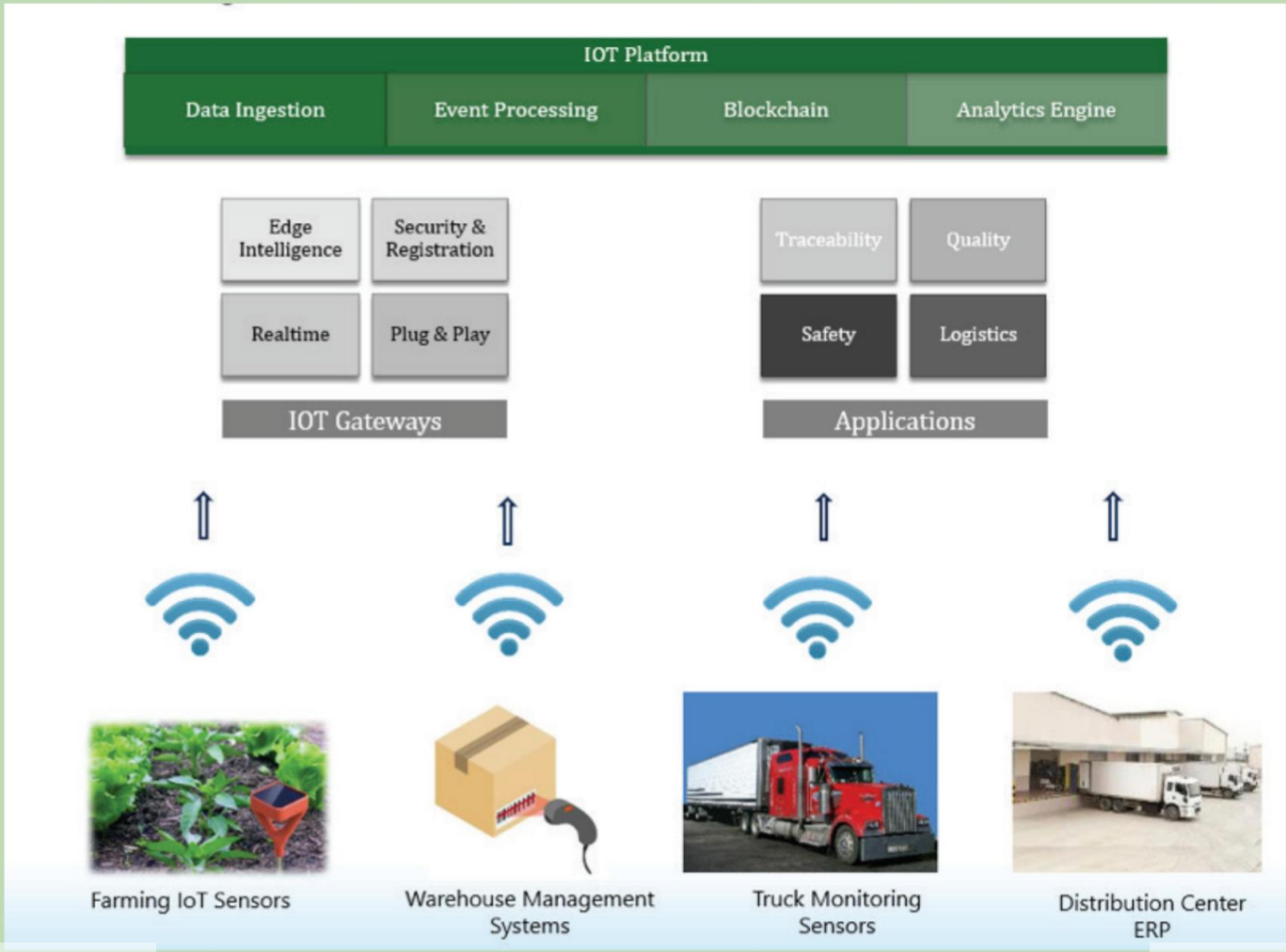
IoT provides the solution to automated data collection, as long as it's pragmatic. The design and architecture of the system must consider how to deal with a vast amount of data flowing inward, in real-time and with a variety of protocols and technologies.

How Procurant Uses IoT

Page 3

Startup Discovery

How Procurant Uses IoT



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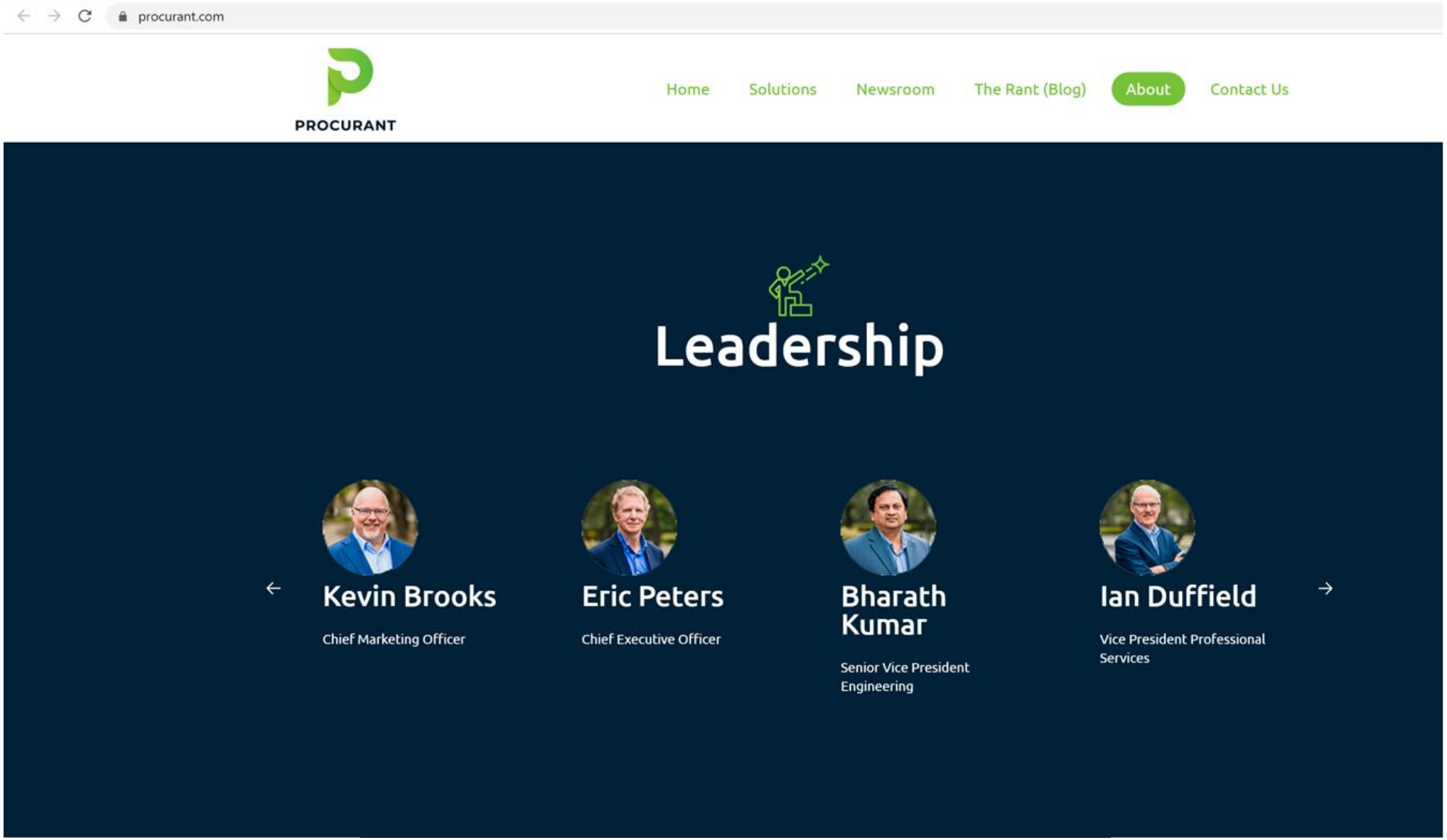
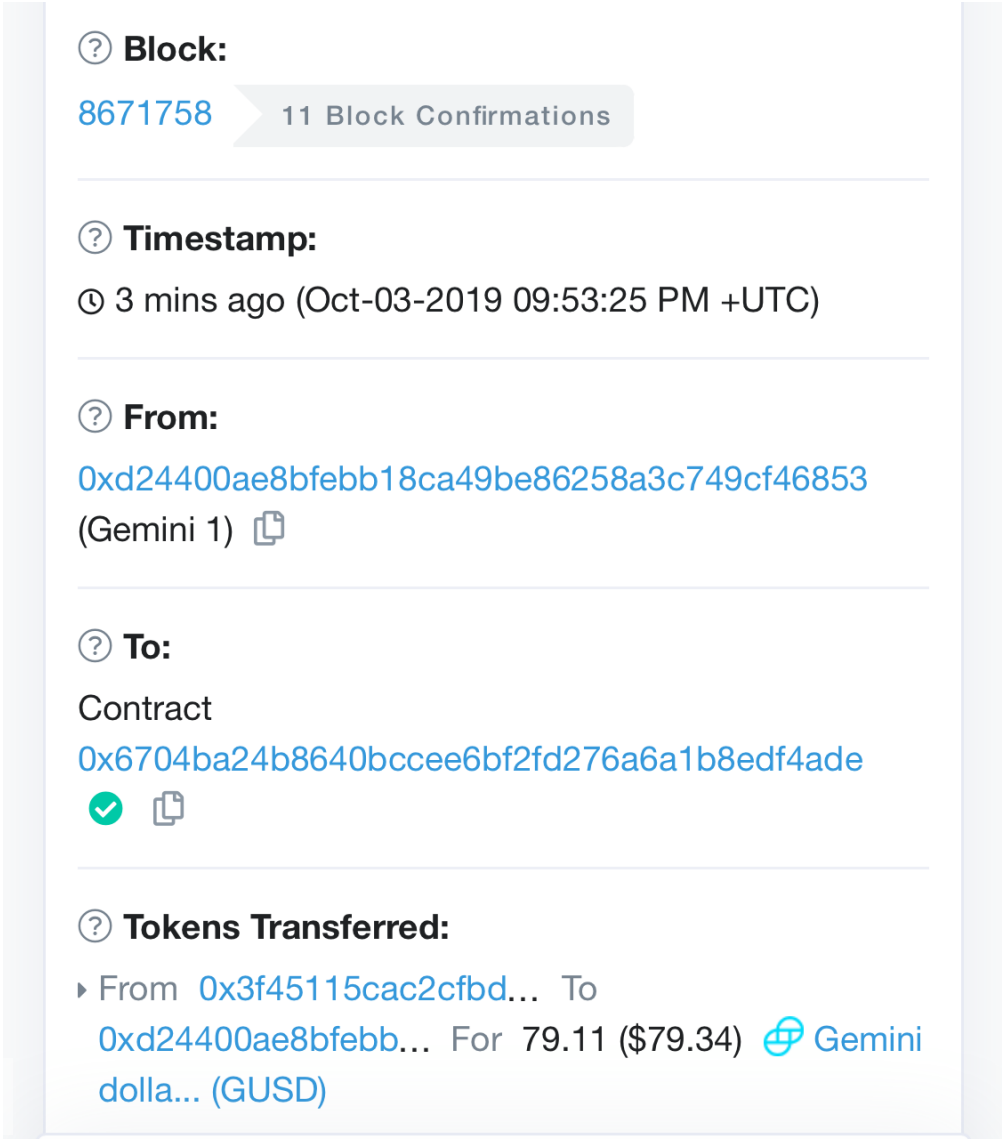
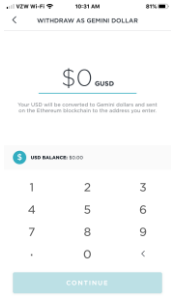


Stablecoins & Tokens – Where's the IP?



Use Case 2: Digital Payments with Stable Value Tokens

1. Dan withdraws Gemini Dollar (GUSD) from Gemini Exchange for Dollar



2. Dan verifies Gemini Dollar (GUSD) from etherscan.io using contract address for GUSD

0x056Fd409E1d7A124BD7017459dFEa2F387b6d5C

3. Gemini puts same amount of U.S. dollars in Audited Bank Account

4. Dan verifies U.S. Dollar reserves from Independent Accountants'' Audit Report

BPM

Independent Accountants' Report

Gemini Dollar and Cash Balances
As of September 9, 2018

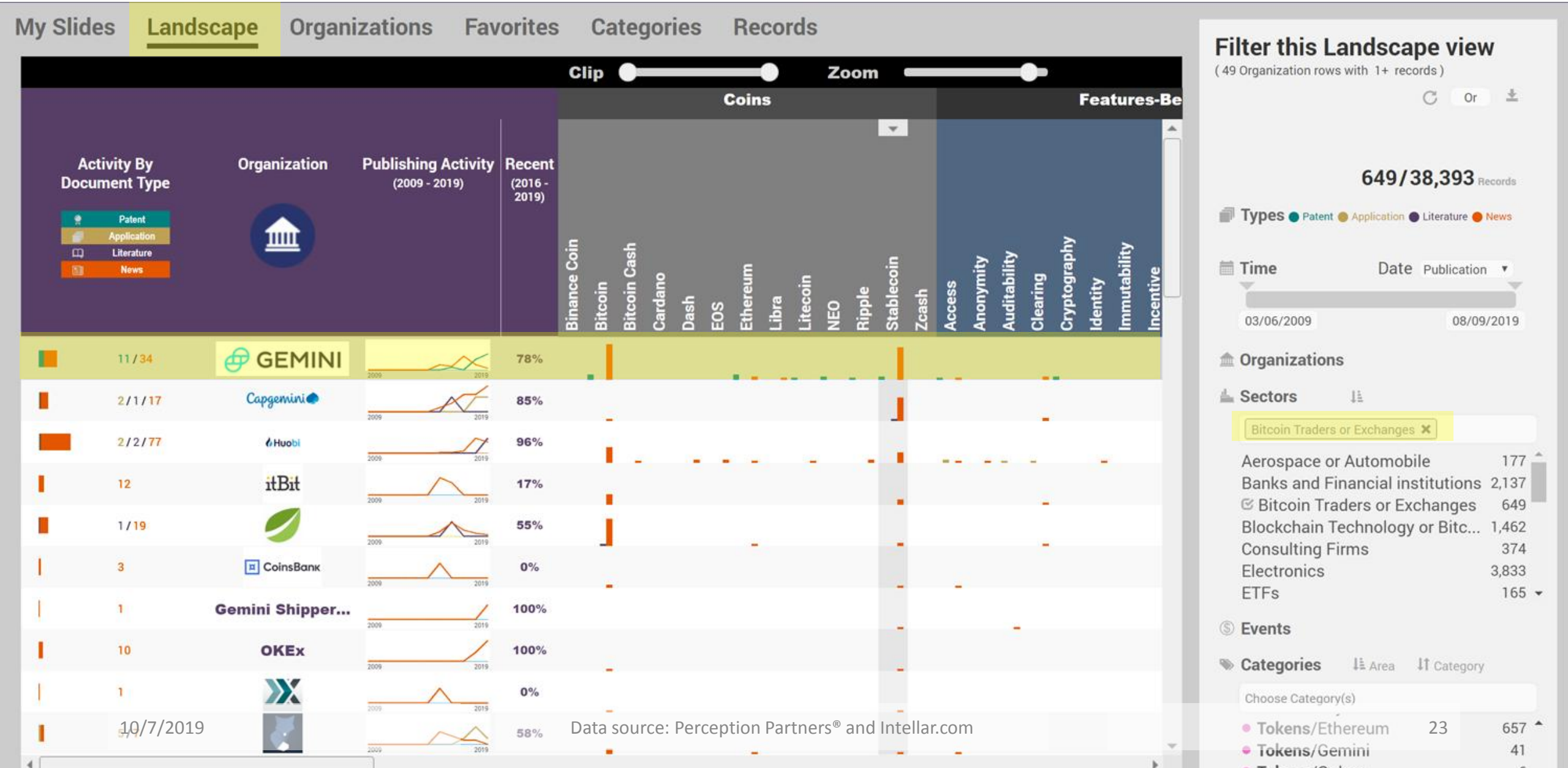
5. Dan buys Goods from Every Co website using GUSD as if it were USD

6. Every Co saves transaction fee and does not risk volatility commonly available with other cryptocurrencies

1 GUSD = $ 1

7. Every Co uses GUSD like USD with others or redeems from Gemini USD

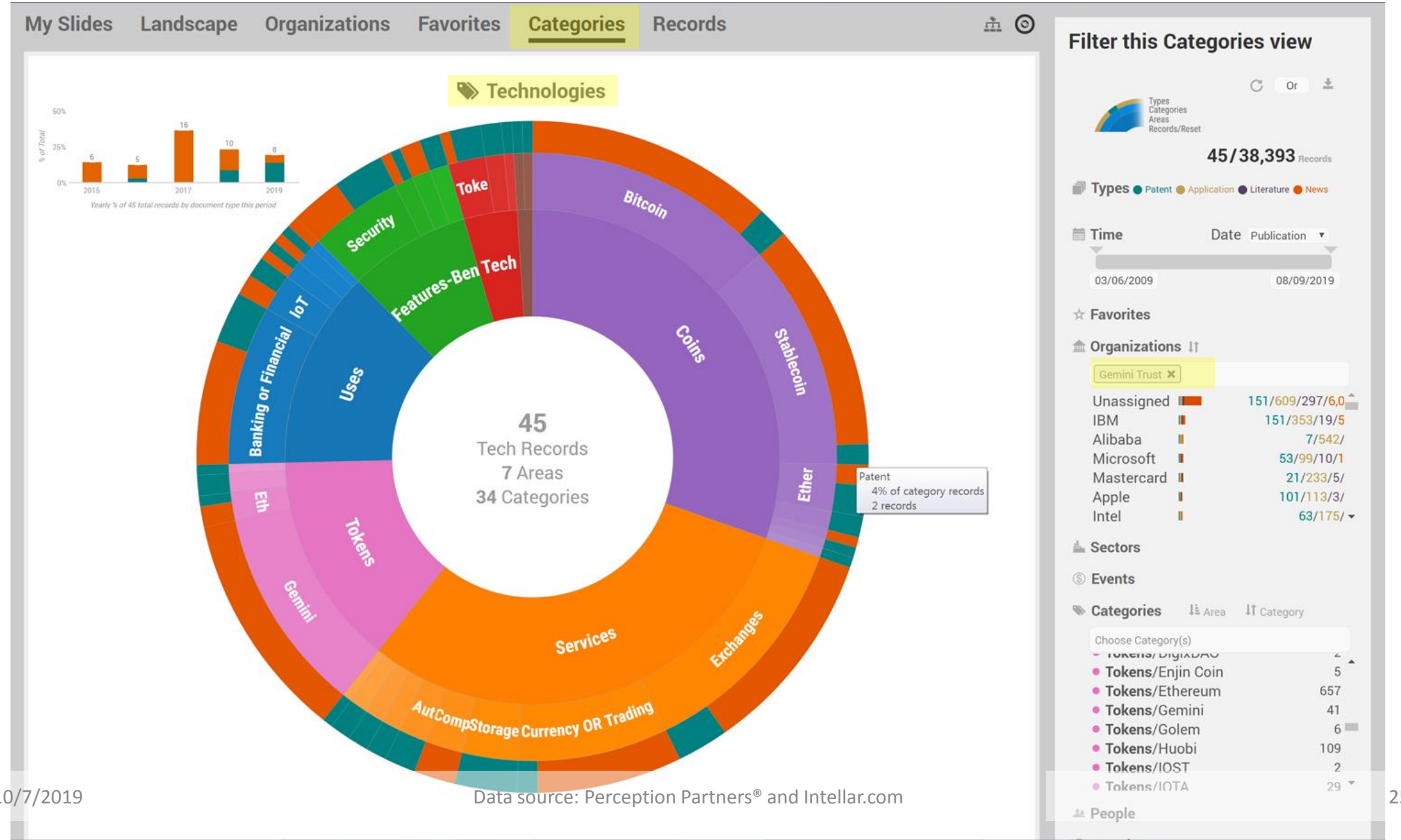
Stablecoins/Tokens IP/Tech Landscape



Data source: Perception Partners® and Intellar.com

Stablecoins/Tokens Leader: Gemini

Gemini Techology Topics



Data source: Perception Partners® and Intellar.com

Gemini IP Position

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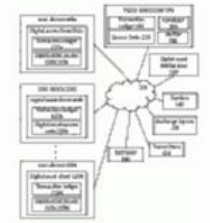
Reported Sep 30, 2019 | US10373129B1 | Patent | 2 | 0

New

System, Method And Program Product For Generating And Utilizing Stable Value Digital Assets



Assignee Gemini Trust
Inventor James Daniel William Hal...
Published Aug 06, 2019
Priority Jun 27, 2018

The present invention generally relates to a method, system and program product for generating a stable value digital asset tied to a blockchain.

13 Categories

Uses/Banking o... | **Uses**/IoT | **Coins**/Bitcoin | **Tech Elements**/Token | **Services**/Exchanges | **Services**/Smart Con... | **Coins**/Ethereum | **Coins**/Stablecoin | **Tokens**/Ethereum | **Types of Blo.../Forks** | **Types of Blo.../Sidechain** | **Coins**/NEO | **Tokens**/Neo

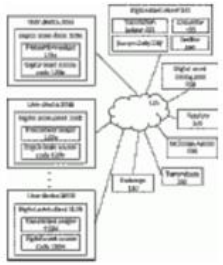
Reported Sep 30, 2019 | US10373158B1 | Patent | 2 | 0

New

System User Sep 30, 2019
Hyper-accelerated grant period

System User Sep 30, 2019
Better partner because of patent protection?

System, Method And Program Product For Modifying A Supply Of Stable Value Digital Asset Tokens



Assignee Gemini Trust
Inventor James Daniel William Hal...
Published Aug 06, 2019
Priority Mar 05, 2019

The present invention generally relates to a method, system and program product for modifying a supply of stable value digital asset tokens tied to a blockchain.

10 Categories

Features-Ben.../Security | **Services**/Storage | **Uses**/IoT | **Tech Elements**/Token | **Features-Ben.../Cryptography** | **Services**/Smart Con... | **Coins**/Ethereum | **Coins**/Stablecoin | **Coins**/NEO | **Tokens**/Neo

Reported Sep 30, 2019 | US10354325B1 | Patent | 0 | 0

New

Computer-Generated Graphical User Interface

Assignee Gemini Trust
Inventor Skala Marcus
Published Jul 16, 2019
Priority Jun 28, 2013

Reported Sep 30, 2019 | US10325257B1 | Patent | 0 | 0

New

Systems And Methods For Storing Digital Math-Based Assets Using A Secure Portal

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Mastercard	21/233/5/
Apple	101/113/3/
Intel	63/175/

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Gemini's Hyper-Accelerated Patent

Google Patents

System, method and program product for modifying a supply of stable value digital asset tokens

Abstract

The present invention generally relates to a method, system and program product for modifying a supply of stable value digital asset tokens tied to a blockchain.

Images (115)

Classifications

G06Q20/3829 Payment protocols; Details thereof insuring higher security of transaction involving key management

Link to Open/Free Patent Source

US10373158B1

United States

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Inventor: Daniel William Halley James, Cameron Howard Winklevoss, Tyler Howard Winklevoss, Brandon Arvanaghi, Eric Neiman Winer, Stephen Judkins, Alex Parkinson

Current Assignee : Winklevoss Ip LLC

Worldwide applica

2019 • US

Application US16/

2018-02-12 • Pri

2019-03-05 • App

2019-08-06 • App

2019-08-06 • Pub

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2038-03-13 • Ant

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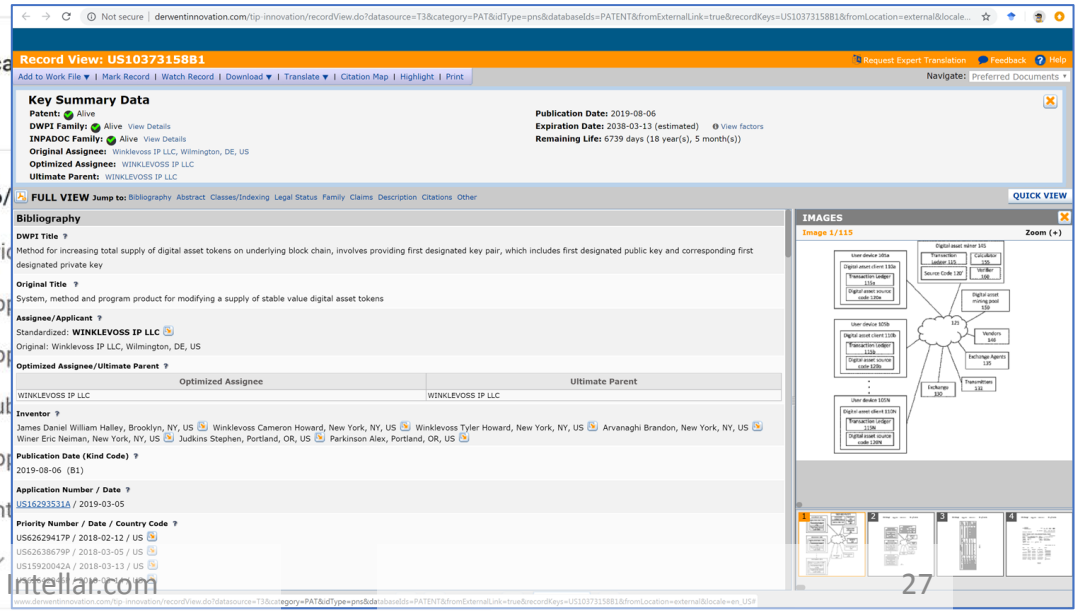
Link to Deep/Paid Patent Source



Data source: Perception Partners® and Intellar.com

Blockchain Growth is in Every Industry

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Blockchain in the Global Healthcare Market (2013-2023): $890.5M Opportunity Analysis by Application, End-user and Geography

Organization: Unassigned
Author: Unknown
Published: Jul 31, 2019

1 Category

Reported Sep 30, 2019 — A1AE2B8C9777E033 — News — 1 / 0

Blockchain in Insurance Market 2019 Global Industry Size, Opportunities, Analysis, Growth Factors, Latest Innovations and Forecast 2024

Organization: GRC Management
Author: Unknown
Published: Jul 09, 2019

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Aircraft MRO Software Market, 2025: Use of Blockchain Technology in MRO Software & Adoption of New-Gen Manufacturing Techniques

Organization: Res & Markets
Author: Unknown
Published: Jun 25, 2019

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Global Blockchain IoT Market Outlook to 2024: Projected to Exhibit a CAGR of 92.92%, Driven by the Growing Need for IoT Security

Organization: Res & Markets
Author: Unknown
Published: Apr 24, 2019

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Blockchain in Genomic Data Management: Market Landscape and Competitive Insights, 2018-2030

Organization: Reportlinker
Author: Unknown

Reported Sep 30, 2019 — CEB5911130FA368D — News — 1 / 0

The global automotive blockchain market is anticipated to grow with 45.01% CAGR during the forecast period 2019-2027

Organization: ReportBuyer
Author: Unknown

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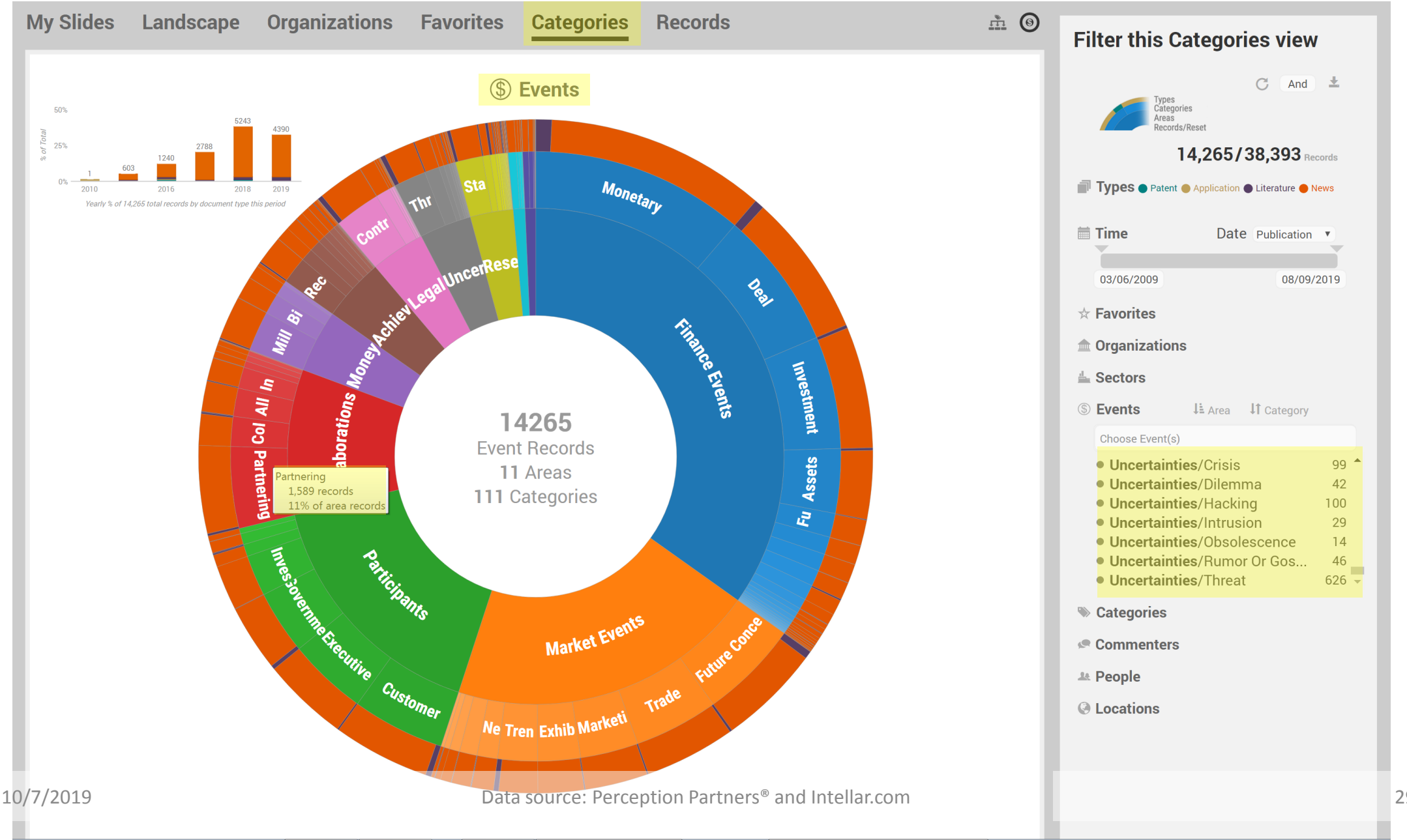
- Achievements/Anniversary 245
- Achievements/Approved 140
- Achievements/Award 222
- Achievements/Beat Estimates 4
- Achievements/Commerciali... 14

Categories
Commenters
People
Locations

Blockchain Events – Detectable, Actionable



Data source: Perception Partners® and Intellar.com

INNOVATION RESEARCH INTERCHANGE

Accelerating Value Creation

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OCT BROWN BAG WEBINAR

https://www.iriweb.org/events/october-brown-bag-webinar-navigating-blockchain-landscape-digital-businesses

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