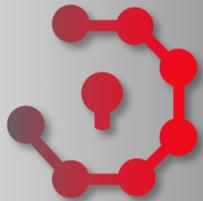


University  
of Basel

Center for  
Innovative Finance



ACCOUNTCHAIN

in cooperation with

*toppharm*

Genossenschaft

# Our team

## Blockchain Challenge 2021



Center for Innovative Finance, University of Basel



**Dominik Merz**

**BUSINESS CONCEPT**

BA Studies Business & Economics



**Wenqi Li**

**SMART CONTRACT DESIGN**

MSc Studies Business & Economics



Beantragen Sie in Ihrer TopPharm Apotheke die neue **TopPharmCard<sup>Plus</sup>** und **punkten** Sie!

Jetzt von 499 Startpunkten profitieren!



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ACCOUNTCHAIN



How can **blockchain** technology  
improve **customer loyalty**  
**programs**?



Research Question



ACCOUNTCHAIN



# Problem

Description



TopPharmCard<sup>Plus</sup>





# Blockchain Loyalty Network



Fraud-protected and transparent



Real-time and fully automated



Cost-effective and insightful



Immutably recording transactions  
Enhanced tracking of financial liabilities



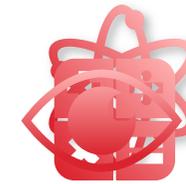
Cryptographically validating vouchers  
Automated accounting process (VAT)



Securely processing account balances  
Real-time availability of multi-point promotions



Decentralized database



Ensuring data integrity and behavioral insights



# Technical Features



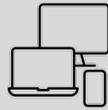
## Hyperledger Fabric

no cryptocurrency | flexible |  
engaging developer community



## Permissioned Ledger

data security | fast |  
energy-saving | low costs



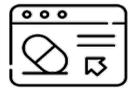
## on-chain & off-chain

GDPR compliant | fraud-protected |  
fully integrated



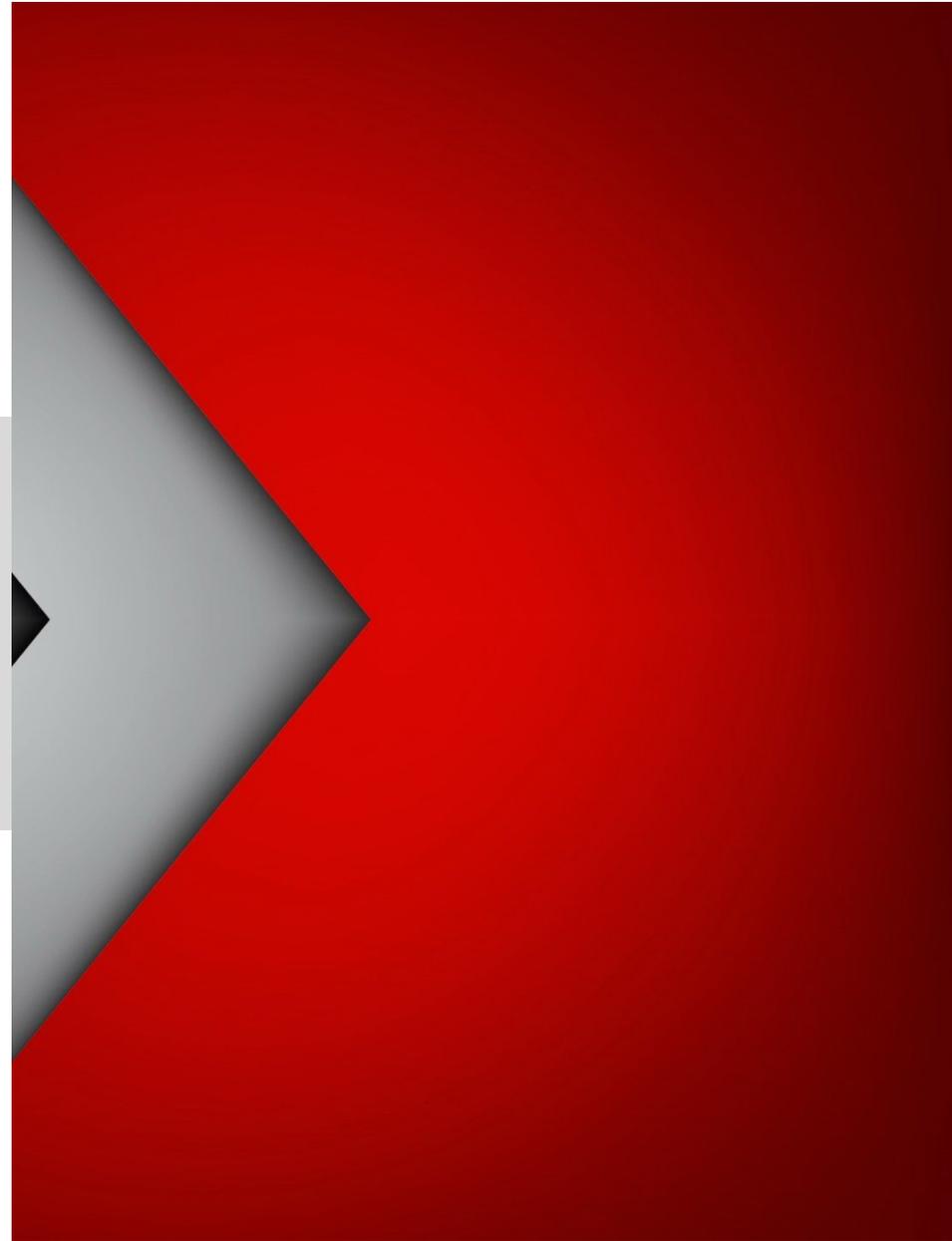
## Non-monetized points

FINMA compliant | simple |  
low transaction costs



## User Interface

Partner WebApp |  
Customer App



# Journey of a Loyalty Point



1  >

2  >

3  >

4  >

5  >

Customer App

User Registration

Pharmacy

Point Issuance

Smart Contract

Client Account

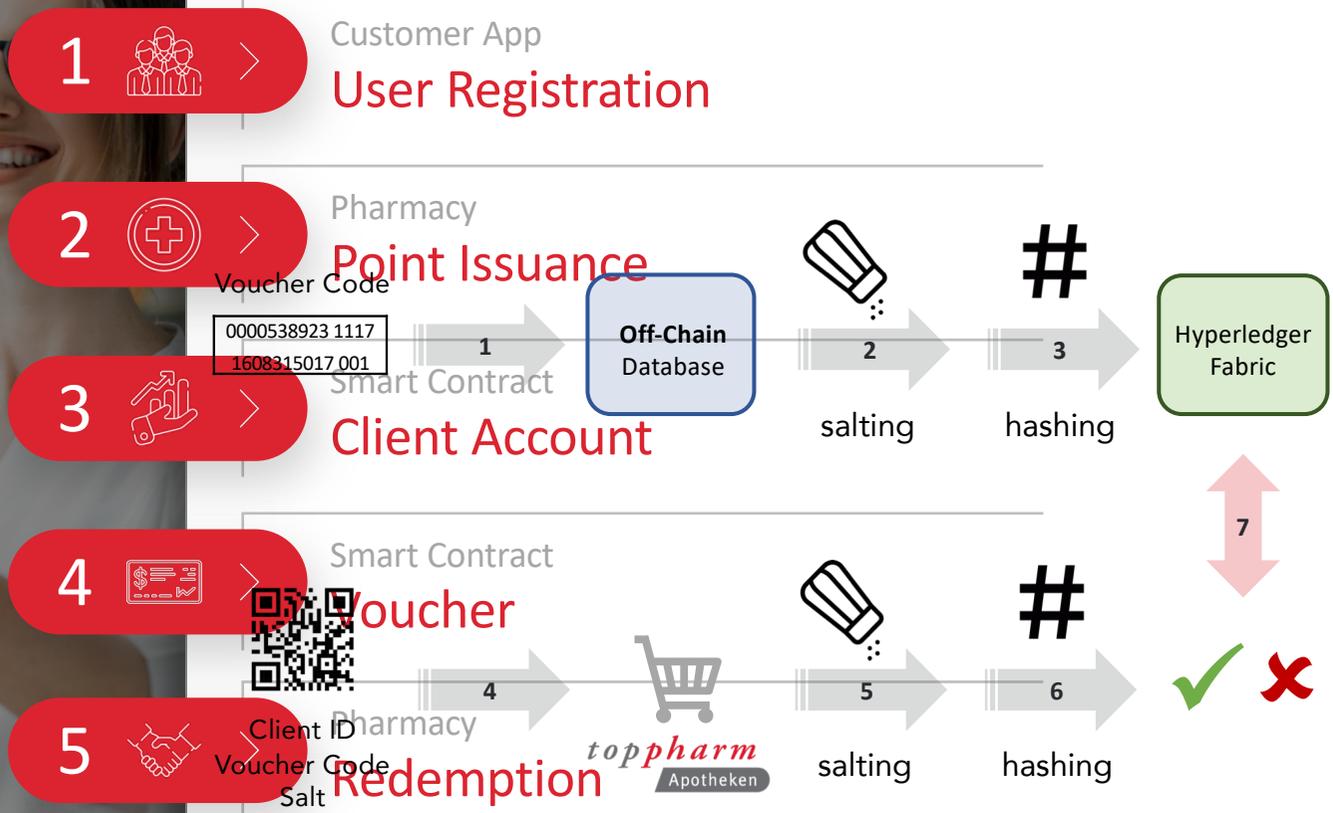
Smart Contract

Voucher

Pharmacy

Redemption

# Journey of a Loyalty Point





Acco  
Den



ACCOUNTCHAIN

*top*pharm

Genossenschaft

Username

TopPharm Headquarters

Password

\*\*\*\*\*

Login



ACCOUNTCHAIN

# AccountChain<sup>©</sup> ...



trustworthy & secure ecosystem



fully integrated & efficient



automated accounting processes



FINMA & tax law compliant



profitable in the medium-term



ACCOUNTCHAIN

# Thank you!

Direct access to our UIs:



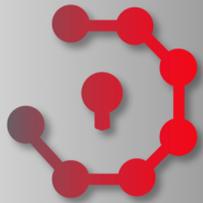
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