



## **Application of Blockchain in Supply Chain Management – A Trailblazer Analysis**

Procurement Outsourcing (PO)

Market Report – October 2019: Complementary Abstract/ Table of contents

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## Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

# Table of contents

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| Topic   | Page no.  |
|---|-----------|
| <b>Introduction and overview</b>  | <b>5</b>  |
| <b>Market demand of blockchain based solutions in SCM</b>                   | <b>7</b>  |
| • Key enterprise challenges in SCM  | 8         |
| • Role of blockchain in SCM   | 9         |
| • Use cases of blockchain in SCM  | 10        |
| <b>Growth of start-ups offering blockchain-based supply chain solutions</b> | <b>12</b> |
| • Importance of blockchain based start-ups in supply chain                  | 13        |
| • List of start-ups enabling blockchain in SCM and funding received         | 14        |
| <b>Assessment of key blockchain startups in supply chain</b>                | <b>17</b> |
| • Assessment methodology  | 18        |
| • Top 10 SCM blockchain based start-ups   Trailblazers                      | 20        |
| • Analysis of other SCM blockchain based start-ups                          | 21        |
| <b>Detailed view (profile) of trailblazers</b>                              | <b>24</b> |
| <b>Appendix</b>   | <b>34</b> |
| • Research calendar   | 35        |
| • References  | 36        |

# Background and scope of the research

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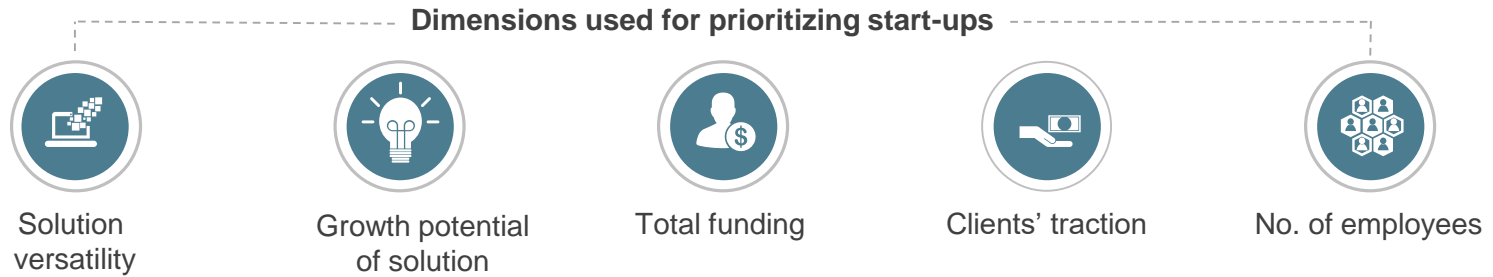
## Background of the research

- Globally, enterprises – across industries – are struggling to manage their supply chains. Whether it is transparency, traceability, or security, enterprises face multiple issues on all fronts. In fact, the enterprise goal of integrating supply chains is nowhere near completion even after spending billions of dollars on multiple platforms, tools, and solutions. In such a scenario, blockchain has emerged as a key technology that can help enterprises in achieving many of their objectives – data sharing, security, and tracking – to move toward a truly integrated Supply Chain Management (SCM)
- Given the applicability of blockchain in SCM, many companies, including start-ups, are at the forefront of developing solutions based on blockchain technology. In this research, we present an assessment of start-ups building capabilities in SCM blockchain space, primarily focusing on their capability, growth story, and investor confidence

## Scope of this report

- **Geography:** Global
- **Total number of start-ups identified:** 44 start-ups delivering SCM services across multiple channels using blockchain
- **Trailblazers identified:** 10 leading SCM blockchain start-ups

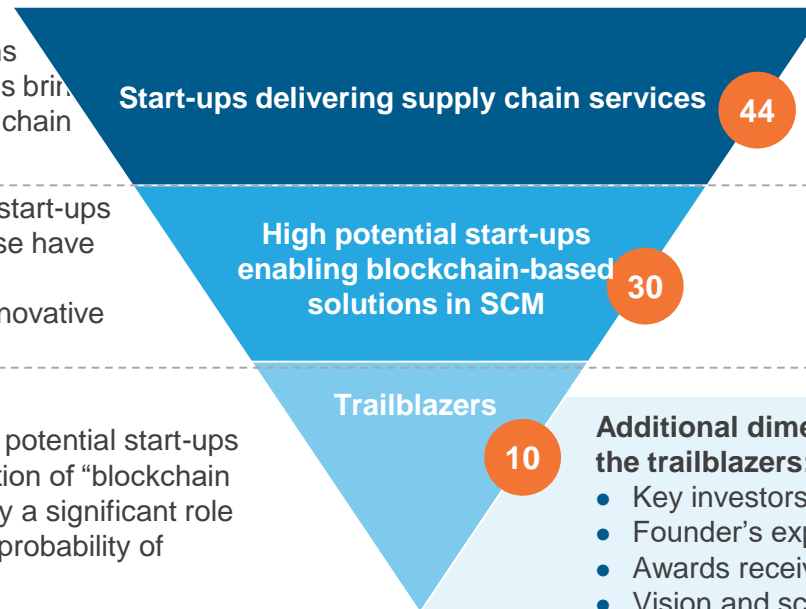
# Everest Group analyzed 44 blockchain-based start-ups, delivering supply chain services across multiple areas, to shortlist the top 10 trailblazers



Initial data of 44 start-ups was collected based on market interactions and existing research. These start-ups bring blockchain-based solutions in supply chain management

Then, we identified 30 high potential start-ups after comprehensive evaluation. These have received high market traction and funding/investments, and leverage innovative technology for problem-solving

Further, comparative analysis of high potential start-ups based on market has led to identification of “blockchain SCM trailblazers.” These startups play a significant role in the SCM industry and have a high probability of success

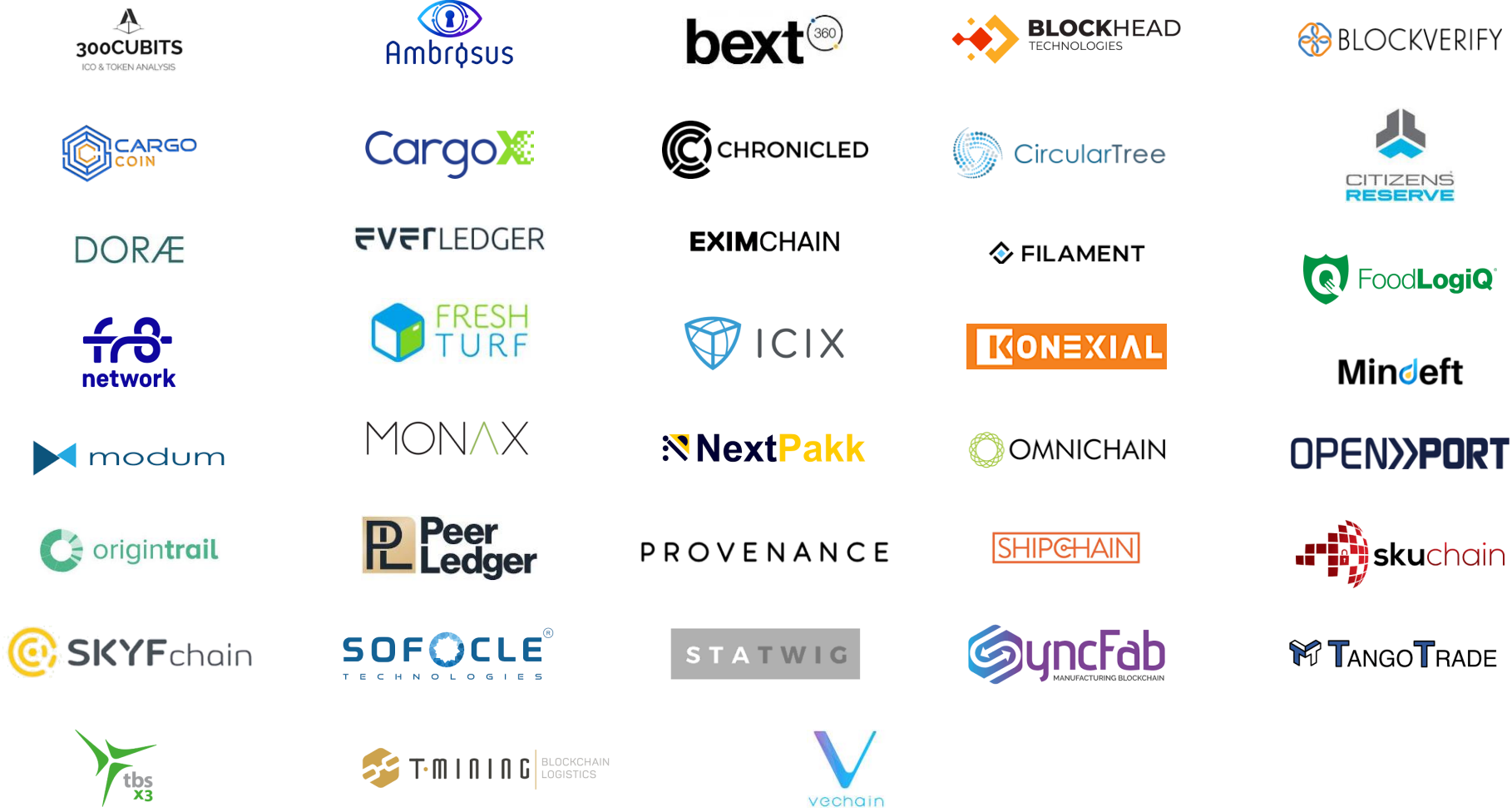


## Additional dimensions used for identification of the trailblazers:

- Key investors and profile
- Founder's experience
- Awards received
- Vision and scalability
- Key partnerships
- Number of rounds of funding

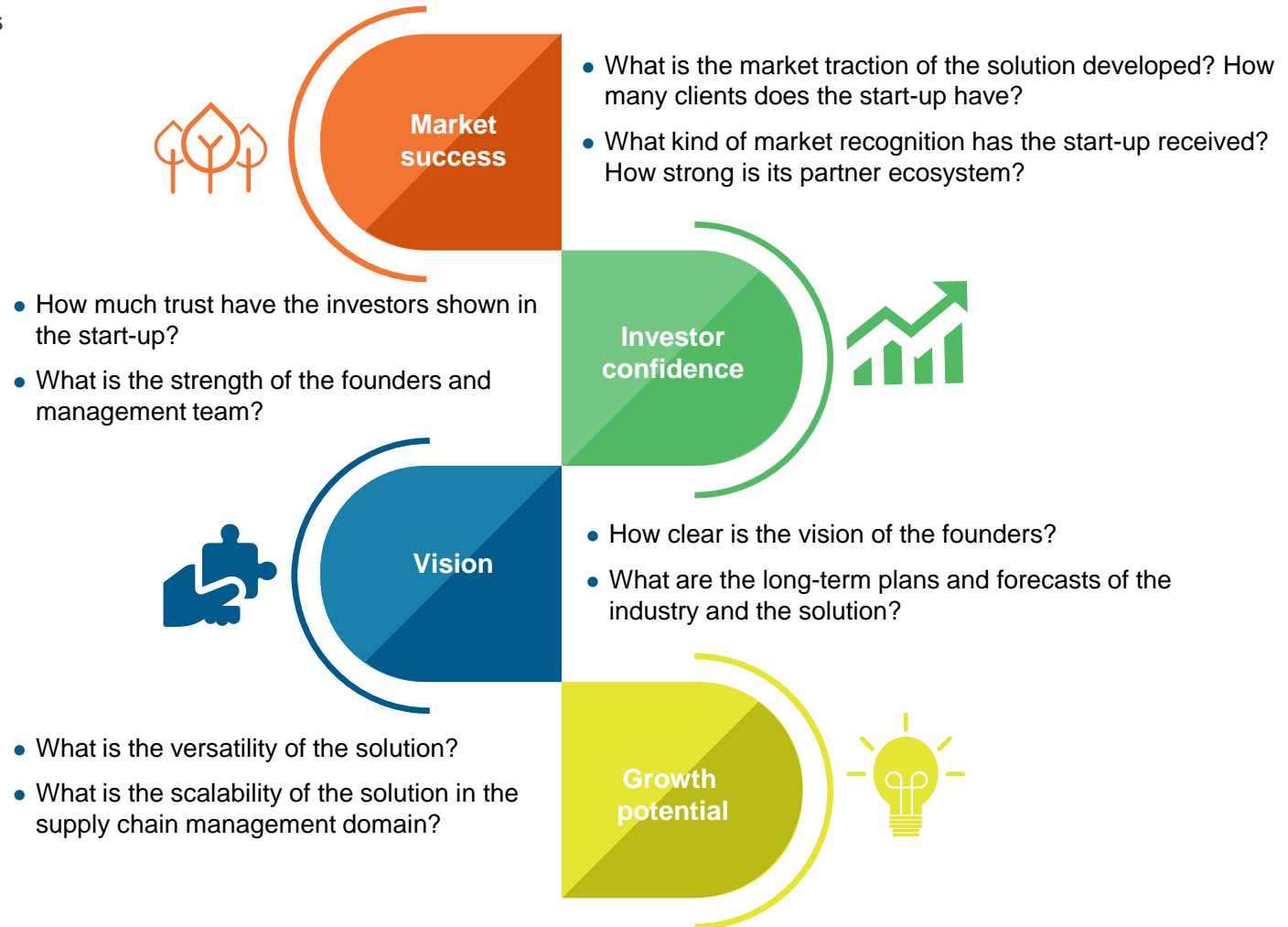
# In fact, there are several dozen start-ups that are focusing on developing blockchain-based solutions for supply chain

## List of start-ups developing blockchain-based solutions for SCM



# The start-ups were assessed based on their capability, nature of innovation, market growth, and confidence demonstrated by investors

## Evaluation parameters



# This study offers applicability of blockchain in SCM providing a deep dive assessment of SCM blockchain based start-ups; below are four charts to illustrate the depth of the report

## How blockchain can solve enterprises challenges in SCM



### Transparency and visibility

Blockchain offers transparency through its distributed ledger structure, offering users complete control over what information to share and with whom

### Raw material and product traceability

Blockchain strengthens traceability by replacing slow and complex data sets for processes. The entire life cycle of a product can be captured and tracked using blockchain-based technology

### Supply chain security

Blockchain is designed to be tamper-proof and hack-proof. Data is stored in the form of distributed ledgers using cryptography. As various consensus protocols are needed to validate entry, it removes risks of fraud and duplicate entry

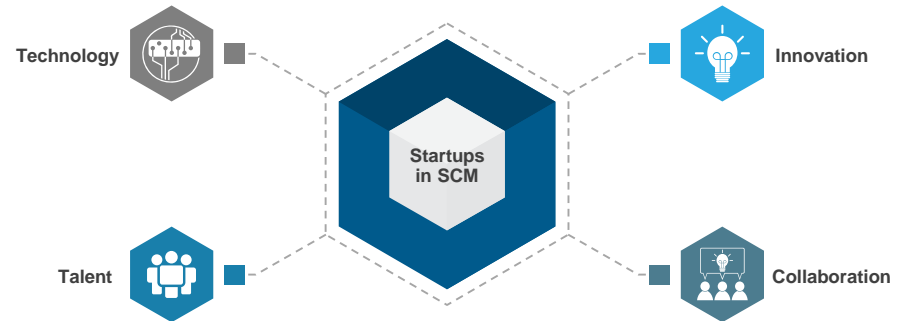
### Fraud and counterfeit products

Enterprises can combat fraud by using blockchain for verifying the authenticity of a product or service during the entire spectrum of the value chain

### Data sharing

Using blockchain, enterprises can control the sharing of data with suppliers and third-party providers and vice-versa, enabling deeper insights to be generated through greater degree of data sharing

## Role of start-ups in developing blockchain-based solutions for SCM



## Evaluation of shortlisted start-ups

| Name        | Market success | Investor confidence | Vision | Growth Potential | Overall |
|-------------|----------------|---------------------|--------|------------------|---------|
| Skuchain    | ■■■■□□         | ■■■■□□              | ■■■■□□ | ■■■■□□           | ■■■■□□  |
| Modum       | ■■■■□□         | ■■■■□□              | ■■■■□□ | ■■■■□□           | ■■■■□□  |
| DORÆ        | ■■□□□□         | ■■■■□□              | ■■■■□□ | ■■■■□□           | ■■■■□□  |
| OpenPort    | ■■■■□□         | ■■■■□□              | ■■■■□□ | ■■■■□□           | ■■■■□□  |
| Bext 360    | ■■■■□□         | ■■■■□□              | ■■■■□□ | ■■■■□□           | ■■■■□□  |
| ShipChain   | ■■■■□□         | ■■■■□□              | ■■■■□□ | ■■■■□□           | ■■■■□□  |
| Peer Ledger | ■■■■□□         | ■■■■□□              | ■■■■□□ | ■■■■□□           | ■■■■□□  |
| ICIX        | ■■□□□□         | ■■■■□□              | ■■■■□□ | ■■■■□□           | ■■■■□□  |
| CargoCoin   | ■■■■□□         | ■■■■□□              | ■■■■□□ | ■■■■□□           | ■■■■□□  |
| StaTwig     | ■■■■□□         | ■■■■□□              | ■■■■□□ | ■■■■□□           | ■■■■□□  |

## Trailblazer profile

### Company overview

Player X is an independent supplier of public blockchain-based solutions for the logistics industry. The company develops Blockchain Document Transaction System (BDTS) technology for secure, fast, and efficient maritime shipping documentation. Website: [www.start-upwebsite.com](http://www.start-upwebsite.com)

Measure of capability: ■ High □ Low



### Fact sheet

Year of incorporation : 201X  
Headquarters : Name of the country  
Number of employees : XX

### Market growth

- It has a strong partnership ecosystem that includes Milsped Group, MakerDAO, Fracht AG, OceanX, Global Cargo Alliance, RoadLaunch, etc.
- Won DataccioConnect Blockchain Innovation Award in 2018
- Launched Blockchain Document Transaction System (BDTS) technology to create, track, manage, store, and transfer the ownership of maritime shipping documentation

| Key executives | Key investors       |
|----------------|---------------------|
| • Name, CEO    | • Qualcomm Ventures |
| • Name, CTO    | • Goldman Sachs     |
| • Name, CMO    | • Blackstone Group  |

### Investor confidence – estimated total funding of US\$95 million

| July 2014                   | January 2016              | July 2016                  | November 2017              | August 2018                     |
|-----------------------------|---------------------------|----------------------------|----------------------------|---------------------------------|
| Seed round<br>US\$1 million | Series A<br>US\$4 million | Series B<br>US\$10 million | Series C<br>US\$20 million | Venture round<br>US\$60 million |



# Research calendar – Procurement Outsourcing (PO)

Published
  Planned
  Current release

## Flagship PO reports

### Release date

|   |                |
|---|----------------|
| Procurement Outsourcing (PO) BPO – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018 .....  | March 2018     |
| Supply Chain Management (SCM) BPO – Annual Report 2018: Moving Toward a Digital Supply Chain Ecosystem .....  | July 2018      |
| Procurement Outsourcing (PO) Annual Report 2018: Driving Strategic Value from Procurement .....   | September 2018 |
| Procurement Outsourcing (PO) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2019 .....  | April 2019     |
| Procurement Outsourcing (PO) Annual Report 2019: Evolving Imperatives for Procurement and What a Chief Procurement Officer (CPO) Should do to Remain Relevant ..... | July 2019      |
| Procurement Outsourcing (PO) Service Provider Compendium 2019 .....   | July 2019      |
| SCM Service Provider Landscape with PEAK Matrix Assessment 2019 .....   | Q4 2019        |
| Market Report on After Sales Segment in Supply Chain 2019 .....   | Q4 2019        |

## Thematic PO reports

|  |                     |
|--|---------------------|
| Understanding Strategic Sourcing and its David and Goliath Landscape .....                 | November 2018       |
| Is It Time to Outsource Direct Spend Categories? .....                                     | February 2019       |
| Journey Toward Integrated Supply Chain Management .....                                    | June 2019           |
| Procurement Outsourcing (PO) Buyer Report 2019 .....                                       | July 2019           |
| <b>Application of Blockchain in Supply Chain Management – A Trailblazer Analysis .....</b> | <b>October 2019</b> |
| Looking Beyond Order Management – Emergence of the Perfect Order .....                     | Q4 2019             |
| CPO vs CFO – Expectations vs. Reality .....  | Q4 2019             |

Note: For a list of all our published PO reports, please refer to our [website page](#)

# Additional PO research references

The following documents are recommended for an additional insight into the topic covered in this report. The recommended documents either provide additional details or complementary content that may be of interest

- 1. Procurement Outsourcing (PO) Annual Report 2019 – Evolving Imperatives for Procurement and What a Chief Procurement Officer (CPO) Should do to Remain Relevant** ([EGR-2019-22-R-3245](#)); 2019. This report will assist key stakeholders (buyers, service providers, and technology providers) understand the changing dynamics of the PO market and help them identify the trends and outlook for 2018-2020. In this backdrop, the report covers the global PO market comprehensively including a detailed analysis of market size & growth, buyer adoption trends, key emerging themes, and service provider landscape
- 2. Procurement Outsourcing (PO) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2019** ([EGR-2019-22-R-3143](#)); 2019. This report examines the dynamics of the global PO service provider landscape and its impact on the PO market. Based on the comprehensive Everest Group PEAK Matrix, each of the 16 PO service providers are segmented into Leaders, Major Contenders, and Aspirants. The report also provides key insights into service provider position & growth in the market, changing market dynamics, and assessment of service provider delivery capabilities. It will assist key stakeholders (service providers, buyers, and technology providers) understand the current state of the PO service provider landscape
- 3. Procurement Outsourcing (PO) Annual Report 2018: Driving Strategic Value from Procurement** ([EGR-2018-22-R-2778](#)); 2018. This report will assist key stakeholders (buyers, service providers, and technology providers) in understanding the changing dynamics of the PO market and help them identify the trends and outlook for 2018-2020. In this backdrop, the report provides comprehensive coverage of the global PO market including detailed analysis of market size & growth, buyer adoption trends, key emerging themes, solution characteristics, and the service provider landscape

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