



COURSE 01

Introduction to Blockchain

Course description

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Description

An intensive course offering a practical, non-technical introduction to blockchain technology, from the birth of Bitcoin to the advent of Ethereum and Smart Contracts, which have made possible the construction and development of Decentralized Finance, a truly decentralized financial ecosystem that presents specific risks and requires ad hoc regulations, but offers opportunities and use cases in continuous development.

Target participants

- Financial Advisors
- Asset managers
- Financial professionals

Speaker

Prof. Claudio Grassi

Materials

- Course presentation
- Summary sheets
- Access to selected Route Crypto Training resources

Contents

Basics of Bitcoin and blockchain

- What is Bitcoin?
- Why it was created (the context of the 2008 crisis)
- What is blockchain?
- Blocks, chains, immutability
- Decentralization vs. centralization
- Interactive analogy: "Blockchain as a shared Google sheet"
- Discussion: "What will be the long-term impact on your industry?"

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Ethereum and Smart Contracts

- Ethereum and Bitcoin: what are the differences?
- What is a Smart Contract?
- How code becomes law
- Examples: escrow, crowdfunding
- The role of gas, ETH, and transaction costs
- Interactive demo (no coding required): visual overview of a smart contract (e.g., crowdfunding or token exchange)

Decentralized Finance

- What is DeFi? (General overview)
- Key components
- Decentralized exchanges (DEX)
- Lending and financing platforms
- Stablecoins and Oracles
- Advantages and risks (transparency vs. volatility)
- Comparison between DeFi and traditional finance
- Case study: overview of a real DeFi app (e.g., Aave, Uniswap)

Risks, regulations, and misconceptions

- Hacking and scams
- Regulatory landscape in Switzerland (general overview)
- Central bank digital currencies (CBDCs) and cryptocurrencies
- Common misconceptions
- Common myths (e.g., "cryptocurrencies are anonymous")
- Discussion: What role should managers play in blockchain adoption?

Strategy and use cases

- Use cases by sector
- Trade finance
- Cross-border payments
- Tokenized securities
- Insurance and derivatives
- Framework for evaluating blockchain adoption
- A basic roadmap for adoption (technology-agnostic)
- Result: develop a mini-strategy for adopting Bitcoin and DeFi within a financial institution