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TOKENIZATION: UNLOCKING THE FUTURE

Navigating the World of Tokenization
through an interview with **Shurong Li**



Interviewer

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Interviewee

Shurong Li
Head of Marketing at **Tokeny**

"The tokenization will reshape how we exchange value!"

In today's fast-paced blockchain ecosystem, the concept of **tokenization** has emerged as a transformative force, reshaping how we perceive and exchange value. At the forefront of this revolution is **Shurong Li**, Head of Marketing at **Tokeny**, a pioneering company specializing in the tokenization.

Shurong's journey, from a software engineer to a leading figure in the marketing at **TOKENY** since 2018, provides a unique perspective on the intersection of technical expertise and business point of view in the dynamic world of blockchain.

Let's discover who's Shurong and what's her perspective on Blockchain ecosystem !

From Coding to Marketing ...

Shurong Li embarked on her journey with **TOKENY** at an early stage, becoming the **8th** member of the startup back in 2018. Armed with a technical background in **engineering**, Shurong soon realized that coding wasn't her sole passion. This realization led her to pivot towards the business side of the tech world. She made a pivotal decision to pursue a Master's degree in Digital Strategy & International Business at EM Strasbourg Business School, marking the beginning of

her shift from coding to marketing.

Shurong's unique blend of technical expertise and newfound business skills opened doors for her. The combination proved to be a winning formula as she secured an internship at **TOKENY**, an ambitious blockchain startup. In just 6 years, she mastered market knowledge in **tokenization**, and now holds the position of head of marketing.

TOKENY : Leader of tokenization

Currently based in Paris, Shurong has been working remotely for **TOKENY** for the past 6 years. Tokeny, a leader in the tokenization landscape of the web3 world, has successfully tokenized more than **\$28 billion** in assets, ranging from financial assets to real world assets. Shurong is proud to contribute to simplifying capital markets, along with an extraordinary team.

Tokenization : a "Killer" Use Case ?

For Shurong, Blockchain is not a simple "hype". It's a solution for a real world problem. "This technology is the 'Internet' for value; it will change the way we exchange value forever," she said.

Her mission at Tokeny ? "Simplify finance: making it efficient, transparent, and interoperable"! This is aligned with the vision of the world she wants to live in.

Thanks to the tokenization, the exchange of digital assets can be done at **reduced costs** with more **efficiency** and easy **accessibility** for end users. Beyond these advantages, the true value lies in the utility it provides to these assets.

Programmability and interoperability empower peer-to-peer asset transfers, enabling their use in various applications. Imagine selling your assets on any trading platform, swapping them on 24/7 decentralized exchanges, borrowing capital by pledging your assets in a lending DeFi app, leveraging AI for portfolio management, and more. As investors, you can take actions on your assets promptly, given all conditions are met.

"Tokenization will change finance as we know it forever", Shurong Li.

Tokenization Challenges ?

Shurong believes that the tokenization of real-world assets could be the catalyst for widespread adoption. It has the potential to be the "**killer**" use case that will democratize access to complex investments like real-estate or financial assets.

Nevertheless, the path is still full of challenges, and according to Shurong, they're mainly 3 ones :

* Regulation

The challenge is debunking the need for new laws. In fact, tokenized securities are indeed securities, with blockchain as the underlying technology. This clarity allows to follow established rules, supported by readily available tech tools

* Interoperability

Tokenization is just the 1st step to bring assets on-chain. The real benefit lies in interoperability with other applications in both **DeFi** and **CeFi**. This can only be achieved by using the **same token standard** like **ERC-3643**.

* User Friendliness

Hiding blockchain complexity, akin to internet intricacies, is vital. Users don't need to know the underlying technology. They simply want easy features for actions with seamless outcomes. This simplicity fosters **mass adoption**.

TOKENY ACHIEVEMENTS

2017

Founding year

50+

Customers

180+

risdictions forced

\$28B

Value of assets tokenized



Quality over Gender



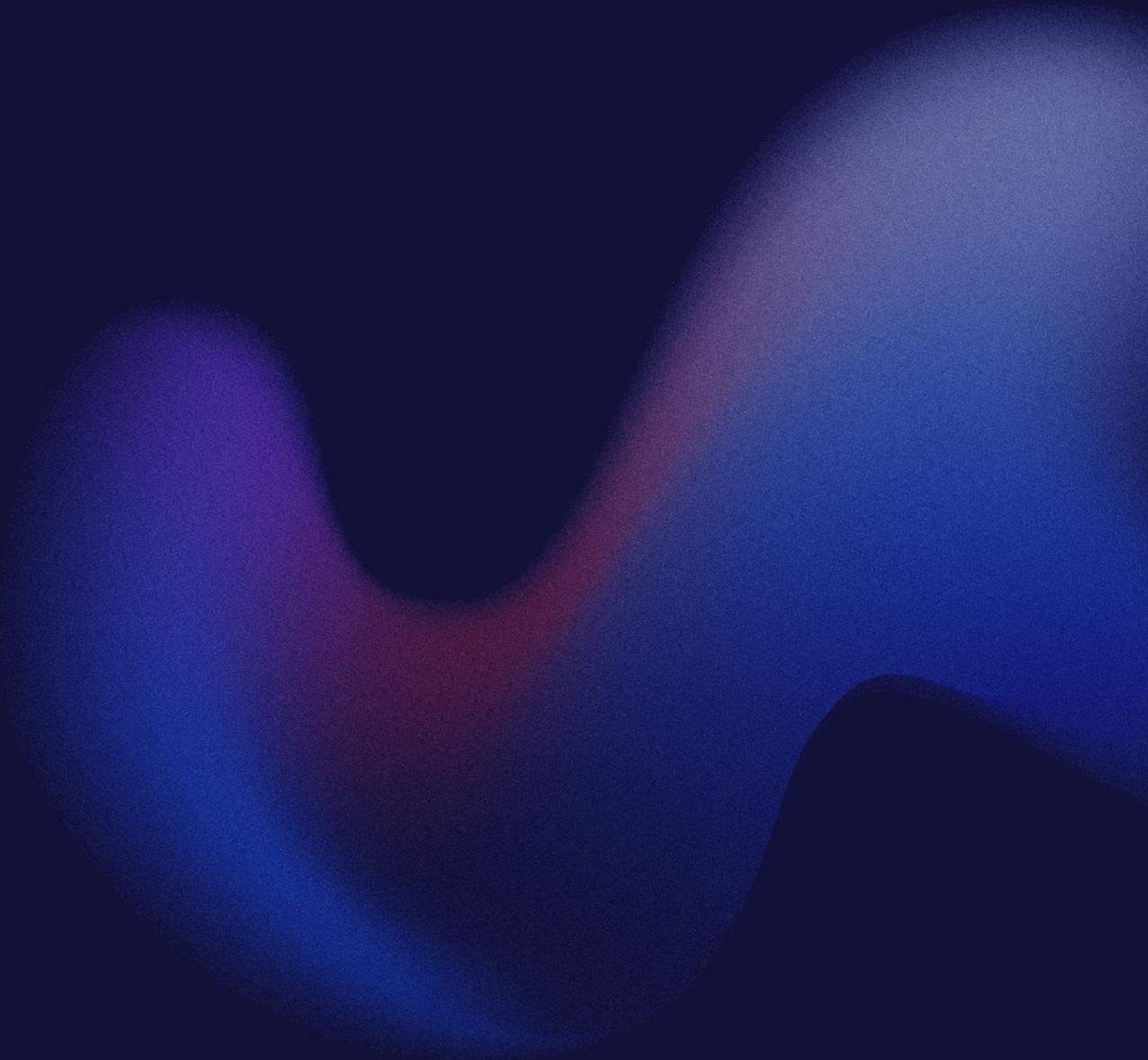
Shurong Li on stage during the European Blockchain Convention, Barcelona 2023

"Your work quality speaks louder than your gender."
Passion, continuous learning, and visibility are the **keys** to success for women in Blockchain ecosystem.

Shurong Li's perspective on women in the blockchain sector is characterized by a commitment to **meritocracy** and a rejection of gender stereotypes.

According to Shurong, the emphasis should not be on proving oneself as a woman in the industry. Instead, she advocates that **excellence** and the **quality** of one's work should speak for itself, regardless of gender.

Shurong encourages women to cultivate a deep **passion** for their work, to delve into **continuous learning**, and to actively share their insights on social media platforms. In her view, by interacting with others and gaining visibility, women can not only grow professionally but also contribute to breaking down barriers and becoming experts in their field.



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