

NFT

NON-FUNGIBLE TOKEN

元宇宙系列： 全面解構NFT (非同質化代幣)

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

課程費用: HK\$4,500 (最高可獲得資助: HK\$3,000)

*此為最高資助金額，資助款項以最終批核為準。



自Facebook 宣布 Metaverse 以後，眾人都對元宇宙充滿了憧憬。雖然元宇宙仍處於早期發展階段，但透過使用NFT，為元宇宙帶來了無限可能性，並為人們的工作、社交、交易和娛樂提供了新的方式。

近年迅速冒起的新興虛擬貨幣NFT (非同質化代幣)，徹底改變了創意產業的生態系統。NFT是區塊鏈上的一種加密代幣，既可以是數碼資產，又可以是代幣化的現實世界資產。它常被應用在藝術品、音樂、虛擬收藏品、圖檔、視頻檔等，讓大家可以於網上交易平台進行買賣，具有一定的投資價值。NFT的誕生，不但保護了創意藝術家，更為市場提供了不少投資機會。

此課程適合對創意藝術、音樂、遊戲、知識產權、投資、數碼資產及對金融科技有興趣的人士報讀。

課程編號	10012645-06
日期及時間	2023年3月27及4月3, 17, 24日 19:00 – 22:00
地點	九龍塘達之路78號生產力大樓
語言	廣東話
課程費用	HK\$4,500 (最高可獲得RTTP資助HK\$3,000; 2位或以上報名, 可享團體優惠。請聯絡我們查詢詳細)
備註	全課程共12小時 (每節3小時)

課程重點

本課程將深入探討 NFT (非同質化代幣)，從基礎知識到商業應用。隨著 NFT 的迅速發展，導師會不時將最新的資訊和案例納入課程，確保參加者掌握最新的行業發展。

要認識 NFT，參加者須首先了解區塊鏈。掌握解區塊鏈和 NFT 的概念後，參加者會建立自己的加密錢包並上架/交易 NFT*。此外，參加者能通過角色扮演和小組討論進一步了解 NFT。

本課程的特色是將邀請行內專家分享如何在香港和全球應用NFT。透過專家解說，參加者更能夠掌握 NFT 的具體概念。

學生完成課程後將獲頒發證書。

*如上架/交易 NFT 的參加者必須使用 ETH，並充值加密錢包。詳情會在課堂上公佈。

課程大綱

課堂	內容
課堂一 區塊鏈和非同質化代幣導論	<u>區塊鏈</u> <ul style="list-style-type: none"> • 概念和術語 • 公共和私人密鑰 • 區塊鏈之前的電子貨幣 • 比特幣 • 去中心化金融 (DeFi)、分散式應用程式 (DApp) • 以太坊和智能合約 • 沒有代幣的區塊鏈應用 • 區塊鏈案例：醫療記錄、物流等 • 我的業務需要區塊鏈嗎？ <u>非同質化代幣</u> <ul style="list-style-type: none"> • 了解非同質化代幣及其原理 • 版稅 • ERC 721: Standard protocol • 流行的 NFT：Cryptokitties、CryptoPunks、Beeple、NBA Top Shots、Animoca 等 • NFT 案例：遊戲、可贖回鑽石、繪畫等 • NFT 交易平台 • 非同質化代幣金融 (NFTfi) • 挑戰和風險 • NFT 的未來
課堂二 元宇宙和非同質化代幣 建立加密錢包	<ul style="list-style-type: none"> • 元宇宙和行業概覽 • 非同質化代幣和元宇宙的關係 • 建立MetaMask加密錢包 • 示範建立其他加密錢包
課堂三 由零開始鑄造、買入、出售非同質化代幣 工作坊：行業分享	<ul style="list-style-type: none"> • 在 OpenSea、Rarible 建立 NFT • 在 OpenSea、Rarible 上架NFT • 如何購買NFT？ • 如何保護你的 NFT 免受黑客攻擊？ • 哪個平台最適合我？ <u>工作坊：行業分享</u> 演講嘉賓將分享如何應用NFT於生活
課堂四 代幣經濟學和角色扮演	<ul style="list-style-type: none"> • 代幣經濟學案例研究 • 以太坊、幣安幣、AC Milan Fan代幣等 • 小組討論：NFT 收藏以外的用途 • 角色扮演： • NFT 鑄幣者 (藝術家)、平台、粉絲、交易員 • NFT 的安全性和知識產權

李嘉俊先生

畢業於香港大學工商管理學系獲榮譽學士銜。李先生熱愛數碼娛樂從事數碼娛樂製作技術及相關應用開發超過 15 年。2018 年開始李先生專注高新科技創意文化產業 致力發展多媒體技術及應用 並於麻省理工學院 (Massachusetts Institute of Technology, MIT) 修畢全球數碼轉型 (Digital Transformation) 的專業教育證書課程 (Professional Education Programme 主修五大科技領域 包括人工智能、區塊鏈、物聯網、雲端運算及網絡安全。最近更在哈佛完成修讀「高等教育教學證書課程」(Higher Education Teaching Certificate)。



高瀚先生

Jesse 的職業生涯始於銀行和金融行業，在此期間，他曾在多家上市公司擔任企業融資職務。此外，他亦曾在香港和中國的房地產和基金公司出任要職。他在企業融資方面積累了 10 多年經驗，有利於他轉向區塊鏈和加密貨幣方面發展。現在，Jesse 是 Amigo Tech Limited 的總經理。媒體上不時有關他的報導，包括電視、廣播和出版的報紙專欄和採訪。Jesse 擁有香港科技大學財務分析學理學碩士和三一學院文學士（經濟）學位。



報名方法

- 請掃描QR code並完成網上報名及付款；或
- 請填妥報名表、連同劃線支票郵寄至香港生產力促進局：九龍達之路78號生產力大樓三樓（收件人：Ms. Ko, DTD）。請於信封上註明課程名稱及編號。報名表請於 <https://www.hkpcacademy.org> 下載。



支持機構 (以英文字母排序)



NFT

NON-FUNGIBLE TOKEN

Metaverse Series: All You Need to Know About NFT (Non-fungible token)

Course Fee: HK\$4,500 (May apply up to HK\$3,000 subsidy)

*Maximum saving, with the final grant subjects to approval.



Since Facebook announced about Metaverse, the world has gone wild as people see many opportunities in this new initiative. While the metaverse is still in the early stage of development, it presents ample of potential social and finance opportunities with the use of NFT, and offers new way for people to work, social, trade and play.

The emerging cryptocurrency NFT (non-fungible tokens) which has taken the world by storm in recent years has completely changed the ecosystem of the creative industries. Being an encrypted token on the Blockchain, NFT can either be a digital asset or a tokenised real-world asset. Often being applied on artworks, music, virtual collections, picture files, video files, etc., it allows online trading and carries good investment value. NFT not only protects artists, but also offers more investment opportunities for the market.

The course welcomes anyone who's interested in creative works, music, gaming, intellectual property rights, investment, digital asset and fintech.

Programme code	10012645-06
Date and time	27 Mar & 3, 17, 24 Apr 2023 19:00 – 22:00
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK\$4,500 <i>(May apply up to HK\$3,000 RTTP subsidy; Group discount will be offered to enrolment of 2 people or above, please contact us for details)</i>
Duration	12 hours (4 lectures)

Programme Highlights

The course will dive deep into NFT, from the basics to business applications. With the rapid change of NFT, the instructor would incorporate the most updated information and use cases into the curriculum from time to time, ensuring participants are keeping abreast of the latest development.

To understand NFT, participants will first learn about blockchain. After learning about the mechanism of blockchain and NFT, participants will then create his/her own crypto wallet and list/trade NFT*. Moreover, participants will learn about how NFT works through role-play and group discussion.

Another highlight of this course is that guest speaker from the local/overseas company will share valuable insights of how NFT is applied HK and worldwide. Participants will be able to gain a concrete idea of NFT from the practitioners' sharing.

Certificate of Attendance will be issued to participants who have attended all lessons.

*Participants who wish to list/trade NFT have to reload crypto wallet with ETH. Details to be shared in class.

Course Outline

Session	Activities
Session 1 Introduction to Blockchain & NFT	<u>Blockchain</u> <ul style="list-style-type: none"> • Concepts & terminology • Public & private blockchain • Digital currencies before blockchain • Bitcoin • DeFi (Decentralized Finance), DApp (Decentralized Application) • Ethereum and smart contracts • Blockchain applications without token • Blockchain use cases: medical record, logistics, etc • Is blockchain needed in my business? <u>NFT</u> <ul style="list-style-type: none"> • What is NFT and how it works? • Royalties • ERC 721: Standard protocol • Popular NFT: Cryptokitties, CryptoPunks, Bepple, NBA Top Shots, Animoca, etc • NFT use cases: Game NFT, redeemable diamond NFT, painting NFT, etc. • NFT marketplaces • NFTfi • Challenges and risks • Future of NFT
Session 2 Metaverse & NFT Create Your Crypto Wallet	<ul style="list-style-type: none"> • Overview of Metaverse landscape and industry • Connection between NFT and Metaverse • Create crypto wallet on Metamask • Demo of creation of other crypto wallets
Session 3 Step-by-step Create, Buy, Sell Your NFT Workshop: Industry Sharing	<ul style="list-style-type: none"> • Create your own NFT on Open Sea, Rarible • List your NFT on Open Sea, Rarible • How to buy NFT? • How to protect your NFT from hackers? • Which platform is best for me? <u>Workshop: Industry Sharing</u> Guest speaker from the industry to share how NFT is applied to life.
Session 4 Token Economics & Role-play	<ul style="list-style-type: none"> • Case studies on Tokenomics <ul style="list-style-type: none"> ○ Ethereum, Binance BNB, AC Milan token, etc • Group discussion: NFT's use beyond a collectible • Role-play: <ul style="list-style-type: none"> ○ NFT minter (artist), platform, fans, trader • Security and intellectual property of NFT

Mr. Kevin LEE

Kevin obtained his BBA from the University of Hong Kong. His passion for digital entertainment has kept him engaged with digital entertainment production technology and related application development for more than 15 years. Since 2018, Kevin has focused on high-tech creative culture industry and committed to the development of multimedia technology and applications.

He has completed the Professional Education Certificate Course of Digital Transformation at the Massachusetts Institute of Technology (MIT), majoring in artificial intelligence, blockchain, Internet of Things, cloud computing and cyber security. He has also recently finished studying a Higher Education Teaching Certificate course from The Derek Bok Centre for Teaching & Learning of Harvard University.



Mr. Jesse Co

Jesse started his career in banking and finance, during which he worked for various listed companies in corporate finance capacity. Besides, he has held senior positions in real estate corporations and funds in Hong Kong and China. The 10+ years of experience in corporate finance he had accumulated was propitious to his pivot to blockchain and cryptocurrency. Jesse is currently the General Manager at Amigo Tech Limited. He makes regular media appearances, include TV, radio, and published newspaper columns and interviews. Jesse holds a MSc in Financial Analysis from HKUST and a BA in Economics from Trinity College.



Enrolment method

- Scan the QR code to complete the enrolment and payment online; or
- Mail the crossed cheque with payee name “Hong Kong Productivity Council” in HKD) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (ATTN: Ms KO, DTD). Please indicate the course name and course code on the envelope. Enrolment form can be downloaded at <https://www.hkpcacademy.org>



Supporting Organisations (in alphabetical order)

