



# RWA INDUSTRY OUTLOOK

Current Developments, Trends and  
Opportunities

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## Foreword

This ebook is a holistic overview of the real world assets (RWA) industry to date, and where the RWA industry may go in the future. We have observed the financial sector exhibit enthusiasm for the surge in non-fungible tokens (NFTs), then slowly embracing the concept of security token offerings (STOs) and later develop into a global landscape of RWA projects in various jurisdictions with several asset classes being tokenised.

What has helped us get to where we are? Below are some key catalysts:

### **Growth in On-Chain Private Credit Loans:**

The value increased by \$210.5 million, an 84% rise from January to September 2023. Centrifuge accounted for \$155.7 million of this growth.

### **Growth in Tokenised Treasuries and Liquidity Pools:**

Clearpool asserts that its platform has originated more than 457 million loans. According to **DeFiLlama**, the protocol presently maintains a TVL over \$5M, and the market capitalisation at \$42M.

The value of tokenised fixed income products grew by \$557.05 million from January to September 2023.

### **Yield Differences:**

The average daily spread between yields from private credit loans and DeFi lending protocols like Aave and Compound was 7.7% from January to September 2023.

### **Real Estate Tokenisation:**

The value of tokenised real estate assets grew by \$90 million (102% growth) in the first three quarters of 2023. RealT Tokens had a 49% market share in this sector.

### **Major Financial Institutions' Involvement:**

Big institutions like Goldman Sachs, J.P. Morgan, Vanguard are actively exploring digital asset offerings in the RWA space. The following 11 issuers got the SEC approval for their spot Bitcoin ETFs (Exchange-Traded Funds), to expand their financial portfolios and offerings in this emerging market: BlackRock, Franklin Templeton, Valkyrie, Fidelity, Ark Investments, VanEck, WisdomTree Fund, Bitwise, Invesco Galaxy, Hashdex and Grayscale.

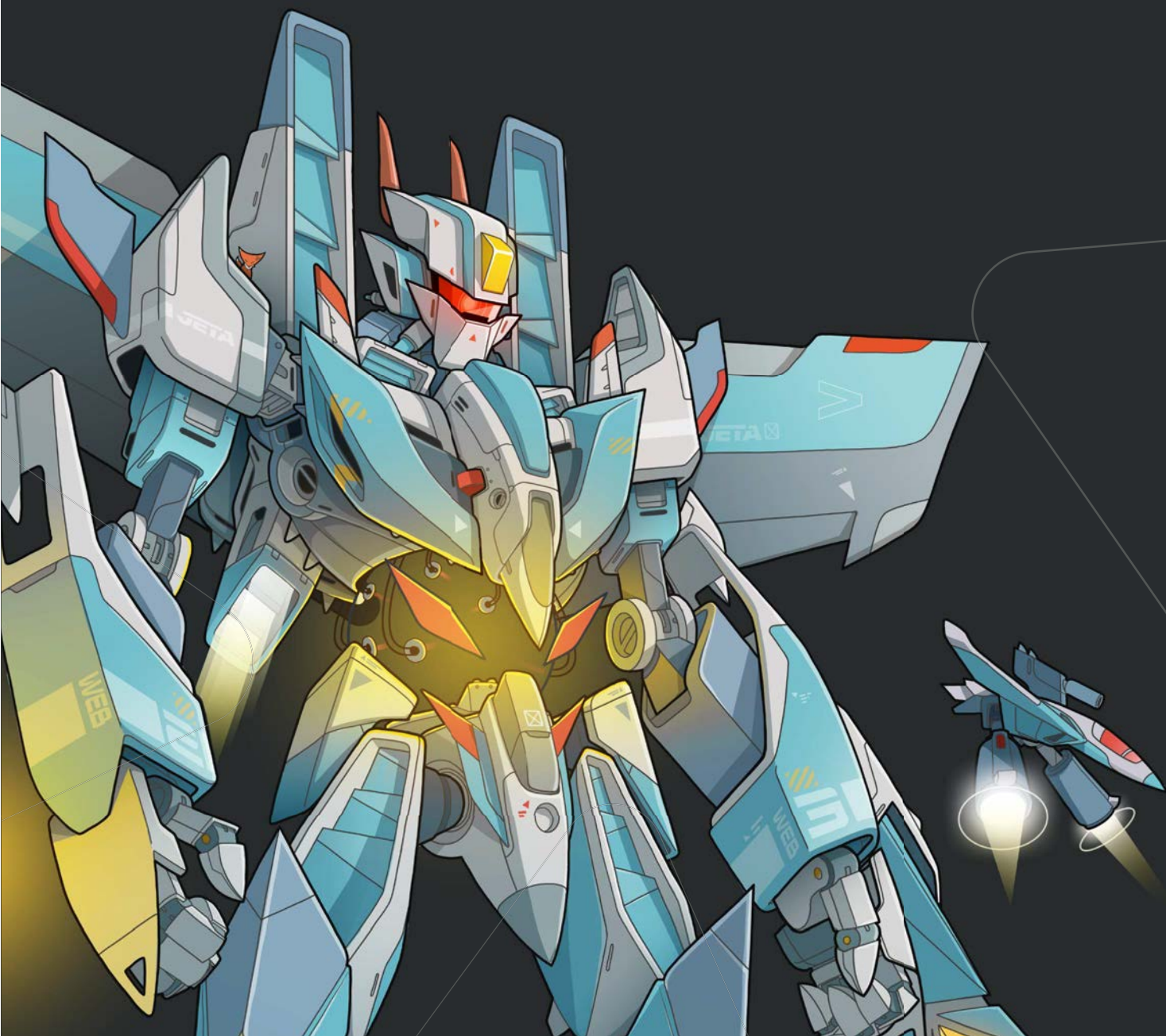
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# 01

## WHAT ARE REAL WORLD ASSETS?



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## The Core Concept of RWA:

Real-World Assets (RWAs) refer to tangible or physical assets, such as commodities, real estate, or traditional financial instruments, that have been converted into digital form on a blockchain, enabling them to be incorporated into and traded within the DeFi ecosystem. This integration encompasses a diverse range of asset types, including traditional sectors like real estate, U.S. Treasuries, commodities, infrastructure, corporate bonds, and various forms of debt and equity.

In 2023, RWAs total market capitalisation doubled to nearly \$2.5 billion. Private credit loans alone expanded by 84%, adding \$210.5 million. These developments signify a broader trend of integrating tangible asset classes into the blockchain, enhancing efficiency and transparency in financial transactions.

Moreover, it is expanding into emerging sectors such as intellectual property, renewable energy assets, and specialised real estate categories like data centres. The process of tokenisation involves converting these tangible assets into digital tokens, enabling secure and transparent transactions on the blockchain. This not only facilitates their integration into DeFi but also broadens the scope and functionality of the entire blockchain ecosystem.

## Key benefits of RWAs tokenisation include:

- **Improved Liquidity:**

Tokenisation can make traditionally illiquid assets more accessible and tradable on a global scale.

- **Enhanced Transparency:**

Blockchain's inherent features ensure that all transactions are transparent and trackable, increasing trust in asset management.

- **Global Accessibility:**

Tokenised assets can be accessed and traded by a global audience, which wasn't feasible with many traditional asset types.

The evolution of the market, with RWAs at its core, reflects a significant trend where traditional finance merges with digital innovations. This not only signals a paradigm shift in how we view and interact with assets but also indicates the potential for more inclusive and efficient financial systems.

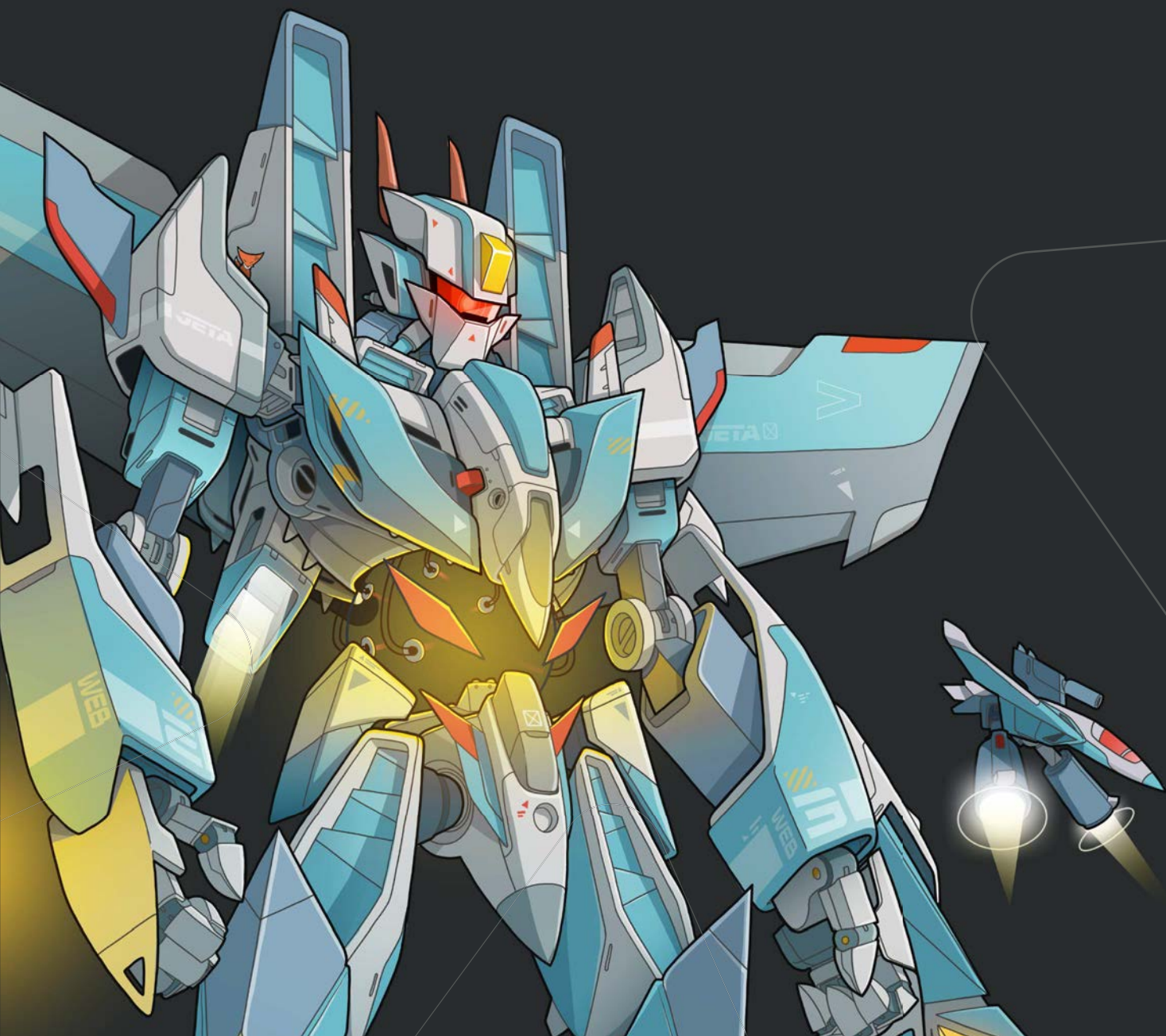
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# RWA AT GLOBAL CONFERENCES IN 2023



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As this space underwent significant expansion, debates began to emerge regarding the adoption of tokenised asset types and the pivotal role that specific jurisdictions might play in facilitating widespread adoption.

Our teams had the opportunity to witness some of the most fascinating panel discussions this year, and below is the summary of what has been shared by speakers across the globe.

## Paris Blockchain Week 2023

The RWA event, "Real-World Assets Get Real," hosted by Defactor, gathered industry leaders from DeFi and traditional finance spheres, including MakerDAO, Archax, ChainLink Labs, 2Tokens, Tokeny, and Societe Generale - FORGE. The event took place during Paris Blockchain Week, drawing together a community of thought leaders and RWA enthusiasts to explore the evolution of tokenisation.

The discussion revolved around the burgeoning popularity of real-world asset markets within the DeFi ecosystem, emphasising their role as alternative credit sources for genuine businesses. In particular, two main challenges stood out from the conversations:

- **Compliance:**

ensuring investors of tokenised securities and DeFi users meet eligibility criteria and are conducting their investments in a regulatory-compliant manner.

- **Asset Reliability:**

confirming the physical and legal existence of RWAs. The ecosystem has matured to tackle this issue, with players guaranteeing the quality of assets and data oracles linking off-chain data on-chain.



## London Blockchain Finance Summit

The panel with Jeff Hancock (CoinPass), Alejandro Gutierrez (Defactor), Elliot Hentov (State Street Global Advisors), Duncan Moir (abrdn), Amanda Terry (ACTAI Ventures) explored the involvement of blockchain technology in real-world applications. The following takeaways were observed:

- **The Strategic Embrace of Tokenisation:**

the panel discussed the practical applications and potential benefits of converting tangible assets into blockchain-native tokens. Especially for the provision of increasing liquidity, enhanced transparency, and the broader implications for traditional markets.

- **Institutional interest and expertise is moving in:**

from the insights provided by StateStreet and abrdn, they highlighted the increasing interest and involvement of institutional players in the blockchain and digital asset space. They discussed some of the challenges and opportunities in adopting distributed ledger technology (DLT), but also the potential impact on TradFi market dynamics and the implications on macro-economic policy. Macro-level implication was a key theme in the context of the finance space.

- **Blockchain for societal impact:**

the societal impact of blockchain is yet to be explored. Particularly how companies may be exploring blockchain and tokenisation to align with the United Nations' Sustainable Development Goals, with discussions on investing in companies that leverage technology for positive social outcomes. Ethical considerations, CSR, and the role of blockchain in addressing global challenges put in context a broader perspective beyond financial gain.



## Consensus 2023 - USA

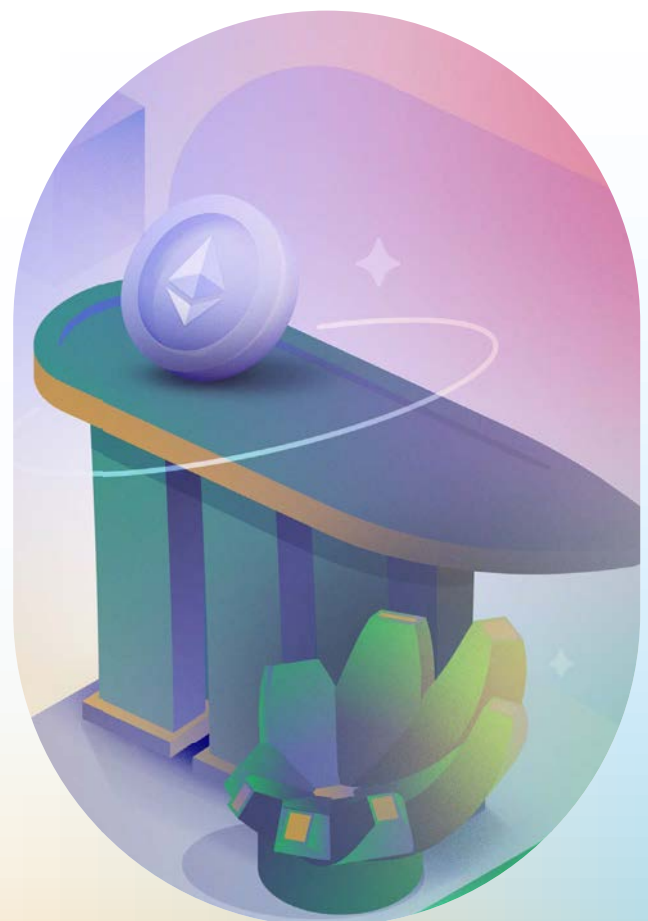
A diverse and exciting panellist lineup discussed building RWA solutions in the bear market. The group included Angie Lau (Forkast Labs), Brendan Farme (Polygon), Robert Habermeier (Polkadot), Sergey Nazarov (Chainlink), Emin Gun Sirer (Ava Labs), Illia Polosukhin (NEAR Protocol). The key learnings included:

- RWA yet to get the attention: The DeFi world and capital market world are converging beyond financial products and gaming. Speed is extremely important, and there is an interesting problem around the custody/ownership of the RWA, but beyond this, Real-World Asset Tokenisation will be a big deal.
- Building Foundations in the bear: Real-world Asset tokenisation wouldn't have been built in the bull market. Bull markets create speculative markets, and these investors don't look at normal yield-producing assets. In a bear market, yield-bearing instruments can be put on-chain - such as TBills. It allows regular people to access these assets. Recently, there has been a reset in expectations and a renewed look at traditional instruments with a focus applicability to blockchain.

## Token2049 - Singapore

Token2049 was by far one of the biggest crypto-focused conferences globally and the biggest event in Asia. Prominent industry players discussed RWA tokenisation potential on a panel with Jason Choi (Tangent), Paul Veraditakit (Pantera Capital), Joey Krug (Founders Fund), Alex Pack (Hack VC), and Min Teo (Etherreal Ventures).

The panel noticed that stablecoins have captured a lot of attention, particularly in Japan, where they hold immense potential. Companies like Ondo and M^Zero are offering infrastructure for tokenised treasuries and yields, which is an exciting trend to be monitored. Bringing assets onto the blockchain, including stocks, provides enhanced security, transparency, 24-hour trading, and interoperability within an open financial network, making it an area of interest for investors.



## Singapore Fintech Festival

One of the panels discussed key tokenisation hubs and local developments. The speakers included Jeffrey Ma (Whampoa Digital Fund), Richard Liu (Huma Finance), Baran Yildiz (Arf), Jann Jiang (Fomo Pay), Ben Morris (Circle). Highlights included the anticipation of key hubs for tokenisation in Singapore, Switzerland, and Hong Kong. Use-cases will span beyond tokenising financial assets and real estate - tokenising intellectual property rights is also a killer use case that is only just being explored. Interoperability between Web2 & Web3 in the context of tokenisation will be a key driver for adoption - robust infrastructure will need to be established by key players to ensure seamless integration.

## Hong Kong Fintech Week

During Fintech Week, Hong Kong's financial regulator - Securities and Futures Commission (SFC) expressed their opinion and stance on tokenisation of assets. The SFC observed real use cases of tokenisation. Examples include a Chinese bank with digitally issued notes, and private funds in real estate. The representative noted that tokenisation in bonds does not change the fact that it is a security and it will be regulated as such. The SFC sees benefits in tokenisation around efficiency in the product life cycle, such as in issuance, transfers, and lower transaction costs. While they support the industry, the regulator also sees new risks associated with the transfer, ownership, and record-keeping of these tokens. It is crucial to identify risks and assess what regulators expect of intermediaries. Safe custody and accurate ownership records shall be ensured.

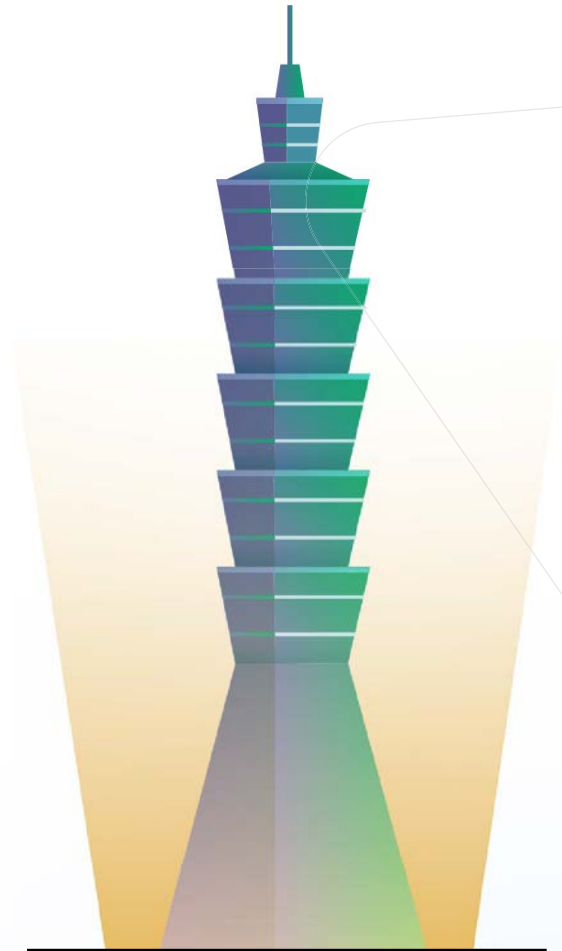


## Taipei Blockchain Week

The panel “RWA: Bridging Physical and Digital” with Claude Eguienta (Mimo), Adam Cai (Virgo Group), Ben Shyong (Anzen), Tony Tang (Ink Finance), Yoon Kim (Elysia) discussed the tokenisation wave.

### Key takeaways:

People have been looking for assets that generate cash flows in the RWA space. However, the biggest movers in RWA tokenisation space won't be retail investors because they are looking for significant yields and they are willing to take slightly higher risks. Hence this asset class is not the most attractive for them. The real movers will be institutional investors, with millions of pounds going towards tokenised real estate and structured products. In order to properly assess risks, there needs to be KYC and compliance measures in place. Investing in tokenised RWA products needs to become standardised and vetted, in order to provide a safe investing environment for traditional financial institutions. Layer 1 public blockchains with permissioned features will emerge providing strong KYC compatibility adding to the efficiency of DeFi.



### Why conferences are an important component of the narrative:

The Web3 space is developing very quickly, yet there are a few key barriers to mass adoption. Those barriers include regulatory environment, assets security and user experience. Each hub is trying to improve if not in all the three areas, then at least in some of them. The competition is getting tighter and it is now more important than ever to watch the RWA space and learn from its key builders. They had a long journey and how they approach the industry and products will define what's coming next for the wider adopters of tokenised assets.

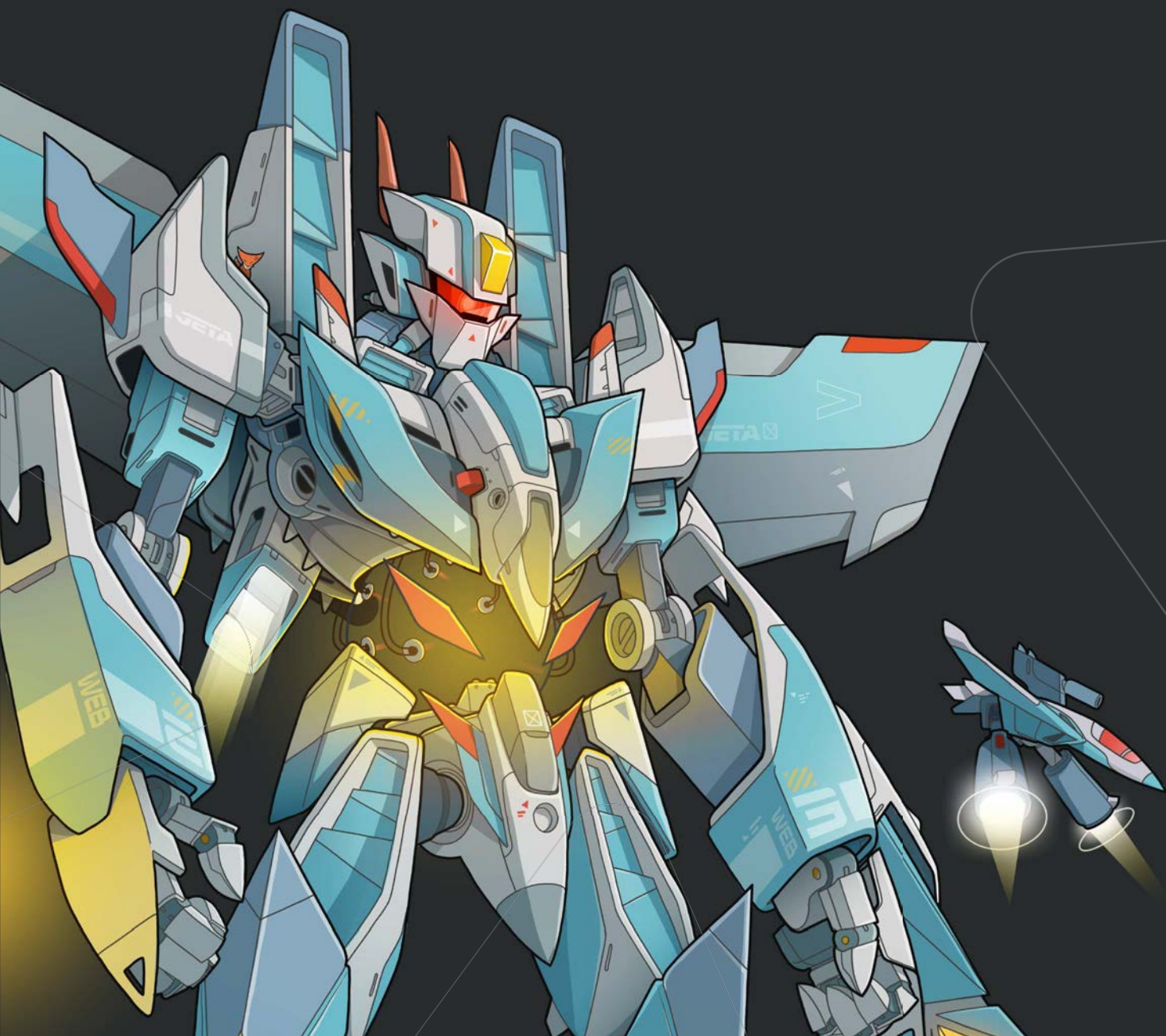
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# 03

## RWA INDUSTRY PLAYERS DEEP DIVE



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We examine the key players in the RWA industry who have successfully tokenised various asset classes and attracted investors across a spectrum of investment sizes. While the allocation of capital to these ventures confirms the viability of their business models, it also highlights the substantial potential for further growth in this sector.






The market for RWAs as a bridge between Traditional Finance (TradFi) and Decentralised Finance (DeFi) is growing rapidly, fueled by macroeconomic trends, the search for yield, and the desire for greater efficiency and transparency in financial transactions. Additionally, there is an increasing need for traditional financial houses to tap into alternative sources of liquidity.

In 2023, tokenisation was widely recognised as a transformative trend in finance, so much so that J.P. Morgan dubbed it the "Game-Changer for Traditional Finance." This sentiment was echoed by Blackrock's CEO, Larry Fink, who described it as the "future of market evolution." Riding this wave of innovation, Defactor has positioned itself at the forefront of the DeFi sector that focuses on the tokenisation of RWAs. This particular segment is poised for substantial growth, as it responds to the increasing demand from businesses and investors for alternative financing methods and new investment opportunities, thereby bridging traditional and decentralised finance

Key players in this space include Aave, Compound and MakerDAO, which are developing RWA-based lending platforms, and Maple Finance, which offers RWA-backed loans.



These platforms allow for tokenisation, ease of distribution, and increased transparency in transactions, making them attractive to both DeFi and TradFi investors.

					
Metric	Aave	Compound	MakerDAO	Nexo	Centrifuge
Total Assets Locked (USD)	\$6B+	\$2B+	\$2B	356M+	470k+
Lending and Borrowing Options	Wide range of assets	Limited asset selection	Collateralising crypto assets to generate DAI stablecoin	Crypto-backed loans and credit lines, allowing users to leverage their crypto assets to access traditional financial services	Tokenising real-world assets, such as invoices and real estate, and using them as collateral in the DeFi ecosystem.
Decentralisation	Decentralised	Semi-centralised	Decentralised	Semi-centralised	Decentralised
Reputation	Strong reputation	Secure and reliable	Strong community of supporters and developers	Secure and reliable	Strong reputation
Community	Large community	Strong community of developers and supporters	Strong community of supporters and developers	Strong community of supporters and developers	Strong community of supporters and developers
Credibility	Well-established in the DeFi space	Established platform with reputation for security and reliability	Pioneer in stablecoin generation through collateralised crypto assets		Pioneering work in the tokenisation of real-world assets, making them accessible within the DeFi ecosystem

SOURCE:

<https://defillama.com/protocol/compound-finance>

<https://defillama.com/protocol/aave>

<https://defillama.com/protocol/makerdao>

<https://defillama.com/protocol/centrifuge>

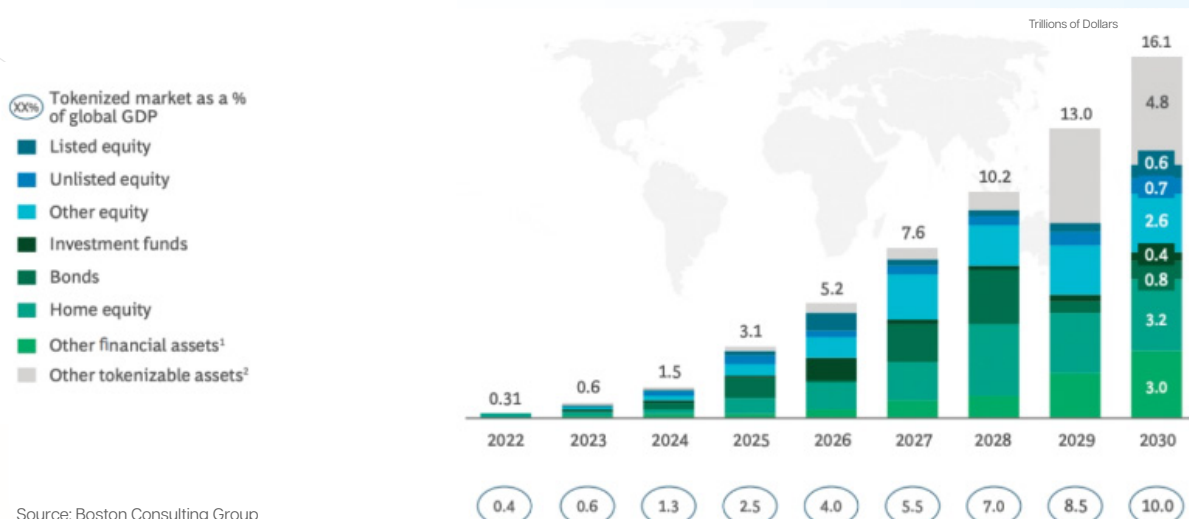
<https://defillama.com/protocol/nexo>

## DeFi platform analysis. Target Audience, Offerings, and Key Metrics.

Company	Target Audience	Product Offering	Unique Selling Proposition	KPIs
Centrifuge	SMEs, Asset Originators, Liquidity Providers	Asset-backed financing platform	Securitisation of real-world assets, low collateralisation rates, strong track record of development	Platform adoption rate, liquidity provided, asset originators on platform
Goldfinch	DeFi-native SMEs, Asset Originators, Liquidity Providers	Credit facility platform	No collateral requirements, community-based credit assessment	TVL, adoption rate, amount of loans underwritten
Ondo Finance	African SMEs, Asset Originators, Liquidity Providers	Supply chain financing platform	On-chain inventory management, digitisation of trade credit	Platform adoption rate, number of users, volume of financing
Maple	Institutional borrowers, liquidity providers	Lending marketplace	Customisable lending terms, emphasis on compliance and security, non-custodial	TVL, platform adoption rate, number of loans originated

The diverse offerings of DeFi platforms, as seen in the recent analysis, highlight the sector's rapid evolution and its pivotal role in integrating RWAs into the blockchain. This integration, championed by platforms like Aave, Compound, and Nexo, is driving a significant shift in the financial landscape.

Thought leaders, including Boston Consulting Group (BCG), predict a parabolic adoption of RWAs, indicating a transformative future for decentralised finance where traditional and digital assets converge seamlessly. Based on a report by the BCG, tokenised assets are estimated to be a \$16 trillion market by 2030. This would make up 10% of global GDP by the decade's end, a significant increase from \$310B in 2022.



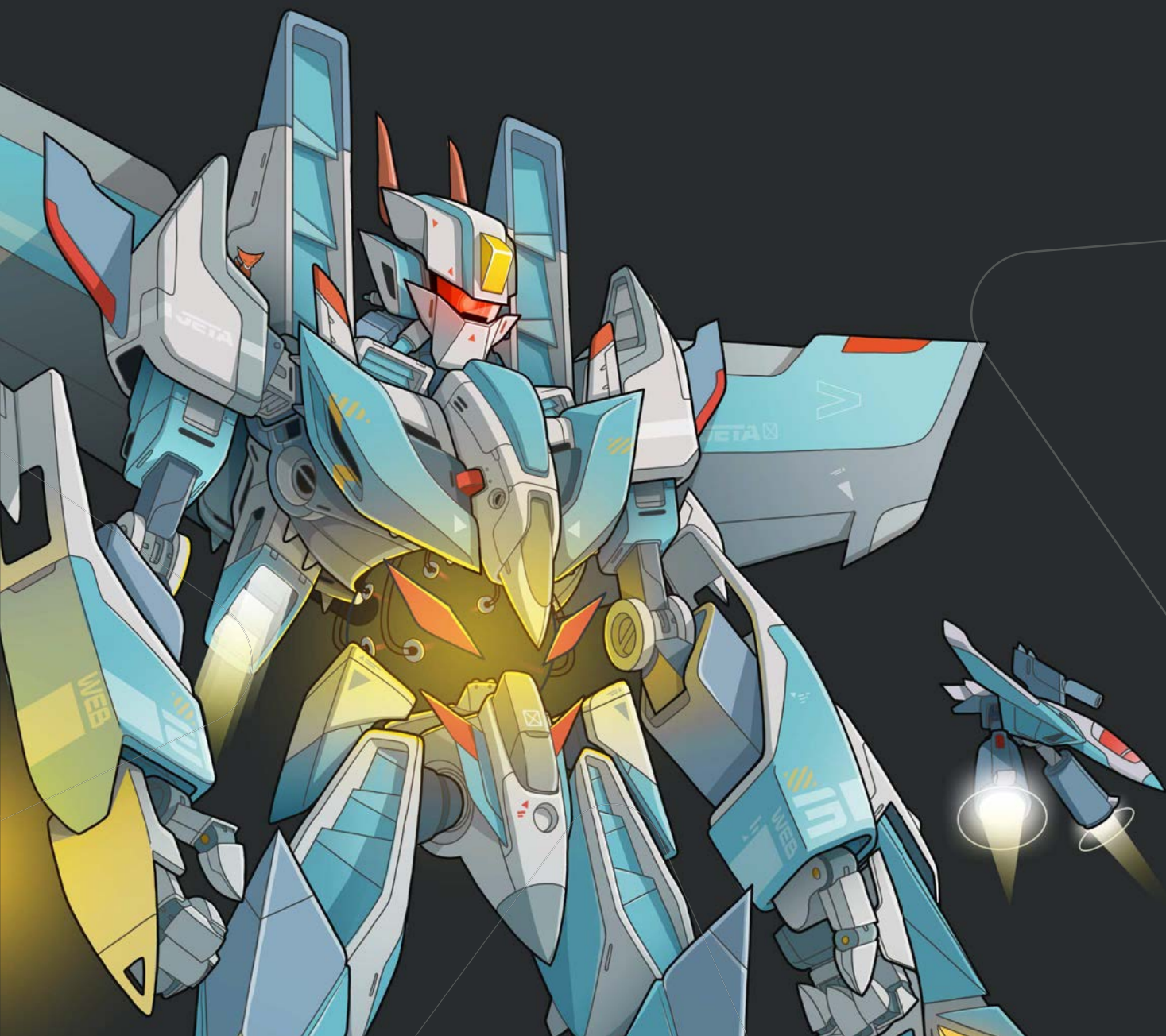
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## REGULATORY LANDSCAPE



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The market for RWAs on the blockchain is still nascent, and most countries lack comprehensive regulations for the tokenisation and securitisation of these assets. So far, only a handful of jurisdictions, including Switzerland and France, have implemented significant regulations to guide protocols in introducing RWAs to blockchain technology.

As this market expands, additional regulatory clarity will become increasingly vital to promote innovation while also safeguarding investor interests. Currently, the enforcement mechanisms for RWAs remain underdeveloped, posing potential challenges in situations such as borrower defaults or scenarios necessitating the liquidation of RWA collateral.

Therefore, the development of off-chain, legally enforceable liquidation processes that adequately address the requirements of both borrowers and lenders is essential for the sustainability and growth of the RWA market. These processes will play a critical role in ensuring the market's stability and reliability.

## KEY JURISDICTIONS THAT REGULATE DIGITAL ASSETS AND RWA TOKENISATION

- **MICA / MIFID - Europe**

The Markets in Crypto-Assets (MiCA) Regulation was a proposed regulatory framework by the European Commission to establish a comprehensive legal framework for digital assets, including crypto-assets and tokenisation. MiCA aims to establish clear rules governing the issuance, trading, and custody of crypto-assets, including security tokens, across the EU. European countries actively contribute to shaping MiCA, highlighting the collective effort to foster innovation while ensuring investor protection and market integrity. This proactive engagement emphasises Europe's endeavour to create a structured regulatory framework that promotes a conducive environment for tokenised securities across the EU.

- **Luxembourg**

In Luxembourg, the regulatory landscape surrounding security tokens and RWA tokens reflects a proactive approach to embracing blockchain-based innovation. The country has introduced a legal framework providing clarity for the circulation of securities via DLT. This framework allows for the issuance and circulation of dematerialised securities using blockchain technology, ensuring compliance with established regulations. Luxembourg's efforts focus on creating a conducive environment for tokenised securities, enabling the tokenisation of traditional assets while aligning with stringent legal requirements.

### ● Switzerland

Switzerland, renowned for its Crypto Valley in Zug, demonstrates a progressive stance towards regulating security tokens and RWAs. The country has established a favourable environment for blockchain technology and tokenisation initiatives. Switzerland's Financial Market Supervisory Authority (FINMA) plays a pivotal role by providing clear guidelines for Initial Coin Offerings (ICOs) and token sales. FINMA classifies tokens into various categories, applying distinct regulatory standards based on their characteristics. This approach offers comprehensive guidelines for tokenised securities, ensuring compliance while fostering innovation in the blockchain ecosystem.

### ● MAS - Singapore

The Monetary Authority of Singapore (MAS), at the forefront of the government initiative named Project Guardian, is expanding its exploration of blockchain applications in institutional digital assets trading. Emphasising the focus on digital asset tokenisation, MAS is collaborating with the financial industry to introduce five new pilot programmes.

These trials aim to examine and validate potential use cases for asset tokenisation, with the broader objective of scaling tokenised markets. The envisioned outcome is the integration of tokenisation across the entire capital markets value chain, covering aspects such as listing, distribution, trading, settlement, and asset servicing.

#### Monetary Authority of Singapore's five pilot programmes

# 01

Citi, T. Rowe Price Associates, Inc. and Fidelity International: real-time post-trade reporting and analytics of digital asset trades.

# 02

BNY Mellon and OCBC: cross-border FX payment solution to enable secure, interoperable payment solutions across heterogeneous networks.

# 03

Ant International: treasury management solution to enhance liquidity management funding globally.

# 04

Franklin Templeton: issuance of a tokenised money market fund through a Variable Capital Company (VCC) structure, which utilises digital asset networks to maintain the records of fund shares.

# 05

J.P. Morgan and Apollo: seamless investment and management of discretionary portfolios and alternative assets, automated portfolio rebalancing and customisation at scale.

- **SFC - Hong Kong**

Hong Kong's Securities and Futures Commission announced their stance on future developments in the RWA space during Hong Kong Fintech Week. They included easier cross-border payments, utilisation of data in the Greater Bay Area (GBA), and increased adoption of tokenised assets.

According to the CEO of the SFC, tokenisation presents opportunities for efficiency in product life cycles but also introduces new risks. She stressed the need for regulatory oversight, investor protection, and risk mitigation. Notably the SFC only became comfortable with issuing a licence when the technology was stable, the risks were mitigated, and the ecosystem had matured. The regulator sees benefits in tokenisation around efficiency in the product life cycle, such as in issuance, transfers, and lower transaction costs.

Hong Kong is focusing on linking mainstream finance and the real economy. Product and project ideas from the market include tokenisation of real-world assets such as artefacts and IP-related rights, tokenisation of financial assets for efficient settlement, and the use of DLT for incentivising and tracking the creation of renewable energy.

- **FSC - South Korea**

In South Korea, the Financial Services Commission (FSC) is leading the charge by promulgating an inclusive legal framework, the Digital Asset Basic Act (DABA), encompassing 17 crypto-related legislative frameworks. The FSC categorically states that digital assets corresponding to securities must comply with all securities regulations under the Capital Markets Act. By recognising that security tokens are akin to traditional securities albeit in a digital form, South Korea emphasises stringent compliance with existing legislation.

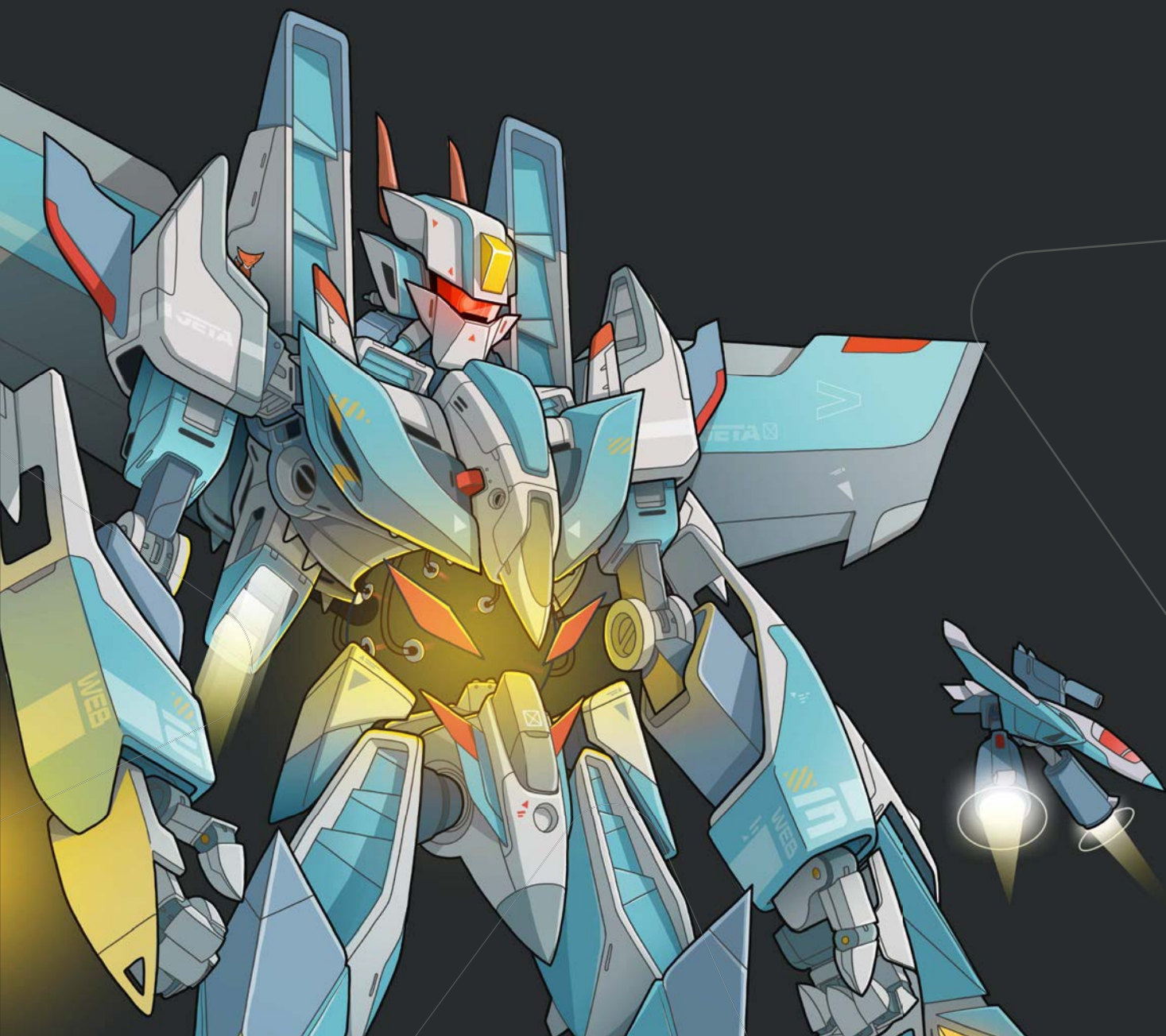
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# 05

## KEEPING AN EYE ON RWA



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RWA tokenisation is as exciting as ever and keeping abreast of updates and emerging developments in the space is imperative. This section will provide you with the tools to stay updated with the latest information about RWA Tokenisation. Follow Key Opinion Leaders (KOLs) and media channels that focus on RWA tokenisation in different regions. Dive into the upcoming trends and look into the future of DeFi with us.

## Social Media Accounts To Follow

MakerDAO is one of the pioneers and first movers in the space. It's an open-source project on the Ethereum blockchain and a Decentralised Autonomous Organization (DAO) created in 2014. MakerDAO has expanded its offerings to include Maker RWA, a significant step in bridging digital and traditional finance. Stay up to date with DAI and its ecosystem by following their **Twitter**.

Centrifuge is a decentralised asset financing protocol, dedicated to unlocking the liquidity of real-world assets. Borrowers can finance their real-world assets without the need for banks or other intermediary institutions. They feature major updates on their **YouTube** and **Twitter**.

**Huma Finance** is a US-based private credit platform. It is an on-chain credit platform where high-performing receivables meet with global capital. Rapidly growing in 2023, the team hosts various side events related to RWA at major crypto conferences.

Maple Finance provides the technology for credit experts to start and scale lending businesses. Follow their **Youtube** and **Twitter** for more insights.

Another great resource for news about RWA is RWA.xyz. Their **Telegram group** is very active and they share the latest industry news on their **Twitter**.

**Anthony Day's** "Blockchain Won't Save The World" podcast invited reputable guests from the digital assets industry and is a great resource to learn about major trends in the RWA tokenisation space.

DeFi lending protocols, including **Centrifuge**, **Goldfinch**, **Maple**, **Huma**, and others, are disrupting the \$1 trillion private credit market, providing small and medium enterprises (SMEs) access to debt capital from public markets, banking systems, and traditional private credit originators. The market currently boasts about \$550 million in active loans. Watch these companies to be the first to learn about industry trends.

Decentralised protocols like **4K** and **arcade.xyz** are shifting the paradigm in the collectibles market. By bringing physical collectibles onto the blockchain, lending against assets like Supreme T-Shirts and comic books becomes a reality, democratising lending and making it accessible to collectors worldwide.

The convergence of traditional finance and decentralised finance is exemplified by tokenised treasuries. Companies like **Franklin Templeton**, **Ondo**, **Backed**, **Open Eden**, and **Superstate** have pioneered the tokenisation of short-term US Treasuries and bank deposits, creating a new asset class with a market capitalisation of \$700 million.

## Future Developments for RWA in 2024

We developed predictions for Real-World Assets (RWA) in 2024, based on 2023 trends, with actionable insights.

# 01

### Growth in Bond Tokenisation with a Focus on T-bills:

**Catalyst for Growth:**

Treasury Bills (T-bills) are seen as the driving force behind the expansion of bond tokenisation in 2024.

**Market Shift Insight:**

With U.S. interest rates decreased, investor appetite is expected to pivot towards more 'risk-on' products.

**Significance of Tokenised T-bills:**

The tokenisation of T-bills serves as a prime example of the feasibility and potential success of on-chain bonds, illustrating a practical application within the vast global bond market, which exceeded \$100 trillion in 2023.

# 02

### Real Estate Tokenisation Expansion:

**Sector expansion capitalisation:**

Capitalising on the market's projected expansion beyond \$200 billion.

**Data-Driven Insight:**

Building upon a remarkable 102% growth observed in 2023.

# 03

### DeFi-enabled RWA Borrowing-Lending Protocols:

**Growth Capitalisation:**

Harnessing the rapid growth of this sector.

**Data-Driven Insight:**

Mirroring Clearpool's 966% growth in 2023, similar platforms are poised for significant growth.

## 04 Regulatory Environment:

### **Adaptive Strategy:**

Skillfully adapting to and capitalising on evolving regulatory landscapes for enhanced market positioning and growth.

### **Data-Driven Insight:**

The regulatory clarity and favourable policies in Switzerland and Singapore are indicators of how conducive regulatory environments can catalyse market growth, potentially allowing these markets to surpass global averages. This insight underlines the importance of aligning RWA strategies with regions demonstrating progressive and clear regulatory stances.

## 05 Technological and Institutional Developments:

### **Efficiency and Market Maturity:**

Leveraging technology for efficiency and institutional participation as a sign of market maturity.

### **Data-Driven Insight**

Expecting a 20-30% increase in transaction efficiency and a potential market cap doubling to over \$200 billion.

## 06 Macroeconomic Factors:

### **Alignment with Macroeconomic Landscape:**

Adapting investments to macroeconomic changes.

### **Data-Driven Insight:**

RWA's appeal may rise in stable or declining interest rate scenarios.

## 07 DeFi Integration and Sentiment:

### **Growing Acceptance and Integration:**

Capitalising on the increasing acceptance of RWAs in DeFi.

### **Data-Driven Insight:**

Forecasting a 50% increase in total value locked in DeFi, surpassing \$750 billion.

This ebook was produced by joint efforts between JETA and Defactor.

JETA is a creative marketing agency excelling in web2 and web3 strategies. We elevate brands and startups globally with inventive campaigns, independent of market biases. Join us in redefining marketing's future.

Defactor is a tokenisation technology tools and infrastructure provider. We build a robust framework for businesses around the globe to tokenise their assets. This technology-driven approach facilitates diverse and remunerative investment opportunities, paving the way for a more equitable and inclusive financial landscape.

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