

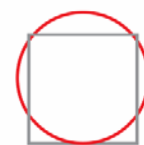


Practices > Management Consulting

## Blockchain Advisory

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**RED CHALK**  
GROUP

# Blockchain Advisory

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Distributed ledgers, commonly referred to as Blockchain, are being leveraged by a variety of industries for multiple applications. The applications are wide-ranging, as the potential of Blockchain continues to be discovered. From financial services to airlines to manufacturers, Blockchain technology is impacting and often redesigning traditional business methods.

As experts in disruptive technologies, Red Chalk Group is positioned to provide valuable insights on how to best apply, integrate, and benefit from Blockchain.

## Issues/Questions

- How significant is Blockchain for the financial services industry?
- Where does Blockchain provide the greatest competitive advantage?

- Which business processes will be most impacted by Blockchain?
- How will Blockchain improve product and service offerings?
- What Blockchain capabilities should be developed and over what time frame and cost?
- What cost savings opportunities does Blockchain represent?  
What is the business case?
- What is the best first step to developing Blockchain?

#### **Our Areas of Focus**

- Process management
- Payment networks
- Peer to peer capabilities
- Product development
- Efficiency improvement

#### **Blockchain Advisory Services**

- Business model innovation
- Strategy development
- Ecosystem development
- Use case development
- Implementation strategy
- Pilot program analysis

## **Business Model Innovation**

While billions of capital flows have enabled Blockchain new entrants, no clear industry consensus exists on Blockchain beyond that it is an innovative technology platform with the potential to redefine multiple industry segments. Red Chalk Group believes that the transformative potential of Blockchain will manifest as sustained, market-shifting technology innovation, challenging existing business models. Red Chalk Group has served market leaders by defining the emerging business model landscape, identifying natural extensions of value, and redesigning the strategy to effectively compete with challenging new market entrants. Our recommendations have enabled incumbents to refocus their efforts as new entrants shift industry profits.

## **Strategy Development**

The reengineered business model enables the repositioning of products and services, addressing customers through new channels and modes of engagement, and becoming an even greater competitive force. For more than a decade, Red Chalk Group has been engaged successfully to develop strategies for companies seeking to leverage a reengineered business model.

## **Ecosystem Development**

The Blockchain universe is rapidly expanding, generating new entrants, use cases, and business models. This complexity will both

challenge incumbents and generate new future leaders. Navigating the changing environment requires understanding the pace of development and the path to strategic success. Red Chalk Group has successfully assisted clients in defining new ecosystems and has deeply assessed future roles. As industry dynamics changed, we helped our clients to leverage existing competencies in targeted and value-accretive directions within an ecosystem context.

### **Use Case Development**

Leading financial services organizations are asking if and how Blockchain can be applied to drive operating leverage. To assist clients, Red Chalk Group has identified market opportunities and related business models to identify where the greatest leverage can be generated. Moreover, we focus on actionable models. Red Chalk Group has worked with Fortune 500 leadership to develop new growth platform strategies in markets shifted by disruptive technologies. We have defined the roadmaps for both organic and inorganic investments and identified the segments that offered the greatest return. We enabled development of a long-term perspective on market structure as disruptive technology gained broader adoption.

## **Implementation Strategy**

From the complex ecosystem to the nascence of the technology, navigating and implementing Blockchain can seem to be a daunting task. The technology is expected to fundamentally alter the competitive landscape, presenting a challenge for incumbents seeking to evolve product implementations. We help you identify the vendors that best suit project needs and prioritize the areas that offer the greatest benefits from transition to Blockchain. Red Chalk Group excels at understanding, explaining, and navigating complex ecosystems. We have helped companies in a variety of industries implement disruptive technologies.

## **Pilot Program Analysis**

If a journey of a thousand miles begins with one step, the transition to a Blockchain-focused company is likely to start with an experimental phase, or pilot program. We identify the business lines, products, and services that are best suited for a developmental program. We then monitor and analyze the results, making the necessary adjustments and refinements to ensure a smooth transition to the broader operating environment. Red Chalk Group has enabled our clients to develop and implement disruptive technologies that invigorated their growth platform.

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## Contact

For more information, please reach out to our Management Consulting Practice:

[consulting@redchalk.com](mailto:consulting@redchalk.com)

+ 1 847 390 0700 Please select option 2

About Red Chalk Group's Management Consulting Practice

*Red Chalk Group is a premier, boutique strategic advisor to senior executives at leading, global organizations. We are routinely engaged to advise on strategic growth platforms, technology disruption, investment decisions, and business-related intellectual property matters.*

Red Chalk Group, LLC

1 North Wacker Drive, Suite 3601

Chicago, IL 60606