

# NFTs – Nur heisse Luft?

**Wie virtuelle Tokens reale Objekte  
repräsentieren können**

**Informatik**  
8. November 2022





# Agenda

- Einführung in Non-Fungible Tokens (NFT)  
*Tim Weingärtner*
- Connect Wallet  
*Daniel Haudenschild*
- Aufsichtsrechtliche Einordnung von NFTs  
*Nico Hess*
- Regulatorisch Compliant sein  
*Bruno Kellenberger*
- Podiumsdiskussion
- Apéro

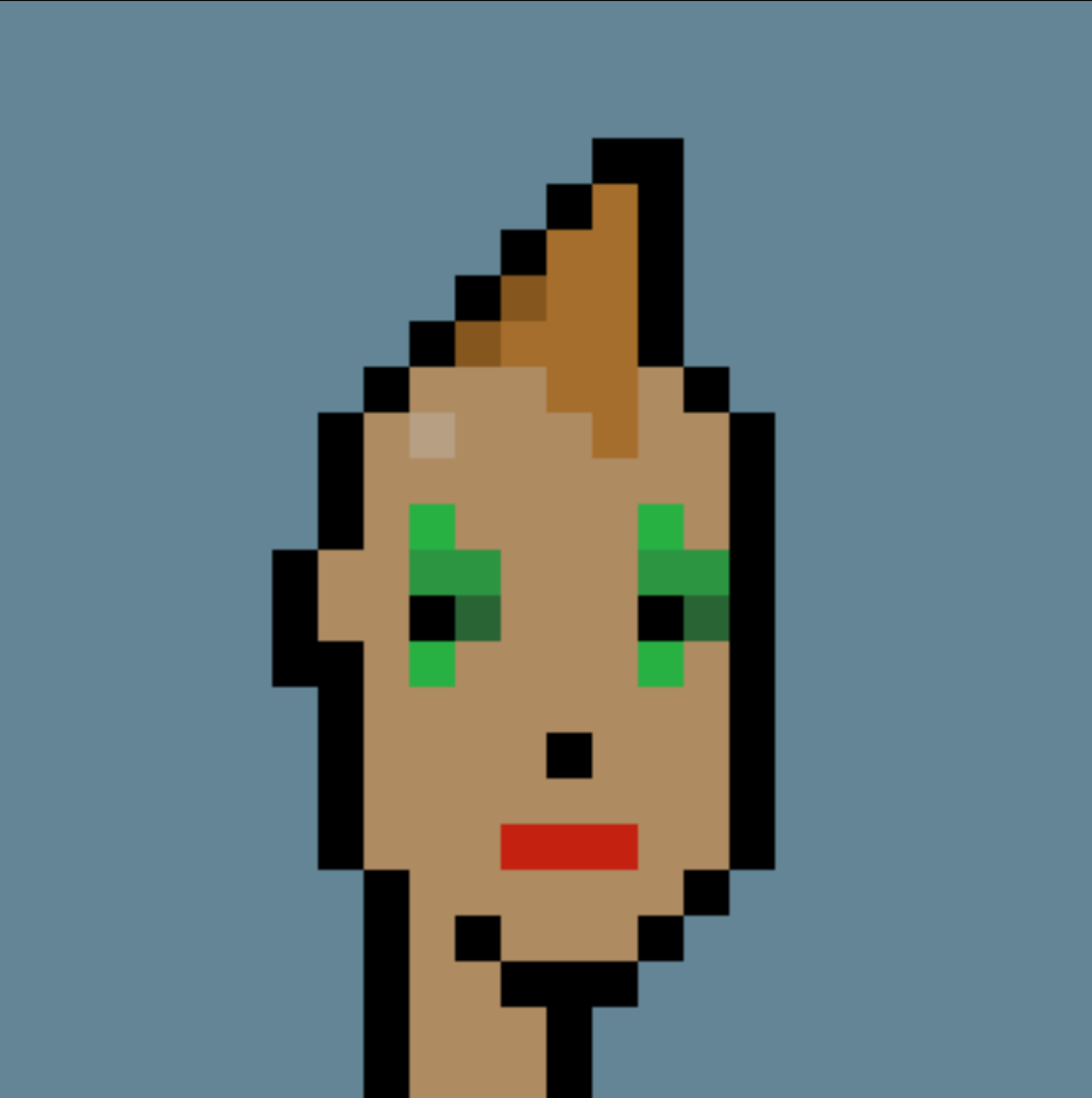




# Einführung in Non-Fungible Tokens (NFTs)

Tim Weingärtner







# Ethereum Blockchain

## Crypto Punk

Smart Contract: **0xb47e3cd837dDF8e4c57F05d70Ab865de6e193BBB**  
ERC-721

### Token #7610

Gehört: **0x98d7bc088fc1e7a2f9b3536fcfbca405f902467e**

Letzte Transaktion: **Aug-19-2021 01:14:36 AM**

#### Metadaten:

```
{ "title": "W#7610", "name": "W#7610",  
  "description": "This Punk was wrapped using Wrapped Punks contract, accessible from  
  https://wrappedpunks.com",  
  "image": "https://api.wrappedpunks.com/images/punks/7610.png",  
  "external_url": "https://wrappedpunks.com" }
```

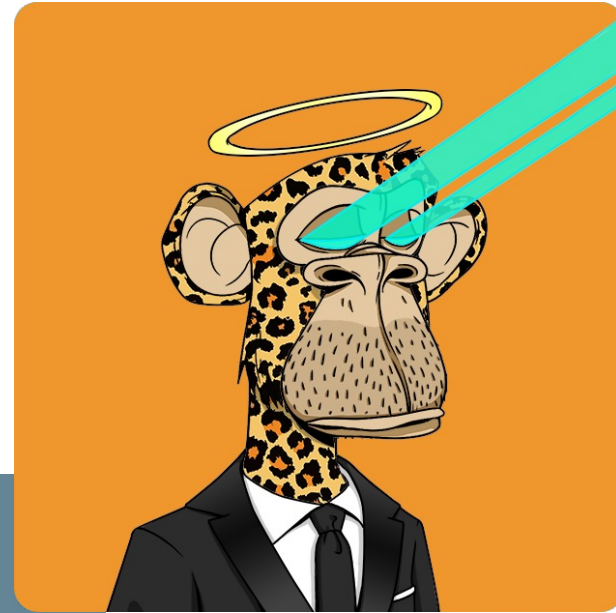
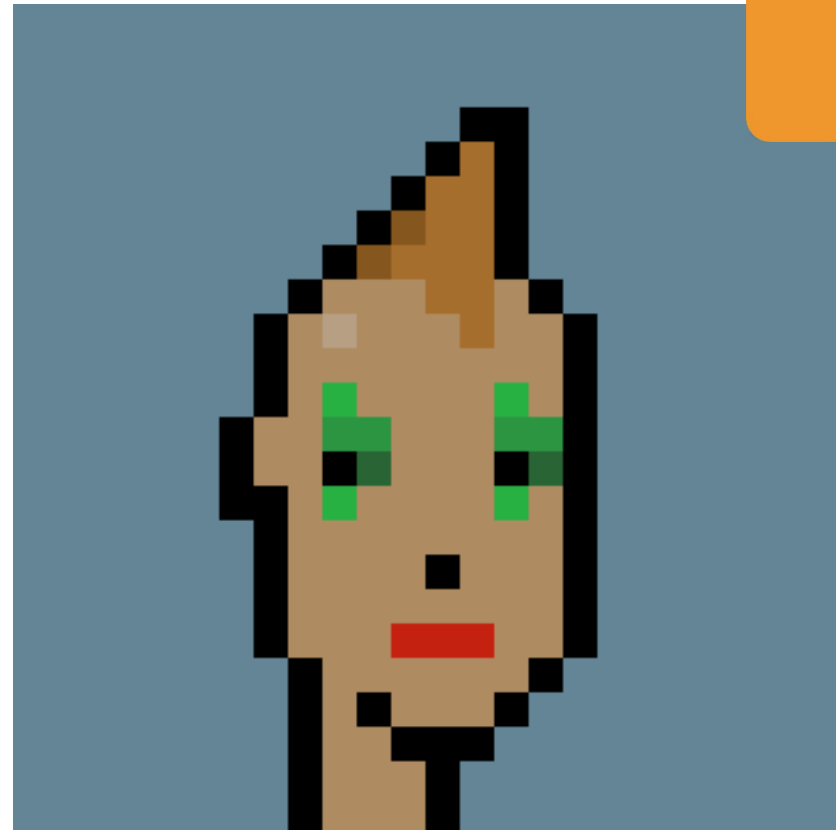
**VISA**  
**49.5 ETH**  
**zum Kaufdatum ca. \$150'000**



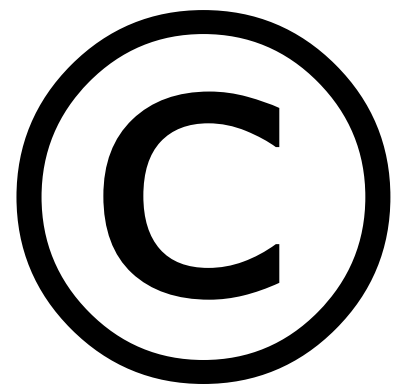








TM





## Chancen

- Einfacher Handel
- Alles kann Tokenisiert werden.
- Ermöglicht Automatisierung
  
- (Pseudo)Anonym

## Risiken und Unklarheiten

- (Pseudo)Anonym
- Double Spending  
(gleiches Objekt mit unterschiedlichen Tokens)
- Rechtliche Implikationen
- Oracle Problem  
(Interaktion der Blockchain mit externen Systemen)
- Rolle des Verwalters (Custodian)







**One day**, in the near future, all companies will become crypto companies, complete with a "Connect wallet" button on their homepages. And web3 is how they'll get there.

**Chain Alysis - state of Web 3  
2022**

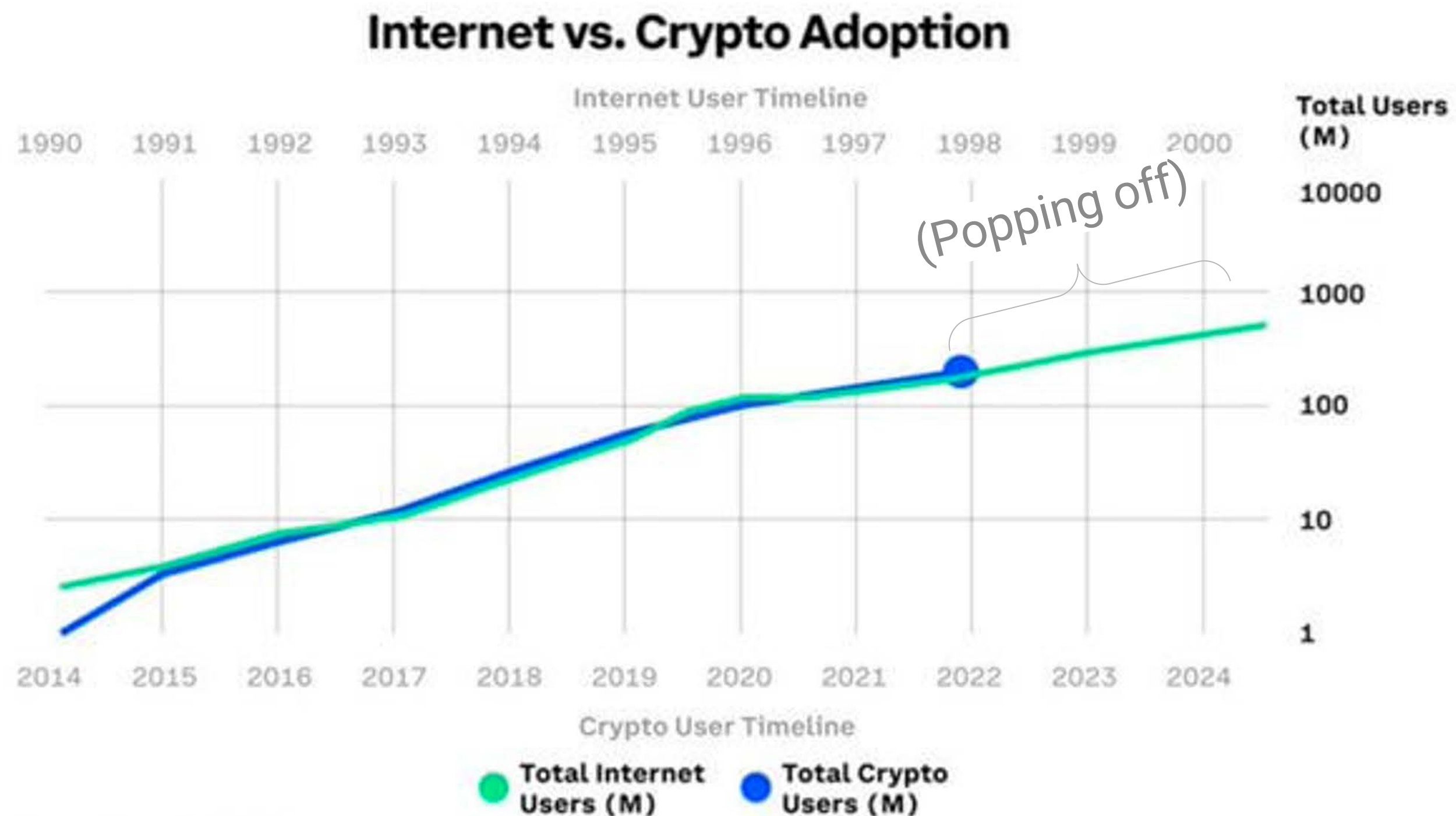
This is the right time to start if you haven't already begun your journey because Web 3.0 is still in its starting phase.

**FORBES 8.22**



1994: "Today Show": "What is the Internet, Anyway?"

# Scale of adoption - tipping point is imminent



"Human nature is one that looks at things in a linear stance. So we're not very good at looking at exponential growth, which is obviously what BTC (crypto) is doing."

- Willy Woo BTC Analyst

"Web3 blockchain will completely transform the existing conventional processes of the different sectors."
















- Āarti Dhapte, Market Research Futures

"Anybody in the middle, from the person that makes the product to the person that consumes the product, is vulnerable. Technology is coming after you, and if you're in the middle, you need to pay attention to that statement."

- Gary Vaynerchuk



# NFT's are one piece of a bigger evolution

						
	Hedera Hashgraph	ETH Merge	dfinity	Corda	Cardano	Polkadot
 Sustainability	✓	✓	✓	✓	✓	✓
 Accessibility (low Fees, hi Speeds)	✓✓	✓	✓	✓	✓	✓
 Interoperability	✓	✓✓	✓	✓	✓	✓✓
 SDK Modules	✓	✓	✓	✓	✓	✓✓
 Deep Content	✓	✓	✓✓	✓	✓	✓
 SSID	✓	✓	✓	✓	✓	✓
 DApps	✓	✓✓	✓	✓	✓	✓
 NFT Based Exclusivity	✓	✓✓	✓	✓	✓	✓
 Rewards System	✓	✓	✓	✓	✓	✓✓

# What BAYC showed us



## 1) Exclusive Membership & Evolution

Driving scarcity through limited numbers, the Bored Apes became valuable. People stopped selling and the prices skyrocketed. Introduce Mutant Juice, and feed it to your ape, and you get two Mutant Bored Apes. The story evolves. NFT-based membership clubs is Flyfish Club, the world's first NFT restaurant, and brainchild of serial entrepreneur Gary Vaynerchuck. Only people who have the Flyfish NFT can dine at this New York City restaurant.

## 1) Gated Content Communities

Token gating improves security, is cost-effective and builds buzz. One of the main benefits of token gating, and NFTs in general, is that it puts distribution, and therefore profits, directly in the hands of the creators. Digital content: Stoner Cats is an animated series developed by actress Mila Kunis' production company. Only people who hold Stoner Cats NFTs can watch the show.

## 1) Experience Based

Popular NFT collection Doodles partnered with Shopify to create an immersive experience for festival goers and Doodle NFT holders. Doodle holders had exclusive access to apparel and limited-edition merchandise and were able to transact seamlessly using Shopify POS.



# The Connected Product Agenda

## Experience First

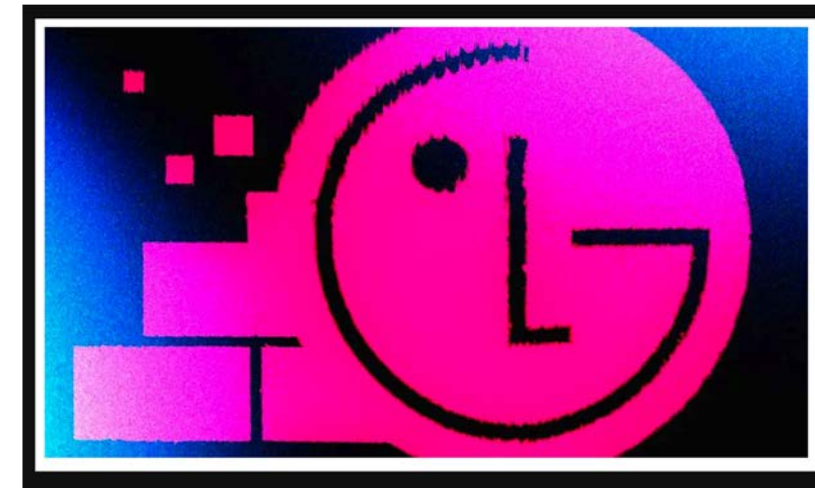
Collectibles open the door to future experience.

## Rewarding

Gamified NFTs bring users back to the participate in gaming events and activities. Learn to earn.

## Look Here!


NFT event tickets, proof of attendance tokens and “BAT” type viewing. If there is a basic attention token, is there interactive attention?



**LG Launches NFT  
Marketplace For Smart  
TV Owners In The U.S.**

# Rethinking Brand loyalty

OpenSea Search items, collections, and accounts



**RTFKT x Nike Dunk Genesis CRYPTOKICKS**

By RTFKT

Items 13,561 · Created Apr 2022 · Creator fee 10% · Chain Ethereum

RTFKT, together with Nike, introduces the first RTFKT x NIKE CRYPTOKICKS NFT: The RTFKT x NIKE DUNK GENESIS CRYPTOKICKS Sneake... See more

7,635 ETH total volume | 0.469 ETH floor price | 0.409 ETH best offer | 1% listed | 6,815 owners | 50% unique owners

Items | Analytics BETA | Activity

Search by name or attribute

Status Updated 22s ago

Buy Now	<input type="checkbox"/>
On Auction	<input type="checkbox"/>

Price




Rarity rank

Quantity

Currency

ARTEFACT 1

DNA 7

		
RTFKT x Nike Dunk Ge... # 785 0.469 ETH	RTFKT x Nike Dunk Ge... # 785 0.48 ETH	RTFKT x Nike Dunk Ge... # 785 0.48 ETH



Easy, fast & no-code

## Create NFTs in bulk

Instantly publish your NFTs in bulk to OpenSea and Rarible, add unique metadata, and more - no coding, no CAPTCHAs.

**30**

Mint 30 NFTs for free when you sign up

**\$0.2**

then pay only 0.2USD for each NFT you mint







# NON-FUNGIBLE

**HSLU** Hochschule  
Luzern

**WIE KYC SPIDER HILFT,  
REGULATORISCH COMPLIANT ZU SEIN**

8. November 2022

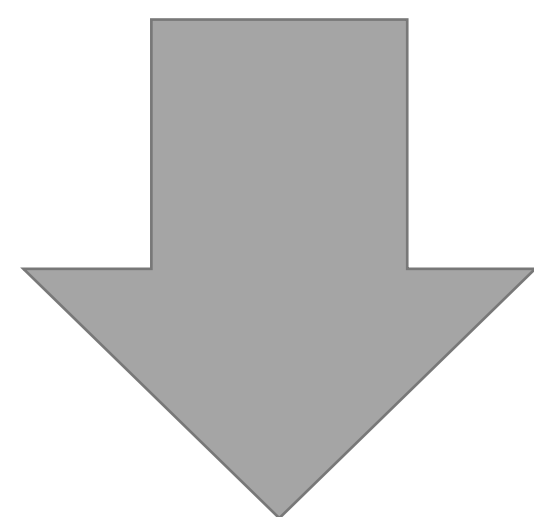
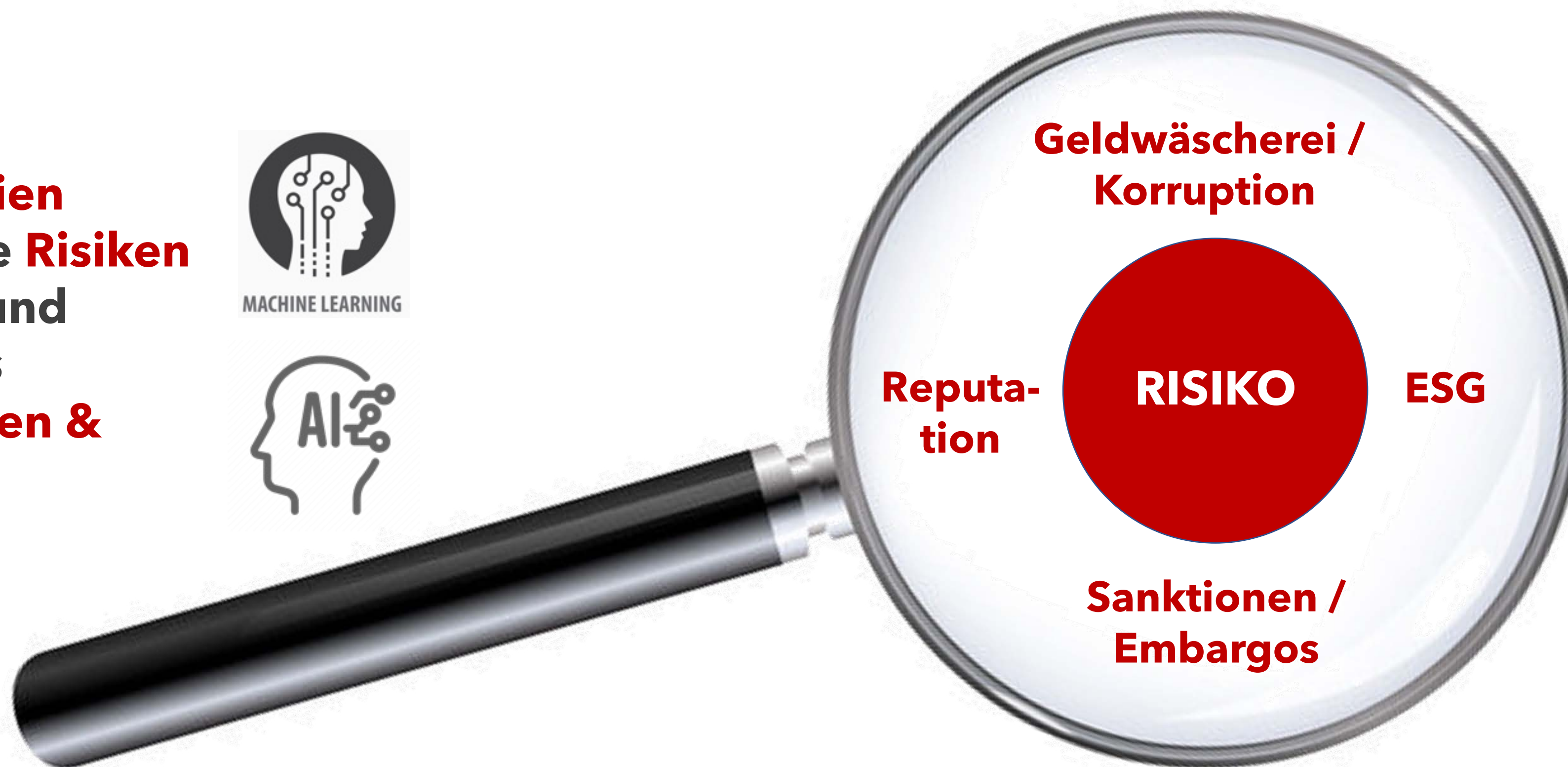
K Y C S P I D E R

[www.kyc.ch](http://www.kyc.ch)



# BUSINESS PARTNER RISIKEN IDENTIFIZIEREN UND BEWERTEN

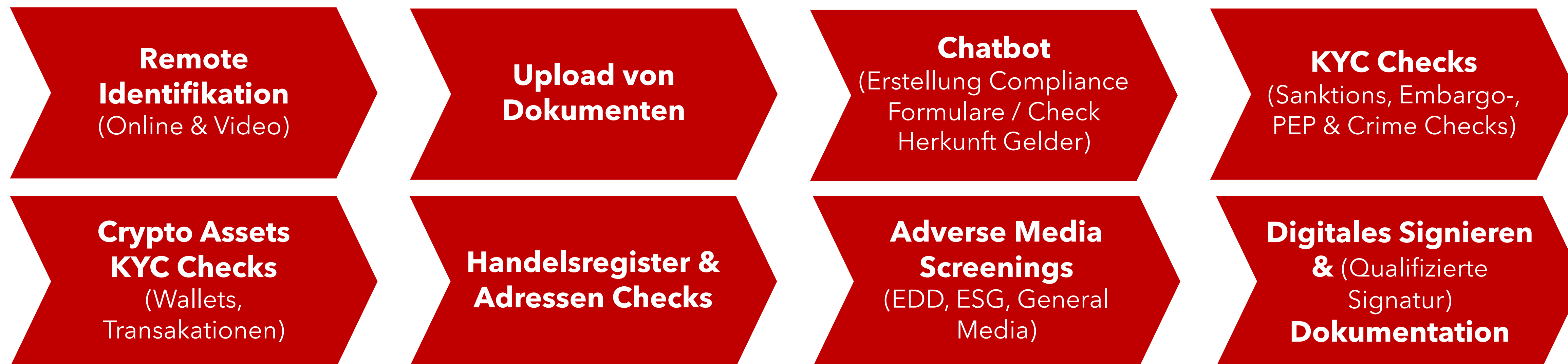
KYC Spider Tools helfen, **Regulatorien einzuhalten** sowie **Risiken zu identifizieren** und zu bewerten, dies **mittels Algorithmen & Risikoreports**



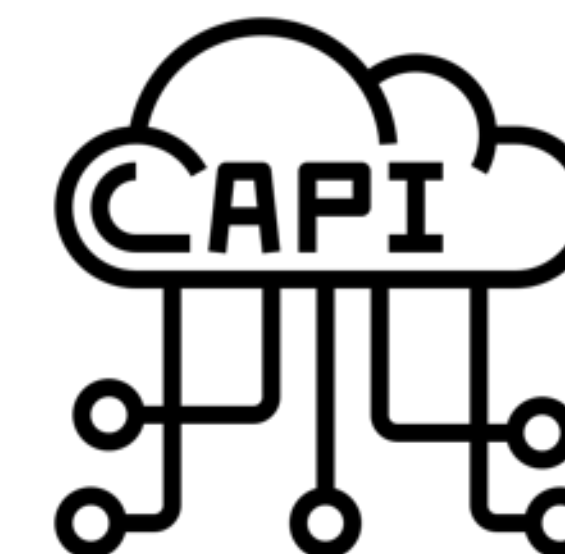
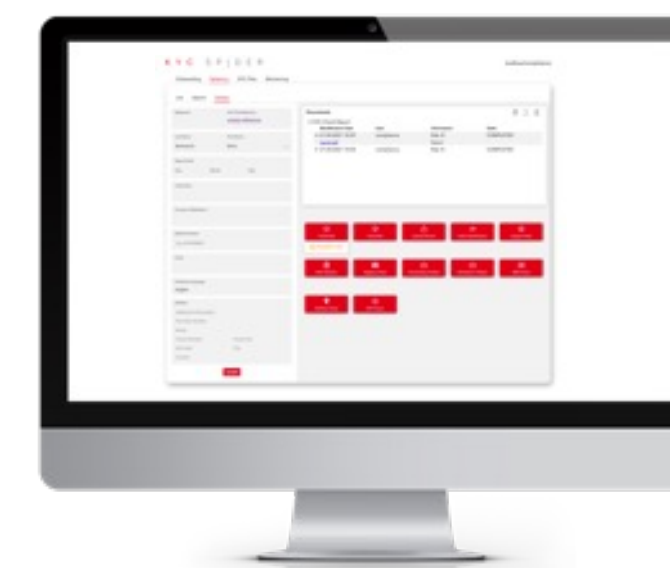
Die **Hinweise** sowie **revisionssicheren Reports** bilden die Entscheidungsgrundlage und Dokumentation für Unternehmen für ihre Risikomitigationsstrategie



## KYC SPIDER TOOLBOX



- ✓ Tools und Workflows können **modular / selektiv** genutzt werden. Zugriff sowohl über **Web-Frontend** als auch über **APIs** möglich
- ✓ **API, Web-Frontend** und/oder **eigene Applikationen** sind flexibel kombinierbar und integrierbar
- ✓ Das **Onboarding** kann komplett **automatisiert** werden, soweit gewünscht





# OUR VISION - FUTURE OF COMPLIANCE (COMPLIANCE 3.0): KYC SPIDER AS VERIFIER FOR WEB3 USE-CASES



## Web 1.0

read-only  
static



## Web 2.0

read-write  
interactive

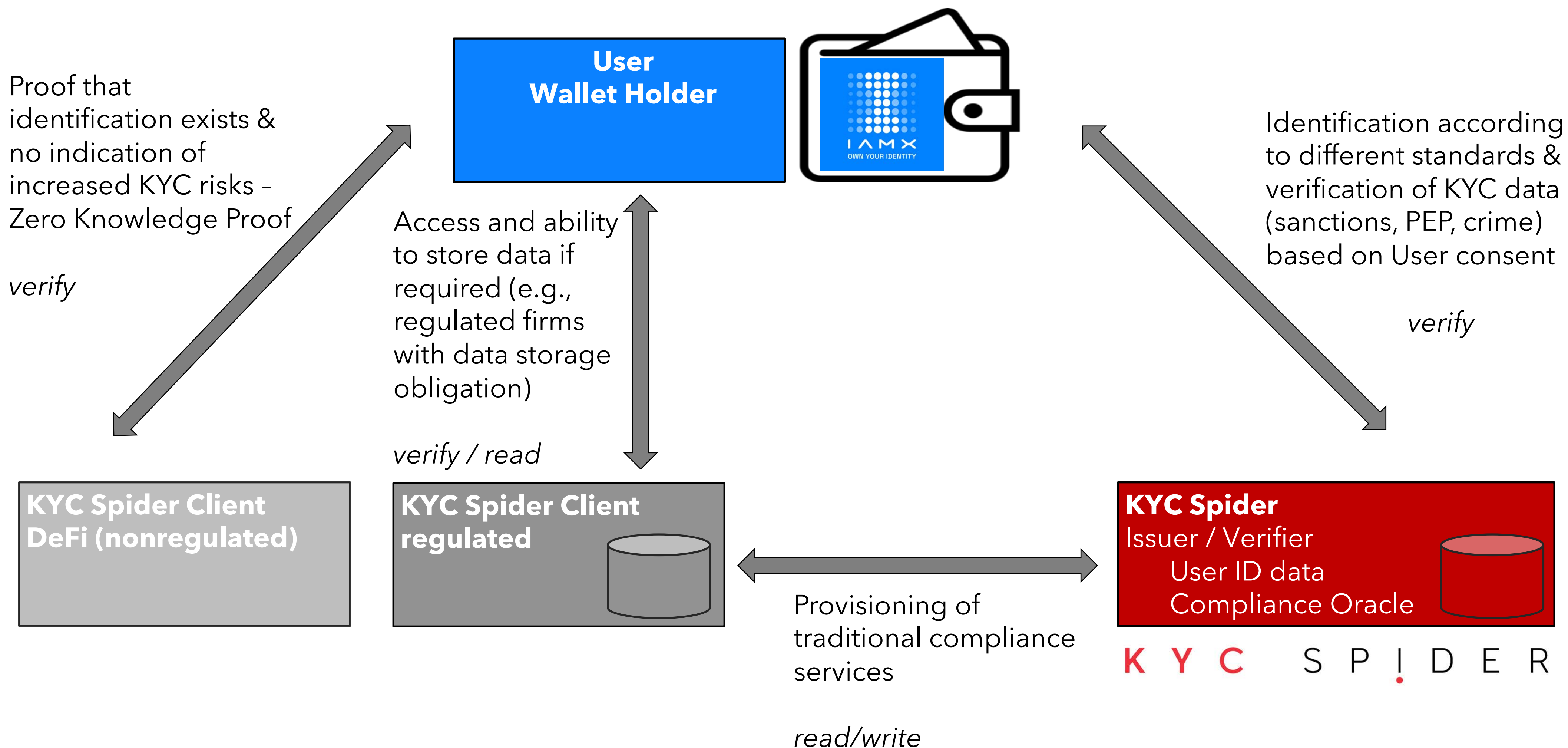


## Web 3.0

read-write-trust  
verifiable



# OUR VISION - FUTURE OF COMPLIANCE (COMPLIANCE 3.0): ZERO KNOWLEDGE PROOF FOR IDENTIFICATION AND KYC CHECKS



K Y C S P I D E R



# RESHAPE COMPLIANCE WITH DIGITAL KYC

K Y C S P I D E R

www.kyc.ch

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## **Bruno Kellenberger**

CEO

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# BACKUP: VALUE PROPOSITION KYC SPIDER

## ZUSAMMENFASSUNG - WELCHE PROBLEME LÖSEN WIR?

- ✓ Einhaltung der Regulatorien
- ✓ Hinweise auf Risiken (KYC/B)
- ✓ Zeit- und Kostenersparnis bei der Informationsbeschaffung
- ✓ Digitalisierung und Automatisierung von Prozessen
- ✓ Revisions sichere Dokumentationen ("KYC Files" - Zugang für Revisoren und Anwälte)
- ✓ Remote Personen identifizieren
- ✓ Compliance Formulare selektieren und digital automatisiert ausfüllen
- ✓ Sicherer Austausch und Speicherung von Dokumenten
- ✓ Papierlos signieren
- ✓ Inkognito suchen
- ✓ Zero Knowledge Proof









# Podiumsdiskussion



**Daniel Haudenschild**



**Nico Hess**



**Bruno Kellenberger**



**Tim Weingärtner**





Nächste Online-Infoveranstaltung am 30.11.2022  
Jetzt informieren! >

## Weiterbildungs-Finder Finden Sie Ihr perfektes Angebot

Welche Weiterbildung passt zu mir? Was gibt es für Programme in meinem Interessengebiet? Welcher Abschluss baut auf meiner vergangenen Weiterbildung auf? Wir helfen Ihnen, den Durchblick zu bewahren und führen Sie genau zu den Angeboten, die für Sie relevant sind.

<https://www.hslu.ch/de-ch/informatik/weiterbildung/>

**HSLU** Hochschule Luzern

Informatik Weiterbildung

Jetzt informieren!

### Fachkurs Blockchain Technology (online)

Grundlagen und Anwendungsfälle

Start: 17. November 2022



# Apéro

**Gerne laden wir Sie zum Apéro im Foyer ein.**

Sponsor:

**K Y C** S P I D E R

