Blockchain business model template - 1

Data owners
- Collaboration benefits
- Incentive

Data queriers
- Collaboration benefits

Innovators
- Collaboration benefits

App Store – Neutral Entity
- Crypto - fiat
- Marketplace
- Basic services
  - Identity
  - Provenance
  - Payments

Innovator apps
Buy/sell data

Reserve fund

Validate and order
- Incentive

Value
- data

Source, Andy Martin, IBM
### Blockchain Business Model Template - 2

#### Value Flow

- **Tokens & Reserve fund**
  - Inflow
  - Outflow

- **Apps**
  - Inflow
  - Outflow

- **Data**
  - Inflow
  - Outflow

#### Flow

<table>
<thead>
<tr>
<th>Neutral entity</th>
<th>Data owners</th>
<th>Data queries</th>
<th>Innovators</th>
<th>Validate &amp; order</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue †</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Redeem †</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Fee share †</td>
<td>-</td>
<td>-</td>
<td>DApp Fee †</td>
<td>-</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Stake †</td>
<td>-</td>
</tr>
<tr>
<td>Fee share †</td>
<td>Fee share †</td>
<td>-</td>
<td>-</td>
<td>Fee †</td>
</tr>
<tr>
<td>-</td>
<td>-</td>
<td>Access †</td>
<td>Access †</td>
<td>-</td>
</tr>
</tbody>
</table>

† All fee, access and stake value settlement in (utility) tokens

Source, Andy Martin, IBM