

You probably
don't need a
blockchain.

N

Can you articulate a
real business problem
that needs solving?

Y

Y

Could it have been
fixed before
blockchains?

N

N

Do you need a
database?

Y

N

Do many people need
to write to it?

Y

Are writers known and
trusted?

Y

Are writers' interests
unified?

Y

N

N

Do you want to rely on
a trusted third party?

Y

N

Will all participants
need to upgrade and
replace systems?

Y

Do the benefits justify
the cost of the
adoption?

Y

N

Coordinate those
entities into a
consortium.

Y

Choose the
best
blockchain
or DLT
[hybrid]

Is consensus
determined by
multiple entities?

N

You might
need a
private
distributed
ledger.

Do you value
censorship resistance
and immutability over
efficiency?

N

Y

You most
probably
need a
public
blockchain!

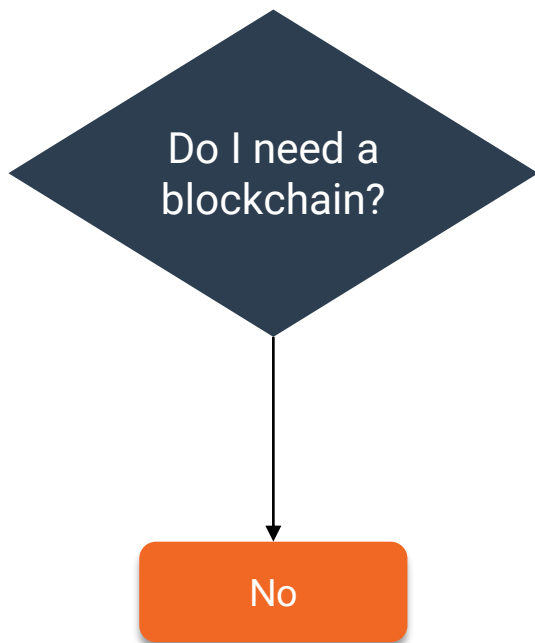
N

Do you need to
control read and write
access?

Y

However, another DLT
solution might be
better, let's see.

You might
need a
blockchain...



1. Can you articulate a real business problem that needs solving?
2. Could it have it been fixed before blockchains?
 - If yes, then you probably don't need blockchain, apart from...
 - **Efficiency** – *the ability to avoid wasting materials, energy, efforts, money, and time in doing something or in producing a desired result. In a more general sense, it is the ability to do things well, successfully, without waste.*
 - **Effectiveness** - *the capability of producing a desired result or the ability to produce desired output. When something is deemed effective, it means it has an intended or expected outcome, or produces a deep, vivid impression.*



THEORY OF CHANGE

DOES YOUR INNOVATION REALLY MATTER?

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Doctoral candidate, member of the
5th cohort of UCL EDUCATE Project

September 28th, #NEXT DIFI 2018



Template



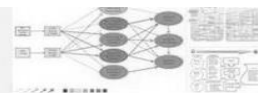
Example



Model



Infographic



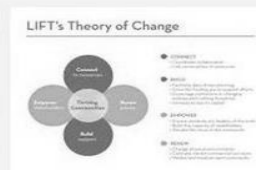
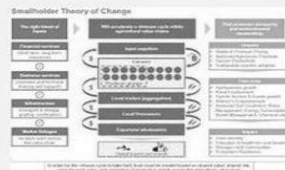
Diagram



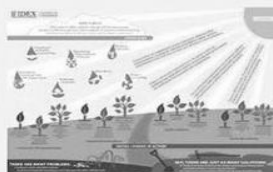
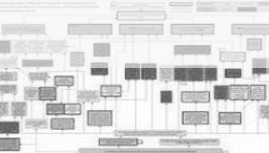
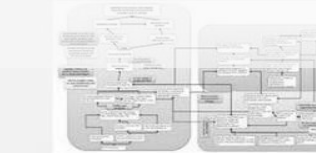
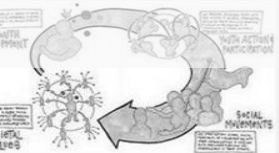
Education



3csn Theory of Change



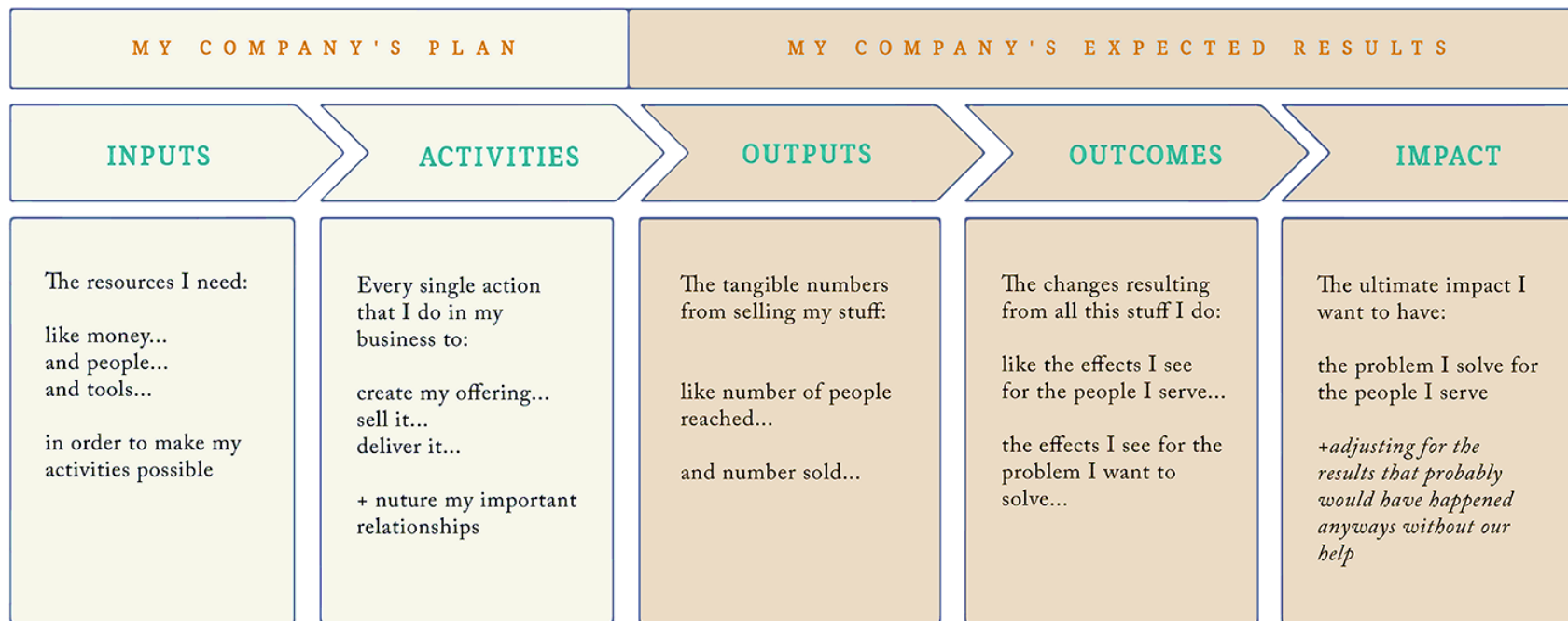
WHAT IS THE "THEORY OF CHANGE"?



- The "Theory of Change" is a comprehensive description of how and why a desired change is expected to happen in a particular context.



THEORY *of* CHANGE

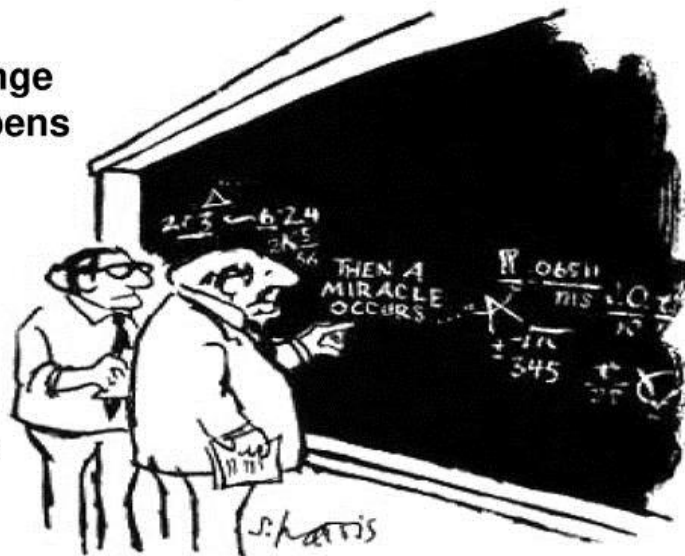


Why do a theory of change?

How?

Change happens

Why?



For whom?

"I THINK YOU SHOULD BE MORE EXPLICIT
HERE IN STEP TWO."

HOW DOES THIS TRANSLATE IN PRACTICE?

AcademiaChain



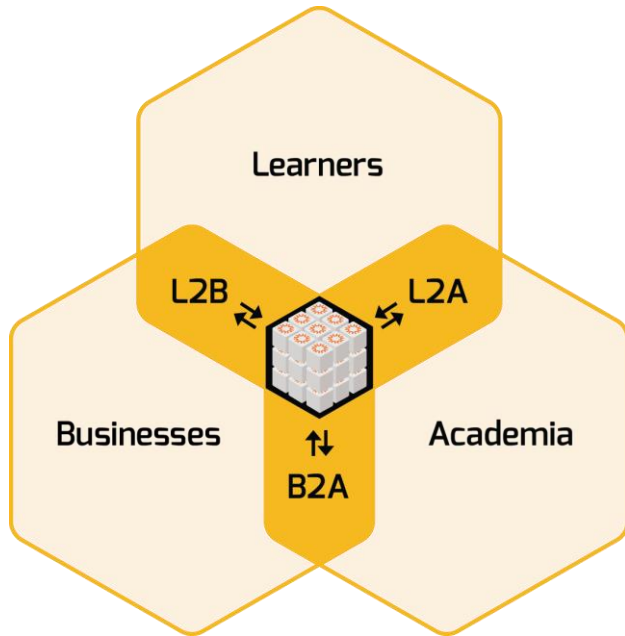
BusinessChain



LearnersChain



- **The OS.UNIVERSITY** project is about helping job candidates and corporate employees claim & advance their educational and professional identity beyond borders.
- Supported by the EU, recognized by EY, AIESEC, HPE's "Living Progress Challenge", Ministry of Education.
- In partnership with higher education institutions, corporate and NGO partners globally.



Typical „Why Blockchain?“ responses:

- Authenticity;
- Decentralizing Trust;
- Less Bureaucracy;
- Direct interaction;
- Security.

Information Coordination (External)

65% of the employers claim talent shortage is the biggest challenge in hiring and recruitment.

62% of employers felt the labor market was candidate-driven.

Information Coordination (Internal)

74% of the workforce are open to making a career move. Almost 60% report poor candidate experience.

30+ days spent in reviewing experience, competences for miscommunicated & false data.

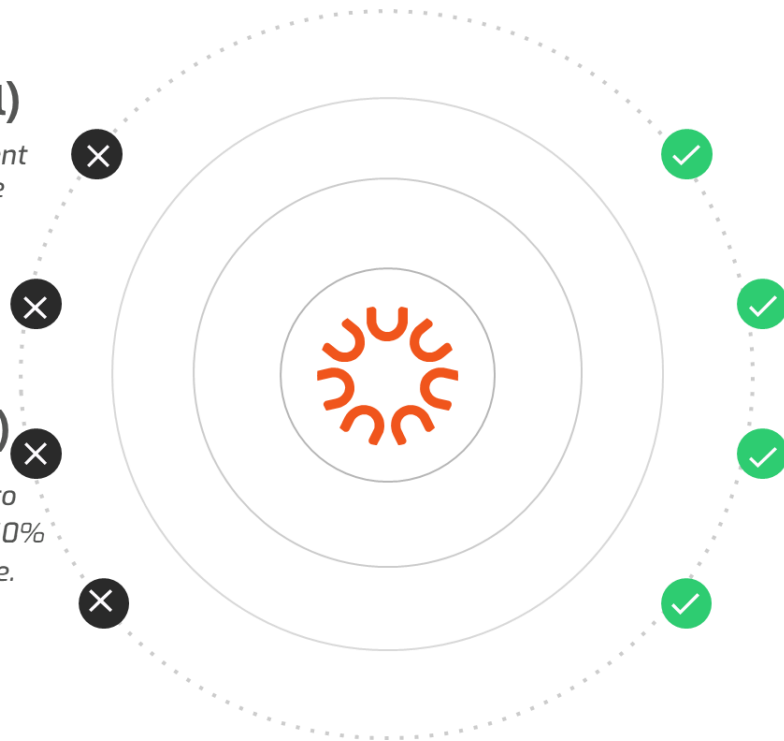
Credentials' Wallet on a Smart Ledger

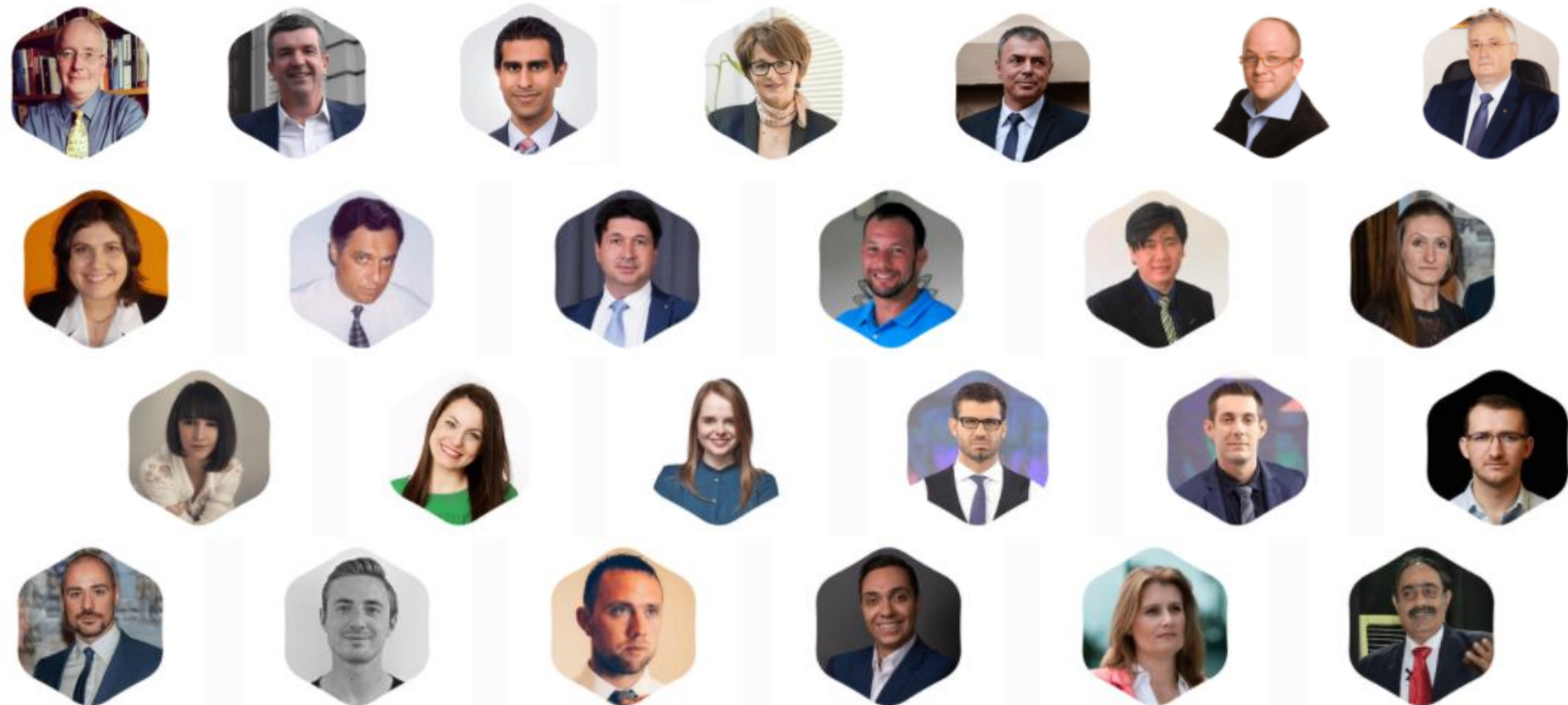
Companies have instant access to a global pool of talent with traceable credentials, enabling smarter hiring.

Candidates have self-sovereign identity, based on key traits of excellence, validated and verified on the blockchain.

Smart Contracts for Corporate L&D

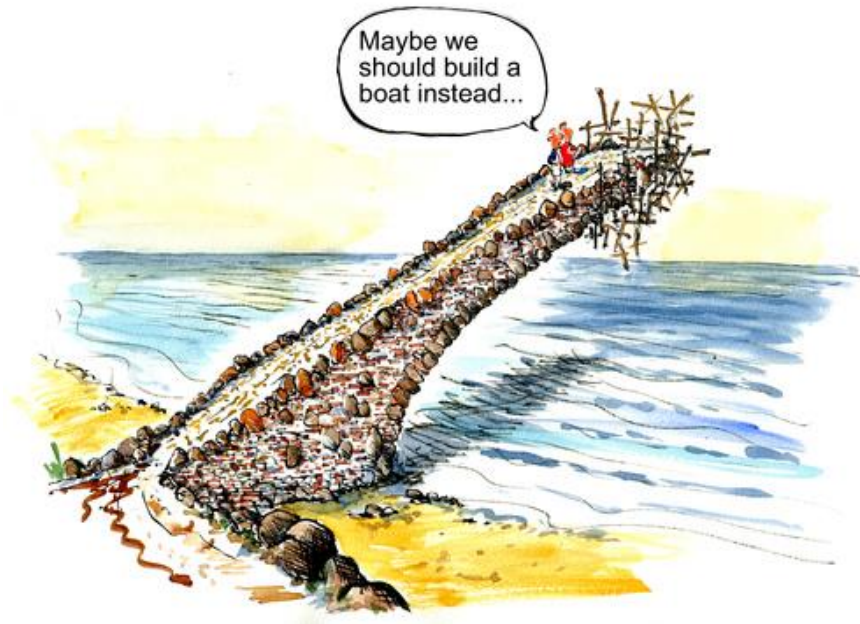
Performance-based hiring & career development smart contracts, incentivized by rewards (e.g. mintable ERC 20 tokens as employee benefits).





KEY TAKEAWAYS

1. Applying the theory of change framework is not necessary for a successful fintech innovation. It is necessary for an impactful one.
2. Simply assuming that an activity will lead to a result is not better than employing the „*if-you-build-it-they-will-come*“ theory.
3. If you aim for nothing, you will hit it. - Yogi Berra



IF YOU'RE GOING
to do something
MAKE ^{it} MATTER.