

# MASTERCLASS TOKEN ECONOMY



EXECUTIVE EDUCATION  
IN COLLABORATION WITH:



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







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.

In collaboration with:



*"Using our token roadmap framework, we help businesses put tokenization to work for their goals. 2025 is set to be huge for adoption, with big tech leaps and global political shifts pushing Web3 and tokenization forward."*

**Alex Bausch, Chairman 2Tokens**

# LEARN ABOUT THE BENEFITS OF TOKENIZATION FOR YOUR ORGANIZATION

Visit [2tokens.org/masterclass](https://2tokens.org/masterclass)  
for the full curriculum



**Evolution of Token Finance, DeFi,**  
Crypto, CBDC, Stable Coins



**Fundamentals of crypto assets,**  
blockchain & decentralized  
systems



**Make your own token & smart contract &**  
Practical view on the **legal and regulatory** side  
of tokens and crypto assets



**Guest Speakers: International  
implementations** explained  
The future of Money  
AI + Digital Economy



Integrating **AI, Agents and Web3** technologies  
Decentralized **energy systems**



Now you can also join ONLINE

# What to Expect

## Mix of **Offline** & **Online** Setting



The program is thoughtfully curated for an hybrid setting. We start later in the afternoon and finish before 8 pm. A light dinner is included.

## Homework & group exercises



Focus on interactions & participation. The lectures are enriched by homework, interactive elements such as group exercises, presentations, and discussions.

## Expert Lectors



Led by experts from diverse backgrounds, including professors and industry geeks; all at the forefront of blockchain research and application.

## Grow Your Network



Connect with the 2Tokens community & 100+ masterclass alumni coming from diverse backgrounds, including academics, law, government, finance, and technology.

## Ceremony & Certificate



Upon completion, you receive a certificate credited in collaboration with Erasmus Centre for Data Analytics, accompanied by a celebratory toast.



# 5 Reasons to Follow the Masterclass

## 1

### Strategic Perspective



Capture a helicopter view of the blockchain and tokenization landscape and equip yourself with strategic insights that can enhance your decisionmaking capabilities in rapidly evolving markets.

## 2

### Collaborative Networks



Navigate the blockchain landscape effectively with an extensive network and deep knowledge. At 2Tokens, we connect you with a community of experts and industry leaders, ensuring you have the support and insights needed.

## 3

### Comprehensive Curriculum



Gain a comprehensive understanding of blockchain from technical, legal, and business perspectives. This well-rounded education is essential for effectively navigating the complexities of the crypto spaces.

## 4

### Practical & Use Cases



Join hands-on sessions where you can create tokens and smart contracts in minutes. These classes are enriched with real-life case studies, showcasing the practical impacts and opportunities of blockchain technology.

## 5

### Personal Business Case



Bring your own business case to the table and discuss with lecturers and peers. Classes are tailored to help you use tokenization to improve your business model, offering insights that can influence the success of your venture.



# 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."*



# ABOUT THE CURRICULUM

Welcome to our detailed curriculum on the dynamic landscape of tokenization and blockchain. Over the years, the focus in this field has shifted significantly. While the early discussions often centered on cryptocurrencies, by 2025 the image has evolved markedly. Institutions are now actively applying these technologies and exploring opportunities within this space. Our curriculum is designed to address these changes, providing you with the latest insights and practical applications to navigate and leverage the growing world of tokenization and blockchain effectively.

## Business Applications

Discuss real use cases with guest speakers, examining how tokens can be integrated into business models through detailed token taxonomy and token value engineering. This segment further explores how strategic token design can propel business growth and assesses the dynamics of ecosystem viability.

## Regulatory Frameworks

Delve into the complexities of global blockchain regulation, addressing how different countries manage the emerging token economy. This includes a thorough exploration of the legal challenges, how to navigate investor solicitation, and the crucial role of compliance with AML and KYC regulations.

## Technical Insights

This masterclass covers the essentials of blockchain technologies such as smart contracts and tokens, focusing on implementation risks and the foundational principles that drive their functionality. We'll explore how blockchain can be tailored to fit specific business needs and the technological nuances that ensure its effective deployment.

## Token Finance and The Future of Money

Engage with the transformational potential of tokens in the financial sector, including discussions on the shortcomings of current digital payment systems and speculative insights into the future of monetary systems. This will involve strategic planning on overcoming organizational hurdles with innovative token-based solutions.



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



## MARIA MINARICOVA

Director of Business Development at Fetch.ai, and a Board Member of the Fetch.ai Foundation, focuses on strategic partnerships that drive innovation — whether with industry leaders, startups, or academia — to unlock the full potential of AI, agents and decentralized technologies.



## 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 hybrid masterclass consists of 5 sessions of 4.5 hours, starting around 3 pm. A light meal is included.

## FEES per person

€1950 excl. VAT

20% discount for fellows/partners

Become a fellow/partner via [this link](#)

**SIGN UP NOW**

## LOCATIONS

Amsterdam & [ECDA Rotterdam](#),  
[CMS Amsterdam](#)

## DATES

Refer to [2tokens.org/masterclass](https://2tokens.org/masterclass)

In house masterclasses available

**Now available Online**

## CONTACT

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 Erasmus Centre for  
Data Analytics

 **2Tokens**

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*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."*



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



*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."*



*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."*