



What the C-Suite Must Know About Blockchain for Business

Dale Chrystie

Business Fellow, Blockchain Strategist
FedEx



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FedEx®

“We’re quite confident that **Blockchain** has big implications in supply chain, transportation and logistics. It’s the next frontier that’s going to **completely change worldwide supply chains.**”

- Frederick W. Smith, FedEx Founder/Chairman, Consensus NYC 2018

“Our greatest realization this past year is that in order for **#blockchain** to be transformative, it will need to be **much bigger than us.**”

- Robert B. Carter, FedEx CIO, 2019

Blockchain IS a technology

- Who? What? When?
- Innovation Lab

Blockchain is not ONLY a technology

- Why?
- C-Suite, Culture
- Scalability



Physical Package

“The information about the package is as important as the package itself.”

- Frederick W. Smith, FedEx
Founder/Chairman, 1978



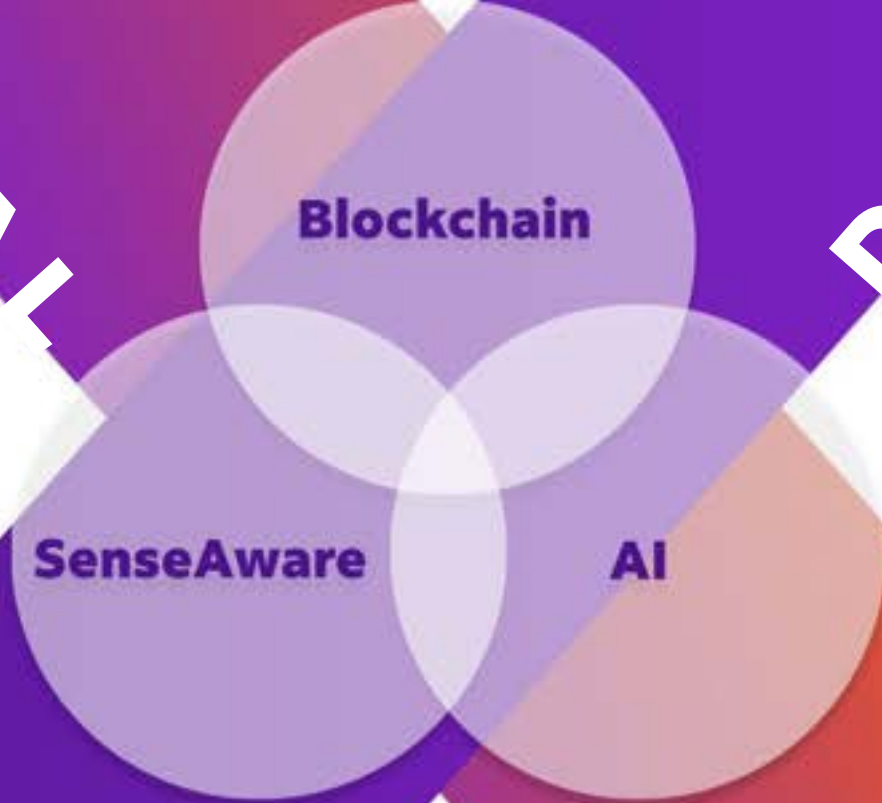
Blockchain Tokenized Digital Twin

“We are at the intersection of the physical and digital worlds.”

- Raj Subramaniam, FedEx
President and CEO, 2020

PHYSICAL

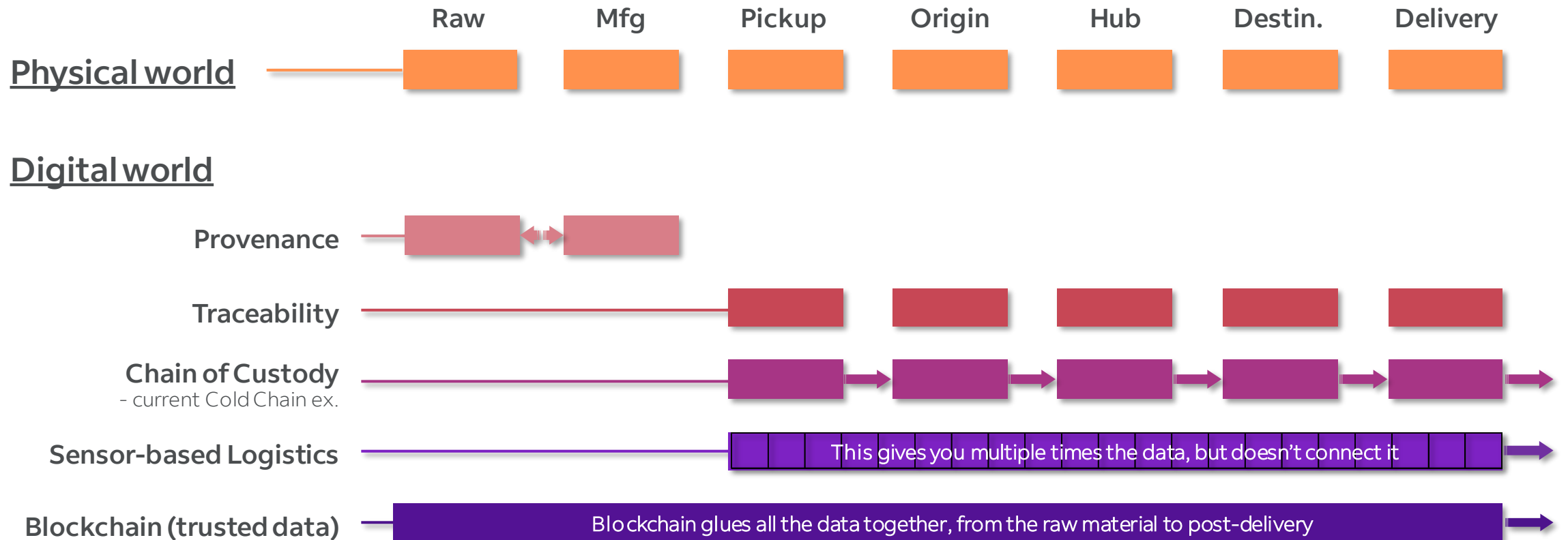
DIGITAL



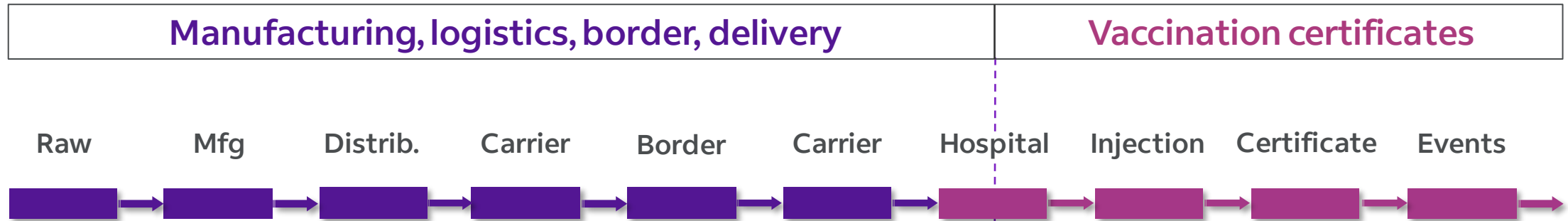
What sits at the intersection of the physical and digital worlds?

Blockchain, Sensors, and AI

Physical vs Digital



An example of trusted data



Current efforts in society start at the vaccine injection, and start to track movement downstream

The ability to digitally connect this upstream from the manufacturing or raw material to the injection site will provide true provenance



THIS IS BETH

Beth is a human.

Her purchasing tendencies and history will also be represented in smart contracts (blockchain), IoT, AI, etc.

Beth is also a 'machine.'

EXAMPLE "if, then" statements

! IF on-time transit, and
! IF correct temperature range, and
! IF correct humidity range (etc.) THEN
! You will pay me (micropayment ASAP)

OR

! IF on-time transit, THEN
! Do not file an MBG claim

OR

! IF product "ABC123" is available below \$xx.xx,
purchase up to ten items, THEN
! Place those items on the website +20%



STANDARDIZATION

Enhanced network effects

Increased adoption

a

A

Cooperating to develop
the pro-competitive, open-
source platform on which
blockchain will be based

CO•OP•E•TI•TION





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Contact:

Dale Chrystie

dale.chrystie@fedex.com

901-336-3857

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Thank
You