**PRESENTATION**

Seminars occur once a week and will be facilitated at ESE Madrid center and eventually be retransmitted virtually to other centers. The programme aims to provide students with an in-depth overview of blockchain technology and its applications and will culminate with a final task.

The programme will cover a wide range of topics such as:

• Systems of blockchain technology and its organisation

• Cryptocurrencies and their role in the financial world.

• NFTs and trends

• Metaverse & gaming

**PROGRAM**

Participation requirement to qualify for the graduation: 6 out of 8 sessions attended and a

final work is submitted.

Session length: 1 hour

Session time: Monday at 10:00 CET

Program format is onsite for Madrid students.

**Timeline**

**Session 1. Introduction to blockchain**

Date: 07.02.2022

Title: Introduction to the course. Possible applications & principles of operation. Blockchain Protocols, types of them.

Agenda:

* Main terms and definitions
* History and development of blockchain. Role of Bitcoin
* Main features blockchain provides
* Applications of blockchain
* Web3 applications
* Type of blockchain protocols and their roles in blockchain ecosystem
* Private vs public networks
* Different types of consensus Algorithms

**Session 2:** Cryptocurrencies

Date: 07.02.2022

Title: Types of tokens, types of cryptocurrencies and its uses

Agenda:

* Cryptocurrency intro, definitions and types of tokens
* Crypto & blockchain analytics platforms.
* Their roles in decentralized systems
* Token standards
* Security tokens
* Stablecoins
* CBDC

**Session 3. NFT**

Date: 14.02.2022

Title: Introduction to NFT. Role of utility and their business application

Agenda:

* Definition of NFT
* Types of NFTs & industries
* Psychology and behaviour & communities
* Review of most popular & advanced protocols/platforms in the NFT space
* Different types of NFTs minting, Dynamic NFTs
* DAO, its principles of work

**Session 4. DeFi in the NFT space**

Date: 09.02.2022

Title: Crypto exchanges, wallets.Decentralized

Finance (DeFi) applications overview.

Agenda:

* DeFi intro
* Crypto exchanges
* Crypto and NFT wallets
* main use cases

**Session 5.** Metaverse & gaming

Date: 21.02.2022

Title: Metaverse history, exploration and future possibilities for different kind of industries. Agenda:

* Main definitions
* Debate about benefits and ethics
* Trends of the virtual community
* Types of metaverse and comparisons
* Integrations
* Gaming & play to earn

**Session 6. Final assignment**

Date: 21.02.2022

**Teacher:** Patricia Ezpeleta

Patricia is an entrepreneur involved in different ventures linked to innovation.

She is a co-founder of Artifact Art LTD, a technology startup with several projects on blockchain. One of them is Materia, a platform for NFT contemporary art that will be

launched in march, where Patrícia is leading the vision, content strategy, marketing and communication team.

Patricia has a double degree in Law and Political science at the Universidad Autonoma of Madrid and the University of La Sorbonne (Paris, France) and a deep expertise in NFT market and blockchain technology which she applies to bring innovation to culture, fashion, fine art and the luxury sector.

Patricia is a teacher and mentor of Art Dubai annual residency course based on blockchain benefits for art. She is also collaborating as a consultant for different companies on applying blockchain technology including non-profit organisations such as the Tara foundation, helping women entrepreneurs all over the world.