

Press release
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Wayra promotes blockchain use among startups with a new programme

- Activation Programme Blockchain will provide them with access to TrustOS, the blockchain solution developed by Telefónica that simplifies and accelerates the implementation of this technology in businesses.

Madrid, 25 May 2021.- [Wayra](#), the open innovation hub run by [Telefónica](#), is launching a new programme today to help startups to implement blockchain technology in their businesses. By means of its [Wayra Activation Programme](#) initiative, the selected startups will be able to boost their businesses by using [TrustOS](#), the blockchain solution developed by Telefónica that simplifies and accelerates companies' use of this technology.

The startups will have free access to TrustOS for six months to enable them to start developing their own solutions. They will also receive the technical support of Telefónica's experts and have the option of developing joint businesses with the company, with investment opportunities and other benefits offered by Wayra.

"TrustOS offers startups the chance to integrate blockchain into their business processes with ease and thus improve their value propositions. We're breaking down the taboo that blockchain is difficult or only within the reach of large companies", declared José Luis Núñez, head of blockchain at [Telefónica Tech AI of Things](#). "With TrustOS, using blockchain at your startup is as easy as adding three lines of code to your solutions."

The most typical cases of blockchain are initiatives that facilitate the traceability of a product's life cycle, certifying its authenticity or the veracity of certain information in real time. Blockchain therefore constitutes a highly useful technology in sectors such as industry, retail, logistics, hospitality and education.

However, in the case of this programme, Wayra is searching for startups from any sector or area of activity that believe their businesses could benefit from the adoption of blockchain. The aim is to contribute to the widespread use of blockchain among companies that are, a priori, unrelated to this technology and capable of easily and quickly developing their customised solutions.

With Wayra Activation Programme Wayra will continue to offer startups free and exclusive access to Telefónica's technological platforms to help them to drive their businesses forward.