



**Deloitte.**

Digital  
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Blockchain Center

# THE TOKENIZATION TESTBED PROGRAM

GET READY FOR INDUSTRIAL TOKENIZATION  
PARTICIPATE IN GERMANY'S LEADING 360°  
INDUSTRIAL TOKENIZATION ACCELERATOR



# UNDERSTAND THE FULL TRANSFORMATIONAL IMPACT OF **TOKENIZATION**

Asset tokenization, underpinned by blockchain infrastructure, is already transforming what is forecasted to be a trillion-dollar industry. From traditional financial assets such as

bonds and shares to commodities, real estate, fleets of vehicles, art or sports teams - nearly every asset can be tokenized.

Now is the perfect time to get involved with this emerging business landscape. Regulatory frameworks are slowly but surely coming into place. A number of companies are already working on a variety of promising projects. Ships, bonds, restaurant chains – several assets have been issued as digital securities on blockchains already – and almost all central

banks and several big corporates are working on digital and ‘programmable’ money.

But before this becomes mainstream, all the relevant aspects of tokenization have to be understood in-depth. With this in mind, Deloitte and RIDDLE&CODE are offering a program that covers all relevant aspects of industrial tokenization.

## TOKENIZED ASSETS HAVE A RANGE OF BENEFITS:

- Growing market potential and added economic value
- Greater liquidity
- They are more accessible and transferrable
- Tokenized assets represent a base for new business models across industries



## INTRODUCING THE **TOKENIZATION TESTBED PROGRAM**

**BROUGHT TO YOU BY  
RIDDLE&CODE AND DELOITTE**

Deloitte, the global consulting and audit company, and RIDDLE&CODE, Europe’s leading blockchain interface solutions provider, share a vision about the importance of secure identity solutions and the effectiveness of Distributed Ledger Technology (DLT). After years of work on launching tomorrow’s industry-grade infrastructure in a rapidly changing digital economy, we decided to share our learnings.

The goal is to provide all the theoretical know-how and practical testbed experience to form a vision for your future tokenization approach and understanding how to adapt necessary tools to your needs.

The program will give in-depth operational insights to industry players that are in early or advanced stages of their tokenization journey.

# YOU WILL

- GAIN 360° TECHNICAL AND REGULATORY UNDERSTANDING OF TOKENIZATION
- LEARN FROM INDUSTRY-LEADING EXPERTS
- DISCUSS AND ALIGN WITH COLLEAGUES FROM DIFFERENT DEPARTMENTS
- ISSUE YOUR OWN TEST TOKEN THAT COMPLIES WITH TECHNICAL, BUSINESS AND REGULATORY FRAMEWORKS



## PROGRAM GOAL #1: **INTERNAL ALIGNMENT**

Bring your internal teams along for multi-disciplinary collaboration.



## PROGRAM GOAL #2: **EXTERNAL INSPIRATION**

Learn, discuss and explore new business models with peers within and outside of your industry.

## **BE READY FOR THE FUTURE**

*“We will provide you with a tokenization launchpad to confidently dive into the token economy. You’ll understand all the nuances of regulatory frameworks, be prepared for consortial business structures and explore new ways of financing your inventory.”*

*Jens H. Paulsen, Senior Manager  
Operational Lead – Deloitte Blockchain Institute*



**THOMAS FUERSTNER,  
FOUNDER & CTO**

*“At RIDDLE&CODE, we would even argue that tokenization should go a few steps further. By developing hardware-based identities for vehicles, machines, or objects, our solutions establish two of the key qualities of blockchain-based business platforms: trust in the data and its source and automated, wallet-based transactional capabilities.”*

*Thomas Fürstner, Founder, Riddle&Code GmbH*

# NAVIGATE **TOKENIZATION**

## SECURE AND REGULATORY COMPLIANT BUSINESS PROCESS DESIGN

### WE WILL GO BEYOND THEORY

Take the opportunity to apply tokenization to a specific industry use case, with our experts' support

### DISCOVER AND LAUNCH NEW BUSINESS MODELS

Explore new business opportunities based on a modular approach. From regulatory requirements to technical specifications, we will cover everything.

### COLLABORATE ACROSS INDUSTRIES - TO FULLY UNDERSTAND THE UNDERLYING PRINCIPLES OF TOKENIZATION

The program encourages the constant exchange of information that will allow you to network and collaborate with companies that are active across various industries.

### IDENTIFY THE POTENTIAL OF EMERGING USE CASES

Tokenization can be applied to a variety of industries, assets and use cases.

# PROGRAM DESIGN

WE WILL COVER EVERY STEP ON THE ROAD TO TOKENIZATION. FROM PLANNING AND EVALUATION TO EXECUTION.

*Core Program Duration: approx. 4 months*



## STEP 1: PLANNING

Identification and design\* of relevant token and business models.



## STEP 2: 360° VIEW

Introducing the technical testbed and process framework and refining the selected token concepts.



## STEP 3: OPERATIONS

Executing all technical testbed modules - from token issuing to trading - and adapting the processes to your value chains and ecosystem.



## STEP 4: EVALUATION\*\*

Assessing the outcomes, drawing conclusions and performing the internal evaluation.



## FUTURE OUTLOOK

Reconvening all participants after 12 months to discuss achievements and get updates about relevant market developments.

\* Recommended: Two different token designs should be used, e.g., a Security Token and a Utility Token

\*\* Not part of the core program

# THE PROGRAM MODULES

<b>BUSINESS MODEL DESIGN</b>	<b>TOKEN DESIGN</b>	<b>REGULATORY FRAMEWORK</b>	<b>TECHNICAL DIMENSION</b>	<b>OPERATIONAL FRAMEWORK</b>
Strategy & Business Model ideation	Token design	Regulatory assessment of tokens	Wallets & Custody	Business policy
Use case definition	Token Issuance	Tax aspects	Smart Contracts	Access & interoperability
Incentivization schemes	Token trading / ensuring liquidity	Technology & Regulation	Node operations	Compliant process design
			Token lifecycle mgmt.	

# PROGRAM HOSTS



**Deloitte.**



PROGRAM CONTRIBUTORS & PARTNERS

ASSOCIATED PARTNER

EXCHANGE PARTNER

# PROGRAM ROADMAP

REGISTRATION DEADLINE:  
**JANUARY 20<sup>TH</sup>, 2021**

EARLY BIRD TICKETS UNTIL:  
**DECEMBER 09<sup>TH</sup>, 2020**

## PROGRAM

### KICK-OFF AND INFO EVENT

MID-DECEMBER 2020

(date to be announced soon)

- Half-day info and kick-off event open to all companies registered and also those interested in the program (day tickets available for 290 EUR)
- Announcing the program hosts, priorities of the program and its schedule
- Introducing the topic of tokenization of assets and giving a 360° overview, explaining how the program will cover all these aspects

### THE PROGRAM WORKSHOP SESSIONS

JAN / FEB 2021 UNTIL APR/JUN 2021

- Deep dive workshop sessions and group discussions
- Highly structured program design that covers all dimensions of planning industrial tokenization projects
- Business design, market analysis, prototyping, piloting and other activities - based on participants' needs

### RECAP EVENT

END OF 2021

- Approx. 1 year after the program's start, we will review recent developments and present ideas and projects derived from the program

# PRICING

THERE ARE TWO TIERS FOR PARTICIPANTS:

## INDUSTRY COLLABORATION TIER 49.000,- EUR

Full program participation in approx. 15 workshops, the kick-off and recap events for up to 5 colleagues per company. Access to all conference materials.

## FULL CORPORATE EXCHANGE TIER 79.000,- EUR

Full program participation in approx. 15 workshops, the kick-off and recap events for up to 10 colleagues per company. Access to all conference materials workshops for colleagues within your company.

## DISCOUNTED EARLY BIRD PRICES AVAILABLE UNTIL DEC 09, 2020.

If you want to find out more about the Tokenization Testbed program, feel free to contact us: [office@riddleandcode.com](mailto:office@riddleandcode.com)



# CONTACT

RIDDLE&CODE is the leading European Blockchain interface company that builds hardware and software stacks and brings trusted identity to objects and people. Together with its tier one clients and partners, RIDDLE&CODE creates greater efficiency and new business models to financial markets, energy distribution, mobility and the Internet of Things.



### Sebastian Becker

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The Deloitte Blockchain Institute is a cross-functional entity within Deloitte that focuses on innovative solutions based on distributed ledger technology. The institute covers all industries and is tightly connect-ed to the EMEA and Global Deloitte block-chain teams. It combines the firm's techno-logical, industry and strategic knowledge to collaborate with a wide range of clients and partners, including technology providers and startups, universities, industry players and regulatory institutions.



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