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| Module | Initial Coin Offerings (ICOs) – Crowdfunding on the Blockchain |
| Lecturer | Assoc. Prof. Dr. Alex Norta and M. Sc. Benjamin Leiding |
| Language | English |
| Teaching Method | Lecture + practical exercises |
| Credit Points / Duration | 0.25 ECTS / 4 Lectures of 60-90 minutes each |
| Attendance Requirements | Basics in computer science and mathematics; Blockchain basics |
| Goals / Skills: | <p>This lecture focuses on so called initial coin offerings (ICOs) – a novel approach for crowdfunding of blockchain startups. The students will learn and understand the disadvantages of existing funding approaches and the advantages and challenges of ICOs as an alternative finance instrument. Furthermore, different strategies on how to conduct an ICO as well as analyses of successful and failed real world ICOs will be conducted.</p> <p>As a result of this course, the students will obtain an understanding of the basic concepts of ICOs, issues of different conceptual approaches to ICOs as well as the advantages of blockchain-based solutions.</p> |
| Content | <ul style="list-style-type: none"> • Traditional start-up funding approaches • Fundamentals of ICOs • Different strategies and approaches to conduct an ICO • Create your own token on the blockchain • Analyses of successful and failed ICOs |
| Media Used | Electronic presentation, blackboard illustrations, discussion, practical exercises |
| Suggested Reading | <ul style="list-style-type: none"> • Satoshi Nakamoto: Bitcoin: A Peer-to-Peer Electronic Cash System • Gavin Wood: Ethereum: A Secure Decentralised Generalised Transaction Ledger • Christian Catalini, Joshua S. Gans: Initial Coin Offerings and the Value of Crypto Tokens • John P. Conley: Blockchain and the Economics of Crypto-tokens and Initial Coin Offerings |