



Blockchain for Business Owners [Crypto and Stablecoin]

The business landscape in Johor is shifting. With the rise of the Johor-Singapore Special Economic Zone (JS-SEZ) and the launch of the RMJDT (Ringgit-Backed Stablecoin), local SMEs face new opportunities—and new risks. This 1-day virtual masterclass is designed specifically for business owners who want to understand the business of blockchain, not the coding. We will unpack the ABCDs (AI, Blockchain, Connectivity, Data) of technology, demystify digital currencies, and teach you how to better prepare your finances. Instead of complex coding, you will watch live demonstrations of how digital trade actually works, leaving you with a clear roadmap to future-proof your business.

What you will learn:

- **The ABCDs for SMEs (The Big Picture)**
 - **AI & Blockchain:** Why AI needs Blockchain to be "honest."
 - **Connectivity & Data:** How IoT sensors and data help Johor businesses prove their product quality to Singapore buyers.
 - **The "Trust" Crisis:** Why traditional business trust is expensive (lawyers, banks) and how digital trust is cheaper.
- **The Money Evolution (Stablecoins & RMJDT)**
 - **Fiat vs. Digital:** Understanding the difference between money in the bank and money on the blockchain.
 - **The "Johor Token" (RMJDT):** What is a Ringgit-backed stablecoin? How does it help with cross-border friction?
 - **FOMO Control:** separating a good business opportunity from a speculative bubble.
- **The "Scam-Proof" Entrepreneur**
 - **Anatomy of a Scam:** Breaking down real Malaysian crypto scams (The "investment scheme," the "fake wallet").
 - **Security Hygiene:** Password management, 2FA, and why "Private Keys" are the keys to the kingdom.
 - **Smart Contracts (Simplified):** It's not magic; it's just a vending machine. "If money in, then drink out."
- **The Digital Trade (Watch & Learn)**
 - **The "Open Ledger":** We look at a "Block Explorer" together. Can we see the transaction? Is it really transparent?
 - **Business Strategy Canvas:** A guided session where participants fill out a simple PDF strategy map for their own business.

Course Duration:

1 Day

Time:

9:30am - 5:30pm

Course Fee:

RM1,250 + 8% SST
*per pax

Delivery Method:

Online (Zoom)

