

STERLING COOPER BLOCKCHAIN CONSULTING

Blockchain Will Work For Any Business



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DIGITAL INFRASTRUCTURE ADVISORY

We help businesses, institutions, and governments unlock new economic opportunities through the strategic adoption of modern digital infrastructure. Our advisory services guide organizations in evaluating and implementing emerging technologies—including blockchain, tokenization frameworks, decentralized physical infrastructure networks (DePIN), and digital settlement platforms—to improve operational efficiency, enhance transparency, and expand global market access. By aligning these technologies with core business objectives, we help clients identify practical use cases, reduce process friction, and build scalable foundations for long-term growth in an increasingly digital economy.

Over the past decade, digital infrastructure has evolved from a niche experimental domain into a critical backbone supporting billions of dollars in global economic activity daily. Organizations across industries are exploring how these technologies can transform payments, financial systems, supply chains, telecommunications, logistics, and digital commerce. We work closely with clients to demystify these innovations, translating complex technical concepts into actionable strategies that drive measurable performance, operational resilience, and competitive advantage.



Our Managing Directors bring nearly a decade of hands-on experience within leading digital infrastructure ecosystems, combining technical expertise with strategic insight. Their experience spans building partnerships with global technology firms, advising policymakers on digital financial systems, and collaborating with academic institutions shaping the future of global economic infrastructure. Our firm's leadership has helped introduce modern blockchain-based systems to hundreds of millions of users worldwide. For forward-thinking organizations, the real opportunity lies not in cryptocurrency adoption alone, but in modernizing the infrastructure that powers and transforms their entire business.

GLOBAL DIGITAL INFRASTRUCTURE IN PRACTICE

Digital infrastructure networks are already supporting significant and rapidly expanding global economic activity, reflecting their evolution into critical components of modern financial systems. Members of our firm's leadership team have previously worked within the ecosystem surrounding the TRON network, one of the largest blockchain infrastructure platforms globally, gaining direct experience in high-volume digital settlement environments and real-world blockchain adoption at scale.

Today this Ecosystem supports:

- **More Than \$80 Billion In Circulating Tether Stablecoins**
- **Hundreds Of Millions Of Blockchain Accounts**
- **Millions Of Daily Transactions**
- **Tens Of Billions Of Dollars In Daily Digital Settlement Volume**



Stablecoins have emerged as one of the most transformative financial innovations of the past decade, with USDT on TRON effectively functioning as a digital dollar in many regions. This infrastructure enables businesses and individuals—particularly in markets with limited banking access—to transact globally with greater speed, stability, and efficiency. Across regions such as Latin America, Africa, Southeast Asia, Eastern Europe, and the Middle East, it is empowering entrepreneurs and enterprises with faster payments, improved financial resilience, and direct access to global commerce.

STRATEGIC PARTNERSHIPS WITH TECH LEADERS

Our firm's leadership brings extensive experience in establishing and managing strategic partnerships within global digital and financial ecosystems. These collaborations have focused on integrating blockchain infrastructure into widely adopted technology platforms, enabling scalable adoption of decentralized technologies across consumer, financial, and internet-based services.

By working alongside globally recognized technology companies, these partnerships supported the development and deployment of blockchain-enabled solutions designed to enhance security, transparency, and digital asset accessibility. The collaborations facilitated the integration of decentralized technologies into existing platforms used by hundreds of millions of users, significantly accelerating the global adoption of blockchain applications and digital financial tools.

Strategic relationships were developed with several leading organizations, including **Samsung, Mastercard, Revolut, Opera, BitTorrent, and Chainlink Labs.**



These partnerships focused on integrating blockchain functionality into mainstream digital products, strengthening digital asset infrastructure, and enabling seamless interaction between users and decentralized networks. Through collaborative development and technology integration, these initiatives introduced blockchain capabilities to hundreds of millions of devices and users globally.

ACADEMIC & RESEARCH ENGAGEMENTS

Members of our firm's leadership team have actively participated in academic initiatives, research collaborations, and strategic discussions with leading universities, contributing to the global dialogue on the future of digital financial infrastructure, blockchain ecosystems, and emerging economic models. These engagements reflect a commitment to thought leadership and collaboration with institutions shaping the next generation of financial systems and technological innovation.

These engagements have included collaboration and dialogue with globally recognized institutions such as **Harvard University, Princeton University, Massachusetts Institute of Technology, Stanford University, University of California, Berkeley, Columbia University, University of Pennsylvania, and Cornell University.** Engagement with these institutions reflects exposure to a diverse range of academic perspectives and research initiatives focused on the evolution of global economic infrastructure.



In addition to academic collaboration, insights and thought leadership from our firm's leadership team have been featured in CoinDesk, one of the most influential global media platforms in the blockchain and digital asset sector. These contributions further reinforce the firm's position at the forefront of industry discourse, bridging the gap between academic research, technological innovation, and real-world implementation in the rapidly evolving digital economy.

POWERING BUSINESS WITH DIGITAL INFRASTRUCTURE

Executives evaluating digital infrastructure are not simply assessing a new software platform—they are exploring how a new generation of financial, operational, and data systems can fundamentally transform the way their businesses operate. These technologies enable organizations to optimize processes, improve operational efficiency, and build scalable, resilient systems that support long-term strategic growth. By integrating digital infrastructure thoughtfully, companies can unlock entirely new revenue streams, enhance competitiveness, and position themselves to respond effectively to the rapidly evolving demands of a digital, interconnected global economy.

Digital infrastructure strengthens global financial operations by enabling faster international settlements, better treasury coordination, and improved liquidity management. Similarly, real-world asset infrastructure leverages tokenization systems to enhance ownership tracking, financing, and liquidity for physical assets, providing businesses with flexible investment options and improved operational efficiency. In parallel, infrastructure data monetization transforms operational data collected from fleets, sensors, and infrastructure systems into actionable insights and new revenue streams, allowing organizations to extract additional value from existing resources while supporting data-driven decision-making.

Decentralized physical infrastructure networks (DePIN) allow distributed telecom, energy, and connectivity systems to scale efficiently, reduce operational bottlenecks, and increase network reliability. Supply chain transparency is significantly enhanced through blockchain-based verification systems, fostering trust, authenticity, and accountability across global supply chains. These improvements are particularly critical for businesses operating across multiple regions and with diverse partners, where visibility, traceability, and trust are essential for operational success. By leveraging these systems, companies can mitigate risk, improve compliance, and strengthen relationships with partners and customers worldwide.

Finally, cross-industry infrastructure coordination enables secure collaboration between companies and ecosystems, streamlining joint operations, shared initiatives, and multi-party workflows while reducing operational risks. Together, these six areas illustrate how digital infrastructure extends beyond technology adoption—it acts as a strategic enabler that drives measurable business performance, operational resilience, and sustainable long-term growth across industries and geographies. Ultimately, organizations that embrace these advancements are better positioned to innovate continuously, expand into new markets, and create lasting competitive advantage.

REAL WORLD INDUSTRY APPLICATION

Digital infrastructure technologies are rapidly reshaping the way companies operate across a wide range of industries, from finance and logistics to energy and telecommunications. By providing new frameworks for financial transactions, data management, and operational coordination, these technologies allow organizations to rethink traditional business models and implement more efficient, scalable systems. Companies that adopt digital infrastructure strategically can streamline operations, reduce costs, and create flexible processes that adapt to evolving market demands, positioning themselves to respond quickly to emerging opportunities and challenges.

For many organizations, these technologies open up opportunities to unlock new revenue streams that were previously inaccessible. Tokenization of assets, data monetization, and decentralized infrastructure networks create innovative ways to generate value from existing resources and capabilities. This enables companies to not only optimize internal operations but also develop new products, services, and business models that enhance their market competitiveness. By integrating these technologies into their core strategies, businesses can drive sustainable growth while remaining agile in rapidly changing industries.

Digital infrastructure also enhances transparency, trust, and efficiency across complex ecosystems. Blockchain-based verification systems, decentralized networks, and shared operational platforms ensure that transactions, supply chains, and collaborative initiatives are secure, auditable, and reliable. These capabilities are especially critical for industries operating in highly regulated or global environments, where accountability, compliance, and accurate reporting are essential for maintaining stakeholder confidence and operational integrity. As a result, organizations can reduce operational risks and create stronger, more resilient partnerships across their networks.

The practical benefits of digital infrastructure are already being realized across multiple sectors. Companies are using these technologies to improve financial settlements, optimize supply chains, scale distributed networks, and coordinate cross-industry collaborations. By translating advanced technological capabilities into measurable business outcomes, organizations can achieve significant improvements in efficiency, operational resilience, and enterprise value. As adoption continues to grow, digital infrastructure will become an increasingly critical driver of innovation, competitiveness, and long-term strategic success. Ultimately, companies that embrace these systems gain the agility and insight necessary to thrive in an increasingly digital and interconnected global economy.

GLOBAL PAYMENTS INFRASTRUCTURE

Many international companies process tens of millions of dollars in cross-border payments each year using traditional banking systems. These legacy payment infrastructures often rely on multiple intermediary banks, incur high foreign exchange conversion costs, and involve settlement delays that can take several days, creating inefficiencies and increasing operational expenses.

By adopting modern digital settlement infrastructure, companies can significantly reduce transaction costs, accelerate payment processing, and enhance overall treasury efficiency, providing both immediate operational benefits and long-term strategic value. This transformation also allows organizations to redirect resources toward growth initiatives and strategic investments.

Example Scenario – Import and Distribution Company:

An import and distribution company with annual revenue of \$120 million processes \$60 million in cross-border payments each year. Under traditional banking systems, the company faced an average processing cost of 1.4%, resulting in annual payment fees of approximately \$840,000.

By integrating a modern digital settlement system, the processing cost could be reduced to 0.4%, lowering annual payment fees to \$240,000 and generating operational savings of \$600,000. These savings represent a direct contribution to profitability while reducing administrative burden on finance teams.

The impact on enterprise value is also significant. Assuming an 8× EBITDA multiple, the operational savings from modernizing payment infrastructure could translate into a potential valuation increase of \$4.8 million. This demonstrates how improving financial infrastructure not only optimizes day-to-day operations but also strengthens overall business valuation and investor confidence. Such improvements provide tangible, quantifiable benefits that extend beyond immediate cost reductions.

Estimated implementation of a digital settlement system can typically be completed within three to six months, allowing companies to realize operational savings and efficiency gains quickly. For global enterprises, modernizing payment infrastructure is a strategic move that enhances treasury management, reduces risk, and unlocks meaningful financial value, all while positioning the organization to scale efficiently in the global marketplace. Ultimately, it creates a more agile, cost-effective, and resilient financial operation capable of supporting long-term growth.

MODERNIZING REAL ESTATE INFRASTRUCTURE

Real estate ownership systems are often fragmented across legal documents, investor reports, financing agreements, and property management platforms, creating inefficiencies and increasing administrative costs.

Digital asset infrastructure offers a unified approach, consolidating ownership records, automating investor reporting, and streamlining administrative processes. By leveraging these technologies, real estate organizations can enhance operational efficiency, reduce manual errors, and improve transparency for investors and stakeholders. This modernization also strengthens decision-making by providing real-time insights into portfolio performance.

Example Scenario – Commercial Real Estate Portfolio:

Consider a commercial real estate portfolio with an asset value of \$200 million and annual administrative reporting costs of \$3 million. By implementing digital infrastructure solutions, the organization could achieve operational efficiency improvements, reducing annual costs by approximately \$800,000. These savings not only increase profitability but also free up management resources to focus on growth initiatives, portfolio optimization, and strategic asset acquisitions.

The potential impact on enterprise value is significant. Assuming a 10× EBITDA multiple, the cost reductions and efficiency gains from modernizing reporting, investor communications, and property management could result in an \$8 million potential increase in valuation.

This demonstrates that digital infrastructure not only streamlines operational workflows but also creates meaningful financial value, improving investor confidence and the overall attractiveness of the portfolio. By reducing complexity and increasing transparency, organizations can strengthen governance, compliance, and stakeholder trust while supporting long-term growth.

Implementation timelines for digital infrastructure in real estate typically range from six to twelve months, enabling companies to realize operational savings and improved workflows relatively quickly. For large-scale portfolios, these systems can transform reporting, investor communications, and asset management processes, creating a more agile, efficient, and high-performing organization. Ultimately, adopting digital infrastructure allows real estate companies to scale operations effectively, optimize performance, and enhance long-term enterprise value in a competitive market.

TELECOM INFRASTRUCTURE & DEPIN

Telecommunications networks are often developed through highly centralized models, requiring substantial capital investment across infrastructure, spectrum, and deployment operations. This approach can lead to inefficiencies, slower rollout timelines, and underutilized assets—particularly in regions where demand is dynamic or unevenly distributed. As a result, operators face increasing pressure to find more cost-effective and scalable deployment strategies.

Decentralized Physical Infrastructure Networks (DePIN) introduce a more adaptive framework by enabling shared participation in infrastructure deployment and management. Through decentralized coordination, network resources can be utilized more efficiently, reducing duplication, improving coverage, and optimizing capital allocation. This approach fosters a more collaborative ecosystem that aligns incentives across multiple stakeholders.

Example Scenario – Regional Telecommunications Network Expansion:

Consider a regional telecommunications expansion project with a total budget of \$120 million. By integrating decentralized infrastructure models, the network could achieve efficiency improvements of approximately 10–12%, resulting in potential capital cost savings of \$12–\$14 million. With an estimated implementation timeline of 12–18 months, providers can accelerate deployment while maintaining cost discipline. These efficiencies can significantly enhance project feasibility, especially in capital-constrained environments.

The financial and operational impact of these efficiencies is substantial. Reduced capital expenditure not only improves project viability but also allows providers to reallocate resources toward innovation, service quality, and market expansion. Additionally, faster deployment enhances revenue generation timelines, strengthening overall financial performance and competitive positioning. This creates a more sustainable growth model for both emerging and established telecommunications providers.

Beyond cost savings, decentralized infrastructure models improve network resilience, scalability, and long-term sustainability. By reducing reliance on centralized systems and enabling distributed participation, telecommunications providers can build more robust and adaptive networks. Ultimately, this approach supports faster growth, improved service delivery, and stronger returns on infrastructure investment in an increasingly connected world. It also positions organizations to better meet future connectivity demands driven by digital transformation.

LOGISTICS & TRANSPORTATION DATA INFRASTRUCTURE

Transportation fleets generate enormous volumes of operational data, including route patterns, traffic conditions, infrastructure usage, and delivery activity. Historically, much of this data has been used internally for planning and operational optimization but has not been leveraged as a monetizable asset. Modern digital infrastructure networks now allow companies to securely aggregate, anonymize, and monetize certain categories of operational data, creating entirely new revenue streams while maintaining privacy and compliance standards. By leveraging these platforms, logistics and transportation companies can turn routine operational insights into tangible financial value.

Data monetization platforms enable logistics operators to extract value from fleet activity through analytics networks and mapping systems, providing actionable insights for third-party partners, city planners, and other stakeholders.

This creates opportunities for additional revenue without impacting core operations, while also enhancing overall fleet efficiency and predictive planning capabilities. These systems also enable companies to benchmark performance, improve route optimization, and reduce fuel and maintenance costs through data-driven insights.

Example Scenario – Regional Logistics Operator:

A regional logistics operator with a fleet of 5,000 vehicles could generate an estimated \$1 per vehicle per day in monetized operational data, translating to \$1.8 million in potential annual revenue.

With an estimated EBITDA contribution of \$1.1 million, this additional income could drive a potential enterprise value increase of \$10 million assuming a 9× EBITDA multiple. The ability to create revenue from existing operational data illustrates the transformative potential of digital infrastructure in redefining the economics of transportation networks.

The estimated implementation timeline for integrating data monetization infrastructure typically ranges from six to twelve months, allowing companies to realize revenue opportunities relatively quickly. For large transportation networks, operational data can become a strategically important digital asset, supporting both financial growth and operational efficiency.

By unlocking new revenue streams while optimizing fleet management, companies can achieve measurable business performance improvements and long-term competitive advantage in the logistics sector.

SUPPLY CHAIN VERIFICATION INFRASTRUCTURE

Global supply chains face growing challenges related to product authenticity, counterfeit goods, and overall transparency. These issues not only threaten revenue but also erode consumer trust and brand integrity. Blockchain-based verification infrastructure offers a robust solution by enabling companies to track products across the supply chain, confirm authenticity, and provide transparent, tamper-proof records to both partners and end consumers. By implementing these systems, organizations can protect their revenue, strengthen brand reputation, and create a competitive advantage in markets where trust and authenticity are critical.

The scale of the challenge is significant. According to OECD estimates, counterfeit goods account for approximately \$467 billion in global trade annually, highlighting the financial and reputational risks faced by companies across industries. Blockchain verification infrastructure allows organizations to address these risks systematically, providing real-time tracking, immutable records, and automated verification processes that reduce the incidence of counterfeit products. This technology also increases operational efficiency by simplifying audits, regulatory compliance, and supply chain reporting.

Example Scenario – Luxury Goods Manufacturer:

A luxury goods manufacturer generating \$600 million in annual revenue may experience an estimated 3% revenue loss due to counterfeit products, amounting to \$18 million annually. By implementing supply chain verification infrastructure, the company could reduce counterfeit losses by 50%, recovering approximately \$9 million in revenue. Assuming a 25–35% EBITDA conversion, this translates to a potential EBITDA increase of \$2.25–\$3.15 million, which at a 12× EBITDA multiple could result in a \$27–\$38 million potential valuation increase. This example demonstrates how verification systems can create measurable financial value while reinforcing brand integrity and consumer confidence.

The estimated implementation timeline for blockchain-based supply chain verification typically ranges from nine to twelve months, enabling companies to achieve both operational and financial benefits within a relatively short period. For brands whose value is closely tied to authenticity and trust, these systems not only protect revenue but also enhance market positioning and long-term brand equity. By providing secure and transparent product verification, organizations can differentiate themselves in the marketplace and build lasting consumer loyalty. Ultimately, supply chain verification infrastructure serves as a strategic enabler, safeguarding assets, improving transparency, and driving sustainable growth in complex global markets.

WHY THESE EXAMPLES MATTER?

Digital infrastructure is not simply a new technology trend or short-term innovation cycle. It represents a fundamental shift in how organizations design, manage, and scale their financial systems, operational infrastructure, and digital asset coordination. As businesses increasingly operate across global markets and digital ecosystems, modern infrastructure technologies are enabling faster, more secure, and more transparent ways of conducting transactions, sharing data, and coordinating complex operations.

Companies that begin exploring and integrating these capabilities today often position themselves ahead of industry transformation. By adopting modern digital infrastructure frameworks, organizations can improve efficiency, reduce friction in cross-border operations, and unlock new strategic opportunities. Early adoption frequently allows businesses to strengthen operational resilience while building systems that are more adaptable to future technological developments.

Organizations implementing these technologies are often able to achieve advantages in several key areas, including:

- Global Payment Efficiency
- Operational Cost Reduction
- Infrastructure Coordination
- Supply Chain Transparency
- Data Monetization
- Enterprise Value Creation

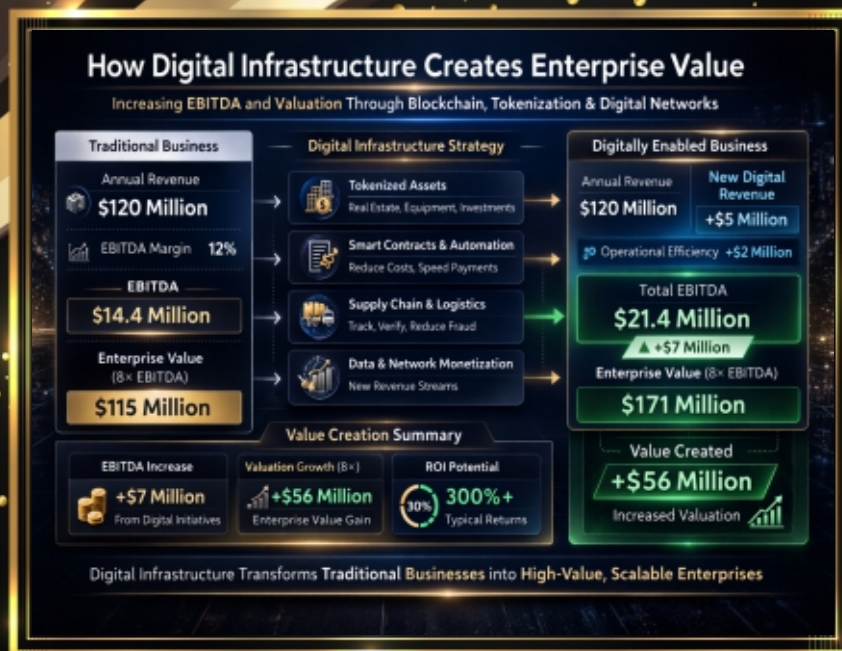


For many companies, the opportunity is not centered on adopting cryptocurrency as a financial asset. Instead, the real strategic value lies in modernizing the underlying infrastructure that powers how businesses operate, exchange value, manage information, and coordinate digital ecosystems at scale.

THE \$10 TRILLION DIGITAL INFRASTRUCTURE BOOM

Over the past 30 years, the internet transformed how information moves around the world, enabling instant communication and global connectivity. In the last 15 years, cloud computing reshaped how companies deploy software and manage infrastructure, allowing organizations to scale operations quickly without maintaining their own physical servers.

Today, digital infrastructure technologies are driving the next stage of transformation by changing how value, assets, and physical infrastructure systems operate across global networks. These technologies enable real-world assets and economic activities to be digitally represented, coordinated, and managed more efficiently.



Major sectors within this emerging digital economy include:

- Global Payment Infrastructure
- Real-World Asset Tokenization
- Infrastructure Data Markets
- Decentralized Physical Infrastructure Networks
- Supply Chain Verification Systems

Industry projections suggest that real-world asset tokenization alone could exceed \$10–\$16 trillion by 2030, highlighting the scale of opportunity as financial institutions and enterprises begin digitizing assets on modern digital infrastructure.

WHY LEADERS TRUST STERLING COOPER?

Organizations choose our firm for our ability to bridge the gap between emerging digital infrastructure technologies and real-world business outcomes. With a strong focus on practical execution, industry insight, and measurable results, our company helps companies navigate complexity, reduce risk, and unlock new growth opportunities in an increasingly digital economy. Our advisory approach combines strategic vision with hands-on expertise, ensuring solutions are not only innovative but also commercially viable and scalable.

Organizations partner with us to:

- **Enter digital infrastructure markets**
- **Modernize financial and operational systems**
- **Design digital asset infrastructure**
- **Develop DePIN infrastructure strategies**
- **Structure strategic technology partnerships**
- **Access global blockchain ecosystems**
- **Unlock new revenue opportunities**
- **Future-proof their business**



WHY COMPANIES WORK WITH STERLING COOPER

Organizations partner with Sterling Cooper to:

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- ✓ Modernize Financial And Operational Systems
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- ✓ Develop DePIN Infrastructure Strategies
- ✓ Structure Strategic Technology Partnerships
- ✓ Access Global Blockchain Ecosystems
- ✓ Unlock New Revenue Opportunities
- ✓ Future-Proof Their Business

Sterling Cooper helps organizations translate emerging digital infrastructure technologies into practical strategies that deliver measurable operational improvements and long-term enterprise value growth.

Our company helps organizations translate emerging digital infrastructure technologies into practical, results-driven strategies that deliver measurable operational improvements and long-term enterprise value growth.

Contact us for a no-obligation review to explore how our blockchain digital advisory can improve your bottom line.

STRATEGIC ADVISORY

Our firm advises businesses, institutions, and governments on leveraging digital infrastructure to enhance operations, expand global reach, and drive long-term growth. We simplify complex technologies like blockchain and decentralized systems into practical, results-driven strategies.

With an execution-focused approach, we help identify opportunities, reduce risks, and improve performance. By aligning technology with business goals, we enable organizations to stay competitive, scalable, and ready for the evolving digital economy.



To receive a complimentary, **NO COST** business evaluation valued at **\$9,950**, along with a tailored quote on how blockchain integration can scale your operations and revenues, schedule your private consultation with our firm today.

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