



# Certified Web3 Leader Course

## Lecturers

Pascal Hügli

Independent expert in digital finance and digital assets (lecturer, writer, and consultant)

Florian Niggli

Co-Founder & COO Coinstrategy Capital AG

Roger Oberholzer

Executive Strategy Director Publicis Communications Switzerland & CEO Metaverse Academy

Ondrej Tylecek

Strategic Advisor – Web3 & Metaverse

Gustavo Salami

Founder Metaverse Academy / Chief Innovation Officer Kuble AG

Guest lecturer:

Antonio Carriero - Chief Digital Officer Breitling AG

## Course Content

### Module 1: Introduction to Web3, Blockchain, Bitcoin, Ethereum

In this module, Web3 is explained in detail, including its vision and potential, and an overview is provided of the components of Web3. The basics of blockchains are then discussed, including consensus mechanisms, different types of blockchains, and the blockchain trilemma. The module also focuses on the two



largest and most important cryptocurrencies and blockchain applications, Bitcoin and Ethereum. This includes development, functionality, areas of application, limitations, use, and the further development of both blockchains, as well as competitors of Bitcoin and Ethereum.

Lesson 1: Introduction to Web3

Lesson 2: Blockchain Fundamentals

Lesson 3: Bitcoin & Ethereum

## **Module 2: Tokenomics and Token Applications**

This module focuses on tokens and the concept of tokenization. The most important definitions are explained and various tools and applications are highlighted. From the different types of tokens and token standards to tools that are essential in Web 3.0, as well as various use cases and applications of Web 3.0, participants gain important and exciting insights.

Lesson 1: The concept of tokens and tokenization

Lesson 2: Tools

Lesson 3: Web3 and token applications

## **Module 3: NFTs & Digital Assets**

Non-Fungible Tokens are an integral part of any Web3 strategy. This module teaches the principles, areas of application, and mechanics of developing and launching NFT projects. Benchmarks and case studies from various industries are discussed, both from the native Web3 area and from traditional brands.

Participants also learn about the components of the NFT ecosystem and explore trends, challenges, and future potential.

Lesson 1: More than pictures and art: How NFTs work.

Lesson 2: NFTs in practice: Use cases and examples

Lesson 3: Strategy: Utility, mechanics, and introduction strategies



#### **Module 4: Metaverse**

This module is dedicated to the fascinating world of the Metaverse and Web3. Important concepts, applications, and use cases are covered. Topics include not only the definition of the Metaverse but also the connection between the Metaverse and Web3 via blockchain and smart contracts. Various platforms that use the Metaverse and Web3 are also presented. Finally, the Metaverse and Web3 are differentiated, and their potential impact on various industries and society is discussed. Participants gain a comprehensive understanding of the Metaverse and Web3 and learn about their potential for shaping the future of the internet.

#### **Module 5: Web3 Use Cases (beyond NFT and Metaverse)**

In this module, the differences between cryptocurrencies and crypto assets are explained, various types of crypto capital assets such as cash-flow tokens and governance tokens are introduced, and DeFi (Decentralized Finance) as an application of crypto assets is discussed. DAOs (Decentralized Autonomous Organizations) are explained as new global coordination mechanisms, and concrete examples are given through case studies. In this module, participants learn about specific applications, use cases, and practical examples in Web3.

Lesson 1: Digital Assets, CeFi/DeFi/CeDiFi

Lesson 2: DAOs & Social Tokens

Lesson 3: Case Study: Digital Twins, Certificates, Tracking



## Schedule

The course consists of 5 modules, each with 3 lessons. Each lesson is 45 minutes. The classes will be held on five different evenings (specific dates can be found on the website) from 5:00 pm to 8:00 pm, mostly via Zoom. Communication and exchange between the Academy, lecturers, and students will mainly take place via Discord, where learning materials and supporting materials will be provided.

At the end of the course, students are required to write a short certificate paper on a Web3-specific topic. Upon completing the course and receiving a positive grade for the certificate paper, graduates will receive a course certificate in the form of an NFT. At the same time, all graduates become part of the Metaverse Academy's "Road to Knowledge" learning community and can participate in future trainings, learning sessions, livestreams, etc. for free.

## Contact

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**We look forward to your participation!**