

MASTER CLASS TOKEN ECONOMY

EXECUTIVE EDUCATION



 2Tokens

2Tokens is a public project financed in the context of the response of the European Union on the COVID-19 pandemic



Europese Unie
Europees Fonds voor
Regionale Ontwikkeling

This masterclass is hosted by the 2Tokens foundation, in collaboration with Dutch Blockchain Coalition, Hogeschool Utrecht, and partners in banking, legal and regulatory.

2Tokens is a community-driven initiative based in the Netherlands that is dedicated to advancing the adoption and implementation of tokenization. Composed of experts and thought leaders in the field of decentralized finance and tokenization, 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 and innovative solutions in the realm of fintech. If you're intrigued by this topic and/or contemplating integrating tokenization into your own initiatives, this is an excellent starting point to expand your understanding."

Alex Bausch, Chairman 2Tokens

FIVE REASONS TO FOLLOW THE MASTERCLASS TOKEN ECONOMY

1

LEARN



This masterclass is designed by associate professors and delivered with precision to highlight our community's exceptional expertise in tokenization. The program is thoughtfully curated for an offline setting and features engaging use cases from various industries. The content is specifically tailored to provide a comprehensive understanding of tokenization and to ensure maximum in-depth learning and retention.

2

INTERACT



The program fosters interactions with peers, industry experts, lecturers, lawyers, and other high-quality global executives. The lectures are enriched by various interactive elements such as quizzes, exercises, discussions, and personal reflections. By leveraging the expertise and perspectives of diverse professionals, this masterclass cultivates a dynamic learning environment that is conducive to growth and development.

3

APPLY



Tokenization has the potential to revolutionize existing structures by providing more efficient solutions and reducing entry costs. The masterclass emphasizes the opportunities presented by tokenization and focuses on how professionals can leverage tokens to improve their business models. To equip professionals with the necessary skills to lead this disruptive change, various in-depth sessions on DeFi and token finance will be held.

4

NETWORK



With attendees from various disciplines and industries, you'll have the chance to connect and exchange ideas with top experts, thought leaders, and innovators in the field of tokenization and blockchain. You will also engage in interactive sessions with the experts from the 2Tokens community coming from diverse backgrounds, including academia, finance, law, and technology. Meet like-minded people!


5

CERTIFICATE



Upon successfully completing the masterclass, you will be awarded a certificate that serves as formal recognition of the skills and knowledge you have gained throughout the program. This certificate is a valuable addition to your professional portfolio, and can be shared on your social media accounts or personal websites, or presented to potential employers as evidence of your expertise in the subjects that are covered.

FOR WHOM



This masterclass is designed for Business Leaders, Executives, Innovation Managers, CIOs, IT Directors, Finance Experts, Technologists, and Entrepreneurs who possess a fundamental understanding of tokenization and blockchain and are seeking to enhance their expertise through an in-depth exploration of the subject matter.

THE MASTERCLASS TOKEN ECONOMY

TOKENIZATION

The potential for tokenization to disrupt existing structures is immense, as it offers more efficient solutions and can significantly reduce costs. Tokenizing assets such as real estate, collectibles, and art can potentially make them highly liquid and generate trillions of euros in global markets. The Masterclass encompasses a range of disciplines and in-depth sessions to equip professionals with the skills needed to drive this disruptive change in decentralized finance and token finance.

KEY BENEFITS

- Get the latest insights from international token masters
- Dive into the topics of token finance, engineering, and regulation
- Learn all about tokenization and become a token master yourself

THE PROGRAM

TOKEN FINANCE

Security tokens will enable organisations to bring real-world assets online, and decentralised finance (DeFi) aims to replace all

decentralised solutions. One class of security tokens, asset-backed tokens, are connected to a tangible or intangible object that has economic value; it essentially digitalises an asset and records its associated information on a blockchain. Tokenising assets, including real estate, companies, art or digital assets, means lowering costs for issuers, but also improving transparency, efficiency and liquidity of real-world assets. Tokens offer us an opportunity to re-imagine our economy, but how to get there remains a challenge.

TOKEN 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 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

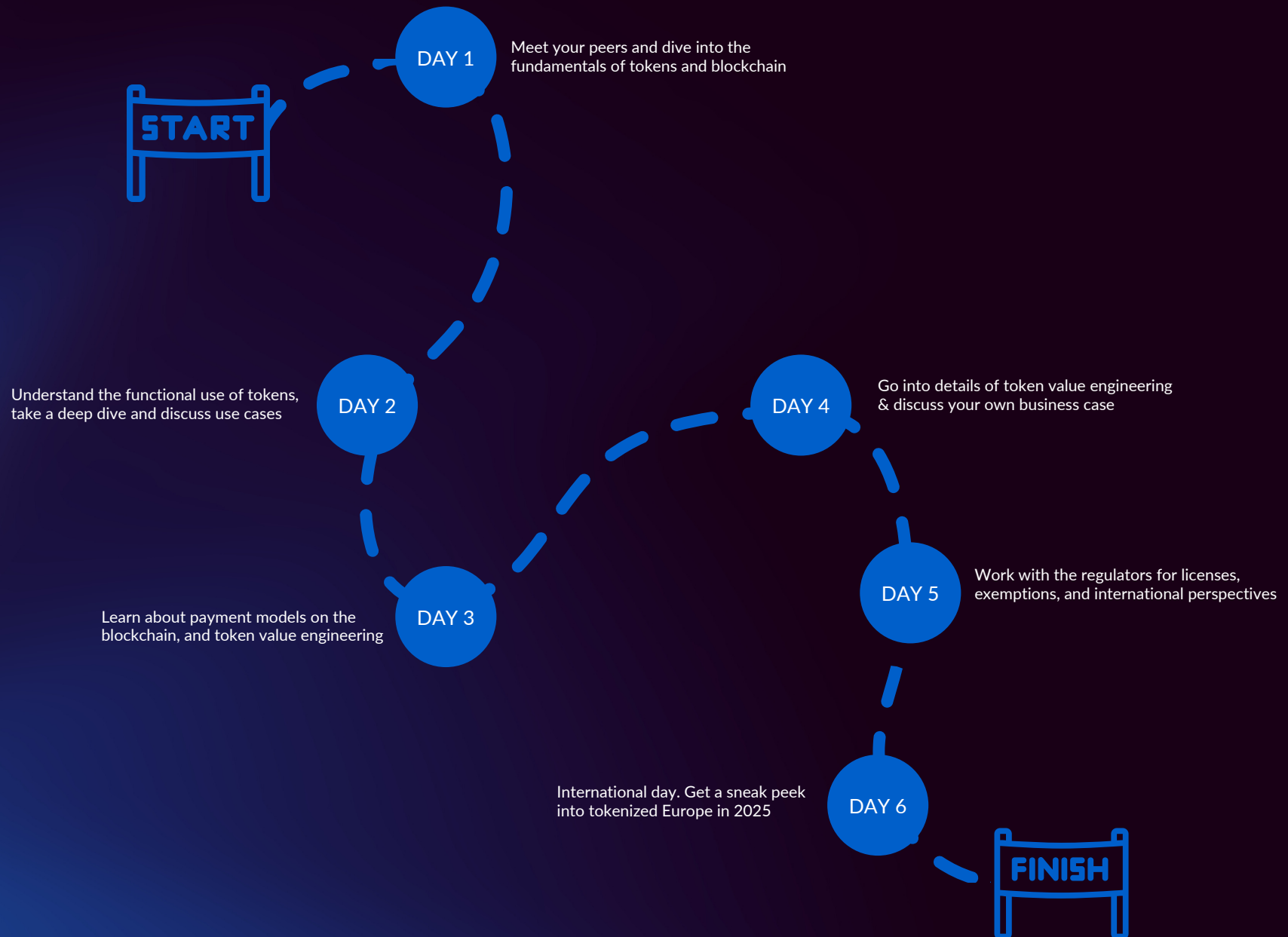
motivations for the participants in the network to use the token?

TOKEN REGULATION

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, private round, 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).



LEARNING PATH



LECTORS

In addition to the mentioned lecturers, we have a diverse group of industry experts and guest lecturers who join us to share their knowledge and collaborate with you



OLIVIER RIKKEN

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



CLAIR WERMERS

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



JONNY FRY

Jonny is a blockchain professional and CEO of TeamBlockchain Ltd,. He writes Digital Bytes, a weekly analysis of how, why, and where Blockchain Technology and Digital Assets are used in different industries and jurisdictions globally.



DION BONGAERTS

Dion is an Associate 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, and FinTech .



JAAP GORDIJN

Jaap is an experienced Associate Professor (VU Amsterdam), strongly skilled in research, knowledge representation, computer science, lecturing, and semantics. He is also managing partner at The Value Engineers.



JOS RÖLING

Jos 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, holding a Distinguished Architect Certification from The Open Group.

PROGRAM SYLLABUS

DAY

- 1
 - Getting to know each other
 - Tokenization/blockchain fundamentals
 - Token creation & standards
- 2
 - The functional use of tokens in your business processes
 - Utility tokens, DeFi protocols, & service opportunities
 - Use cases: Engagement Tokens & Electronic bill of lading
- 3
 - Development of payment models
 - Token value engineering
- 4
 - Token Value engineering deep dive
 - Token value engineering business cases of students
 - Use cases: Invoice Token & Energy Token
- 5
 - Markets in Crypto Assets regulation (MiCA)
 - International perspectives
 - Working with the regulators for licenses and exemptions
 - Use case: Security tokens for fundraising
- 6
 - International Day
 - Tokenize Europe 2025

DATES, LOCATION, REGISTER

DATES TO BE

COMMUNICATED

2 sessions per month*
biweekly

Classes are in person*

TIME

3:30 pm - 8 pm,
including a light meal

LOCATION

AMSTERDAM, The Netherlands

REGISTER

via 2tokens.org/masterclass

**If you have to cancel a class, you can join that particular one during the next masterclass, starting after summer*



PRACTICAL INFORMATION

Questions? Contact:

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**SPECIAL OFFER FOR
INHOUSE MASTERCLASSES**

Contact info@2tokens.org

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