

In-Class Activity: Token Offering Pitch — SOLUTIONS

Digital Finance – BSc Course

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Tokenized Assets | 20 min | Groups of 3–4

Task: Pick one asset, design a tokenized offering, pitch it to the class in 2 minutes. Class votes for the best pitch.

Choose one asset (tick one):

- This classroom building in Lavaux A famous painting A local restaurant A fleet of 10 electric taxis A vineyard
 A Bitcoin mining farm

Design your offering:

Asset chosen: _____ Number of tokens: _____
Estimated value: \$ _____ Price per token: \$ _____
Annual income: \$ _____ Per-token income: \$ _____
Gross yield: _____ % Net yield (after _____ % fees): _____ %

Custodian: Who holds the physical asset? Who enforces token-holder rights?

“What happens if...” scenarios:

Scenario	Your plan
The roof leaks (building) / painting is damaged	
60% of token holders want to sell at once	
The tenant stops paying rent	

2-Minute Pitch – bullet your key selling points:

Class vote result: Winner: _____ Votes: _____

Debrief: What made the winning pitch convincing? What risk was hardest to address?

Answer Key Key design trade-offs: more tokens = lower price but higher liquidity risk; higher fees fund custodian/insurance but reduce yield; illiquid assets (building, painting) need lock-up periods or AMM-style secondary market; “60% sell” scenario exposes thin-market risk – no guaranteed buyer. Best pitches address custody, legal enforceability, and exit mechanism.