South Tyrol Business School

Competence Center for Artificial Intelligence and Blockchain in South Tyrol

Transforming South Tyrol's Economy: Empowering Tourism and Agriculture through Decentralized Applications (dApps)

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www.business-school.bz/en/competence-center

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Competence Center
for Artificial Intelligence and Blockchain in South Tyrol

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Our 3 core competencies

Feasibility studies I

The competence center supports companies and public institutions in **identifying areas** in which the use of blockchain and AI **makes sense and is relevant**, and shows how these technologies can have a positive impact on business processes and activities, for example by increasing efficiency or saving costs.

Implementation II

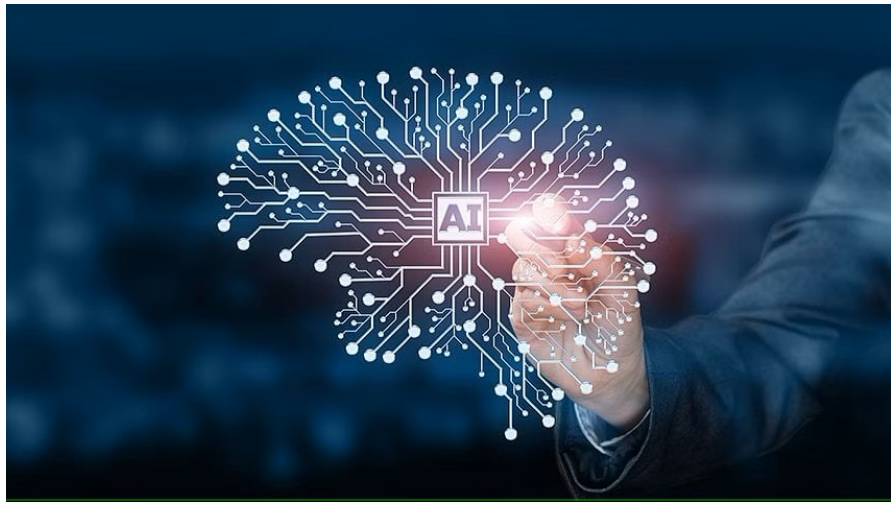
Together with **specialized software companies** for blockchain and/or AI, practical solutions are developed that are integrated into the organization's existing ecosystem. A particular focus is placed on **programming applications** (e.g., using machine learning) that make the technologies immediately usable.

Training III

In the future, the most important competency of employees will be the **ability to effectively use and operate AI technologies**. To ensure that the entire team has the necessary knowledge and skills to effectively use AI applications and maximize their potential, we offer workshops and specialized training.

Services offered

- Strategic consulting for creating and implementing blockchain and AI projects
- Data analysis and performance analysis to optimize the use of blockchain and AI technologies
- Development of custom solutions for creating smart contracts and blockchain management
- Support for integrating blockchain and AI solutions with existing systems and third-party services
- Training and support for adopting blockchain and AI technology within the company



2 Overview of dApps

- dApps Overview: Digital applications with a decentralized nature.
- Decentralization: No single entity has control; operates on multiple computers.
- Benefits: Transparency, fairness, and leveling the playing field.
- Currency: Use of tokens or cryptocurrencies like Bitcoin and Ethereum.
- Consensus: Every action is validated by users, ensuring no single party dominates.
- Impact: Reshaping the digital application space and empowering users.
- Relevance to South Tyrol: Emphasizing community and collaboration.

3 dApps in Tourism

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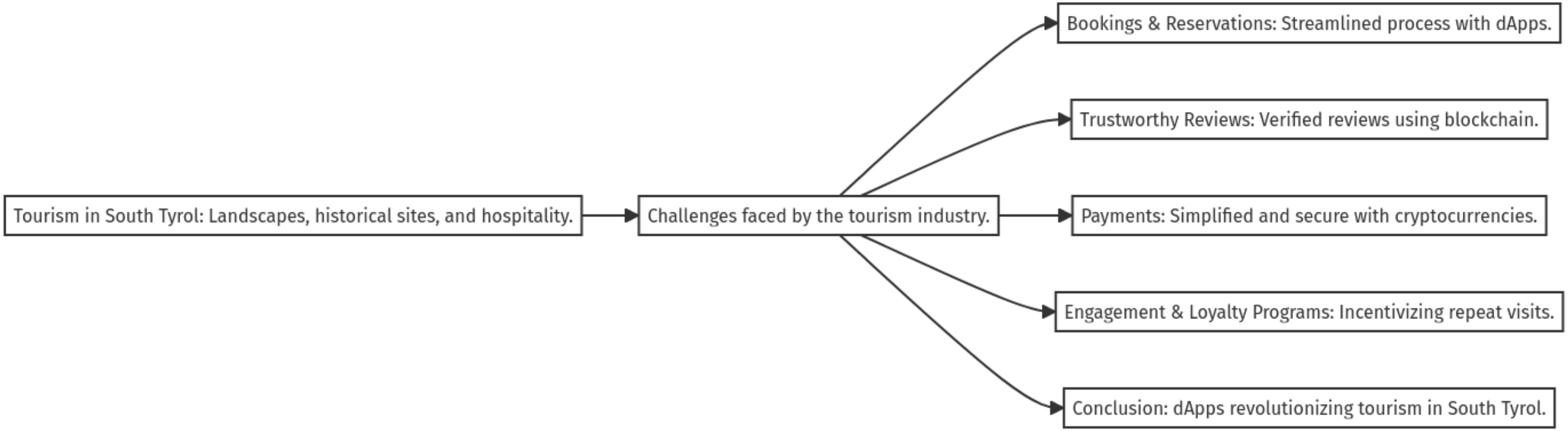

4 Example: Travala.com

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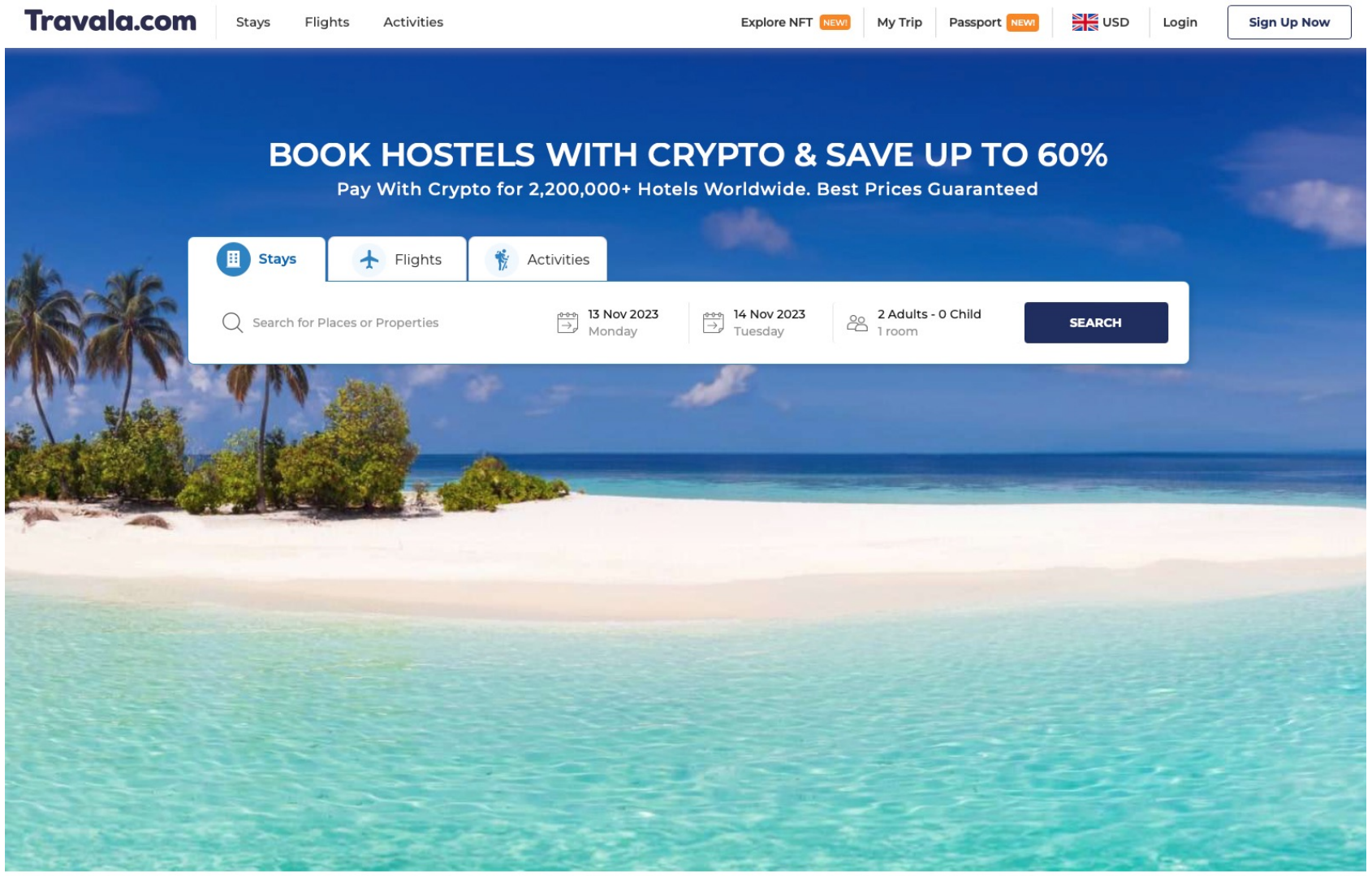
- **Innovative** Booking
- **Crypto-Friendly** Transactions
- Tokenised **Loyalty Program**
- Expert **Leadership**
- **Decentralised** Vision

https://www.travala.com



5 dApps in Agriculture

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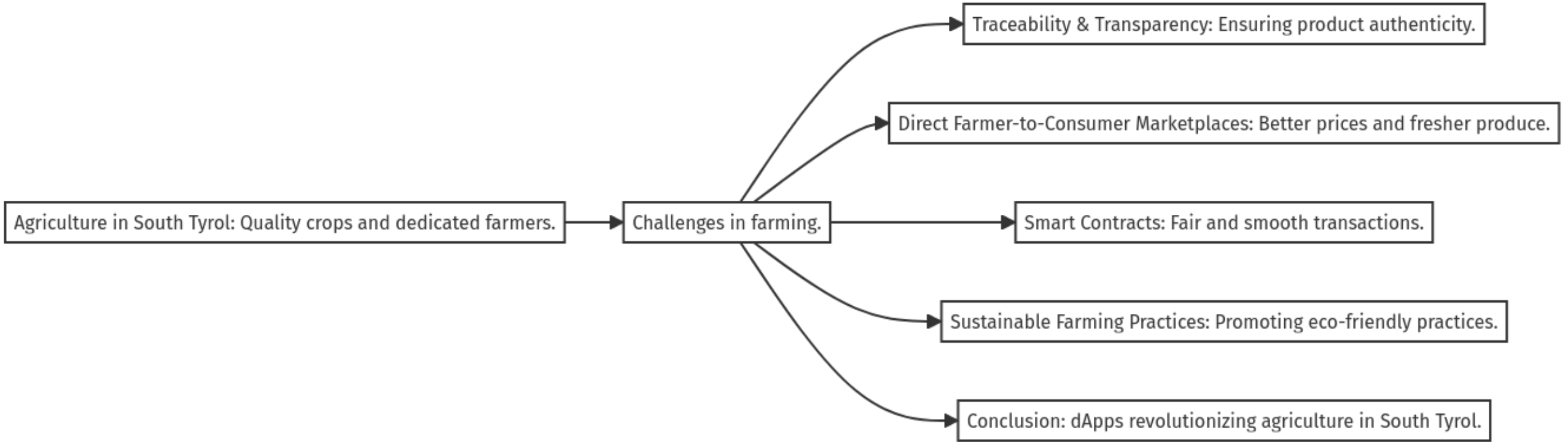

6 Example: ripe.io

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- **Cutting-Edge** Tech
- **Real-Time** Data
- **Track** and **Trace**
- Consumer **Trust**
- **Sustainable** Practices

https://www.ripe.io

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ripe.io
Blockchain of Food®

we are building long-lasting trust and confidence in our food supply chain through a platform where everyone can access transparent and reliable information on the **origin**, **journey, quality** and **sustainability** of their food.

about community contact foodbundle

7 Benefits for Southtyrol

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Thank you for your Attention!