# FinTech

## Case Study 5. Demystifying blockchain and cryptocurrency

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## Overview

1. **Innovative applications of blockchain technology**

2. Academic reading

3. Takeaway

# Case study

- Bitfury: Blockchain for Government
    - Bitfury: a company that initially specialized in bitcoin mining
    - Bitfury partnered with the country of Georgia's government
        - Apply the technology to land titling, sales, and transfers
        - Resolve issues of governance and trust, while decreasing costs
    - Competitors looking to enter the sector and offer similar solutions
        - Governments also looking to develop their own technologies

- When reading the case, consider the following:
    - What problems has Bitfury had in onboarding potential new clients, particularly governments?
    - Can Bitfury use the successful case to attract new clients?
    - How can Bitfury differentiate themselves from their competitors?

# Overview

# Academic reading

- Is Bitcoin Really Untethered?
  - JF 2020

- Trading and Arbitrage in Cryptocurrency Markets
  - JFE 2020

- Sex, Drugs, and Bitcoin: How Much Illegal Activity Is Financed through Cryptocurrencies?
  - RFS 2019

- Initial Coin Offerings: Financing Growth with Cryptocurrency Token Sales
  - RFS 2020

# Overview

1. Innovative applications of blockchain technology

2. Academic reading

3. **Takeaway**

# Takeaway

- Demystifying blockchain technology and cryptocurrency
  - Video 5-2

- **Quiz**