

# Security Token Offerings

## Emergent Design Patterns

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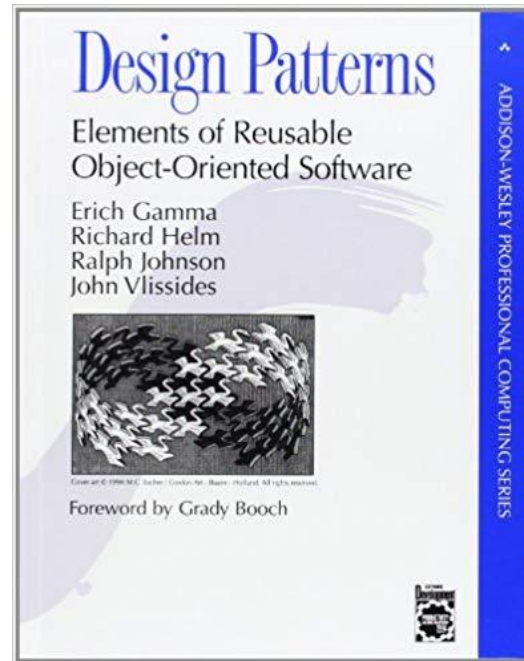
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# What is a Design Pattern?

A Design Pattern is a time-tested, proven and modular way of quickly creating systems and programs using a set of formal, safe approaches.

A cutting-edge idea when I first studied them in the mid-1990's, Design Patterns are now so common they have become ubiquitous. Today they are so everywhere, they have “gone invisible”.

# The Book That Kicked It Off



<https://www.amazon.com/Design-Patterns-Elements-Reusable-Object-Oriented/dp/0201633612>

# An Example Design Pattern

## Strategy Pattern

- The strategy pattern is a design pattern which presents different potential solutions to the same problem, and allows the program to choose the most suitable one.



<https://www.slideshare.net/DamianGordon1/python-common-design-patterns>

**QUESTION!**

**HOW IS THIS STUFF RELEVANT**

**TO SECURITY TOKEN OFFERINGS?**

**HERE'S TWO GREAT REASONS!**

# Be Celebrated & Famous!



<https://hackernoon.com/will-stos-security-token-offerings-rule-over-icos-in-2019-8feda7bcf562>

# Or Be Shamed & Infamous!



<https://deadcoins.com>



**FOUR**

**SECURITY TOKEN OFFERING (STO)**

**DESIGN PATTERNS TO HELP**

**SAVE TIME & MONEY**

Pattern 1:

The “STORY” Pattern

# This Pattern PHRASES Things

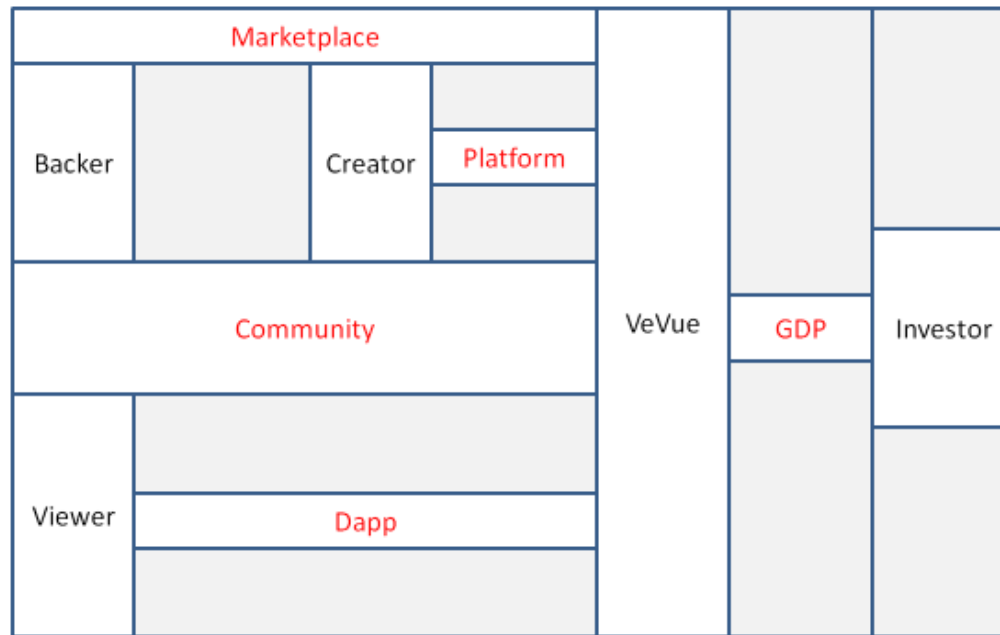
A “GOOD” STO should be designed in such a way that it sell some or all of the future positive cash flows that will result from distinct entities engaging with each other within a defined economic context focused on concentrating generated value either into themselves or into another distinct entity, governed by a mutually agreed upon set of conditions and bound together by a shared sense of time and space.

# Pattern 2:

## The “MESH” Economy Pattern

# This Pattern MAPS Things

## VeVue Has A **MESH** Economy



**KEY:** ■ ACTOR  
■ INTERFACE

# Pattern 3:

## The “ACTOR” Entity Pattern

# This Pattern **POPULATES** Things

## Our **MESH** Has Many Actors

Viewer	Watches <i>Content</i>
Creator	Creates <i>Content</i>
Backer	Underwrites individual <i>Content</i>
Investor	Underwrites the entire <i>Content</i> economy
VeVue	Delivers the entire <i>Content</i> economy

# Pattern 4:

## The “MULTI” Token Pattern



# This Pattern QUANTIFES Things

## Purpose

- Differentiation
- Participation
- Valuation
- Ownership

## Type

Identity

Utility

Stable

Security

**THERE IS MUCH, MUCH MORE!**

**SO IF YOU WANT TO DISCUSS...**

# Here's How To Get In Touch



<http://www.graham-leach.com/contact.php>