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SPECIALIZATION FOR FOUNDERS

Specialization for Founders and Entrepreneurs

"From idea to a token launched on the market: no intermediaries"

4 months · 180 hours · 5 modules · 100% online

Startup founders, entrepreneurs, solopreneurs, managers of projects with real assets

990 CHF

Program Description

The Specialization for Founders and Entrepreneurs is the most hands-on program in the Token Revolution ecosystem. It is designed for startup founders, entrepreneurs and owners of projects with real assets who want to tokenize without relying on costly intermediaries. The objective is concrete and measurable: take the participant from an idea to a fully structured tokenization project ready for presale in under 4 months.

No technical programming knowledge or advanced legal training is required. What is required is a real project or asset with tokenization potential, the ambition to finance it in an innovative way, and the willingness to work on it throughout the program's four months. The token is not the goal: it is the tool. The goal is to scale your project.

Title	Specialization in Token Launch and Tokenized Entrepreneurship
Program Director	Joan Navarro Delgado — TokenRevolution.net
Format	100% Online · 90-minute live sessions every two weeks (recorded) + asynchronous content
Duration	4 months / approximately 180 hours of learning
Language	Spanish and English — materials available in both languages
Certification	Specialist in Token Launch and Tokenized Entrepreneurship
Profile	Startup founders, entrepreneurs, solopreneurs, managers of projects with real assets
Entry requirement	A project or business idea with tokenization potential + Module M0 of the General Course or equivalent
Key program outcome	A fully designed tokenization project ready to launch
Places per edition	30 participants maximum
Price	990 CHF

Learning Objectives

By the end of the specialization, participants will have built and presented a complete tokenization project, able to:

- Objectively assess whether their project or asset is tokenizable and what structure is most suitable.
- Design complete tokenomics: supply, distribution, vesting, utilities and a credible roadmap.
- Draft the first version of a professional White Paper without needing developers or lawyers.
- Understand the minimum legal fundamentals for launching a token within the European regulatory framework.
- Build an engaged community before launch using the right tools.
- Structure and execute a token presale with a pricing, whitelist and fundraising strategy.
- Present their complete project before a panel of real professionals and investors.

Participant Profile

This program is designed for people who have a real project and want to move into action, not for those seeking theoretical blockchain training. The ideal participant has:

- A project, asset, company or idea with already-identified tokenization potential.
- Motivation to finance their project in an alternative way, without relying on banks or traditional investment funds.
- The ability to dedicate 10-12 hours per week to the program over the 4 months.
- No prior technical requirements — no need to know how to code or have specialized legal training.

Program Structure — 5 Modules over 4 Months

Each module delivers a concrete piece of the participant's tokenization project. By the end of the program, the project is ready to launch.

P1 Is Your Project Tokenizable?

2 weeks · 36 hours

The kickoff module is the most honest one in the program: before designing a token, you need to know whether it makes sense to do so at all. Not every project should be tokenized. This module provides the framework for making that decision with judgment, not enthusiasm.

Week 1 — Feasibility Analysis

- The tokenization decision matrix: the 4 quadrants that determine whether tokenizing is the right answer or not.
- The 7 tokenizability criteria: applied analysis on real projects from different sectors.
- What makes a project tokenizable: the common factors across BIOP, TWR, HST, BKTL and OLEUM.
- The anti-tokenization case: real projects that should have chosen a different financing route.
- Comparing alternatives: tokenization vs. crowdfunding, venture capital, bank loans and business angels.

Week 2 — Your Project in the Real Context

- SWOT analysis of your project through the lens of tokenization: strengths, weaknesses and opportunities.
- Concrete first steps: what must be resolved before designing the token — a pre-tokenization checklist.
- The 5 types of projects that should never be tokenized — and why some do it anyway.
- Presentation exercise: a 5-minute pitch of your project to the group and the instructor, with direct feedback.

DELIVERABLE: Project canvas: complete the tokenizability analysis of your project using the framework's 7 criteria. Outcome: a tokenization feasibility report with a clear recommendation on whether to proceed and with what structure.

REAL CASE: OLEUM — From olive tree to global token

Analysis of the real decision-making process behind OLEUM: why a traditional olive-growing project becomes an ideal candidate for tokenization — and how the utility structure (food, cosmetics, agrotourism) turns an agricultural asset into a tokenized investment ecosystem with multiple value streams.

P2 Designing Your Token — Tokenomics and White Paper

3 weeks · 36 hours

The densest and most creative module in the program. Here you design the token's economic DNA: how many there will be, who will receive them, how they will be distributed over time, and what real value holders who buy them will get. And all of that is translated into a White Paper that tells the story convincingly.

Week 3 — Token Utility: the Heart of the Project

- Token utility: the one value holders get from your token and no other — how to define it.
- Types of utility: exclusive access, discounts, governance, profit-sharing, traceability.
- The difference between real utility and empty utility — how to tell them apart before the market does.
- Examples of powerful utilities: access to unique experiences (BIOP) and management of the high-performance basketball center (BKTL).

Week 4 — Tokenomics for Founders (No Complicated Formulas)

- Total supply design: how many tokens to issue and why — the sustainable-supply rule.
- Distribution: the proportions the market expects for team, investors, community and reserves.
- Vesting: how to protect your token's price from early sales that destroy the project within weeks.
- Roadmap: how to communicate your project's future in a credible, measurable and exciting way.
- The 3 tokenomics mistakes that kill projects during presale — and how to avoid them at the design stage.

Week 5 — The White Paper for Non-Technical Founders

- Complete White Paper structure: section by section, what goes in each part and why.
- How to write it without being a developer or a lawyer: the White Paper as a strategic communication document.
- White Paper narrative: why the story you tell matters as much as the numbers you show.
- Review of real White Papers: what the best ones do well and the most common mistakes.

DELIVERABLE: Module deliverable: first complete version of your project's White Paper — value proposition, tokenomics, roadmap, team and basic legal structure. The document you will present to investors during the presale.

REAL CASE: BKTL — Spain's first tokenized basketball lab

How BKTL's tokenomics were designed from scratch: the token's utility (VIP access, voting on club decisions, profit-sharing), the process of setting the total supply, and the distribution structure among local members, national investors and international investors in elite sport and high-performance basketball centers.

P3 Legal Fundamentals and Choosing a Structure

2 weeks · 36 hours

You don't need a law degree to launch a token legally. But you do need to know enough to avoid mistakes that turn your project into a legal problem. This module provides exactly that: the minimum legal fundamentals every founder must master.

Week 6 — What You Need to Know About Regulation

- Utility Token vs Security Token in plain language: how to stay on the right side of the law.
- MiCA for founders: what European regulation means in practice for your specific project.
- Basic KYC/AML: how to set up the minimum mandatory compliance without spending a fortune.
- Andorra as a reference jurisdiction: why the Principality is especially attractive for tokenization projects.
- The two questions you should ask your lawyer — and how to assess whether they really know tokens.

Week 7 — Legal Structure and Basic Documentation

- Choosing your legal structure: Spanish company, SPV, Swiss foundation or DAO — pros and cons for each project type.
- The minimum legal documentation for launch: terms and conditions, risk disclosures and an investor FAQ.
- Editable templates: basic T&Cs, risk disclosure, investor FAQ — ready-to-adapt materials.
- When you need a specialized lawyer and how much you should pay — real market ranges.

DELIVERABLE: Legal deliverable: complete your project's regulatory map — token type under MiCA, selected jurisdiction with justification, issuer legal structure and a list of the legal documentation needed for launch.

REAL CASE: **TWR — Water infrastructure tokenization: nonprofit**

The portfolio's most distinctive legal case: how a tokenization project is structured when the goal is NOT financial profit but social impact. What kind of legal structure allows combining token issuance with nonprofit activity, and how this is legally communicated to holders.

P4 Building Your Community Before Launch

2 weeks · 36 hours

Community is not built at launch: it is built beforehand. The most successful tokenization projects reach presale day with an engaged, informed community ready to act. This module teaches how to do it from scratch.

Week 8 — Community as a Strategic Asset

- Why community is your token's most important asset — more than the technology or the product.
- Discord, Telegram, Twitter/X and LinkedIn: which platform for which type of project and which type of investor.
- Content strategy for tokenization projects: what to post, when and how to do it within the legal framework.
- Content that converts: the 7 types of posts that build community in crypto projects and when to publish them.
- How to stand out from the noise: your project's unique voice in a market saturated with similar projects.

Week 9 — Ambassadors, FUD and Organic Growth

- Ambassador programs: how to turn early believers into project evangelists.
- Referral programs: incentive mechanics for organic community growth.
- Managing FUD (Fear, Uncertainty, Doubt): how to respond when someone publicly attacks your project.
- Community crises: real cases of projects that mishandled a crisis and the lessons we can learn.

DELIVERABLE: **Live workshop: launch your project's official Telegram channel during the session. By the end of the module, the channel must be active with the correct branding, welcome messages, community rules and the first 20 invited members.**

P5 Presale, Launch and Beyond

3 weeks · 36 hours

The final module: everything you need to reach launch day and survive the first 90 days on the market. With the project already designed, documented and with an active community, this module focuses on executing the launch and the project's final presentation.

Week 10 — Presale Structure

- How to structure the presale: pricing tiers (seed, private, public), whitelist mechanics and benefits for early backers.
- Choosing the launch platform: launchpads, DEX listings and direct presale tools — a comparison.
- The presale investor pack: what materials you need ready the day you open access.
- Whitelist management: how to filter the right investors and build anticipation before public launch.

Week 11 — Launch Week and Post-Launch

- The launch playbook: exactly what to do 7 days before, on D-day, and in the 7 days after.
- Exchange listings: the real process without idealizing it — cost, time and requirements.
- Expectation management: how to communicate during difficult post-launch moments without losing trust.
- The first 90 days: the map of critical activities to consolidate the project in the market.

Week 12 — Final Project Presentation

The program's Capstone. Each participant presents their complete project before a panel of real professionals and investors. It's a simulation of a real presale presentation: you have the project, you have the community, now you have to convince.

- 15-minute executive presentation: a complete walkthrough of the project, the tokenomics and the fundraising plan.
- Demo of the White Paper and the community built: tangible proof of the work done throughout the program.
- 10 minutes of panel questions: real investors challenging the project with market judgment.
- Individualized feedback: the panel offers real perspective on the project's viability and next steps.

DELIVERABLE: Final capstone: complete presentation of the tokenization project — token utility, tokenomics, White Paper (final version), active community, presale strategy and launch plan. Presented before a panel of real ecosystem professionals and investors.

REAL CASE: BIOP — The pitch to international investors

Analysis of BIOP's real presentation process to international investors: what materials were prepared, how the pitch was structured, what questions investors asked, and how they were answered. The case serves as a rehearsal for what the participant will experience in their own Capstone.

Project Portfolio — Inspiration and Reference

The 13 Token Revolution portfolio projects are the mirror in which each participant can see themselves: real projects that started exactly where you are now and reached the market with a solid structure.

Token	Sector	Description
PROA	Heritage real estate	Sustainable acquisition and operation of historic buildings for social, healthcare and medical research use.
TREV	Tokenization services	Comprehensive tokenization services platform for startups, companies, associations, foundations and entrepreneurs.
RSID	Hospitality and sport	Sustainable restaurants and sports facilities — a tokenized access and loyalty ecosystem.
1LX	Multimedia technology	Advanced sustainable multimedia technology systems and next-generation content infrastructure.
TFH	Tourism + AI	AI-driven platform for selecting sustainable tourism experiences that generate personal wellbeing.
PLK	Quantum computing	Cloud quantum middleware that lets tech companies integrate quantum computing without specialized staff.
CLAI	Legal AI + Blockchain	AI-driven blockchain legal advisory platform for international clients across multiple jurisdictions.
TWR	Water resources	TechWater: scalable sustainable water infrastructure for environments of extreme scarcity. Nonprofit.
BIOP	Sustainable luxury tourism	BIO boutique luxury (centered in Albarracín) expanding to Valencia and international markets.
BKTL	Elite sport	Spain's first high-performance basketball ecosystem (Cornellà, Barcelona). Global Basket-LAB network.
SMD	Solidarity mining	Gold mining in Guinea-Conakry with solidarity investment in local education, agriculture and health.
OLEUM	Agriculture / Olive growing	Global sustainable olive-growing system: healthy food, therapeutic cosmetics and agrotourism.

Teaching Team

Joan Navarro Delgado — Founder & Director, TokenRevolution.net

Cybersecurity expert with more than two decades of experience in applied cryptography and digital strategy. Specialized in blockchain and crypto-assets since 2016. Active portfolio of 13+ tokenized projects across 13 industrial sectors. Member of AENOR, CEN and ISO working groups on digital identity and tokenized payment systems.

Company	Token Revolution (TokenRevolution.net) — Founder & Director
Education	Universitat Oberta de Catalunya (UOC)
Cybersecurity	More than 30 years of experience in cybersecurity and applied cryptography
Blockchain	Specialized in blockchain and crypto-assets since 2016
Active portfolio	13+ tokens designed and launched across 13 different industrial sectors
Standards	Member of AENOR, CEN and ISO — digital identity and payment methods
Languages	Spanish (native) · English (professional) — materials available in both

Live sessions feature guest experts from the industry: notaries specialized in digital assets, blockchain tax lawyers, engineers from international exchanges, university lecturers and entrepreneurs who have already tokenized their own projects.

Practical Information

Format	100% online — 90-minute live sessions every two weeks (recorded) + asynchronous independent work
Places	Maximum 30 participants per edition
Language	Spanish and English — materials available in both languages
Upcoming editions	October 1 · March 1
Price	990 CHF
Contact	trev@tokenrevolution.net · tokenrevolution.net