



Cambridge International Advisory Group

Blockchain & Distributed Ledger Technology





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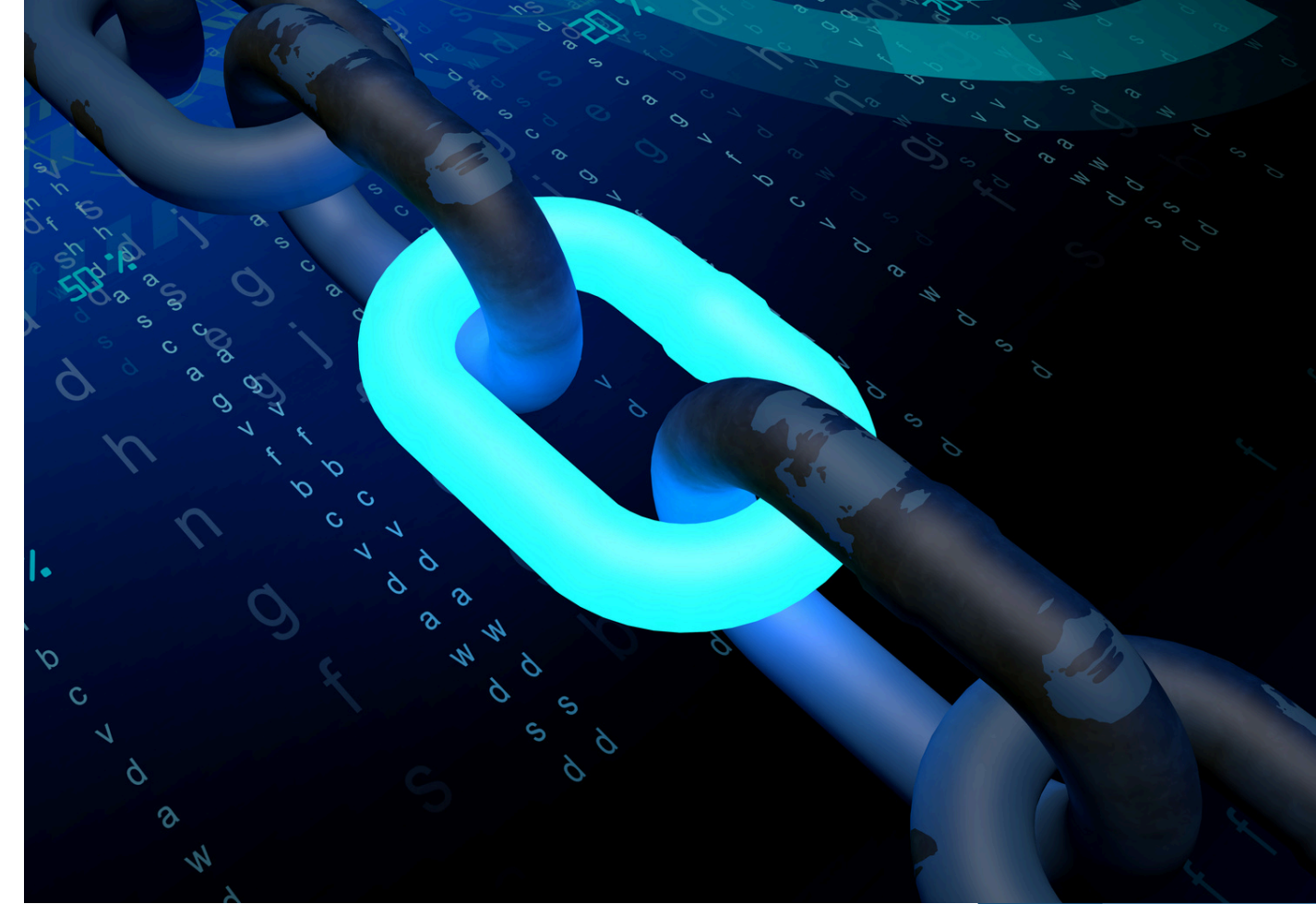
WHAT IS BLOCKCHAIN?

✓ **RAPIDLY GROWING**

Amid the rise of cryptocurrency, the idea of a technology that could securely record transactions across multiple computers in a decentralized way became much more salient.

✓ **TRANSPARENT AND IMMUTABLE**

These are hallmarks of the blockchain. Transactions are viewable for all to see and immutable so that once something is written, it is unable to be altered



HOW IS IT USEFUL?

✓ SUPPLY CHAIN MANAGEMENT

- Tracking goods efficiently from production to delivery

✓ FINANCE

- Cross-border payments made seamlessly
- Reduction of fraud (transparency)
- Smart contracts (reducing manual intervention)

✓ HEALTHCARE

- Private and secure patient records
- Tracking drug manufacturing – eliminating risk of counterfeits

✓ REAL ESTATE

- Simplifying property transactions
- Reducing fraud



IMPLICATED IN FUTURE TECHNOLOGIES

✓ SHARING ECONOMICS

- We often use different platforms and agencies to find services. (Uber for travelling, Airbnb for housing).
- Large companies aggregate services together, and sell them. (These platforms charge a commission on each transaction)
- There can be a distributed application on a blockchain owned by everybody.
- Every time someone wants to rent a house they can access the database. Blockchain can help with contracting and handle payments and reputation, which is immutable.



DIGITAL IDS

- Birth certificates, real estate certificates, marriage certificates need a central node for everyone to recognize, such as a state agency. But in the absence of a global body, these contracts may become void across borders. Due to the unchangeable characteristics of the blockchain, we can notarize these certificates on the blockchain.
- A little over 1 billion individuals worldwide face identity challenges. Blockchain might give users how to regulate their digital identities. This will allow folks in impoverished regions to urge access to financial services, or start their own business, as an example.



✓ COPYRIGHT AND ROYALTY PROTECTION

- In a world with increasingly widespread internet access, copyright and ownership laws on music and other content has grown hazy.
- With blockchain, those copyright laws would be beefed up considerably for digital content downloads; ensuring the artist or creator of the content being purchased gets their justifiable share. Blockchain technology will also provide also real-time and transparent royalty distribution data to musicians and content creators.
- For example, people can listen to the song or add it as background music to a video. If they pay the fee, all the money flows back to the artist.



HOW CIAG CAN HELP

- ✓ CIAG can leverage blockchain technology to enhance security, transparency, and efficiency in various processes. By utilizing blockchain's decentralized ledger, consultants can ensure data integrity and create immutable audit trails for transactions, significantly reducing the risk of tampering and fraud.
- ✓ Additionally, blockchain enables secure data sharing and decentralized storage, enhancing data management and client trust. CIAG can offer specialized blockchain integration and development services, helping clients navigate and implement this innovative technology. Through pilot projects and continuous education, CIAG stays at the forefront of blockchain advancements, delivering cutting-edge solutions that drive value and innovation for their clients.



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**CAMBRIDGE
INTERNATIONAL
ADVISORY GROUP**

THANK YOU

 415-574-0263

 www.cambridgeintladvisory.com

 2269 Chestnut St, Suite 154, San Francisco, CA 94123