



MILANO, 28.11.2018

THE BLOCKCHAIN JOURNEY: WHERE DOES IT START AND WHERE CAN IT HEAD?

6.00 PM - Lecture Hall Libreria Egea, viale Bligny 22 - Milano

Retracing all the steps that have led to its development, Gianluca Salviotti, Leonardo De Rossi and Nico Abbatemarco will illustrate the origins and characteristics of the blockchain, the main business applications enabled by this technology and the possible implementation options within an already established company.

An indispensable journey, necessary to dismantle the many myths and superstitions regarding this topic and aimed at providing the audience with a clear vision on why, how and when to use blockchain to fully exploit the potential of this new, intriguing paradigm.

- # The blockchain journey: where does it start and where can it head?
- # Where has the idea behind Bitcoin originated?
- # How did we move from the Bitcoin concept to that of a technology capable of solving – at least apparently – so many business issues?
- # On the contrary, what are the (few) use cases in which – today – blockchain effectively makes sense?
- # And above all, what are the available options for an executive to build a solid blockchain strategy for his/her company?

Speakers:

GIANLUCA SALVIOTTI, Associate Professor of Practice at SDA Bocconi - Information System, DEVO Lab

NICO ABBATEMARCO, Research Trainee at SDA Bocconi - Information System, DEVO Lab

LEONARDO MARIA DE ROSSI, Research Fellow at SDA Bocconi - Information System, DEVO Lab

Cocktail will follow.

