

# How Blockchain Can Better Business

April 2023



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# Business Challenges Keeping CEOs Up At Night

## Customers

Ensuring customer satisfaction is top of mind.



**01.** Blockchains build trust.

## Money

Fiscal stability is a non-negotiable part of business.



**02.** Blockchains reduce costs.

## Innovation

Companies have to work hard to stay relevant.



**03.** Blockchains create opportunities.

# 01. Blockchains Build Trust

A **blockchain** is a decentralized, digital ledger that records transactions in a secure and transparent manner.

Blockchains are often described as **trustless**, meaning the technology's **decentralized validation mechanism minimizes the amount of trust** required among parties.

Businesses no longer *have to* trust each other.

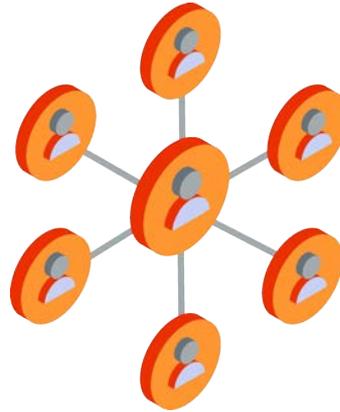


# Customers

## Improve Security

Blockchains are immutable and encrypted to prevent fraud and illegal activity. Information is also distributed and decentralized, **eliminating single points of failure.**

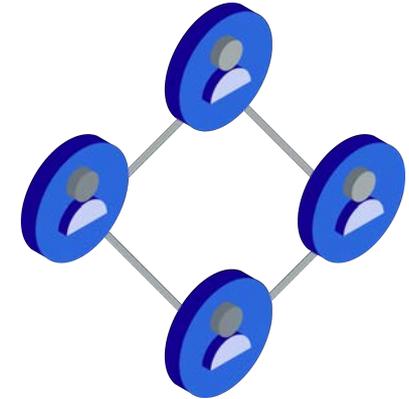
Pre-Blockchain



Centralized ledger with centralized verification and computation.



Blockchain

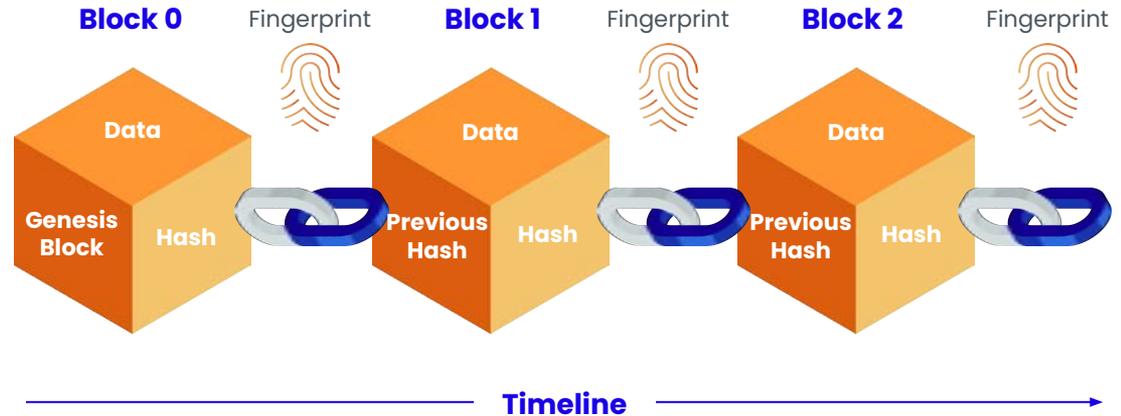


Distributed ledger with decentralized verification and computation.

# Customers

## Improve Transparency

Blockchains allow the same information to be shared among network participants, enabling partial or full access permissions. Transactions are **time-stamped** and **immutable** – or irreversible.



# Customers

## Improve Auditability

Blockchain allows stakeholders to digitally trace and document the **provenance** of data or an asset **at any point in time**.



# How Blockchains Build Trust in Practice

Blockchains enable the removal of unnecessary intermediaries and rely on the underlying technology to give customers confidence.

## Now



## Blockchain

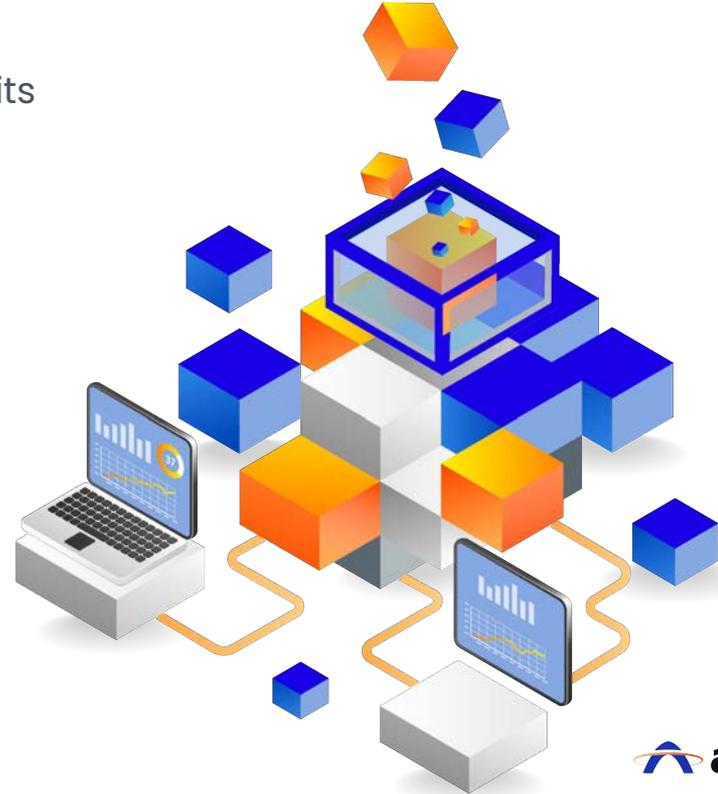


## 02. Blockchains Reduce Costs

Blockchain can deliver cost-saving business benefits because it is faster, electronic, and more efficient.

- Decrease overhead
- Decrease transaction costs
- Decrease fees from intermediaries

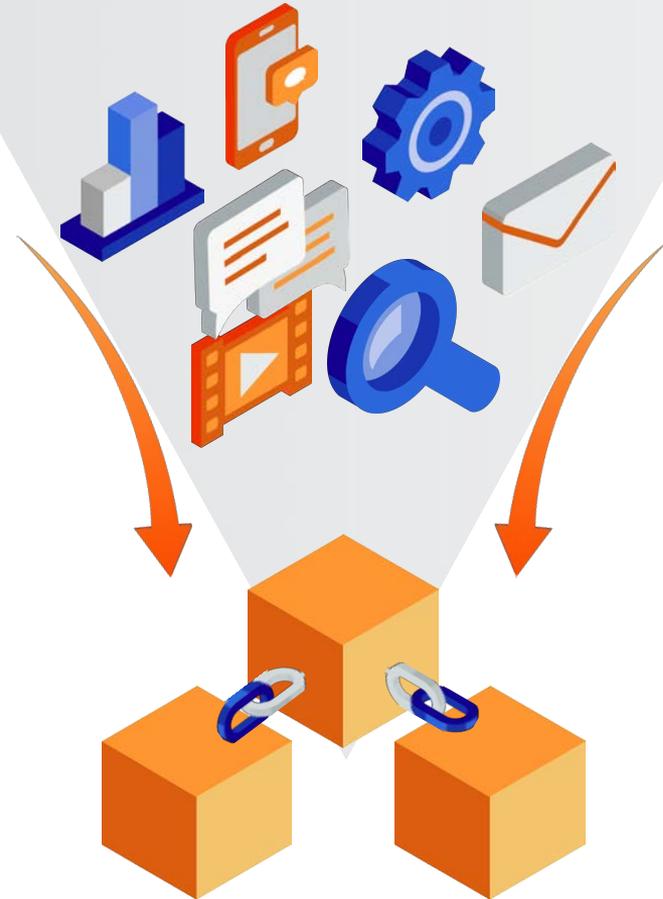
Money saved improves business's bottom line.



# Money

## Increase Speed

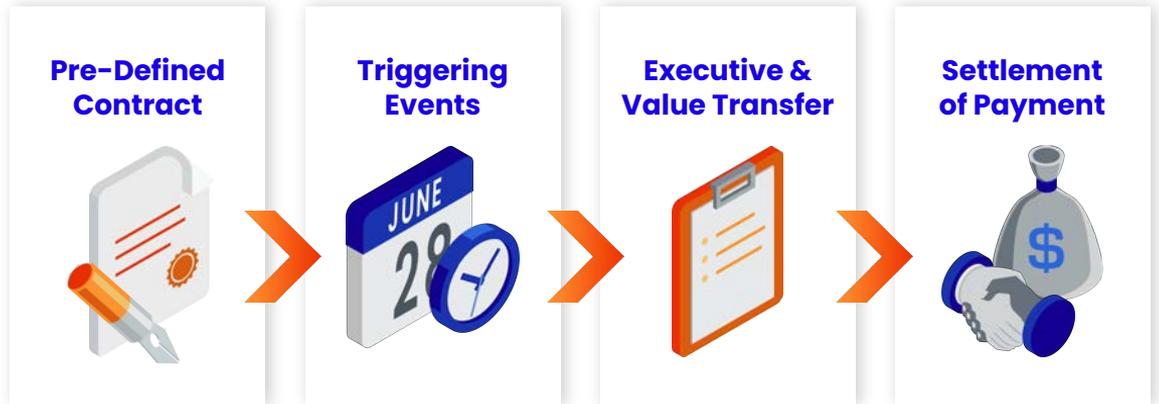
Blockchains can store an abundance of information, including documents, transactions, and history, providing one shared data network and eliminating reconciliation among multiple ledgers.



# Money

## Increase Automation

Blockchains utilize programmable technology, like smart contracts, to self-execute when specific conditions are met, **consolidating processes** and **increasing efficiencies**.



# Money

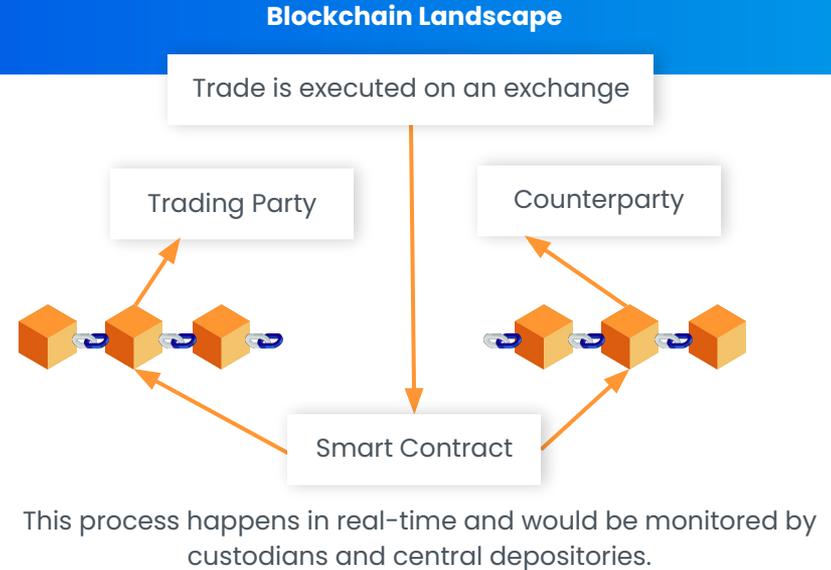
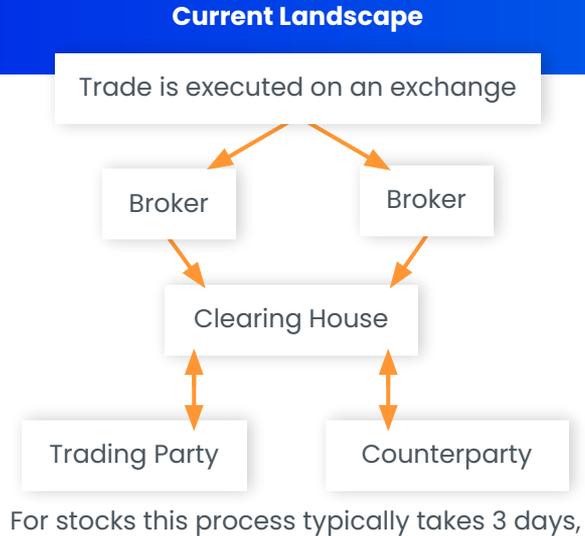
## Increase Productivity

Blockchains streamline and digitize traditional paper processes to upgrade tedious operations and **reduce human error.**



# How Blockchains Reduce Costs in Practice

Blockchains can save businesses money by minimizing fees from intermediaries, eliminating manual processes, and reducing counterparty and market risks.



# 03 Blockchain Creates Opportunity

Blockchain is the next instrument driving the technology evolution. It is a tool companies can use to solve business challenges, grow offerings, and innovate.

Institutions can build and grow distribution vehicles for existing and new audience segments.



# Innovation

## Expand Product Suite

Blockchains enable real-world asset (RWA) tokenization, enhancing existing products and facilitating an environment for **new product creation**.



Infrastructure



Research



Data



Investment



Pricing



Audit

# Innovation

## Grow Customer Base

Blockchain allows users to take control of their confidential information, introducing new ways to **revamp existing business models** and opening doors for wider audience engagement.



# Innovation

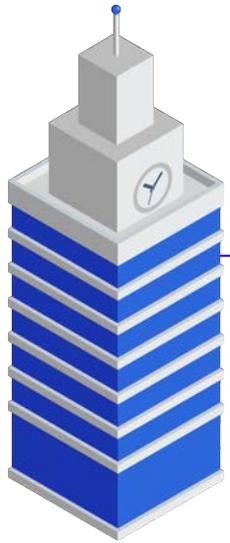
## Strengthen Brands' Differentiators

Blockchain can be a resource to enhance business differentiators for greater customer satisfaction and engagement to **gain market share** and **stay competitive**.



# How Blockchains Create Opportunity in Practice

## Tokenization of real-world assets.



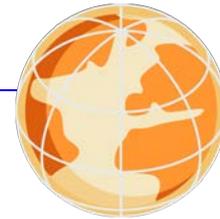
Consider an office tower that is worth **\$10 million**.



This type of building is typically only **accessible to institutional investors** with large amounts of capital.



Through tokenization, the ownership of this building could be split into 10,000 digital tokens worth \$1,000 each.



These tokens would be issued and transferred securely on a blockchain ledger and accessible to investors around the world.

# Learn How Blockchain Can Work For Your Business

Reach out to Arca Labs:



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