2023

INNOVATING BLOCKCHAIN THROUGH DIGITAL ASSETS FOR SOCIAL COMMERCE: OPPORTUNITIES & CHALLENGES

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IEDE 2023 | PROF KRIS

Content

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01 INTRODUCTION

DIGITAL SOCIAL COMMERCE

Digital commerce includes the people, processes and technologies to execute the offering of development content, analytics, promotion, pricing, customer acquisition and retention, and customer experience at all touchpoints throughout the customer buying journey.

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PROBLEM

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No Incentive/ Monetization For Consumers

The Existing So-Called Social Commerce isn't Really Social

Sharing a product in a social media is not really a social commerce

Online Identity Verification

While fraud may happen from time to time in a physical storefront, it's much more common in an Digital Commerce

Extremely Centrilzed

Lack of transparency, Higher fees, Data privacy concerns the list goes on

03

SOLUTION

INNOVATIVE BLOCKCHAIN

SOLUTION

Social Token Crypto

Social token crypto is built on blockchain technology. Tokens can be used to make purchases or to earn rewards for loyalty or engagement

Introducing a Social - Networking Based Blockchain ommerce Model

Getting product through Networking

Blockchain-Based Identity Verification

can help protect users' privacy by allowing them to control the information that is shared about them.

Decentralized Commerce

Its use of blockchain technology reduces the need for intermediaries, increasing trust between buyers and sellers, reducing fees

BLOCKCHAIN-POWERED SOCIAL COMMERCE

The blockchain-powered social commerce revolution is a revolutionary development that has the potential to fundamentally reshape the way we purchase goods and services online. Through decentralized trust and transparency, this technology promises to deliver improved user experiences, enhanced security, and wider opportunities for social commerce payments.

SOCIAL CRYPTO IN DIGITAL COMMERCE

There are several benefits of using social crypto in ecommerce. Firstly, it can help to increase customer loyalty and engagement, as consumers are incentivized to interact with the brand. Secondly, it can help to reduce the cost of customer acquisition, as retailers can leverage social media and other channels to promote their tokens. Finally, it can help to increase the efficiency of supply chain management, as all parties can track the movement of goods from the manufacturer to the end consumer.

BENEFITS

Enabling easy and secure digital transactions amongst users, blockchain based social commerce helps the global economy go digital. It allows businesses and consumers to connect, interact and transact directly in real-time, ultimately resulting in reduced costs and faster transaction speeds. Furthermore, it allows customers to buy and sell products and services with greater security and trust.

FEATURES

Blockchain technology's distributed ledger allows companies to track and verify the movement of products, services and payments. It also establishes an indisputable and secure trail of financial records that are tamper-proof and transparent. Additionally, it offers a low-cost and efficient method of bringing together stakeholders, such as customers, merchants and suppliers, in an open market and trustful business environment.

INDUSTRY ANALYSIS

31.4%

39.7%
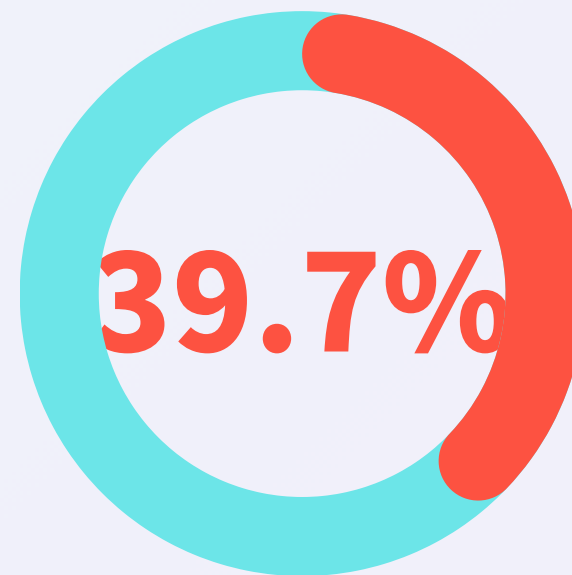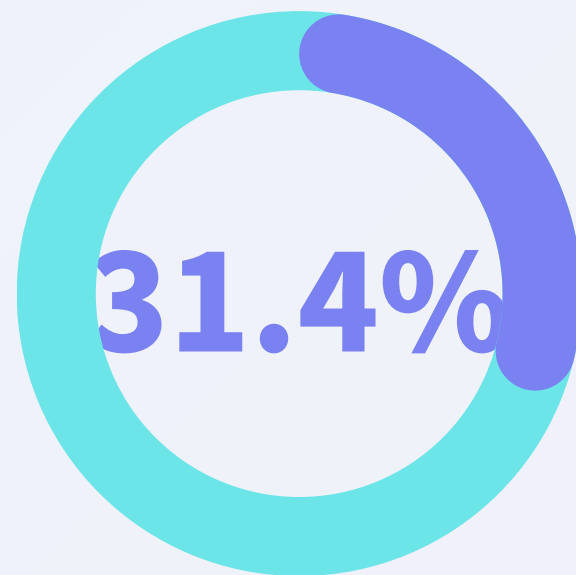
$604.5 billion

he social commerce market is expected to reach $604.5 billion by 2027, growing at a CAGR of 31.4%.

39.7 billion

the global blockchain market size is expected to grow from USD 3.0 billion in 2020 to USD 39.7 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 67.3% during the forecast period.

COMPARISON WITH EXISTING SOLUTION

Introducing a social - networking with blockchain technology

- Pinduoduo shifts the e-commerce from Searching to Browsing.
- The new solution **is shifting it from searching and browsing to Comunity powered Networking**.

SEARCHING → **BROWSING** → **NETWORKING**

THE NEW DIGITAL SOCIAL COMMERCE POWERED BY BLOCKCHAIN AND WEB3

Search-based model- requires searching for products

Browsing-based model- discover products through recommendation feeds.

Networking-based model- products comes to you through networking

THANK YOU