



# TokenEngineering Academy

## Token Model Generation 1

Ecosystem Value Flows | TMG 1, May 2021



# Check-ins

and burning questions

FYI

**Please note:  
This session will be recorded!**



Token Engineering Academy



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TokenEngineering Academy, tokenengineering.org

Ecosystem Value Flows Course,  
TMG1-E03, May 2021

# Agenda for today

- **Why / what of Token Model Generation**
- **Course logistics, in detail**
  - Finalizing teams
- **Q&A**

Close in ~1.5-2hrs



# Purpose of the course TMG1

## A soft intro to Token Engineering Design AND

- + gathering inputs for digital twin creation
- + making sure you target “positive sum games”



<https://www.youtube.com/watch?v=rWRbTnE1PEM>

A stack of several white, lined business plan documents is shown from a top-down perspective. The pages are ruled with horizontal lines and some vertical columns. A complex, semi-transparent network of gray lines and dots is overlaid across the entire image, suggesting connectivity or a digital environment.

# Business plan

A stack of several white, lined notebooks is shown from a top-down perspective. A complex, semi-transparent network graph is overlaid on the image, consisting of numerous small, dark grey dots connected by thin, light grey lines, creating a sense of interconnectedness and data flow.

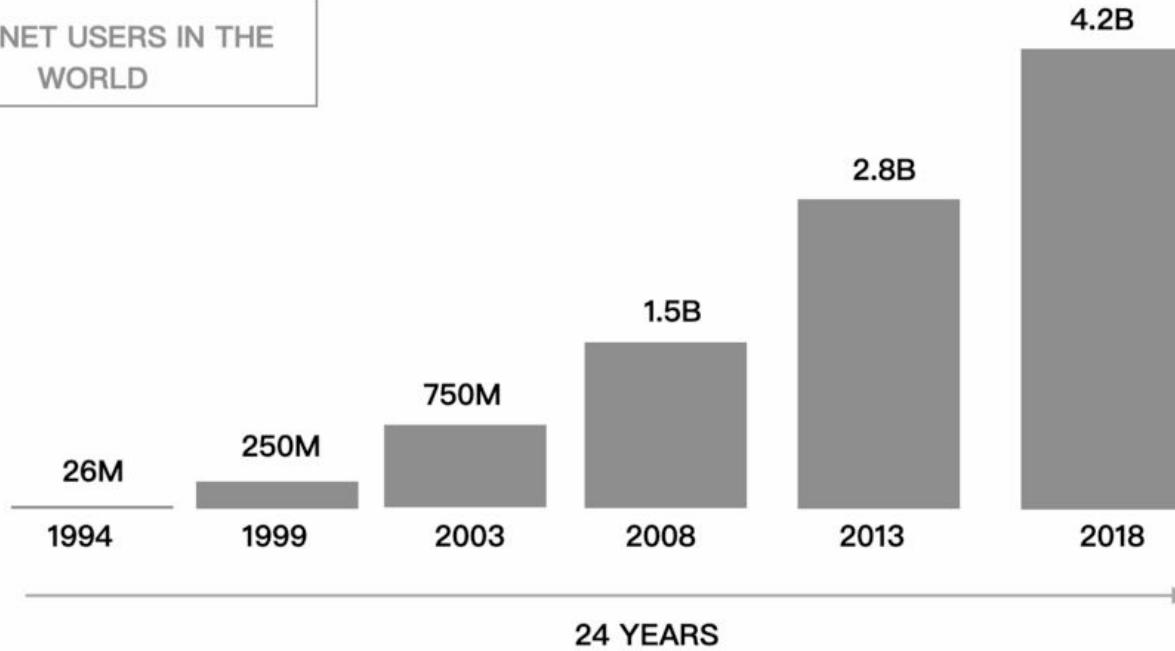
Business plan to

**Create value**

**Deliver value**

**Monetize value**

## INTERNET USERS IN THE WORLD



Source: <https://hackernoon.com/internet-vs-blockchain-revolution-are-we-in-1994-what-to-expect-next-part-5-170562d7229>

**http://142.250.179.238**



Access to



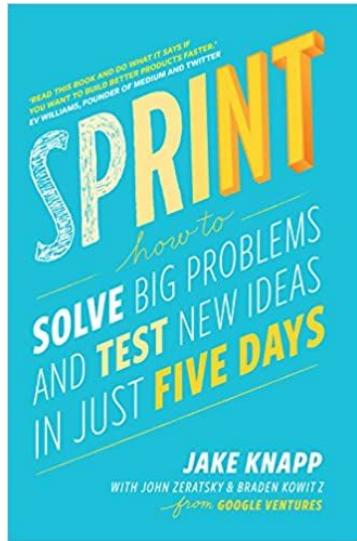
**Information  
Talent  
Capital  
Toolbox(es)**

# Define and create value



<https://www.ideo.com/post/design-kit>

(2015)

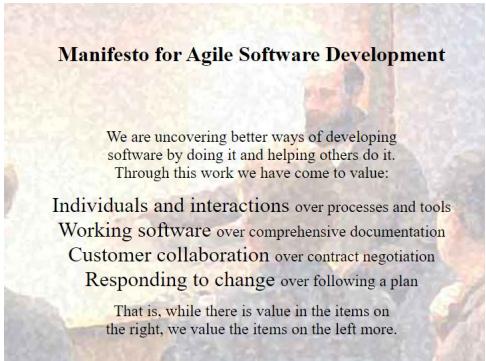


(2016)



(2014)

# Deliver value



<https://agilemanifesto.org/>

(2001)



(2002)

## Devopsdays 2009 Belgium

by patrick.debois - 11 November, 2009



Thanks for everyone to participate! It was great, thanks to all the people! Check out our 'reactions page' to see what people are saying.



[← Previous](#) [Next →](#)

# Business plan?



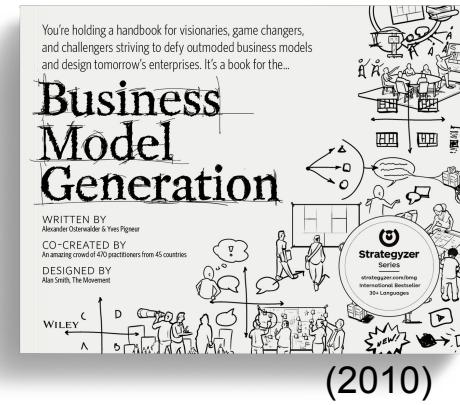
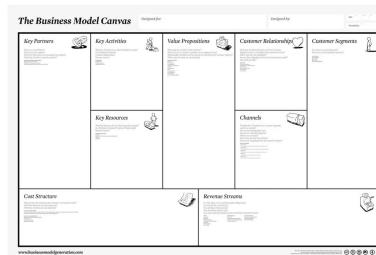
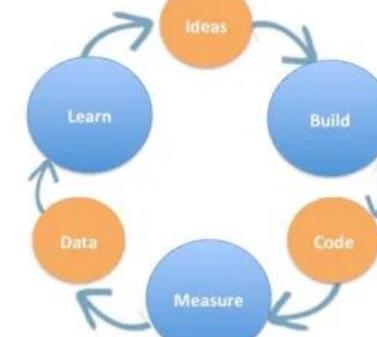
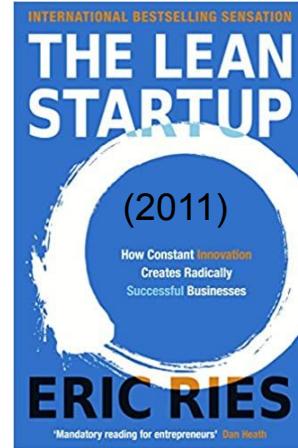
# & Monetizing value?



# Business plan vs.



<https://steveblank.com/2015/05/06/build-measure-learn-throw-things-against-the-wall-and-see-if-they-work/>

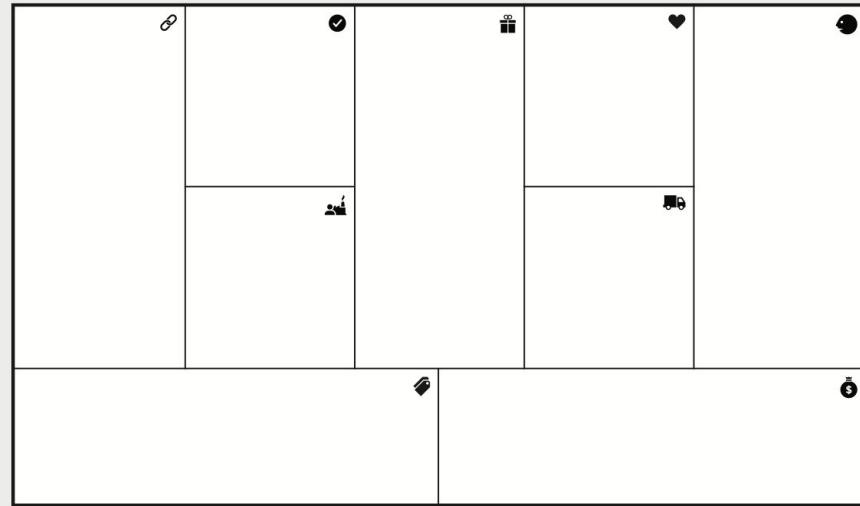


# Business plan vs.



## Identify & Validate Key Assumptions

### The Business Model Canvas



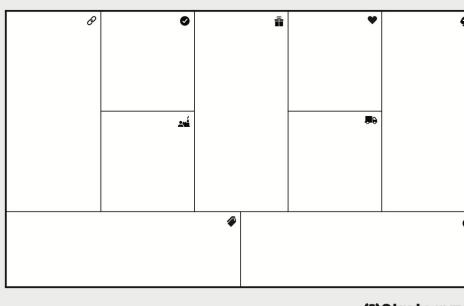
Strategyzer

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<https://www.amazon.co.uk/Business-Model-Generation-Visionaries-Challengers/dp/0470876417/>

## The Business Model Canvas



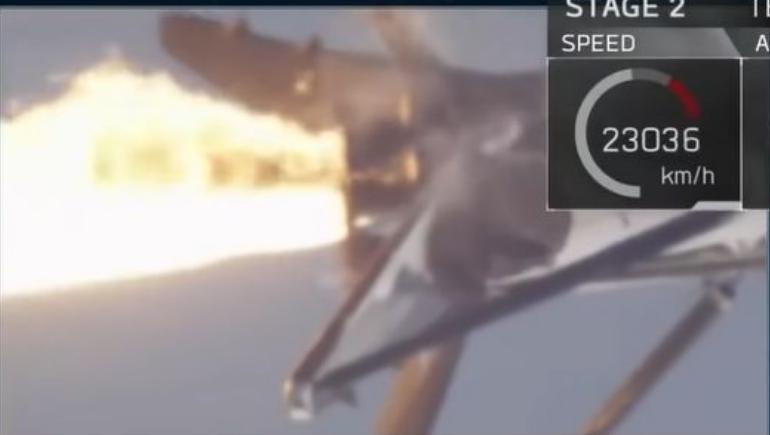
©Strategyzer

A photograph of a rocket launching from a coastal launch pad at dusk or dawn. The rocket's path is visible as a bright, glowing orange arc against a dark blue sky. The horizon shows a calm sea and a strip of land with some vegetation.

**To the Moon!**

**Blockchain + token models**

T+ 00:08:00



<https://www.youtube.com/watch?v=r6bOk- iyPI&list=PLrbN9O7luz2savonBue2UFFfaJtBRiuLon&index=1>

## FALCON HEAVY TEST FLIGHT

STARTUP

MAX-Q

MAIN ENGINE CUTOFF

BOOSTERS LAND

CORE LANDS

LIFTOFF

BOOSTER ENGINE CUTOFF

FAIRING DEPLOY

STAGE 2 SHUTDOWN

SPACEX

A photograph of a rocket launching from a coastal launch pad at dusk or dawn. The rocket's path is visible as a bright, glowing orange-yellow arc against a dark blue sky. The horizon shows a calm sea meeting a hazy sky.

**To the Moon!**

**SOLID FOUNDATION & INSIGHT**



How do those  
blockchains and tokens...

**Create**  
**Deliver**  
**Sustain value(s)**

???





A ccessible  
R esponsible  
T ransparent  
S ystematic

Token engineering and design



**It takes a village...**

# Acknowledgements, to many

## Attributions box, v1

The Ecosystem Game exercises use [Le Grand Jeu](#) as an inspiration for participants, and are a result of many hours of playtesting games with Federico Bonelli and Raffaella Rovida, as part of [co-design in Token Engineering](#).

The canvases are inspired by Ville Elorante's "ideology-free [design toolkit for digital ecosystem design](#)." We added focus on motivations, and made the Rainbow canvas even more ideology-free by removing all labels.

Originally, the **Stakeholder Profile** is inspired by the Ecosystem Entity-Role Portrait originally released by Boundaryless Srl, developed on the basis of Xplane Empathy Map and Strategyzer AG Value Proposition Canvas, plus John Hagel III's work. The **Motivation Matrix** is inspired by previous work by Ezio Manzini. The **Rainbow Canvas** is inspired by the Ecosystem Canvas. All of which are originally released by Boundaryless Srl (available for download on [www.platformdesigntoolkit.com](http://www.platformdesigntoolkit.com)) and is licensed under the Creative Commons Attribution - Share Alike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-sa/4.0>.

Without these contributions our efforts to find an easy but suitable onboarding to Token Engineering would have taken much longer. In preparation of this compilation for the course "**Ecosystem Value Flows**", we found that **motivations** of ecosystem stakeholders matters as much as our **assumptions** about those. We developed "**Stakeholder Stories**" using storyboarding as a way to ideate and document ecosystem dynamics that emerge through actions and the motivations behind those actions, as well as desired outcomes and defined policies. Many thanks to Angela Kreitenweis, the initiator of [Token Engineering Academy](#) for sparring on these new storyboard elements and the course. The **Value Network Specification** uses the adapted stock & flow notation developed by Dr. Michael Zargham at [BlockScience](#) for [cadCAD](#). Ecosystem Value Flows is a subsection taken from the "Token Model Generation" Chapter of the [crowdsourced](#) and crowdfunded book "[A Hitchhiker's Guide to Token Engineering](#)".

Most images and backgrounds, unless attributed explicitly, should be assumed to come from Unsplash and Pixabay. Custom icons and pictograms, are either custom-made or based on the Noun Project's paid license.

# It takes a village...



# Token Model Generation

## Ecosystem Value Flows



# Take away #1

*“In time...the Cartographers Guilds  
struck a Map of the Empire whose size  
was that of the Empire, and which  
coincided point for point with it.*

*The following Generations, saw that that  
vast Map was Useless....”*

Jorge Luis Borges, “On Exactitude in Science”, 1946 [1998  
English translation: 325]

**All models are wrong, some are useful**

\* and a “digital twin” is as useless if it’s as vast as the real system

## Take away #2

*“Our perception of the world is being generated by our brain and can be considered as a 'map' of reality written in neural patterns. Reality exists outside our mind but we can construct models of this 'territory' based on what we glimpse through our senses.”*

See [Less Wrong Wiki](#) for further links

**Do not mistake the map for the territory**

\* even what you measure may or may not manifest

# After 3 weeks

And work on actual cases, you will have learnt:

- how to use tools to sort through a multi-aspect, multi-stakeholder **situation**
  - design for **emergence**
  - use lenses & **leverage points**
- describe the ecosystem value flows in a visual **common language** common to system designers and engineers, adopted and adapted for token engineering
- identify your **assumptions**
- *document your assumptions*
- *to better track your assumptions*

OK, I get it!

No, you don't :)

## “Counterintuitive”

Forrester's word for describing complex systems and leverage points.

## “The math was right, the assumptions were wrong”

- retrospective on financial engineering that lead to financial crisis 2008



## Take away #3: Enable everyone to know & question your assumptions

*“It ain’t what you don’t know that gets you into trouble. It’s what you know for sure that just ain’t so.”*

### The Big Short

The one guy who remembered the underlying assumption.

$$E = VN(d_1) - De^{-R_f\tau}N(d_2)$$

where

$$d_1 = \frac{\ln(V/D) + (R_f + 0.5\sigma_V^2)\tau}{\sigma_V\sqrt{\tau}}$$

$$d_2 = d_1 - \sigma_V\sqrt{\tau}$$

$E$  is the current market value of the firm's equity,  
 $V$  is the current market value of the firm's assets,  
 $D$  is the face value of the firm's debt,  
 $\sigma_V$  is the instantaneous standard deviation of asset return at time,  
 $\tau$  is the time remaining to maturity,  
 $R_f$  is the risk-free rate over  $\tau$ ,  
 $N(x)$  is the cumulative standard normal distribution of  $x$ .

- The math

*Property prices will always go up*

- The assumption



# Don't be keen on applying cryptoeconomics

... unless you learn to keep your assumptions, your model

- accountable,
- transparent, and
- understandable

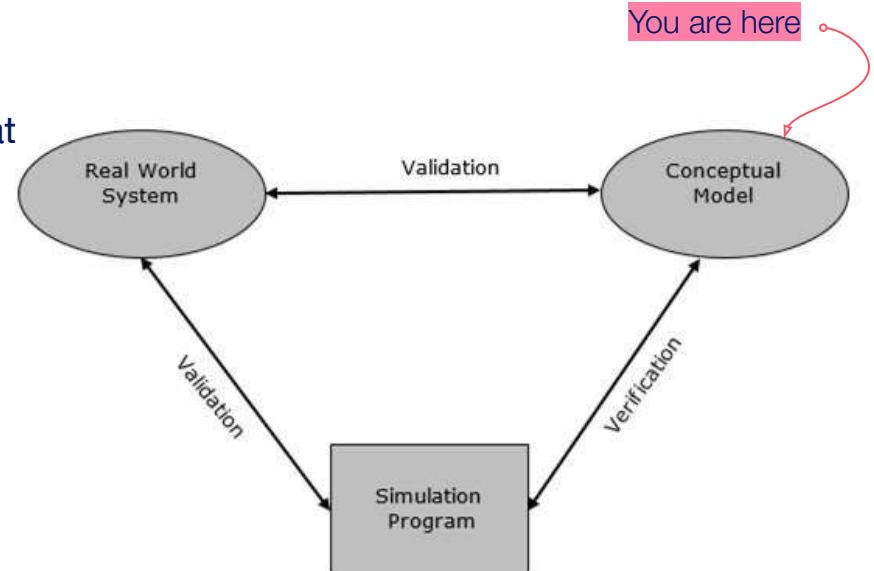
by all stakeholders

or else we'll keep producing tragedies at digital pace and scale.

# Aim of “Ecosystem Value Flows” (TMG1)

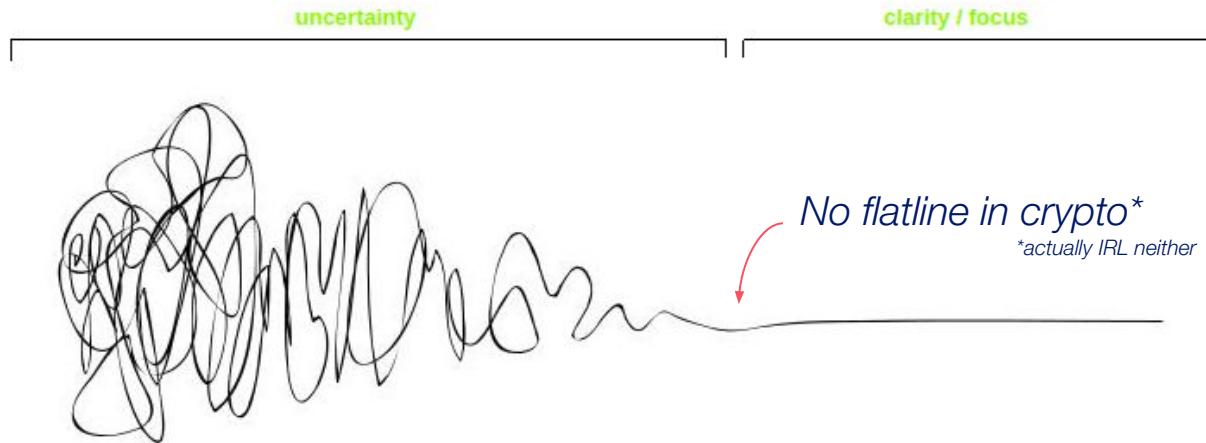
## Use tools and processes that help you

- layout, *version control* your assumptions, such that
- all people know/consent when to opt-in/-out, and
- such that the model can be validated and verified



*In the existing system only “sophisticated investors” participate, and “bailout” is democratized. Your aim is to “democratize wealth”.*

# BMG ain't gonna cut it



24

*research design business  
& understand model prototypes*

## *implement business model design*

Source: Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, 2010

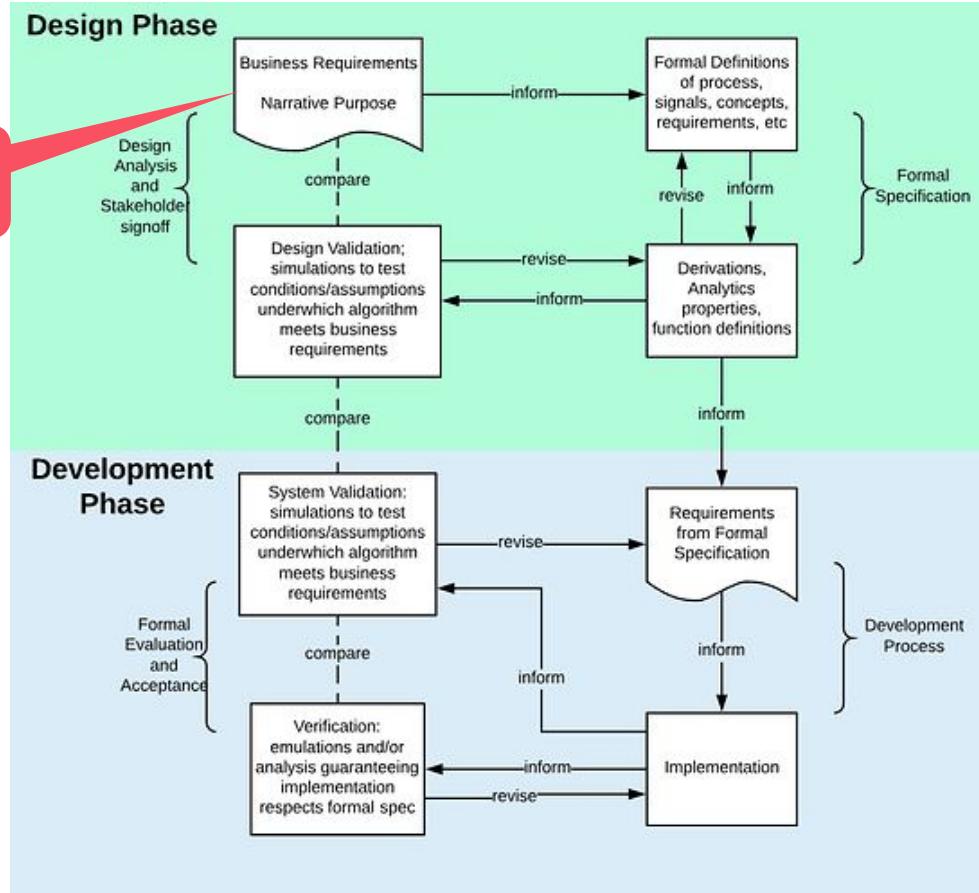
Book by Alexander Osterwalder and  
Yves Pigneur



# Engineering Design ?

- Model design & System development
- Highly iterative
  - Inform →
  - ← Revise
- Qualitative & Quantitative comparison

We are here

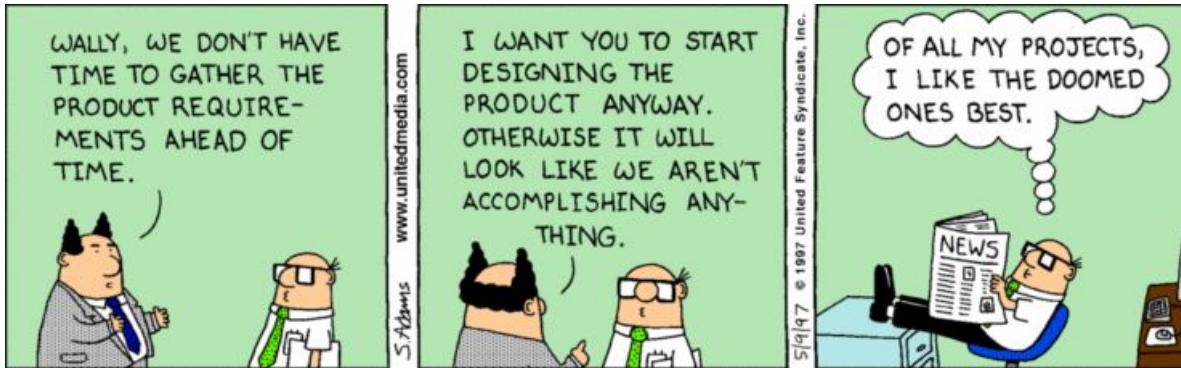


Source: Nick, BlockScience in  
[cadCAD Community Forum](#)



## ... What typically happens:

- **Design by (technical) Requirement** (given **by business** side - or not)
- Avoiding changes
- ...



*Let's make it better by finding a **common language** that focuses on "**unearthing value systems**", that is clear about assumptions - and worldviews.*

# Agile?

We are uncovering **better ways of developing software by doing it and helping others do it**. Through this work we have come to value:



**Individuals and interactions** over **processes and tools**



**Working software** over **comprehensive documentation**



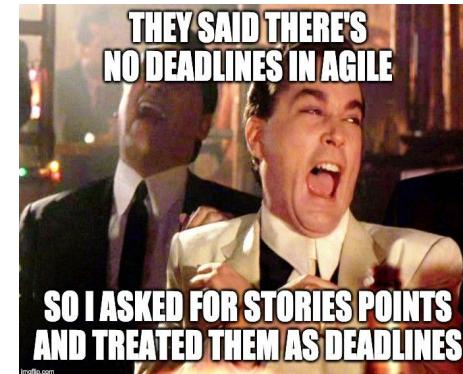
**Customer collaboration** over **contract negotiation**



**Responding to change** over **Following a plan**

That is, while there is **value in the items on the right**,  
we **value the items on the left more**.

# ... What typically happens:



Source: 23 more frAgile memes

<https://medium.com/serious-scrum/25-agile-memes-to-get-you-through-a-difficult-transformation-21525954ed76>



*There are no silos. No “business” | “customer” | “IT/Engineering” functional silos.  
Only in our industrial era heads.  
Only because we lack a common language.*

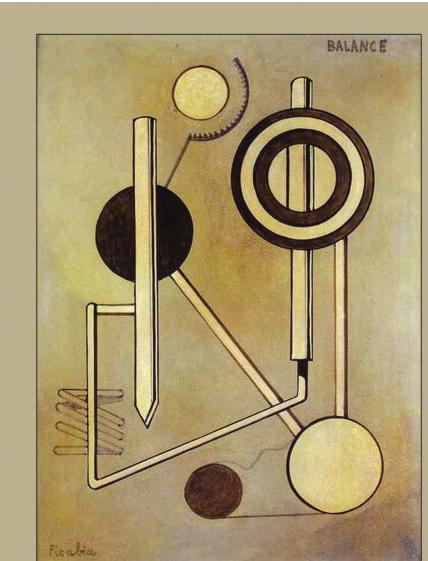
# Ok, but which method should WE use??

Paul Feyerabend

## AGAINST METHOD

Or, to speak more generally:  
*Unanimity of opinion may be fitting for a rigid church, for the frightened or greedy victims of some (ancient, or modern) myth, or for the weak and willing followers of some tyrant. Variety of opinion is necessary for objective knowledge. And a method that encourages variety is also the only method that is compatible with a humanitarian outlook. (To the extent to which the consistency condition delimits variety, it contains a theological element which lies, of course, in the worship of 'facts' so characteristic of nearly all empiricism.<sup>11</sup>)*

*Outline of an Anarchistic Theory of Knowledge*

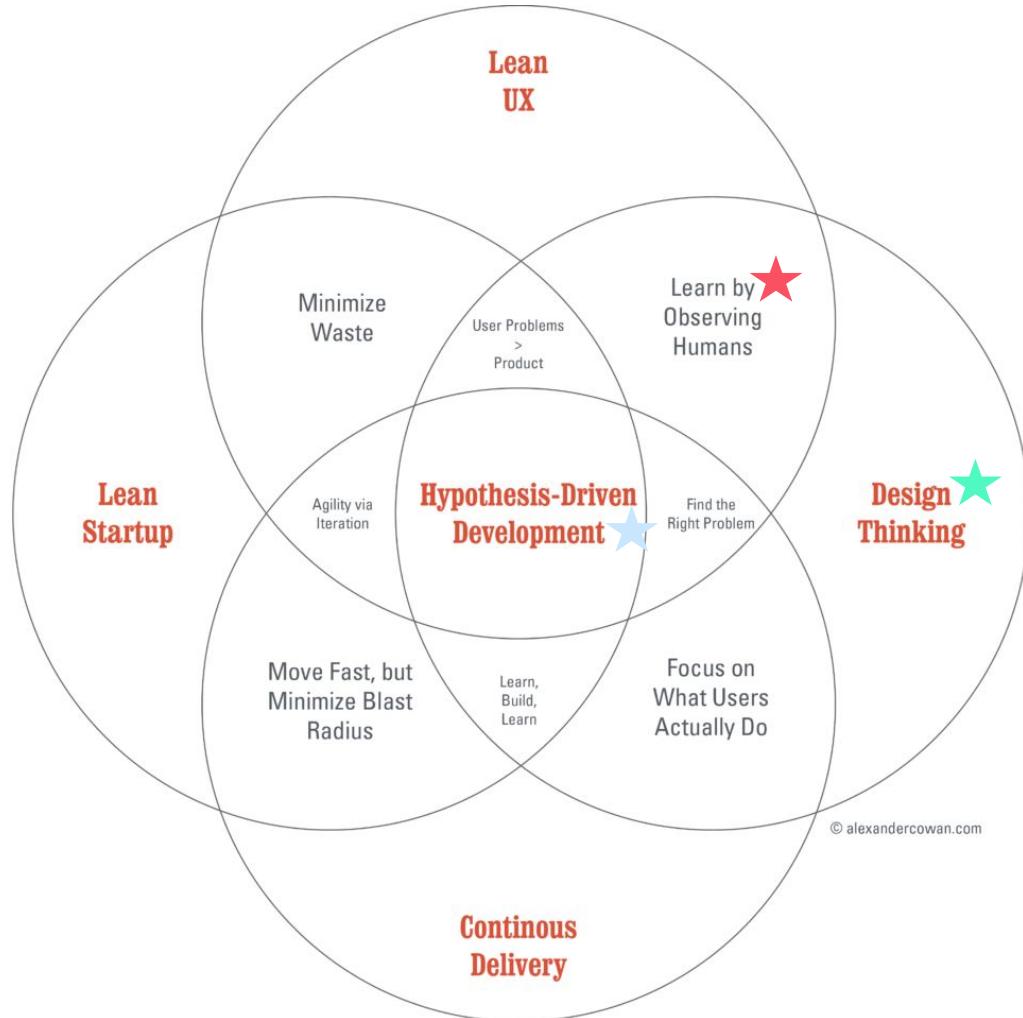


New Edition  
**AGAINST METHOD**  
 Paul Feyerabend  
 Introduced by Ian Hacking

## Trend: “Post-agile”

### where we are headed with Token Model Generation

- ★ Design Thinking x Systems Thinking
- ★ Computer-aided
  - Model- & data-driven
  - Version control assumptions
  - Manage Return on Insights
- ★ Game-based Learning Organizations
  - “Test in prod” - if you have to

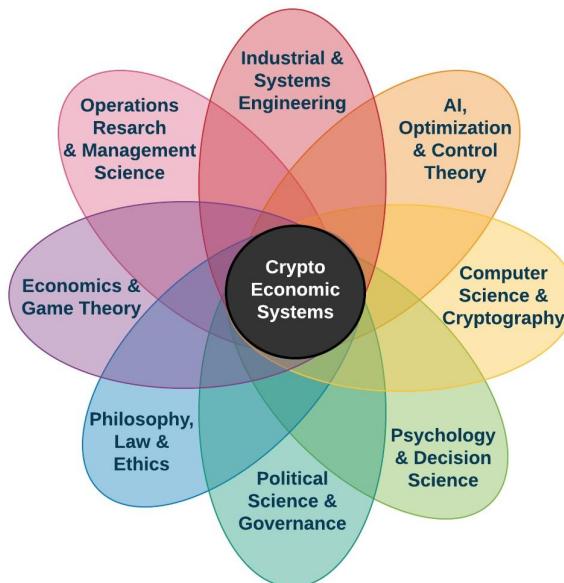


# Token Engineering is a new Transdisciplinary Art of Doing Science & Engineering\*

\*Great book by R. Hamming, "Art of Science and Engineering: Learning to Learn", on how **highly effective thinking** is an art that engineers and scientists can be taught to develop.

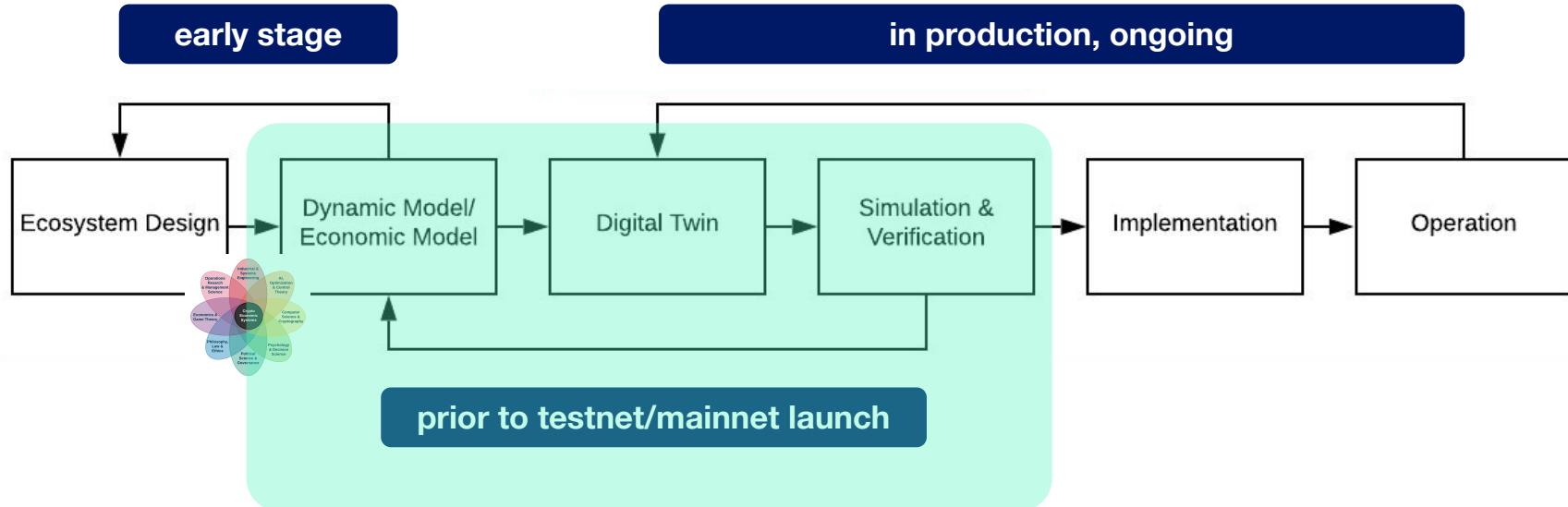
## “Cross-disciplines”

\* cross-functional was agile



From the [Cryptoeconomics Foundations paper](#) by Shermin & Zargham, Nov 2019 , rainbowed by Jeff

# Computer-aided Design in the TE Process



*As with every pipeline: Garbage in, garbage out*

Source: Introduction to Token Engineering  
 CC4.0 BY-SA Angela Kreitenweis /  
 TokenEngineering Academy,  
[tokenengineering.org](http://tokenengineering.org)

# Design matters

Computer aids designing, it does not question your assumptions.

“Just leaving the **rational mind** to itself, it will tend to **maximize** towards **efficacy & power**, without requiring the **wisdom** as to **what to do with that power.**”

- Fabian Bruder

“Epilogue: An Interface to Moral Philosophy for Token Engineers”

[A Hitchhiker’s Guide to Token Engineering](#)

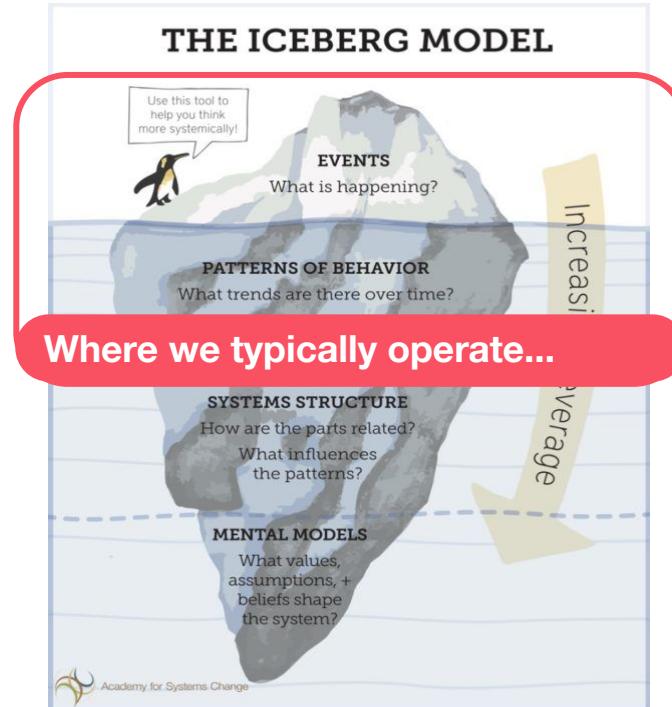


# Engineer “Incentive Machines”?

You can get people to do stuff, by rewarding them with tokens.

Blockchains are incentive machines.

“Can Blockchains go rogue?”, 2018, Trent McConaghy



[“Leverage Points and the Iceberg Model”](#)

Donella Maedows, Academy for Change

# So, can Blockchains go rogue?

*You can get people to do stuff, by rewarding them with tokens. Blockchains are incentive machines.*

"Can Blockchains go rogue?", 2018, Trent McConaghy

Yes! Mass Manipulation Machines



# Engineer stable, safe socio-technical systems!

*Insight: Mechanism Design as-is is too mechanistic, rigid.*

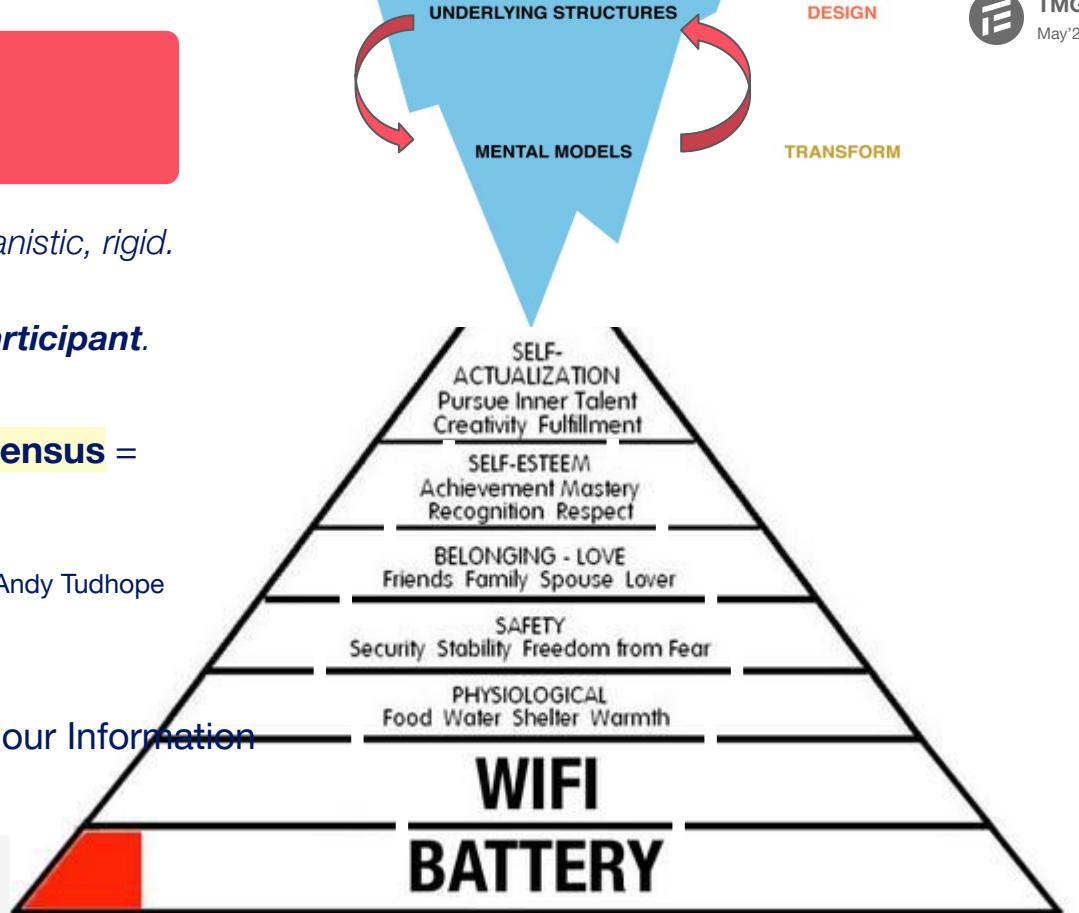
*What we need is a **compass**.*

*Not only as token engineers but **for every participant**.*

- **Self-sovereign Individuals & Consensus** =  
["Feel Together"](#)
- “Old **community** in its new form” - Andy Tudhope
- Provide **safety** for participants
- **Digitizing utility infrastructures** of our Information Society

“Epilogue: An Interface to Moral Philosophy for Token Engineers”

[A Hitchhiker’s Guide to Token Engineering](#)

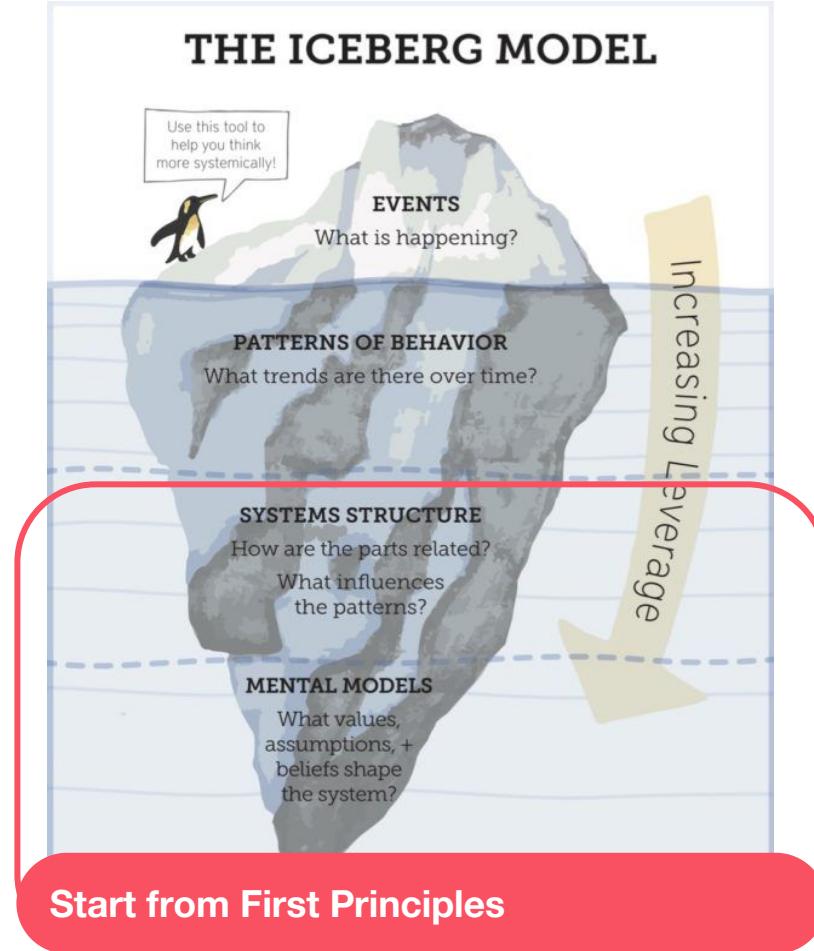


Source: <https://twitter.com/morten/status/503519307402600449>

@morten

## Go deeper

Design:  
*Transform:*



"Leverage Points and the  
[Iceberg Model](#)"

Donella Maedows, Academy for  
Change

# From 1st Principles

- Not only when things are **quantifiable**, but holistically including **intangible, intrinsic values**.
- Decision making on **qualitative, dynamical** processes, e.g. socio-economic interaction in decentralized systems
- Fluent, and **consistent** across worldviews
- **Identify** when a *mode* is **mis-applied and/or hijacked, correct**
- **Common Principle**, i.e. **common language** in communication, collaboration, coordination, change & conflict management

"Epilogue: An Interface to Moral Philosophy for Token Engineers"

[A Hitchhiker's Guide to Token Engineering](#)

# 4 assumptions 8 paradigms: “fab4rel8”

Check your assumptions for **consistency**, fluent across all these **paradigms (worldviews)**:

1. Mode: **command and control**, worldview: **Everything runs from order into disorder**
2. Mode: **polarized opposites**, worldview: **React** to reduce harm or realize advantage
3. Mode: **conservative**, worldview: **Never change a running system**
4. Mode: **logical positivism**, worldview: **What we can't measure, doesn't exist.**
5. Mode: **liberal**, worldview: **We generate and steer towards the better options.**
6. Mode: **possibilities**, worldview: Identify & choose best, **construct** solution
7. Mode: **pattern-based solutions** (processes independent of content)  
worldview: **holistic**
8. Mode: **limits of knowability**, worldview: **uncertainty** due to imperfect knowledge or indetermination

# Highest Leverage Point: Transcending Paradigms

*“The higher the leverage point, the more the system will resist changing it — that’s why societies have to rub out truly enlightened beings.*

*There are no cheap tickets to mastery.*

*You have to work hard at it, whether that means rigorously analyzing a system or rigorously casting off your own paradigms and throwing yourself into the Humility of Not Knowing.*

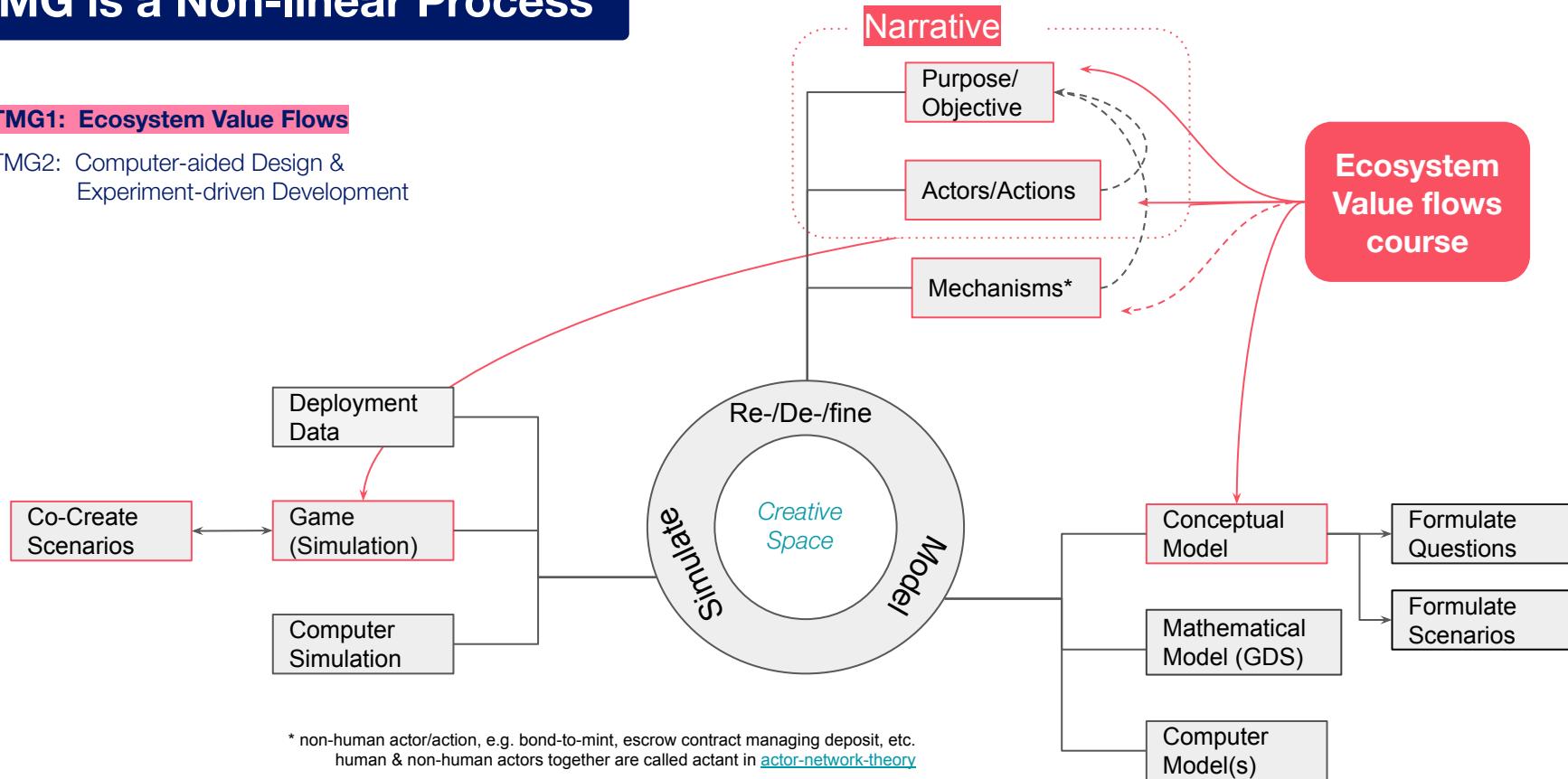
*In the end, it seems that mastery has less to do with pushing leverage points than it does with **strategically, profoundly, madly letting go.***

**Donella Maedows, “Leverage Points: Places to Intervene in a System”**

# TMG is a Non-linear Process

## TMG1: Ecosystem Value Flows

TMG2: Computer-aided Design & Experiment-driven Development



# Ecosystem Value Flows

## Peer Learning

Purpose &  
Participants



## Peer Learning

Incentives



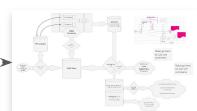
## Live Presentations

Game & Governance



## Peer Learning

Valueflows



## Value Network Specification

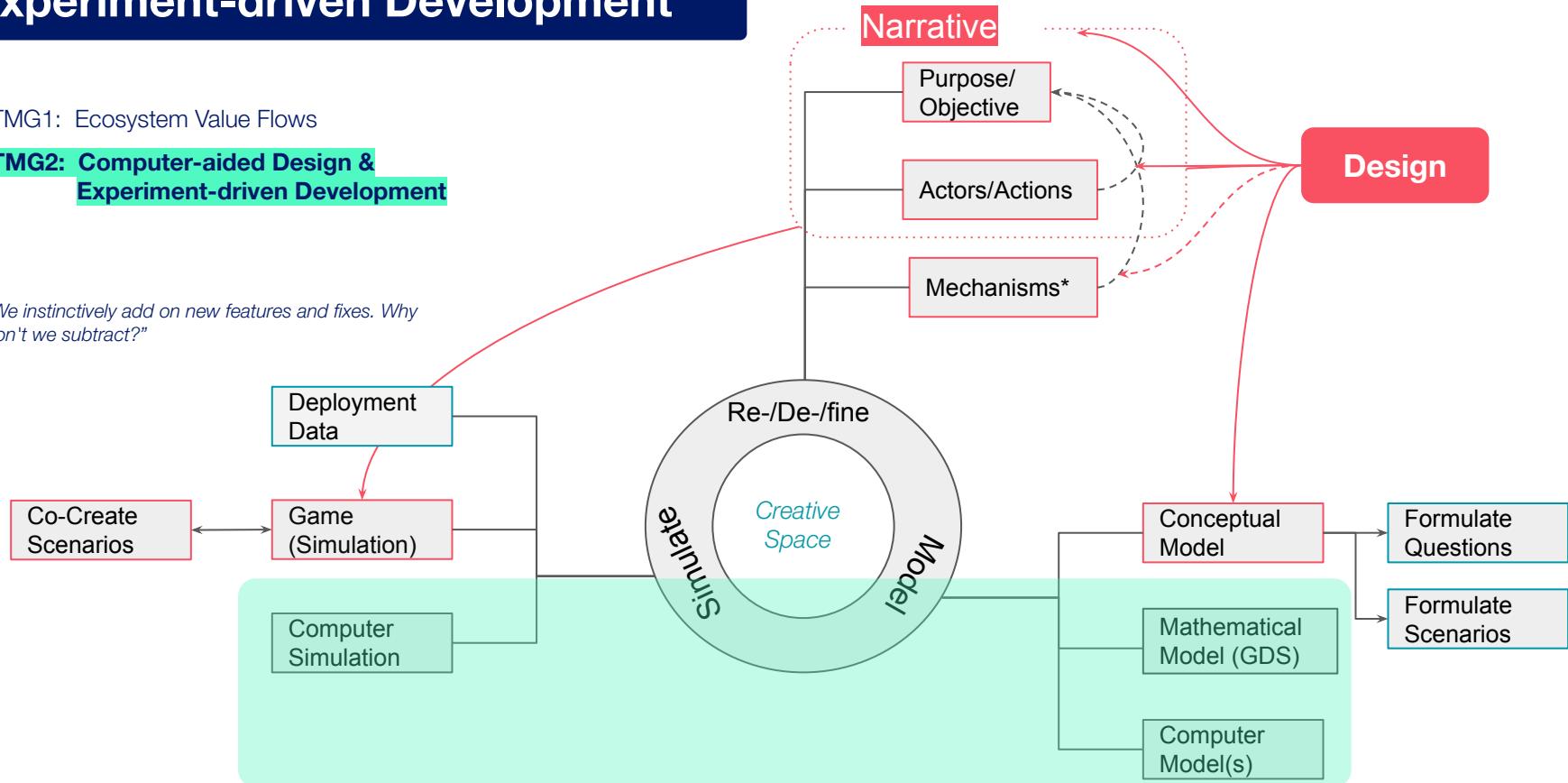
Using adapted  
stock & flow  
diagrams

# Experiment-driven Development

TMG1: Ecosystem Value Flows

## TMG2: Computer-aided Design & Experiment-driven Development

*"We instinctively add on new features and fixes. Why don't we subtract?"*



# Dancing with Systems

When you tokenize, you **make a system**

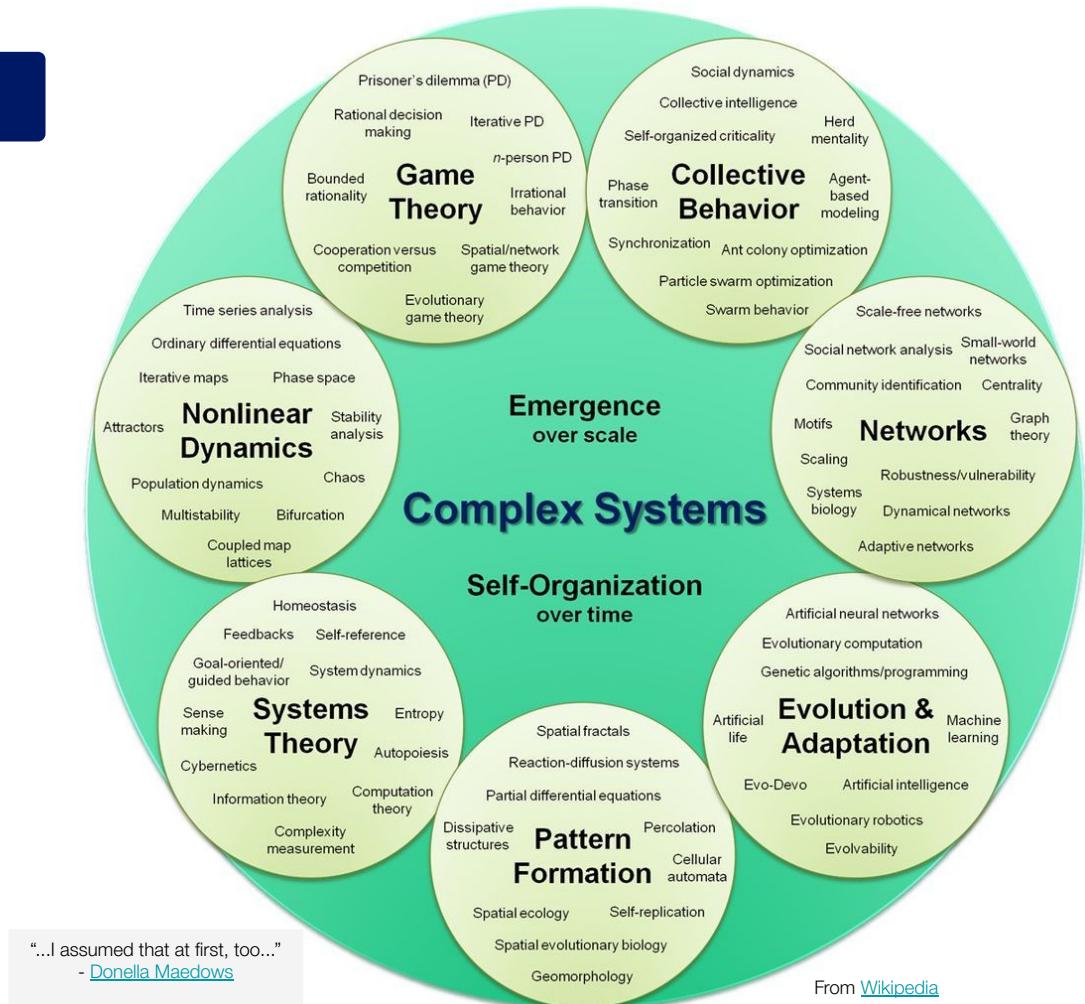
- *more complex!,*
- *more adaptive!!,*
- *more dynamic!!!*

**you're dancing with a complex system:**

The Dance

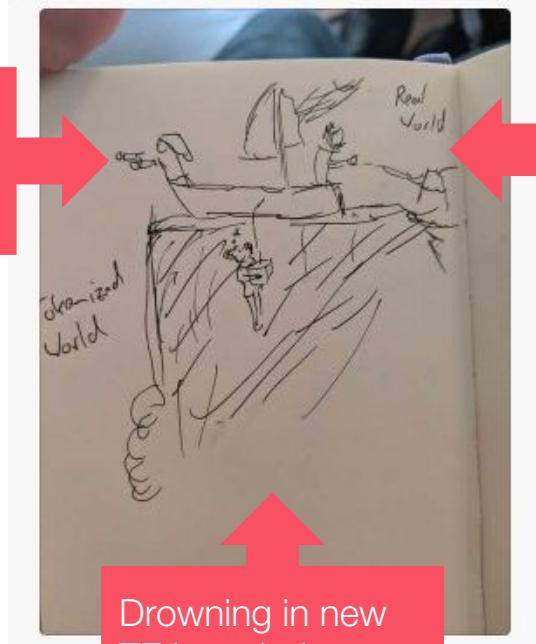
1. Get the beat.
2. Listen to the wisdom of the system.
3. Expose your mental models to the open air.
4. Stay humble. Stay a learner.
5. Honor and protect information.
6. Locate responsibility in the system.
7. Make feedback policies for feedback systems.
8. Pay attention to what is important, not just what is quantifiable.
9. Go for the good of the whole.
10. Expand time horizons.
11. Expand thought horizons.
12. Expand the boundary of caring.
13. Celebrate complexity.
14. Hold fast to the goal of goodness.

People who are raised in the industrial world and who get enthused about systems thinking are likely to make a terrible mistake. They are likely to assume that here, in systems analysis, in interconnection and complication, in the power of the computer, here at last, is the key to prediction and control. This mistake is likely because the mindset of the industrial world assumes that there is a key to prediction and control.



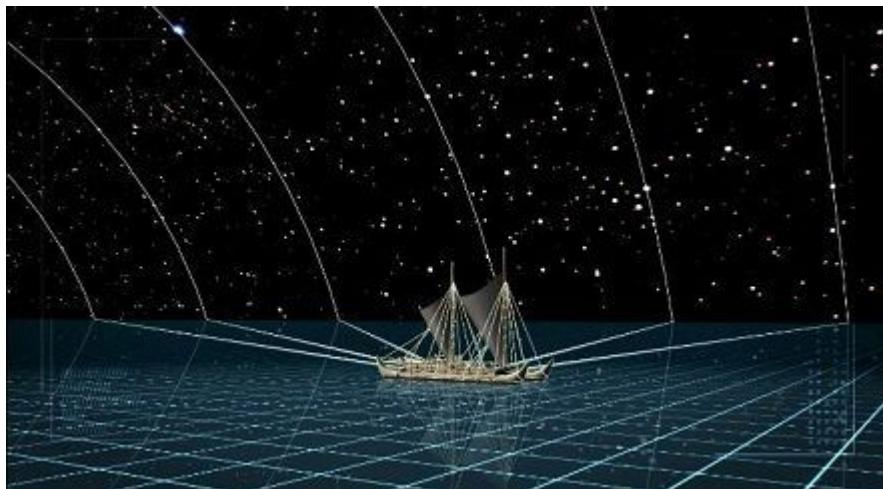
# Onboarding must not be this hard

Pushing us over the edge



Trying to hold on to the safe shore

Drowning in new TE knowledge



[https://en.wikipedia.org/wiki/Polynesian\\_navigation](https://en.wikipedia.org/wiki/Polynesian_navigation)





# Break?

How much time do you need?

# Logistics



# Schedule overview

Day	Date	Content	Start (CEST)	Duration
Thursday	2021-05-06	Kick Off, Project Presentations	6:00 PM	120 min
Friday	2021-05-07	Token Model Generation Method (TMG) Course Flow & Logistics	6:00 PM	90 min
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Tuesday	2021-05-18	Sharing Results	6:00 PM	90 min
Wednesday	2021-05-19	Play LGJ with Fredd (Game Masters version)	6:00 PM	180 min
Thursday	2021-05-20	Electric Circus (for Devs & community builders)	6:00 PM	90 min
Friday	2021-05-21	Peer Learning Session 4 (S4PL): Value Flows	6:00 PM	120 min
Weekend		Videos released + optional readings		
Monday	2021-05-24	Live Session 5 (S5L): TMG The Practice & Governance	6:00 PM	120 min
Thursday	2021-05-27	Sharing Results	6:00 PM	90 min
Friday	2021-05-28	Final Presentations	6:00 PM	120 min

Week 0

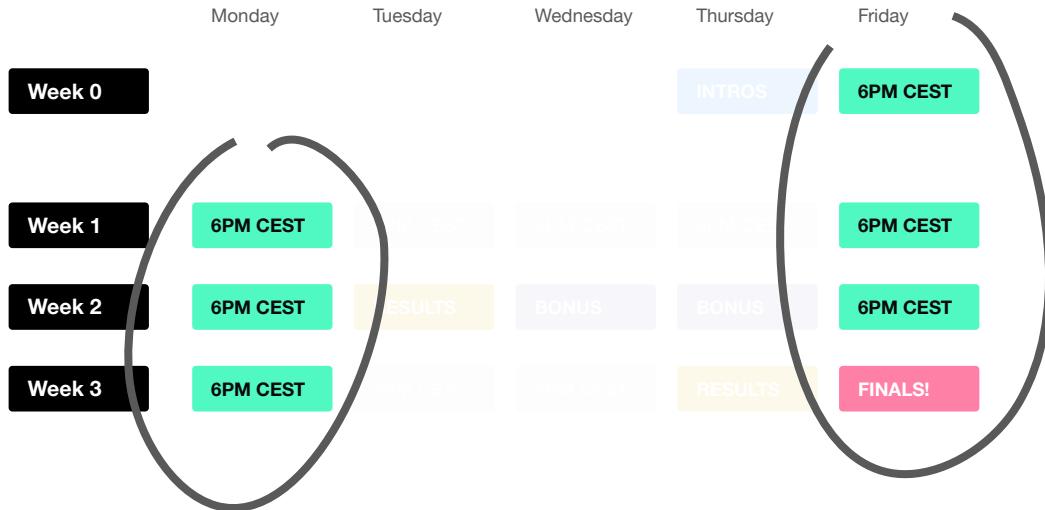
Week 1

Week 2

Week 3



# Schedule overview



**MAXIMIZING LIVE  
LEARNING AND  
DISCUSSIONS**

# Schedule overview

LIVE PEER-LEARNING SESSION

SELF-PACED INSTRUCTION

Monday Tuesday Wednesday Thursday Friday

**Week 0**
**INTROS**
**6PM CEST**
**VIDEOS + optional readings**
**Week 1**
**6PM CEST**
**Week 2**
**6PM CEST**
**RESULTS**
**BONUS**
**BONUS**
**Week 3**
**6PM CEST**
**RESULTS**
**FINALS!**
**6PM CEST**
**VIDEOS + optional readings**
**VIDEOS + optional readings**

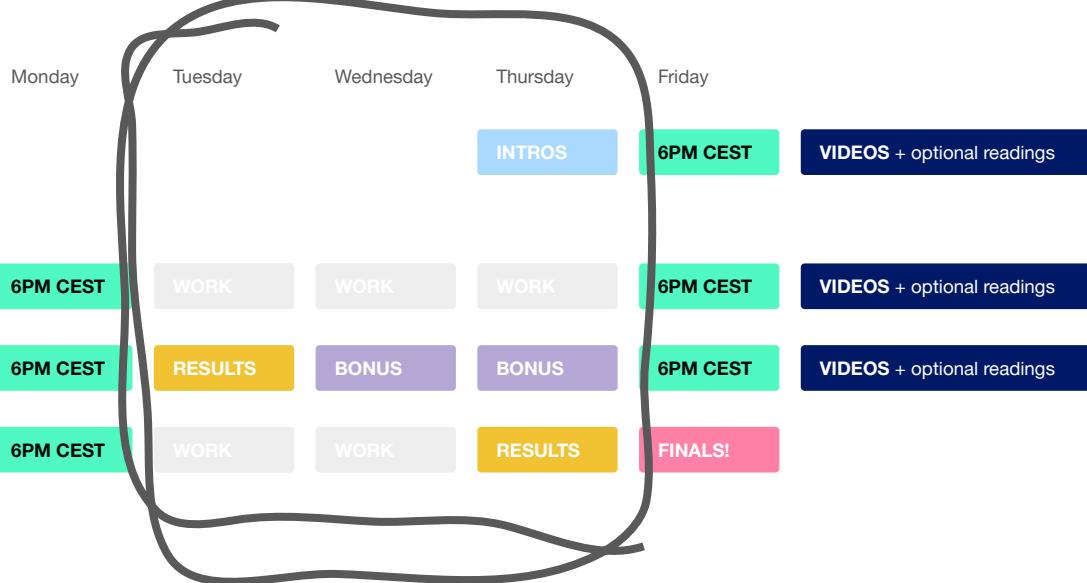
**FLEXIBLE CONTENT CONSUMPTION**  
(to focus on live discussions and learnings)

# Schedule overview

LIVE PEER-LEARNING SESSION

SELF-PACED INSTRUCTION

ALL THE OTHER SESSIONS



# Schedule overview

LIVE PEER-LEARNING SESSION

SELF-PACED INSTRUCTION

ALL THE OTHER SESSIONS

Monday

Tuesday

Wednesday

Thursday

Friday

Week 0

INTROS

6PM CEST

VIDEOS + optional readings

Week 1

6PM CEST

WORK

WORK

WORK

6PM CEST

VIDEOS + optional readings

Week 2

6PM CEST

RESULTS

BONUS

BONUS

6PM CEST

VIDEOS + optional readings

Week 3

6PM CEST

WORK

WORK

RESULTS

FINALS!

Be ready to present  
/ communicate

Tip: rotate a  
facilitator role!



# Schedule overview

LIVE PEER-LEARNING SESSION

SELF-PACED INSTRUCTION

ALL THE OTHER SESSIONS

Monday

Tuesday

Wednesday

Thursday

Friday

Week 0

INTROS

6PM CEST

VIDEOS + optional readings

Week 1

6PM CEST

WORK

WORK

WORK

6PM CEST

VIDEOS + optional readings

Week 2

6PM CEST

RESULTS

BONUS

BONUS

6PM CEST

VIDEOS + optional readings

Week 3

6PM CEST

WORK

WORK

RESULTS

FINALS!

Be ready to present  
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Tip: rotate a  
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## Week 0

# 1STOPSHOP

## Week 1

Ecosystem Purpose	Identifying the stakeholders'	Stakeholders' profiles	Rainbow Canvas
Motivation (transaction) matrix	Rainbow Canvas	Stakeholder stories (VID)	

## Week 2

Games	Electric Circus	Le Grand Jeu	Valueflow diagrams
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## Week 3

The Practice & ethics	Legal Engineering	Progressive Decentralization
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==== COMBINING IT ALL ====

+ what comes next?



# Schedule overview

Monday Tuesday Wednesday Thursday Friday

**Week 0**

**TODAY**

**6PM CEST**

**VIDEOS + optional readings**

**Week 1**

**6PM CEST**

**6PM CEST**

**6PM CEST**

**6PM CEST**

**6PM CEST**

**VIDEOS + optional readings**

**Week 2**

**6PM CEST**

**Details, tomorrow!**

**6PM CEST**

**VIDEOS + optional readings**

**Week 3**

**6PM CEST**

**6PM CEST**

**RESULTS**

**FINALS!**

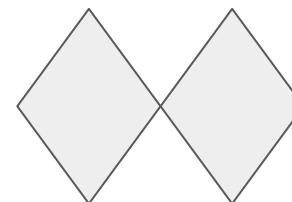
# TMG1

	Initiation (Projects & Teams + TMG Intro + Logistics)			
	Weekend	<b>VIDEOS</b> (readings opt.)	watch: canvas instructions, examples	
S1PL	Peer Learning Session 1 (S1PL): Purpose & Participants	Ecosystem Purpose	Identifying the stakeholders'	Stakeholders' profiles
	Stakeholder Interview/Research week			Rainbow Canvas
S2PL	Peer Learning Session 2 (S2PL): Incentives	Motivation (transaction) matrix	Rainbow Canvas	Stakeholder stories (VID)
	Weekend	<b>VIDEOS</b> (readings opt.)	watch: LGJ Primer, on Participation	
S3L	Live Presentation Session 3 (S3L): Games	Le Grand Jeu	Electric Circus	
	Masterclass Games & Feedback week	A dedicated Sharing + feedback session		
S4PL	Peer Learning Session 4 (S4PL): Value Flows Our common visual language and who to talk to next	Valueflow diagrams		
	Weekend	<b>VIDEOS</b> (readings opt.)	watch: Fab4Rel8 + CAG	
S5PL	Live Presentation Session 5 (S5L): TMG The Practice & Governance	The Practice	Legal Engineering	Progressive Decentralization
	The reckoning!	A dedicated Sharing + feedback session		
Finals	Final Presentations	Freedom!		



# TMG1 - Course structure

S1PL	Describe the purpose, stakeholders and values	Ecosystem purpose	Identifying the stakeholders'	Stakeholders' profiles
S2PL	Look for intrinsic motivation & systemic incentives	Motivation (transaction) matrix	Stakeholder stories	(preliminary) System boundary
	Work week			
S3L	Decision-making & learning-by-playing	System boundary	Governance	Games / Le Grand Jeu
S4PL	Our common visual language and who to talk to next	Adapted stock & flow diagrams		
S5PL	Work week			
Finals	Final Presentations			



# Tools & checks

- **Discord** “-tmg1-may2021” for all chats (including chats during video calls!)
- Same **ZOOM** for all lectures  
<https://us02web.zoom.us/j/83061396688>
- **GDrive** for all training material (including recordings!)
- **Miro** for working with canvases

FIND all links at [1STOPSHOP](#) file!  
 We'll share the link via Discord :)

## TE Academy TMG1 - May 2021

### Communication Channels

What	Link	Purpose	Notes
Discord	<a href="https://discord.gg/gccFqRJ">https://discord.gg/gccFqRJ</a>	all asynchronous discussions	 -tmg1-may2021
Zoom (for lectures)	<a href="https://us02web.zoom.us/j/8306139688?pwd=dUlhKQVj1UohFbW1MSkJLzJPToxdz09">https://us02web.zoom.us/j/8306139688?pwd=dUlhKQVj1UohFbW1MSkJLzJPToxdz09</a>	Video call and recordings of the lectures	PLEASE USE THE DESKTOP CLIENT available here <a href="https://zoom.us/">https://zoom.us/</a>
Zoom Password	TMG1MAY21		
GDrive	<a href="https://drive.google.com/drive/folders/18cmIc17ToM0zaQ9srmhWNIVjlkNxtqo">https://drive.google.com/drive/folders/18cmIc17ToM0zaQ9srmhWNIVjlkNxtqo</a>	File sharing, all training materials	
Miro	<a href="https://miro.com/app/board/o9J_1GPmmsE=/">https://miro.com/app/board/o9J_1GPmmsE=/</a>	Online co-creation and collaboration on canvases	Miro Tutorials <a href="https://www.youtube.com/channel/UChfGfnBKDcFl74hbJsvlDO">https://www.youtube.com/channel/UChfGfnBKDcFl74hbJsvlDO</a>
Online Content		Instructions we've prepared for self-contained learning	We'll share every Friday the content you need to prepare for the following week
Session recordings	TBD		

### MIRO Workspaces

Main MIRO Board	<a href="https://miro.com/app/board/o9J_1GPmmsE=/">https://miro.com/app/board/o9J_1GPmmsE=/</a>	Main board with key info and links to other boards
Day 1	TBD	Exercises and content
Day 2	TBD	

TMG1MAY21 is the key!



# Projects and teams

- Update the **Project Overviews** at **1STOPSHOP**
- Join a case/project you'd like to work on and **contact the project owner**

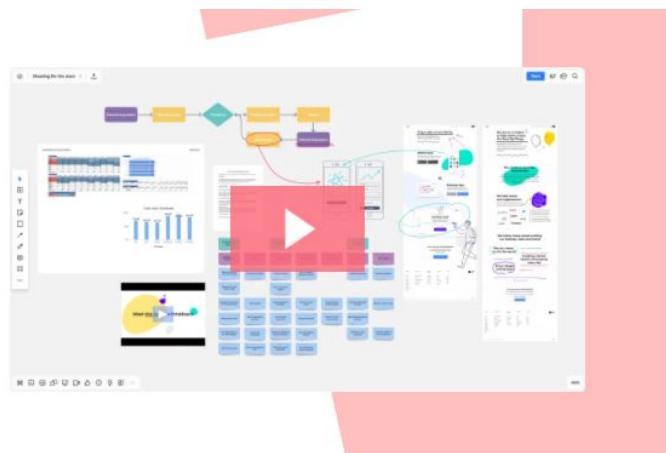
<b>3</b> Additional info Name: Impact Pirates - Token Engineering Academy Description: Impact Pirates is a game that maps the value flows of an ecosystem, to contribute sustainable financial models and the shared vision of Impact Pirates and Bloom Network. Team member #1: Robin Lehmann - Robin.Dehn@tum.de Team member #2: Michael Kujala - Michael.Kujala@tum.de Team member #3: Albert Peñal - albert@bloomnetwork.org Fellow Token Engineers	 <b>Impact Pirates</b> a game about ecosystems	<b>Your Goal</b> This project's goal is to map the value flows of an ecosystem, to contribute sustainable financial models and the shared vision of Impact Pirates and Bloom Network.	<b>Why is it relevant?</b> This project will provide tangible pathways for people starting entrepreneurs to have an overview of what is available in their local ecosystem, and to create infrastructure for acocvelies and local Bloom chapters to share resources and practice agroforestry. This will help to make the ecosystem more startup-proof, and it will create financial opportunities for local entrepreneurs. Additionally, this will onboard more people to Web3.	<b>Your current status</b> Bloom Network has an existing hub doing bioregional regen projects in Germany. We have been working together over our 13 years of course. We are also connected with over 1000 individuals from 100+ countries, mostly from North America, and people in Mexico, Indonesia, and South Africa. Bloom has aggregated a lot of data that can potentially be used to support local ecologies, such as the types of trees and plants that are available, and residents and digital economies many people in our network we
<b>4</b> Additional info Name: FreeCircles (by ill von Leichtenstein) Description: FreeCircles is a decentralized ecosystem for the future of the Internet of Value. Team member #1: ill von Leichtenstein - ill@freecircles.com Team member #2: Daniel Lenz - DanielLenz.Bokunieks@outlook.com Team member #3: Michael Kujala - Michael.Kujala@tum.de Team member #4: Guillermo Corrales - Guillermo.Corrales@tum.de Fellow Token Engineers	 <b>FreeCircles (by ill von Leichtenstein)</b> FreeCircles is a decentralized ecosystem for the future of the Internet of Value.	<b>Your Goal</b> What's the goal of your project? What's the purpose of your ecosystem? [7B2]	<b>Why is it relevant?</b> Create centralized Web2? A groundbreaking new opportunity the world hasn't seen before! Why is your project relevant?	<b>Your current status</b> Where are you on your journey I ready? Just started? Already at play system?
<b>5</b> Additional info Name: Long Tail Value Flows Description: Long Tail Value Flows is a platform for Token Engineering services. Team member #1: Thomas Dierckx - Thomas.Dierckx@tum.de Team member #2: Michael Kujala - Michael.Kujala@tum.de Team member #3: Guillermo Corrales - Guillermo.Corrales@tum.de Fellow Token Engineers	 <b>Long Tail Value Flows</b> Long Tail Value Flows	<b>Your Goal</b> Our goals is to build a sustainable ecosystem that connects Token Engineers with other Token Engineers. Our purpose is to unlock Token Engineering potential by creating a platform that facilitates Token Engineering projects, and to add value as another open community hub in the Token Engineering ecosystem space.	<b>Why is it relevant?</b> Token Engineering service resources (partner ITB) are currently scattered across the globe. There is no solution that acts as the pooling point for these resources. This is where our platform comes in. We want to create incentive structures to attract a pool of talent and encourage innovation. The application / practice of Token Engineering is still in its infancy. This is why we believe that our platform will be successful. It will evolve into a transparent & open source work force in the Token Engineering space. The education and research are already available!	<b>Your current status</b> We do have a small team of exp. Token Engineers. A big place for growth

Please make sure you join a team and add your contact data in the **1StopShop!**



# Online collaboration

- We'll be using **Miro boards** for content collab
- Your teams are free to **self-organize** when it comes to **videoconferencing** outside of our joint, recorded sessions



<https://miro.com/features/>

# Miro

## Homework

Familiarize yourself  
with MIRO

Go to our **MAIN BOARD**

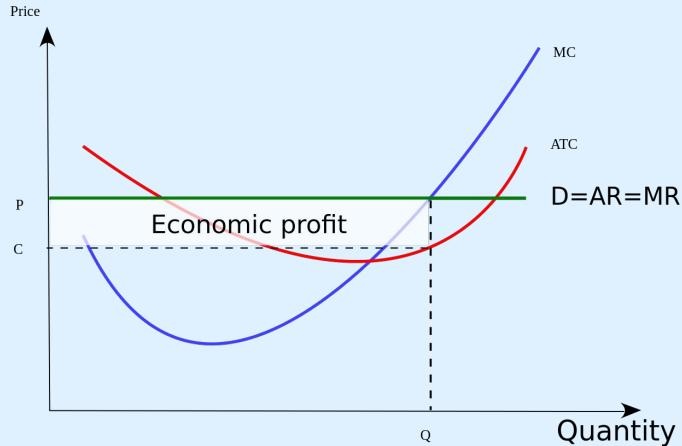


What's next?



# Ecosystem's Purpose

From purpose we derive goals from which we derive objectives to optimize for.



*"Only in the short run can a firm in a perfectly competitive market make an economic profit."* source:  
[Wikipedia](#)

**Sell more. Higher price. Lower cost.  
 Quality? Innovation? Wellbeing?**



source: [Wikipedia](#)

# Be careful what you optimize for...

# What's next?

S1PL

Describe the purpose,  
stakeholders and values

Ecosystem  
purpose

Identifying the  
stakeholders'

Stakeholders'  
profiles

Rainbow  
Canvas

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Tuesday	2021-05-25	Play LGI with Fredd	6:00 PM	120 min
Wednesday	2021-05-26	Play LGI with Fredd	6:00 PM	120 min

Check out the  
instructional videos  
over the weekend!

Familiarize yourself  
with MIRO

Add missing data to  
the 1STOPSHOP file



# TMG1 - Course structure

S1PL	Describe the purpose, stakeholders and values	Ecosystem purpose	Identifying the stakeholders'	Stakeholders' profiles
Day 2	Look for intrinsic motivation & systemic incentives	Motivation (transaction) matrix	Stakeholder stories	(preliminary) System boundary
	Work week			
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Day 4	Our common visual language and who to talk to next	Adapted stock & flow diagrams		
	Work week			
	Final Presentations			



See you  
**MONDAY** at  
6pm CEST!

All info: **1STOPSHOP**

### To do's

Check out the  
instructional videos  
over the weekend!

Familiarize yourself  
with MIRO

Find the  
stakeholders for  
interviews!