

The Token Economy

5 Laws of the Token Economy

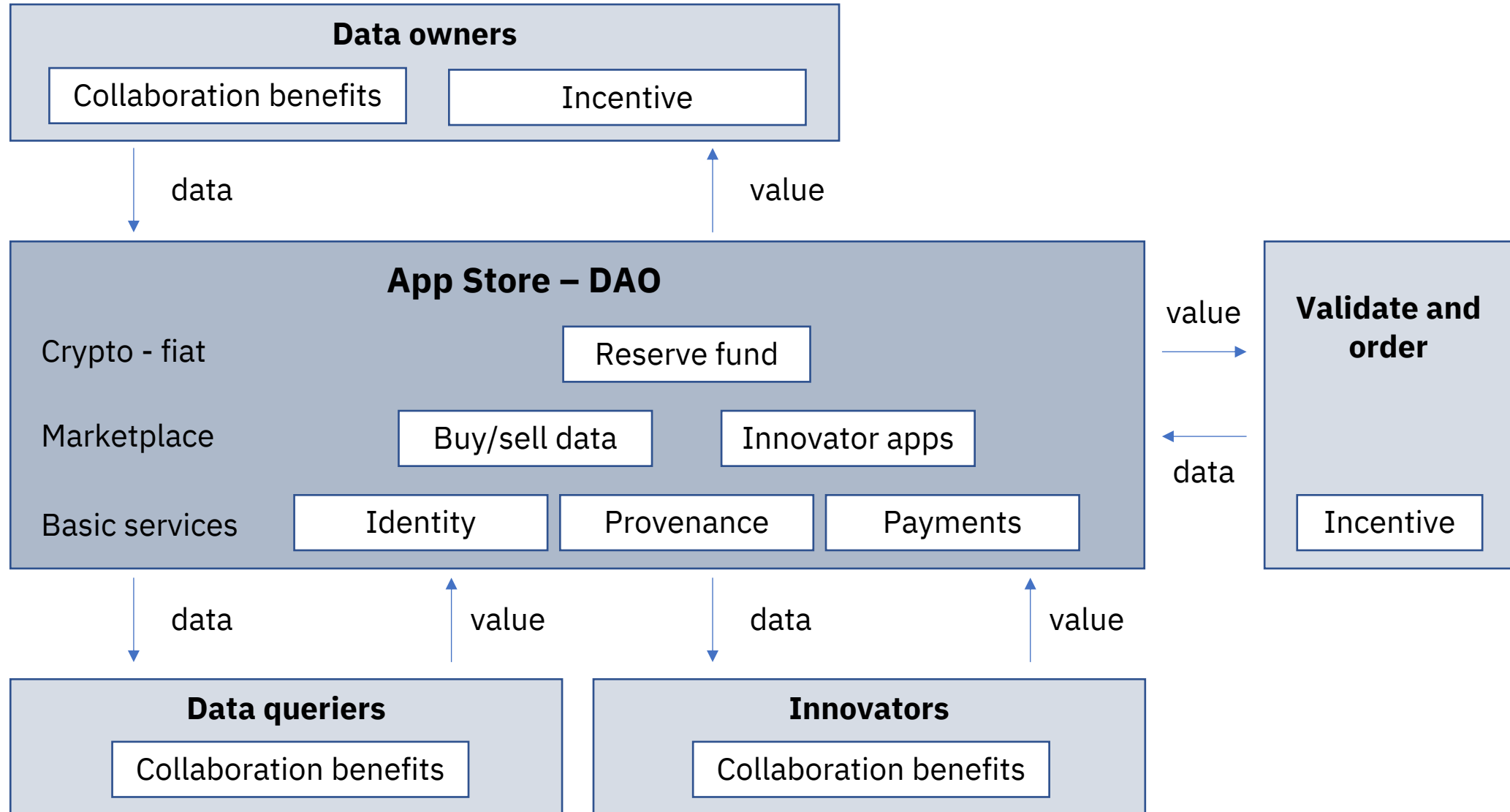
business model design

Andy Martin

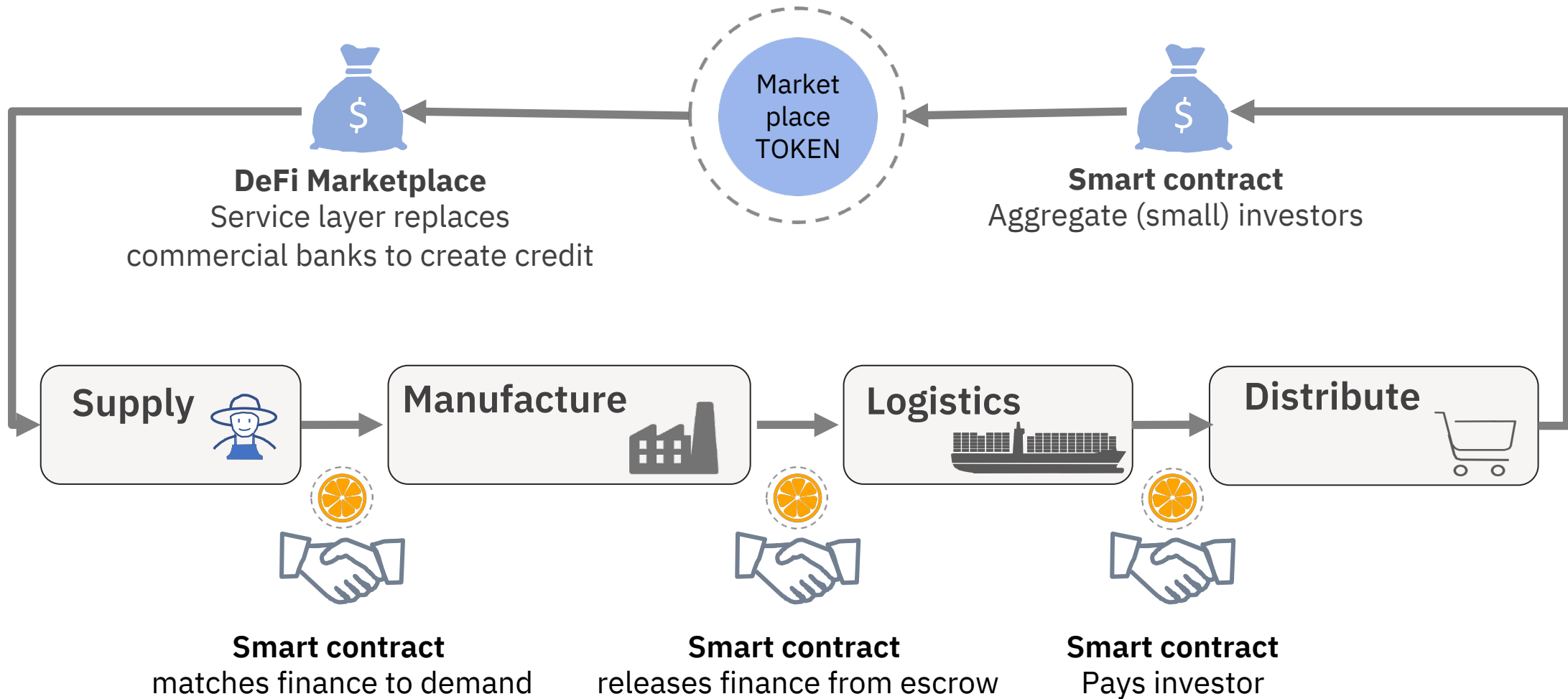
5 Laws of the Token Economy business model design

- **Law 1:** Value by buying and selling of data tokenised into digital assets
- **Law 2:** Networked businesses token stores this new value created by DAO members' innovation
- **Law 3:** Total value created increases through network effects & synergies e.t. reuse
- **Law 4:** Behaviours governed by the token are at the level of the App., DAO & ledger
- **Law 5:** Token value designed to stays inside DAO but may be converted to fiat

Law 1: Value by buying and selling of data tokenised into digital assets



Law 2 Networked businesses token stores this new value created by DAO members' innovation



Key

Trade Finance & ST debt



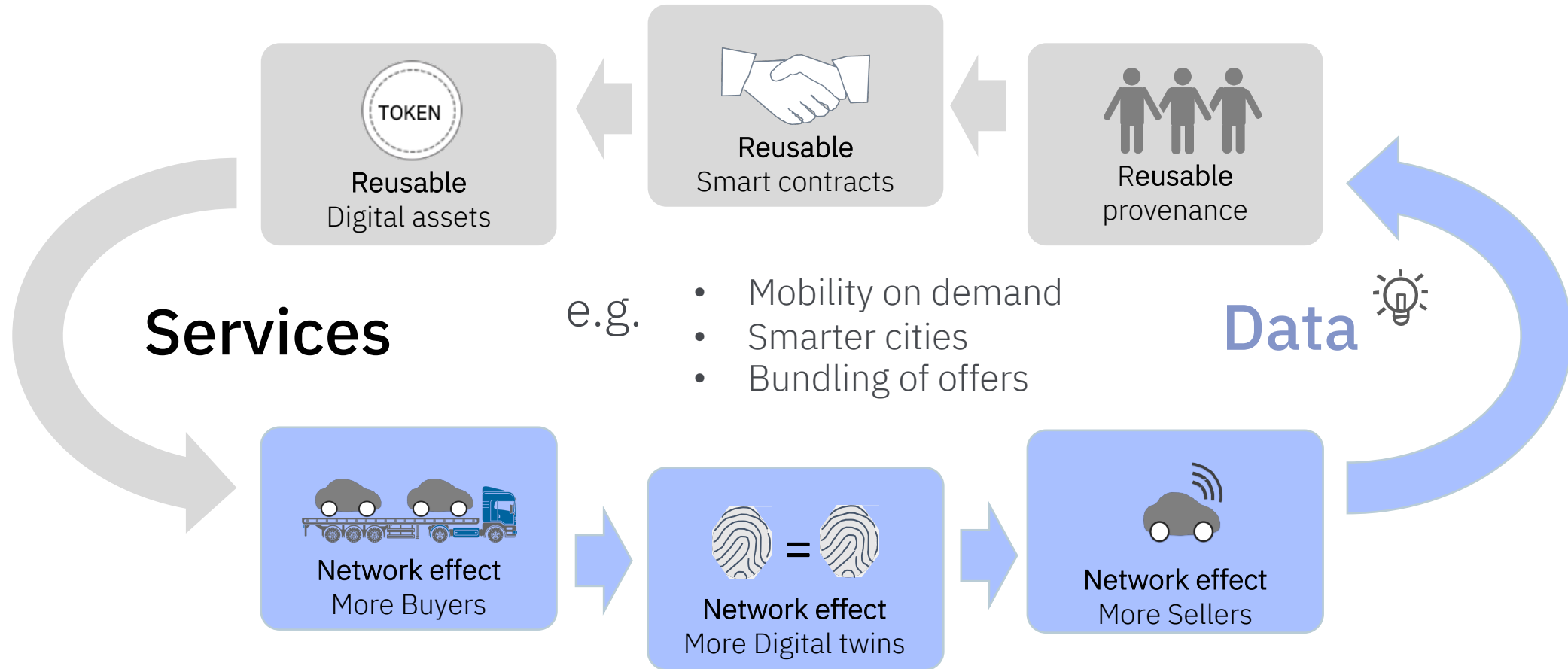
Smart contract



Marketplace Token, or tokenised asset



Law 3: Total value created increases through network effects & synergies e.g. reuse



Key

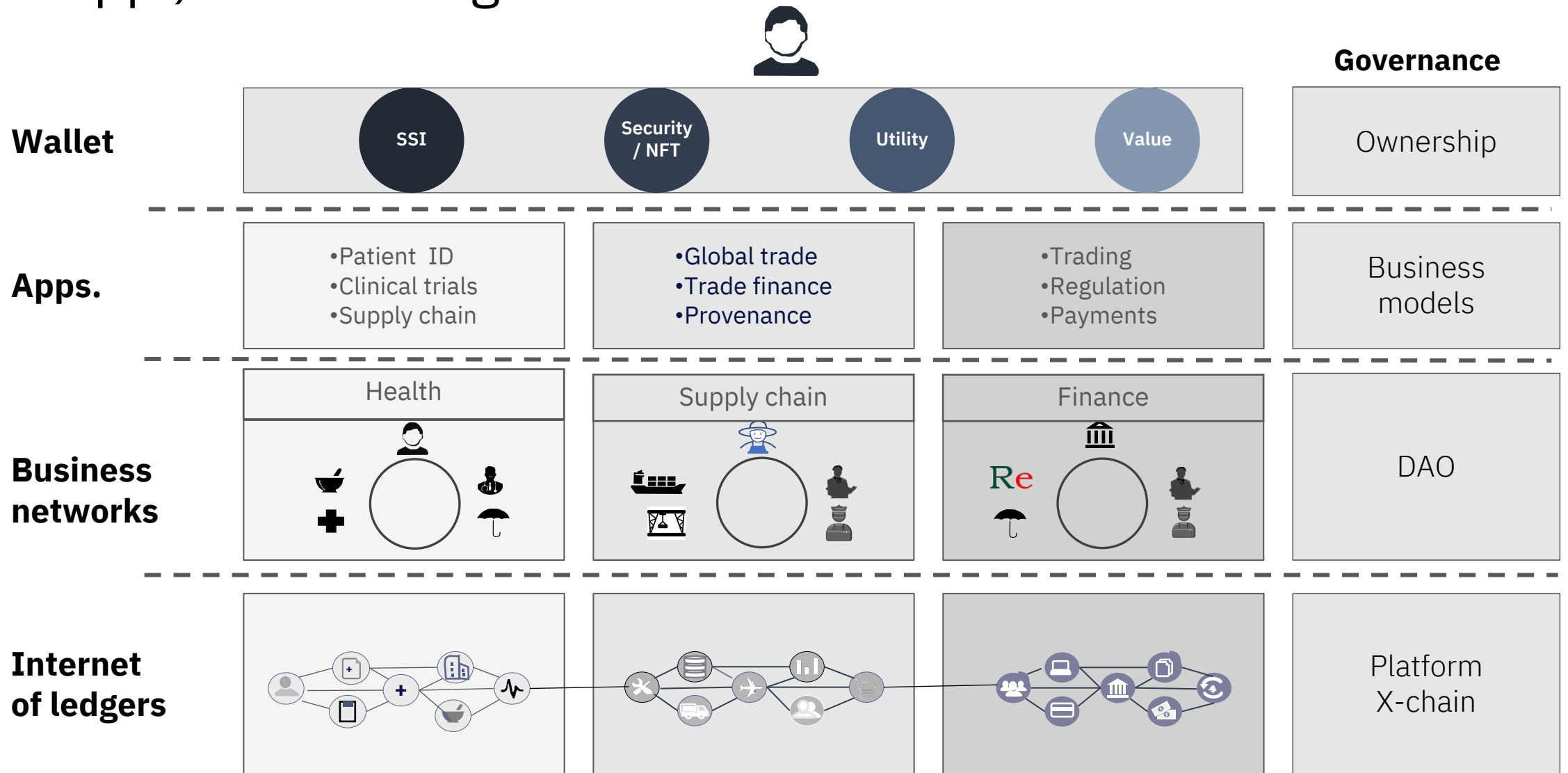


Artificial intelligence

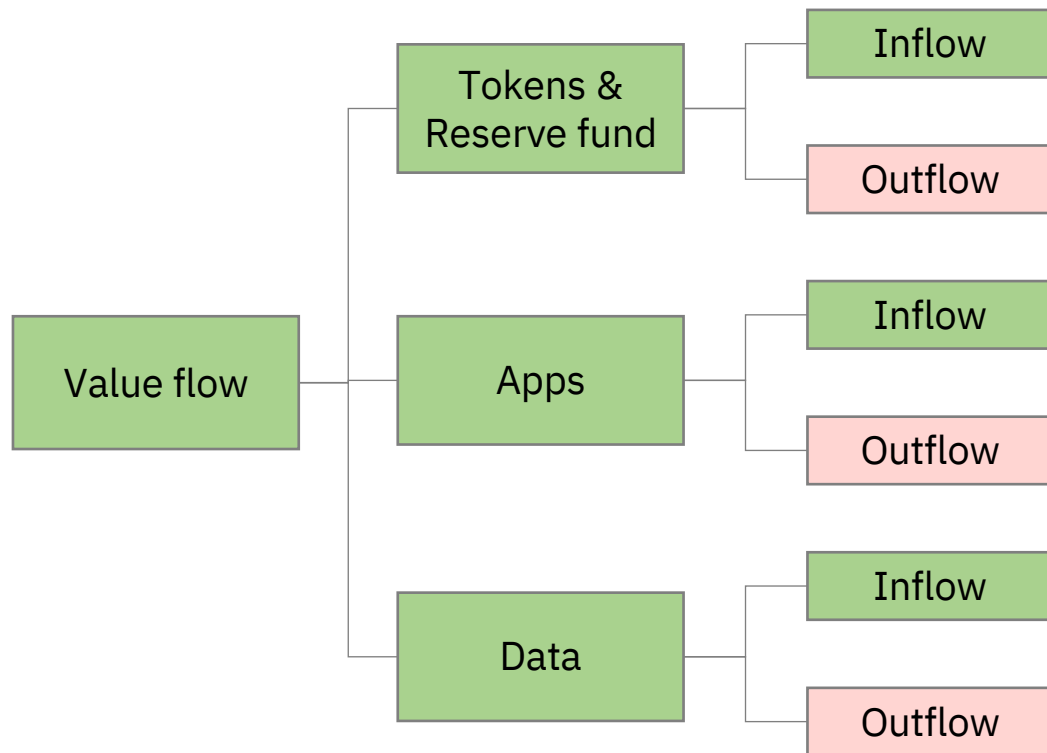


Internet of things

Law 4: Behaviours governed by the token are at the level of the App., DAO & ledger



Law 5: token value designed to stay inside DAO but may be converted to fiat



| DAO entity | Data owners | Data queries | Innovators | Validate & order |
|-------------|-------------|--------------|------------|------------------|
| Issue † | - | - | - | - |
| Redeem † | - | - | - | - |
| ----- | | | | |
| Fee share † | - | - | DApp Fee † | - |
| - | - | - | Stake † | - |
| ----- | | | | |
| Fee share † | Fee share † | - | - | Fee † |
| - | - | Access † | Access † | - |

† All fee, access and stake value settlement in (utility) tokens