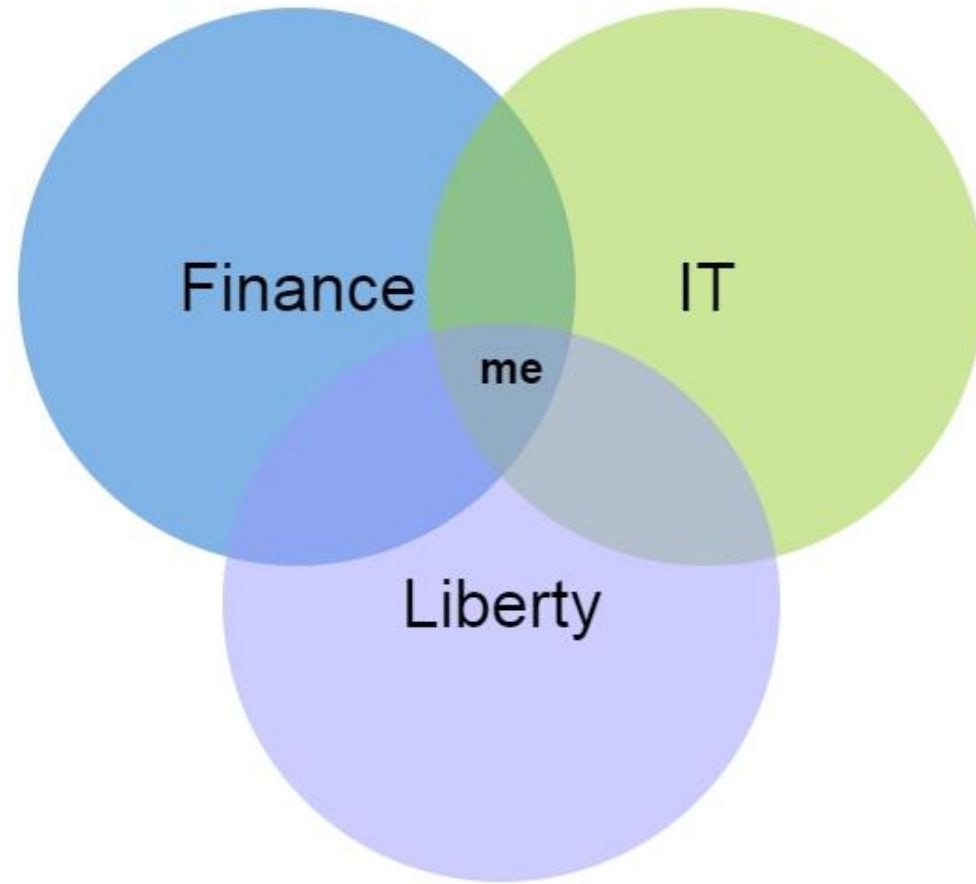


> whoami



> get\_history(research)

Academic paper, published at ECIS2018 (June), > 200 downloads

Conference Paper





Full-text available

Don't Slip on the Initial Coin Offering (ICO) - A Taxonomy for a Blockchain-enabled Form of Crowdfunding

June 2018

Conference: Twenty-Sixth European Conference on Information Systems (ECIS 2018) · At: Portsmouth,UK

Project: [Initial Coin Offering.\(ICO\)](#)

 Gilbert Fridgen ·  Ferdinand Regner ·  André Schweizer ·  Nils Urbach

Master student Finance & Information Management  
(at TUM and University of Augsburg, Bayreuth)

→ Master Thesis still outstanding



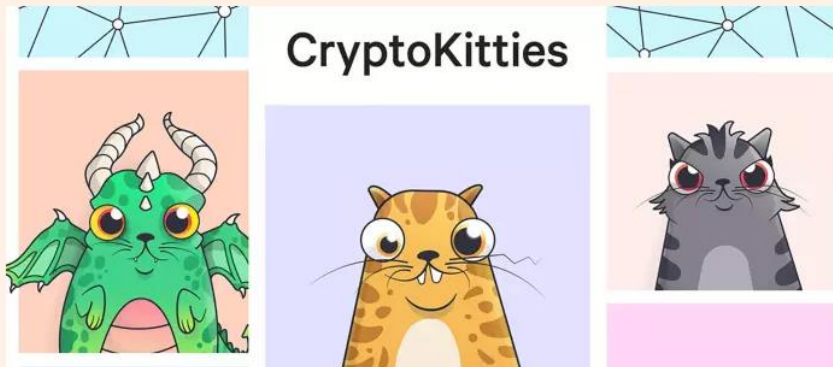
# > next(research)

- In summer of 2017, non-fungible tokens (NFTs) were yet unknown
  - New class of tokens, used for digital arts and collectibles so far
- Research other use cases!**

## Blockchain

CryptoKitties, CryptoPunks and the birth of a cottage industry

Blockchain technology hosts virtual art collections that cannot be replicated



A selection of CryptoPunks, a collection of 10,000 characters with proof of ownership stored on the Ethereum blockchain. Larvalabs.Com

> next(research).expand()

- **Research question:** how can NFT be used to tokenize durable luxury goods (fine wine as sample use case)
- Empirical work, following **Design Science Research (DSR)** Method
  - Construction of a prototype
  - Rigorous testing and evaluation
  - Artifact as contribution

→ **Paper** (concrete use case)

→ **Master Thesis** (researching luxury goods tokenization more broadly)

> help

- **Challenges:**

- No scientific literature on NFTs yet
- Creating a prototype of a smart contract
- Extending characteristics of NFT by classes/batches
- Expert interviews for verification

→ **feedback & questions are appreciated!**

*Thanks for being here today @ BRA team!*

