

# 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 the 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 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](https://www.2tokens.org/masterclass) for the full curriculum

# 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. You can expect to gain a deep understanding of the legal, business, and technical aspects of tokenization.

# 2

## INTERACT



This masterclass program fosters interactions with peers, industry experts, lecturers, and other global executives. The lectures are enriched by various interactive elements such as group exercises and discussions. By leveraging the expertise and perspectives of the students, you will join a dynamic learning environment.

# 3

## APPLY



You have the opportunity to bring in your own business case that will be reviewed and discussed by the lecturers and fellow students. The masterclass emphasizes the opportunities presented by tokenization and focuses on how you can leverage tokens to improve your business model.

# 4

## NETWORK



With attendees coming from diverse backgrounds, including academics, finance, law, and technology, 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 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 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 with the world.

## FOR WHOM?

If you are embedded in the decision-making fabric of the legal, technical, or business world, and harbor a basic knowledge of tokenization and blockchain, this masterclass is the perfect springboard for elevating your expertise. Engage in this experience and arm yourself with the tools to advise or act with confidence and insight.

This includes, but is not limited to, policymakers, investors, lawyers, software developers, bankers, and entrepreneurs who are keen on delving into the nuances of tokenization and leveraging this knowledge to make informed decisions within their respective organizations.

*"The diverse approach with real-life examples and engaging speakers makes the masterclass truly enriching and enjoyable. Additionally, there are plenty of opportunities to network and make new connections."*

**Eduard Mullenders, NTT**

July 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 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](https://2tokens.org/masterclass) for the full curriculum*

# LECTORS



## OLIVIER RIKKEN

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

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

is a British blockchain professional, CEO of TeamBlockchain Ltd., and partner of 2Tokens. He writes the 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

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.



## 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.



## 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 sessions of 4 hours, starting at 3:30 pm and finishing at 8 pm. A light meal is included.

## DATES 2023\*\*

21 September

12 October

02 November

23 November

07 December

## FEES per person

€1650 excl. VAT

€1400 excl. VAT for fellows/partners

*How to become a fellow/partner?*

*Learn more via: [2tokens.org/fellow](https://2tokens.org/fellow)*

## CONTACT

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## LOCATIONS

[CMS Amsterdam](#),

& Rotterdam

*\*In house masterclasses available*

*\*\*Dates to be confirmed. Classes are in person.*

**SIGN UP NOW**



via the button  
or [2tokens.org/masterclass](https://2tokens.org/masterclass)

 **2Tokens**

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