Ansprechpartner	Telefon	E-Mail
Benjamin Schellinger	+49 921 55 4759	benjamin.schellinger@fim-rc.de

Bachelorarbeit / Masterarbeit

The Advent of Sports' Token: Trading Blockchain-Based Soccer Token

Blockchain technology facilitates the conversion of ownership rights from the physical or legal world into a digital token. The process of creating a digital token is referred to as tokenization and enables the divisibility of ownership, thus facilitating investments at a more granular level. While fungible tokens are interchangeable with each other and have the same face value, non-fungible token (NFT), e.g. CryptoKitties, have a globally unique ID and thus differ fundamentally from each other. This feature is crucial for creating digital twins of real-world objects. One application area might be the digital twins of a soccer stars, i.e. each player has a unique representation in the form of an NFT on the blockchain. This ultimately facilitates real-time trading, ownership tracking, and prevention of counterfeiting. The potential of tokenization is vast and, in addition to the trading card character, soccer NFTs ultimately enable secondary market trading and a broader diversification of the portfolio. While some major soccer clubs have already experimented with issuing blockchain-based digital twins of their players, research in the field of tokenization and NFTs is still in its infancy. Design principles for their effective implementation are lacking, which is important to lever the potential of tokenization and especially NFTs. Thus, the aim of this thesis is to examine the requirements for an effective design of soccer NFTs. Depending on the type of work (i.e. bachelor or master thesis), the scope of the thesis can be extended to the development and evaluation of a prototype of a soccer token.

Empfohlene Einstiegsliteratur:

- Regner, F., Schweizer, A., Urbach, N. (2019). NFTs in Practice – Non-Fungible Tokens as Core Component of a Blockchain-based Event Ticketing Application. in: Proceedings of the 40th International Conference on Information Systems (ICIS 2019), Munich, Germany, December 2019
- Oliveira, L., Zavolokina, L., Bauer, I., and Schwabe, G. (2018). To Token or not to Token: Tools for Understanding Blockchain Tokens. San Francisco, USA. 2018-12-12 - 2018-12-16, San Francisco, USA: s.n.
- Gregor, S., and Hevner, A. R. (2013). Positioning and Presenting Design Science Research for Maximum Impact. *MIS Quarterly* (37:2), pp. 337-355. doi: 10.25300/MISQ/2013/37.2.01

Betreuer: Benjamin Schellinger, M. A.