



**GBBC**  
Global Blockchain  
Business Council



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Global Blockchain  
Business Council



**GBBC**  
DIGITAL  
**FINANCE**



**InterWork  
Alliance**  
A Global Blockchain  
Business Council Initiative

**BITA**  
STANDARDS COUNCIL

Global Blockchain Business Council (GBBC) is the largest industry association for the blockchain technology and digital assets community



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# Charter and Roadmap

October 2023

We are committed to furthering adoption of blockchain technology to create more **secure, equitable, and sustainable societies**. Our mission is guided by our three **Pillars of Success**



### **ADVOCACY**

Advocate for adoption of blockchain technology and support the development of industry standards and thoughtful regulation



### **EDUCATION**

Create and share insightful and actionable information for decision makers in government and industry

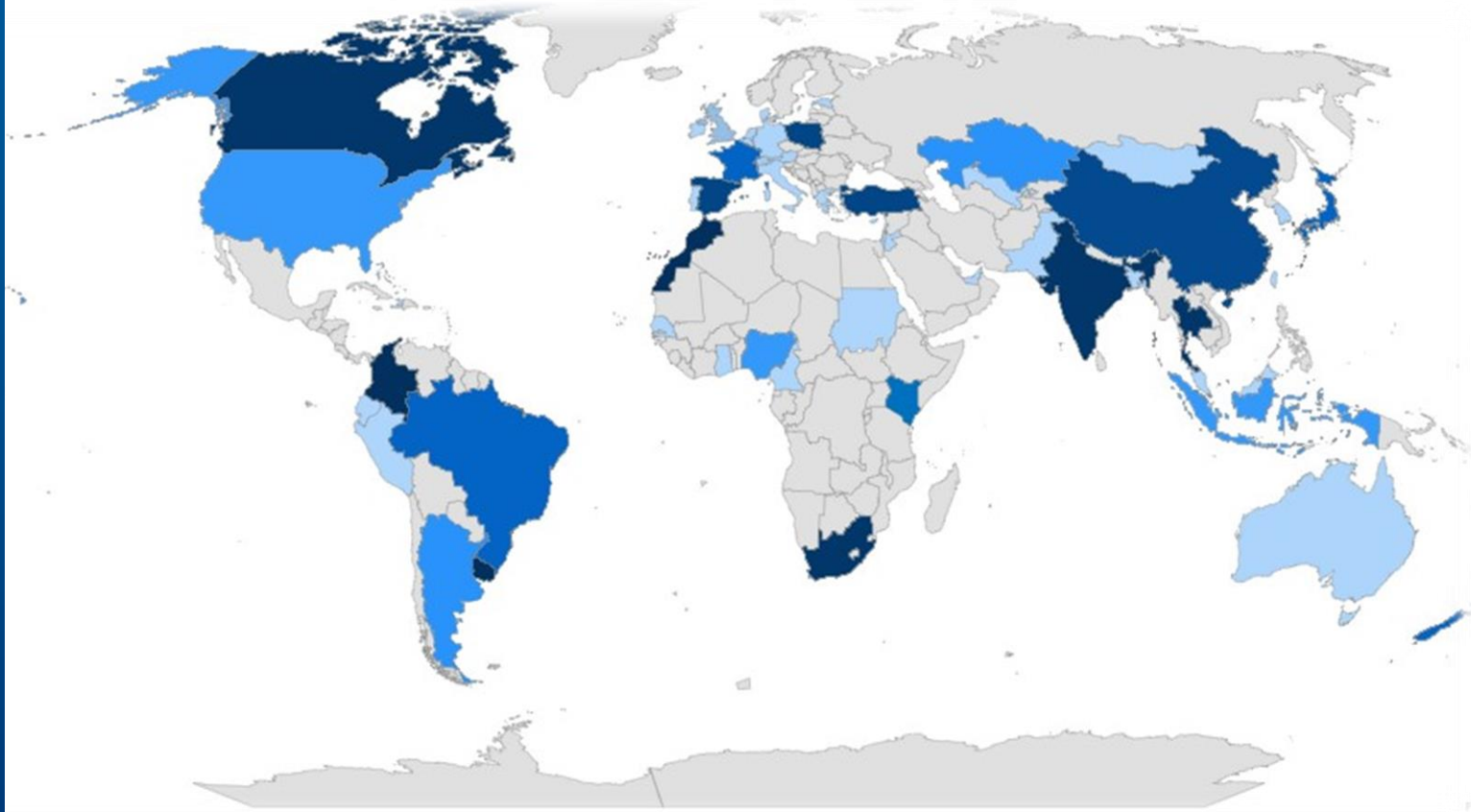


### **PARTNERSHIPS**

Facilitate relationships and partnerships with a focus on building public-private, commercial, and academic alliances

GBBC represents  
**500+ institutional members**  
worldwide

Our network of vetted  
organizations represents some  
of the most forward-looking  
companies around the globe



More than  
**500**  
MEMBER ORGANIZATIONS



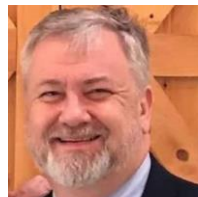
[Dale Chrystie](#) – FedEx - Business Fellow,  
Blockchain Strategist, BITA Chairman



[Greg Brown](#) – UPS - Vice President, UPS Global Technology  
Strategy and R&D



[Dr. Veneetia Johnson](#) – Delta - Director of  
Technology and Innovation Engineering



[Bob Hitt](#) – Salesforce - Industry Advisor,  
Transportation & Logistics



[Paul Rapino](#) – GBBC - Chief Growth  
Officer



# Mission Statement



BITA Standards Council (BITA) is dedicated to providing open-source and royalty-free data standards for blockchain/Web-3 enabled global commerce, and, collaborating with other like-minded entities, will drive the global effort to map, produce, publish and adopt those standards

## What do we think?

- Blockchain and emerging technologies will completely transform global supply chains
  - Which will be quicker, more efficient, and more secure,
  - ...will benefit global commerce,
  - ...and will be **PAPERLESS**
- To accomplish that, we will need a common data language:
  - Global pro-competitive and open-source data standards
  - Only then will global commerce accelerate to the speed of data

## What are we doing?

- BITA/GBBC is working as the global harmonizer for open data standards
- We are beginning the work of identifying the core backbone of global commerce movement, and will then identify existing standards in those key areas
- Many standards are in place, and some are identical, with no disagreement, but gaps exist. The GSMI efforts will be the research arm of BITA, starting with 4.0
- As this process evolves, we will work with like-minded open standards entities to fully map the key aspects of multi-modal global commerce
- Using those standards, we will support reference architecture for foundational use cases





# BITA – Since the July 2023 Announcement



## Completed:

- ✓ Established core team and target potential working group partners
- ✓ Completed and Go-to-Market Plan
- ✓ Defined the Constituents and Communication

## To do:

- Announce the Charter and Strategy Plan of Record
- Promote a webinar to Communicate
- Recruit current and potential new GBBC/BITA members
- Group Kickoff

# 2023-24 Deliverables



- Define the supply chain open-source lifecycle (end-to-end) ecosystem
- Narrow focus to key movement data elements
- Establish a taxonomy and framework for these key movement data elements
- As part of GSMI 4.0, map existing standards to those key movement data elements
- Breakdown of focus areas, socialize and get consensus from larger community and identify areas where we need assistance
- Outline a framework for the 'Paperless Supply Chain'
- 'Use Case' Focus – Business and technical agreement, leading to reference architecture effort

## Why do this?



- Digitization and emerging technologies will improve and transform the global supply chain customer/user experience
- This leads to:
  - Improved efficiency
  - Reduced friction
  - Faster
  - Cheaper
  - Less Fraud
- A common data language and interoperable standards will be foundational to this effort
- This is also foundational to what will ultimately be a paperless supply chain

**BRINGING BLOCKCHAIN HOME**

# Real-World Use Cases: Transforming Supply Chains



**DALE CHRYSTIE**  
Business Fellow and  
Blockchain Strategist,  
*FedEx*



**SANDRA RO**  
Chief Executive Officer,  
*GBBC*



**PAUL RAPINO**  
Chief Growth Officer,  
*GBBC*



**THURSDAY, OCTOBER 26TH**



**12:00 PM-1:00 PM ET**



**ZOOM**



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# Working Groups

**GBBC Member Companies can sign up for working groups to focus on:**

## **Business Focus**

- Support Research and Data analysis
- Prioritize focus areas for work group
- Validate Supply Chain Life Cycle End to End Matrix
- Research and collect open-source data requirements
- Identify Gaps
- Prioritize Use Case Plan

## **Taxonomy and Technical Focus**

- Support Technical Work streams
- Align Data Terms and Definitions
- Data Formats
- Design Blueprint to meet Business Requirements
- Write Reference Architecture for Supply Chain Token Taxonomy Framework

## **For Non-Member companies**

Connect with [Paul.Rapino@GBBCouncil.org](mailto:Paul.Rapino@GBBCouncil.org) for membership plans and to discuss your interest levels, budget for membership, and define key people to join group

# Thank you



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# Addendum