



## Crypto Basics

**Description:** We think of money as green pieces of paper in our wallets or their digital representations in bank accounting systems. Can money evolve to solely being digital and operate in a trustless, though secure environment? How would such money come into existence? We'll discuss the emergence of cryptocurrencies and their profound impact on the future of money. There will also be an exploration of the social and political implications of the underlying technology of cryptos with emphasis on Bitcoin.

**Target Audience:** New to cryptocurrency, desiring exposure to technology, financial professionals (bankers, advisors), investors.

### What you'll learn:

- What is a digital currency and its relationship to cryptocurrency?
- There's more to crypto money than a roaring investment market.
- How secure are cryptos?
- Who invented cryptos?
- How to get started.
- What's government's role? Do you have a role in the crypto future?

**How to Apply Learning:** Financial professionals will be conversant in the technology and be able to field questions from clients. Private citizens will be able to have a voice, through elected representatives, about the future of money.

**Seminar Length:** 90—120 minutes

**Delivery:** Virtual or in person by Alliance University

**Price:** \$99



## Crypto & Bitcoin

**Description:** It's impossible to have a conversation about cryptos without discussing the most popular crypto, Bitcoin. Learn why it's possible to have a new type of money that is issued by mathematics and can be trusted by all users. If this type of money is trusted, how will it be adopted? We'll explore a Bitcoin transaction to understand what's behind the curtain.

**Target Audience:** Attendee of Crypto Basics course or similar experience, financial professionals (bankers, advisors), investors, technologists,

### What you'll learn:

- Delving into the most widely known crypto, Bitcoin.
- Understanding transactions in Bitcoin
- Who are the players in Bitcoin?
- Importance of hashing in Bitcoin blockchain
- Why cryptos like Bitcoin work.
- Bitcoin as an investment

**How to Apply Learning:** Investors and financial professionals will use skills gained to make decisions regarding the use of cryptos (Bitcoin) as an asset class. Business leaders will gain foundational knowledge to understand how cryptos may impact their business.

**Seminar Length:** 90—120 minutes

**Delivery:** Virtual or in person by Alliance University

**Price:** \$99



## Blockchain 101

**Description:** Blockchains are the essential elements of cryptocurrencies. The math behind blockchains is what makes them possible. These chains will have a role in our future. We'll take a deeper dive into blockchain transactions from the perspective of Bitcoin. We'll draw the distinction between public and private chains — the difference is profound. Finally, we'll explore how social media censorship will accelerate blockchain adoption.

**Target Audience:** Technologists, software developers, digital marketers, banking leadership, investors, and public citizens interested in impacting the future of money.

### What you'll learn:

- What are blockchains?
- Building a blockchain in Bitcoin.
- Why do we need keys?
- Importance of hash functions. Blockchains don't work without them.
- Public vs. Private blockchains
- Blockchain applications
- Social media censorship and blockchain

**How to Apply Learning:** The public will be armed with information to make sure that those making financial and economic policy understand the power of blockchain. As an investor, you'll be able to make better decisions about financing blockchain ventures. Business professionals will use the knowledge to determine whether blockchain is appropriate for their enterprise.

**Seminar Length:** 90—120 minutes

**Delivery:** Virtual or in person by Alliance University

**Price:** \$99



## The Future of Money

**Description:** We think of money as green pieces of paper in our wallets or their digital representations in bank accounting systems. Can money evolve to solely being digital and operate in a trustless, though secure environment? How would such money come into existence? We'll discuss the emergence of cryptocurrencies and their profound impact on the future of money. There will also be an exploration of the social and political implications of the underlying technology of cryptos with emphasis on Bitcoin.

**Target Audience:** General adult audiences

### What you'll learn:

- A walk through money history.
- What is a currency?
- What is money and why does it have value?
- Introduction of digital money.
- Using crypto money.
- Non-fungible token.

**How to Apply Learning:** The public will be armed with information to make sure that those making financial and economic policy understand the power of digital money. There are social and political implications in money's future. Will you understand these impacts?

**Seminar Length:** 60 minutes

**Delivery:** Virtual or in person by Alliance University

**Price:** \$99