This masterclass is hosted by the 2Tokens Foundation, in collaboration with partners from the ecosystem.

2Tokens is a community-driven initiative based in the Netherlands that is dedicated to advancing the adoption and implementation of tokenization. Composed of token experts and thought leaders, the 2Tokens community aims to create a standardized framework for tokenization to help businesses and individuals navigate the complexities of this emerging technology.
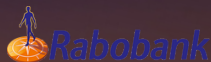
"The masterclass showcases the vast potential of tokenization in the business world. If you're intrigued by this topic and/or thinking of integrating tokenization into your own initiatives, this is an excellent starting point to expand your understanding."

Alex Bausch, Chairman 2Tokens

LEARN ABOUT THE BENEFITS OF TOKENIZATION FOR YOUR ORGANIZATION

Visit *2tokens.org/masterclass* *for the full curriculum*

Fundamentals & basics of decentralized systems and the token economy

Token taxonomy, token value engineering, & energy tokenization

Token Finance

Token types, classification, risks, smart contracts, & The legal and regulatory side of tokenization

International tokenization implementations explained, Real-world asset tokenization, Digital assets

FINISH

FIVE REASONS TO FOLLOW THE MASTERCLASS TOKEN ECONOMY

1
LEARN

The curriculum is designed by associate professors from our community. The program is thoughtfully curated for an offline setting and features engaging use cases from various industries.

2
INTERACT

This masterclass program fosters interactions with peers, industry experts, lecturers, and other global executives. The lectures are enriched by interactive elements such as group exercises and discussions.

3
APPLY

You have the opportunity to bring in your business case which will be reviewed and discussed by the lecturers and students. The classes focuses on how you can leverage tokens to improve your business model.

4
NETWORK

Connect and exchange ideas with fellow students coming from diverse backgrounds, including academics, law, government, finance, and technology. You will also be introduced to the 2Tokens community.

5
CERTIFICATE

Upon completing the masterclass, you will receive a certificate, accompanied by a celebratory toast, that serves as a formal recognition of the skills and knowledge you have gained throughout the program.

FOR WHOM?

If you play a part in making decisions in the legal, tech, or business fields, and have a basic knowledge of tokenization and blockchain, this masterclass is the perfect springboard for elevating your expertise. Engage in this experience and equip yourself with the skills to make informed decisions within your respective organization.

Our students include but are not limited to, policymakers, teachers, investors, lawyers, software developers, bankers, and entrepreneurs.

"Being active as an investor in crypto, in the communities and also professionally, I already had a good background. Nevertheless, learning and discussing about new use cases from the teachers and other participants was a very enjoyable experience. Furthermore, the masterclass gave me new knowledge and insights about the legal complications and in what way tokenization could further streamline processes in businesses such as the financial industry."

Amzah Moelah, ABN AMRO   December *2023*

ABOUT THE CURRICULUM*

Tokenizing assets such as real estate, collectibles, and art can potentially make them highly liquid and generate trillions of euros in global markets. By focussing on a range of disciplines, we equip you with the skills needed to drive this disruptive change.

KEY BENEFITS

- Get the latest insights
- Discover the perks of tokenization for your organization
- Expand your network

TOKEN FINANCE

Tokens will enable organizations to bring real-world assets online, and DeFi aims to replace centralized solutions. In this class, we will analyze the existing digital payment structure as an example of a token system and examine its inefficiencies. We will delve into how tokens generate added value and identify the beneficiaries. Through engaging discussions, we will pinpoint challenges within your organization and brainstorm strategies to alleviate these frictions using tokens. Additionally, the class will include discussions about the 'history & future of money'.

TOKEN VALUE ENGINEERING

This deep dive helps to create a clear definition and scope of the token concept, including use cases, taxonomy, and terminology, and a specification neutral to the underlying technology. A well-designed token ecosystem accelerates and sustains your company's success. In this masterclass, we will guide you through the process of designing a sound tokenomics model. Is there a viable ecosystem, and what potential business functions will be addressed with the token? What are the motivations for the participants in the network to use the token?

REGULATORY FRAMEWORKS

Undeniably, technology's evolution pace is light years ahead of regulatory frameworks. The regulation of the token economy is one of the most conflictive tasks within the Token ecosystem. We will give a global view of regulation, how different countries approach the issue, and in what ways investors are protected against bad practices. Also, issues like soliciting outside investors, how to handle it, and where to register the offering. Learn about banking regulatory structures like anti-money laundering (AML) and know your customer (KYC).

*Visit 2tokens.org/masterclass
for the full curriculum

LECTORS

OLIVIER RIKKEN

is a leading person in the field of blockchain. Board member at 2Tokens, advisor & co-founder to blockchain start-ups, part of the ISO world standardization group on Smart Contracts, and responsible for various initiatives of the Dutch Blockchain Coalition.

CLAIR WERMERS

partner and lawyer at CMS, closely follows the latest developments in relation to blockchain, crypto and smart contracts, and is a specialist and pioneer in the fields of tokenization, token contracting, and associated project funding stages, seed funding and initial coin offering (ICO).

JONNY FRY

is the Head of Digital Assets Strategy at ClearBank, a blockchain professional, CEO of TeamBlockchain. He writes the Digital Bytes, a weekly analysis on how, why, and where digital assets are used in different industries and jurisdictions globally.

DION BONGAERTS

is a Professor of Finance at RSM Erasmus University and Academic Director Fintech at the Erasmus Center for Data Analytics. With a focus on blockchain, he specializes in the behavior of credit rating agencies, the origins and effects of market illiquidity.

JOS RÖLING

is an associate partner of the Global Center of Competency for Energy, Environment, and Utilities at IBM Global Business Services. He is Chief Technology Officer for blockchain-based solutions, holing a Distinguished Architect Certification from The Open Group.

JAAP GORDIJN

is a managing partner at The Value Engineers, Associate Professor at VU Amsterdam

ROEL WIERINGA

is partner at The Value Engineers, Emeritus professor Computer Science

GUEST SPEAKERS

We proudly assemble a diverse group of industry experts and guest lecturers from across the globe who join us to share their token knowledge and expertise in fields such as business and law. Collaborating with them fosters an environment of learning and growth.

ADDITIONAL INFORMATION

PROGRAM & TIME

This in-person masterclass consists of 5 physical sessions of 4.5 hours, starting at 3:30 pm. A light meal is included.

FEES ^{per person}

€1650 excl. VAT

€1400 excl. VAT for fellows/partners
How to become a fellow/partner?
Learn more via: 2tokens.org/fellow

LOCATIONS

Amsterdam & Rotterdam,
CMS & Eversheds Sutherland

DATES 2024

Refer to 2tokens.org/masterclass
In house masterclasses available

CONTACT

iris@2tokens.org

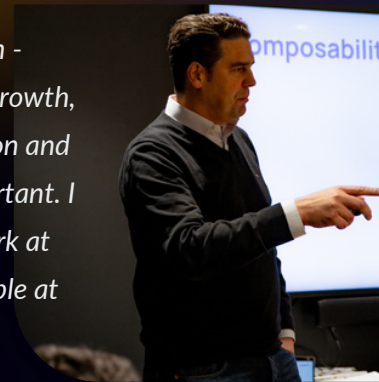**SIGN UP NOW**

2Tokens

Helmer van Merendonk, docent Blockchain at Hogeschool Utrecht - "The 2Token Masterclass is an interesting and very accessible way to gain knowledge about tokenization and the challenges that come with it. In addition, you even learn to create your own token and set up a DAO. You will also get to know a network of like-minded people, which has already yielded something for me."

Philipp Pieper, Founder at Swarm - "Undoubtedly tokenization is a high growth, yet young industry. As such, education and facilitating adoption is critically important. I had the pleasure to present our work at Swarm and what we bring to the table at the 2Tokens masterclass."

Wessel van Mook, lawyer at Lawfox Advocaten - "Practically oriented and (also for professionals) very useful masterclass, hosted by very skilled speakers."

Frank Roskam, Co-Founder at Celebratix - "This Masterclass is amazing for both starting as well as experienced Web3 enthusiasts. The speakers were heavy-weights in the industry, the ambiance has been amazing throughout all 6x sessions & the people I met during the workshops have become good friends! Would definitely recommend."

Michael Hofsteenge, Head Business Development Benelux at Tata Consultancy Services - "The 2Tokens Masterclass on Token Economy was a great experience. It provides a framework to organize your thought process on tokenization and blockchain. It covered many relevant aspects and discussed use cases covering banking & finance, sustainability, automotive, etc. It was a lot of fun to explore this with like-minded."