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# Advanced Blockchain Business Models and Tokenomics Training Course

15 – 26 February 2027
Munich

# Advanced Blockchain Business Models and Tokenomics Training Course

**Ref:** 391_13871 **Date:** 15 – 26 February 2027 **Location:** Munich **Fees:** 11100 GBP

Blockchain Business Models and Tokenomics is a 2-week advanced training course for business strategists, product managers and innovation leads designing ventures on shared ledgers, and who leave with a Blockchain Venture Model Blueprint that sets out token design, revenue logic and consortium rules. Many ledger ventures failed because their incentives, not their code, broke down once real users and partners arrived. Jupiter Prime Training delivers this course on Blockchain Business Models and Tokenomics.

## Why Blockchain Business Models and Tokenomics Matters Now

Three groups decide whether a ledger venture survives: early users who must gain more from joining than they give up, validators and node operators who need a reason to keep the network running, and corporate partners who will only share records when ownership and fees feel fair. A venture with well-designed incentives grows its network and captures a sustainable share of the activity it enables; one with careless token economics attracts speculators, then collapses when rewards dry up. The course uses the Business Model Canvas to structure each venture and mechanism design thinking to test whether incentives hold under pressure.

## Who Gains Most from Blockchain Business Models and Tokenomics

- Strategists who decide whether a ledger venture fits the wider corporate portfolio
- Product managers who define user journeys, fees and rewards on decentralised platforms
- Innovation leads who build consortiums with suppliers, customers or competitors
- Finance specialists who model token supply, treasury and revenue scenarios
- Legal and partnership specialists who draft network membership terms

A venture group that sends its strategy, product and finance leads together gains most, because token design, user experience and revenue logic must be settled as one system.

## Blockchain Business Models and Tokenomics Capabilities

Participants move from enthusiasm about ledgers to disciplined tests of who pays, who earns, who decides and why each party stays.

- Design a blockchain business model with explicit value capture points — venture boards
- Calculate token supply, issuance and reward schedules under several adoption scenarios — finance committees
- Weigh utility, governance and payment token options for a given venture — product owners
- Specify consortium membership, voting and cost-sharing rules — alliance partners
- Test incentive structures against free-riding, collusion and speculative attack — risk owners

- Build a viability case that links network growth to sustainable revenue — investors and sponsors

## Key Blockchain Business Models and Tokenomics Terms

- Tokenomics — the design of a token's supply, distribution, utility and incentives that shapes how participants behave in a ledger network.
- Utility token — a token that grants access to a service or feature inside a platform rather than a share of ownership.
- Governance token — a token that gives holders voting rights over network rules, upgrades or treasury spending.
- Value capture — the point in a business model where the venture collects fees, margins or token appreciation from activity it enables.
- Decentralised autonomous organisation — a member-run organisation whose rules and treasury actions are encoded in smart contracts and approved by token votes.
- Mechanism design — the practice of shaping rules and rewards so that self-interested participants produce the outcome the network needs.

## Blockchain Business Models and Tokenomics Day by Day

### Day 1: Lessons From Ledger Ventures

- Venture Post-Mortems — Why Promising Ledger Start-Ups Folded
- Surviving Model Patterns — Networks That Kept Users and Partners
- Decentralisation Spectrum — From Private Ledgers to Open Networks
- Incumbent Versus Insurgent Plays — Defending or Disrupting Markets
- Venture Thesis Statement — Problem, Network and Value Hypothesis

### Day 2: Structuring the Business Model

- Business Model Canvas for Ledgers — Partners, Channels and Revenue
- Multi-Party Value Proposition Mapping — What Each Participant Gains
- Value Capture Points — Fees, Spreads, Services and Token Holdings
- Cost Structure of Networks — Node Operation, Audits and Support
- Business Model Comparison Grid — Ledger Versus Conventional Platform

### Day 3: Token Design Fundamentals

- Token Type Selection — Utility, Governance, Payment and Asset-Backed
- Token Utility Mapping — What Holders Can Do and Why
- Supply Models — Fixed, Inflationary and Burn Mechanisms
- Initial Distribution Choices — Founders, Community and Treasury Shares
- Vesting and Lock-Up Schedules — Aligning Long-Term Commitment

## Day 4: Incentives and Mechanism Design

- Mechanism Design Principles — Aligning Self-Interest With Network Health
- Staking and Reward Schedules — Securing Validators Over Time
- Fee Market Design — Pricing Transactions Without Driving Users Away
- Attack and Collusion Scenarios — Stress Testing Incentive Rules
- Token Velocity Analysis — Holding Versus Spending Behaviour

## Day 5: Decentralised Platforms and Revenue Models

- Protocol Versus Application Revenue — Where Margin Settles
- Transaction Fee Models — Flat, Percentage and Tiered Structures
- Service Layer Revenue — Analytics, Custody and Integration Offers
- Treasury Management Policies — Funding Development and Grants
- Open Source Licensing Choices — Community Growth Versus Competitive Copying

## Day 6: Consortium Networks

- Consortium Formation Playbook — Founding Members and Anchor Use Case
- Membership Tiers and Rights — Writers, Readers and Observers
- Cost-Sharing Formulas — Usage, Equal Split and Benefit-Based
- Data Ownership Agreements — Who Controls Shared Records
- Antitrust Sensitivity Checks — Competitors Collaborating on Shared Ledgers

## Day 7: Governance of Shared Ledgers

- On-Chain Versus Off-Chain Governance — Speed and Legitimacy Trade-Offs
- Decentralised Autonomous Organisation Design — Proposals, Quorums and Treasury Votes
- Upgrade and Fork Management — Handling Disagreement Among Members
- Dispute Resolution Routes — Arbitration Clauses and Escalation Panels
- Governance Capture Risks — Concentrated Holdings and Voter Apathy

## Day 8: Partner Ecosystems and Go-to-Market

- Ecosystem Map — Developers, Integrators, Wallets and Exchanges
- Developer Incentive Programmes — Grants, Bounties and Hackathons
- Cold Start Tactics — Seeding Liquidity and Early Users
- Enterprise Sales Motions — Selling Ledger Services to Corporates
- Interoperability Partnerships — Bridges to Other Networks

## Day 9: Testing Venture Viability

- Token Economy Simulation — Modelling Supply, Demand and Price Bands
- Unit Economics per Participant — Validator, User and Partner Margins
- Sensitivity Analysis — Adoption Speed and Fee Level Shocks
- Regulatory Classification Questions — When Tokens Resemble Securities
- Kill and Pivot Criteria — Signals to Redesign or Exit

## Day 10: Practising the Blockchain Venture Model Blueprint

- Business Model Canvas Review — Confirming Value Capture Points
- Token Design Defence — Peer Challenge on Supply and Rewards
- Consortium Rulebook Draft — Membership, Voting and Costs
- Investor Panel Simulation — Defending Viability Assumptions
- Blockchain Venture Model Blueprint Completion — Ready for Board Review

## Applying Blockchain Business Models and Tokenomics After the Course

- Map one proposed ledger venture on a multi-party Business Model Canvas and mark every value capture point for the strategy committee.
- Run a token economy simulation for a live or planned token and share the three riskiest assumptions with finance and product leads.

## Blockchain Business Models and Tokenomics Questions FAQ

### What are Blockchain Business Models and Tokenomics and why do they matter now?

Blockchain Business Models and Tokenomics cover how ledger ventures create, share and capture value through tokens, fees and consortium rules. They matter now because many ventures failed on weak incentives rather than weak technology, and investors now ask for sound economics.

### Which roles gain most from Blockchain Business Models and Tokenomics training?

Business strategists, product managers, innovation leads, finance specialists and partnership specialists gain most. Each shapes a piece of the venture's incentives, revenue and membership rules.

### How does Blockchain Business Models and Tokenomics training differ from a fintech course?

Blockchain Business Models and Tokenomics training focuses on venture design, incentives and consortium economics across sectors. A fintech course examines payments, lending and digital assets in financial services; this course works on token design, mechanism design, governance and viability testing.

### What do you bring back from Blockchain Business Models and Tokenomics training?

You bring back a venture blueprint covering the business model, token design, consortium rules and viability tests, ready for a board or investor discussion.

## Blockchain Business Models and Tokenomics: The Way Forward

The Blockchain Venture Model Blueprint first informs whether the board funds a ledger venture, joins an existing consortium or redirects the idea to a conventional platform. Strategists and product leads use it to align partners on tokens, fees and votes. After its first use, revisit the token simulation and governance rules, since participant behaviour rarely matches early assumptions.