

Project Work 2° Edition Italy

Form of Project Work

- Paper or Slide Deck

Main Objective

Basic design of a fintech project on tokenizing real world financial assets, focusing on bonds, real estate and warehouse tokenization. Your goal is searching for traditional illiquid financial assets and drawing new sell/buy flow, using Blockchain technology, in order to make them liquid and tradable.

1. Which use case/asset class are you analyzing?

You have a wide range of tokenization possibilities: Equity/ Bonds / Real Estate / Invoices / Warehouses

2. Is there a secondary market for the asset? If not, is it possible to build it?

Secondary market for Security token; DeFi/CeFi applications for securities etc...

3. Assess whether blockchain can help solve a use case - Do you really need Blockchain technology?

Key criteria	Yes	No
Is there a predictable, repeatable process that lends itself well to automation?		
Is there an ongoing or long-running transaction or process, rather than a process that only occurs once?		
Are there multiple stakeholders in this process or value chain?		

Is the role of reconciling disparate data usually played by one party or a limited number of parties?		
Is there an element of value transfer? Remember, value is not only monetary.		
Is there value in an immutable record? Or is an immutable record a requirement?		

Max 2 lines argumentation for each key criteria.

4. Defining the aim and focus of your start-up project – Executive summary

(Max. 250 words or 2 slides)

5. Define the technological solution

- What blockchain network are you using for you use case and why?
- Token standard?
- The main benefits of your solution.
- What kind of resources do you need? (Both human and technical)
- Programming languages used

6. Security tokens...What about Compliant?

- How does this solution meet the compliant requirements?
- Who are (if any) the stakeholders involved? (ie: regulators, institutional bodies etc..)

7. Market Sizing – define your attractive market opportunity

- TAM (total addressable market)
 - SAM (service addressable market)
 - SOM (service obtainable market)
 - LAM (launch addressable market)
- (Max. 250 words or 1 slide)

8. Analyzing the competitive landscape

- Direct competitor
 - Indirect competitor
- (Max. 200 words or 1slide)

9. Model

- Describe the mathematical foundations of your model
- How do you generate returns for all the actors?

10. Tokenomics

- If your raise is not in FIAT (not only in FIAT), but through a token, provide offering basic project *Tokenomics*