

Course Overview

# WEB3 FUNDAMENTALS

MUSB

## COURSE OVERVIEW



This course covers the fundamentals of blockchain, cryptocurrencies, NFTs and Web3 in application to the music industry.

Web3 is unlocking new possibilities that may redefine the future of music. It involves shifting power to creators, improving efficiency, and increasing engagement with fans and stakeholders.



## COURSE OVERVIEW

**Course Structure**

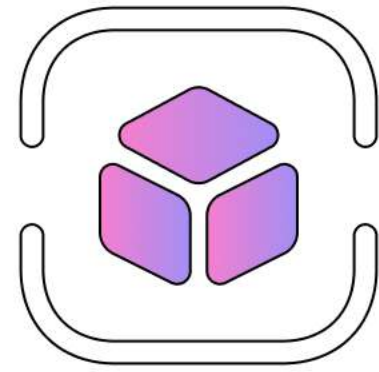
- Four chapters
- Self-paced (approx 2-3 hours per chapter)
- Lectures, readings and case studies
- Industry interviews
- Community on Discord

**Assessments and Tasks**

- 4 x quizzes
- 4 x practical tasks

## COURSE OUTCOMES

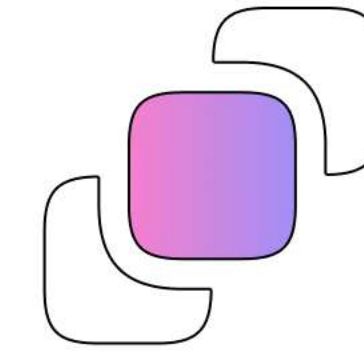
**By the end of this course, students will have learned..**



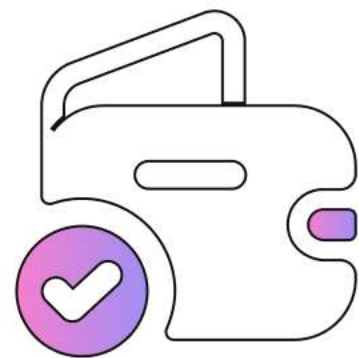
Blockchain, cryptocurrencies,  
NFTs and Web3



How they are impacting the  
music industry



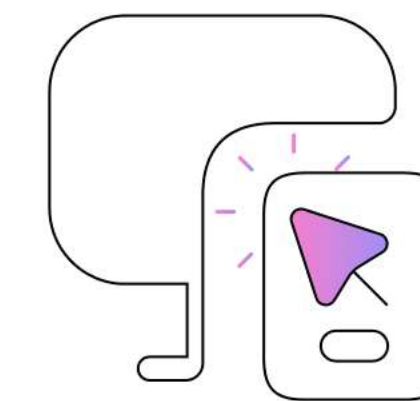
Case studies of their  
application



Set up a cryptocurrency wallet



Mint an NFT collection

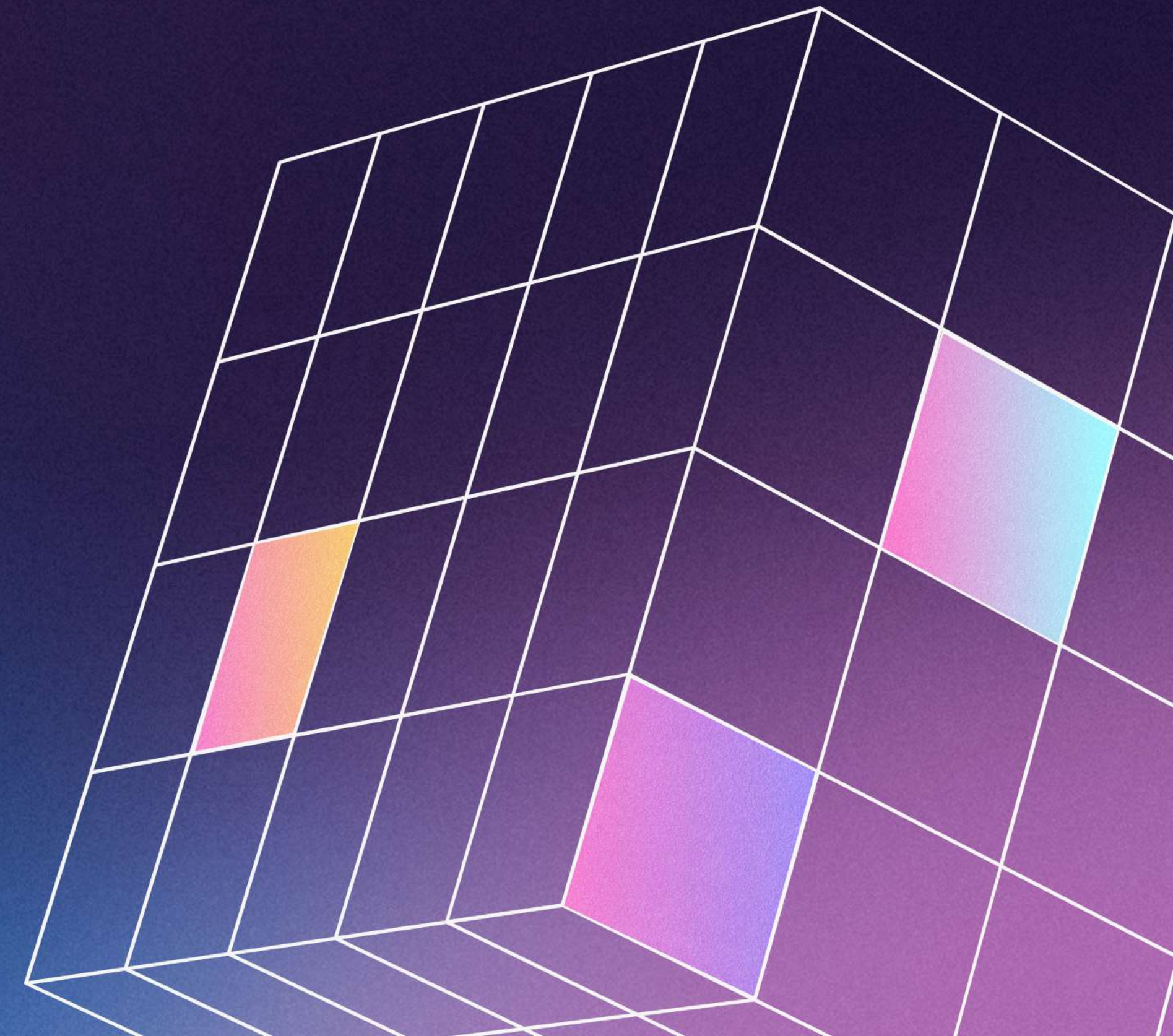


Create an NFT-gated website

Chapter One

# INTRODUCTION TO BLOCKCHAIN

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## CHAPTER ONE OVERVIEW



Blockchain and Web3 have been subject to a great deal of attention and controversy. However, they have made coordination possible without central authorities.

Learn about the fundamentals of blockchain and how it is revolutionising industries around the world.



## CHAPTER ONE OUTLINE

- **What is Web3?**

Gain a basic understanding of what Web3 is, and what has led us here today.

- **Digital Disruption**

See how Web3 and blockchain are disrupting culture with vastly contrasting opinions. To find clarity, we must cut through the noise and understand what they really mean.

- **What is Blockchain?**

Learn the basics of how blockchain works and its key characteristics.

- **Blockchain Impacts**

Discover how blockchain is impacting various industries and how it is directly affecting the music industry..

- **Blockchain Challenges**

Learn about the technical and adoption challenges of blockchain.

## CHAPTER ONE TASK

- **Join the Discord**

Join the Discord and introduce yourselves to your peers.





## CHAPTER ONE GUEST

**Professor Ellie Rennie**

RMIT Blockchain Innovation Hub

Ellie Rennie is a Professor at RMIT University. Her current research is looking at the social outcomes of blockchain technology using ethnographic research methods. She is also part of Metagov, an international network of scholars who are developing datasets on blockchain governance.

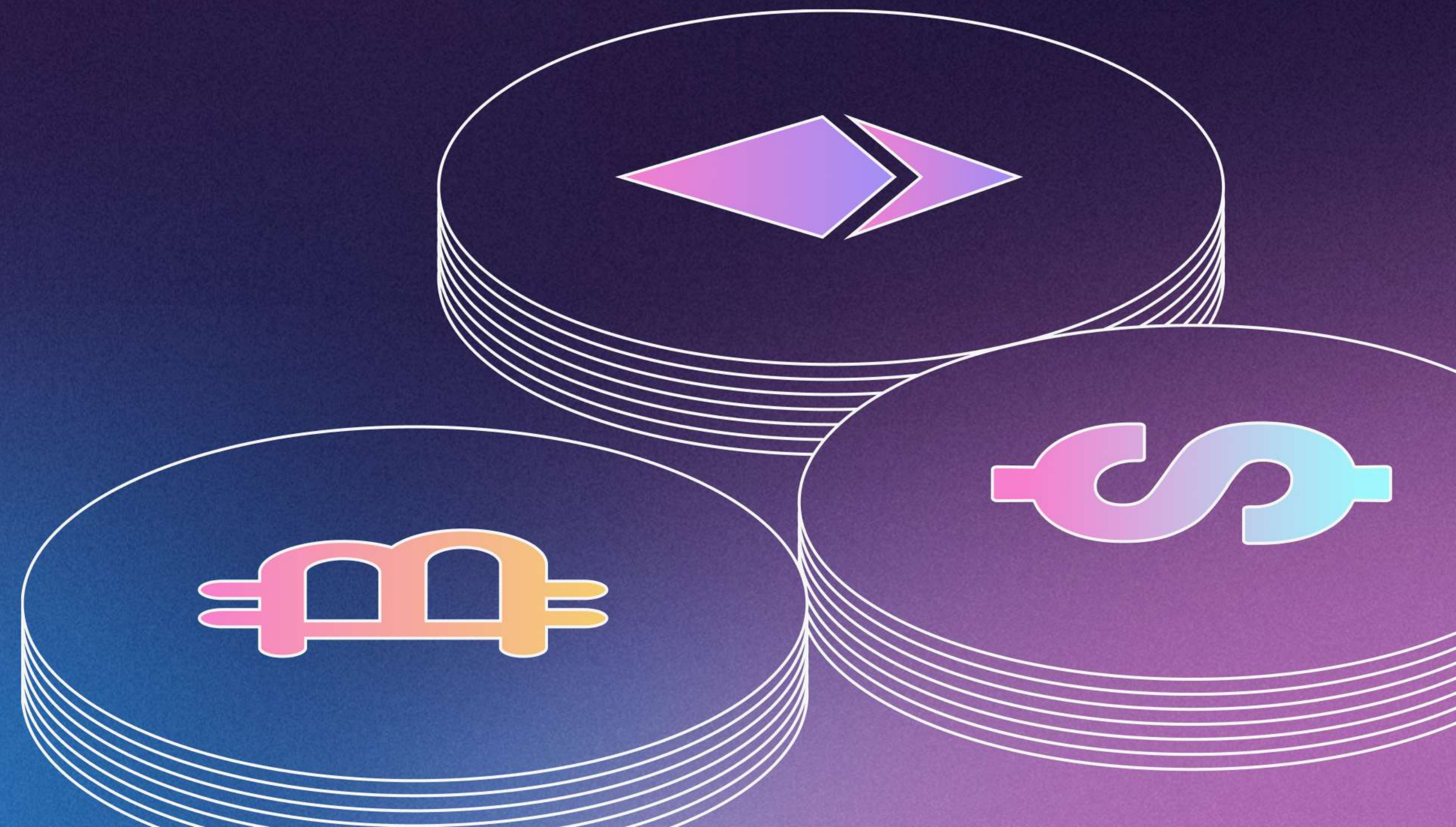
Ellie is an ARC Future Fellow, working across RMIT's Blockchain Innovation Hub, the Digital Ethnography Research Centre, and the ARC Centre of Excellence for Automated Decision-Making and Society. Prior to commencing her Future Fellowship, Ellie's research was focused on the topic of digital inclusion. She has written or co-authored five books, the most recent being Wi-Fi (Polity).



Chapter Two

# INTRODUCTION TO CRYPTOCURRENCIES

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## CHAPTER TWO OVERVIEW



Cryptocurrencies are challenging traditional value exchange. An understanding of how they work is necessary to participate in the Web3 movement.

Learn the fundamentals of cryptocurrencies, how cryptocurrencies have shaped Web3, and how to set up a MetaMask wallet.



## CHAPTER TWO OUTLINE

- **Money Makes the World Go Round**

The exchange of value has constantly evolved over time. Revisit the changes in our monetary system and see why Bitcoin emerged as a new frontier.

- **Bitcoin (BTC)**

Learn about the fundamentals of Bitcoin, proof-of-work and its journey to popularising blockchain.

- **Ethereum (ETH)**

Learn about the inception of Ethereum, smart contracts, dApps, and proof-of-stake; and how they have transformed blockchain and Web3.

- **Cryptocurrency Types**

Gain an understanding other cryptocurrencies, including Polygon (MATIC).

## CHAPTER TWO OUTLINE

- **Cryptocurrency Challenges**

Learn about some of the key challenges within the cryptocurrency space.

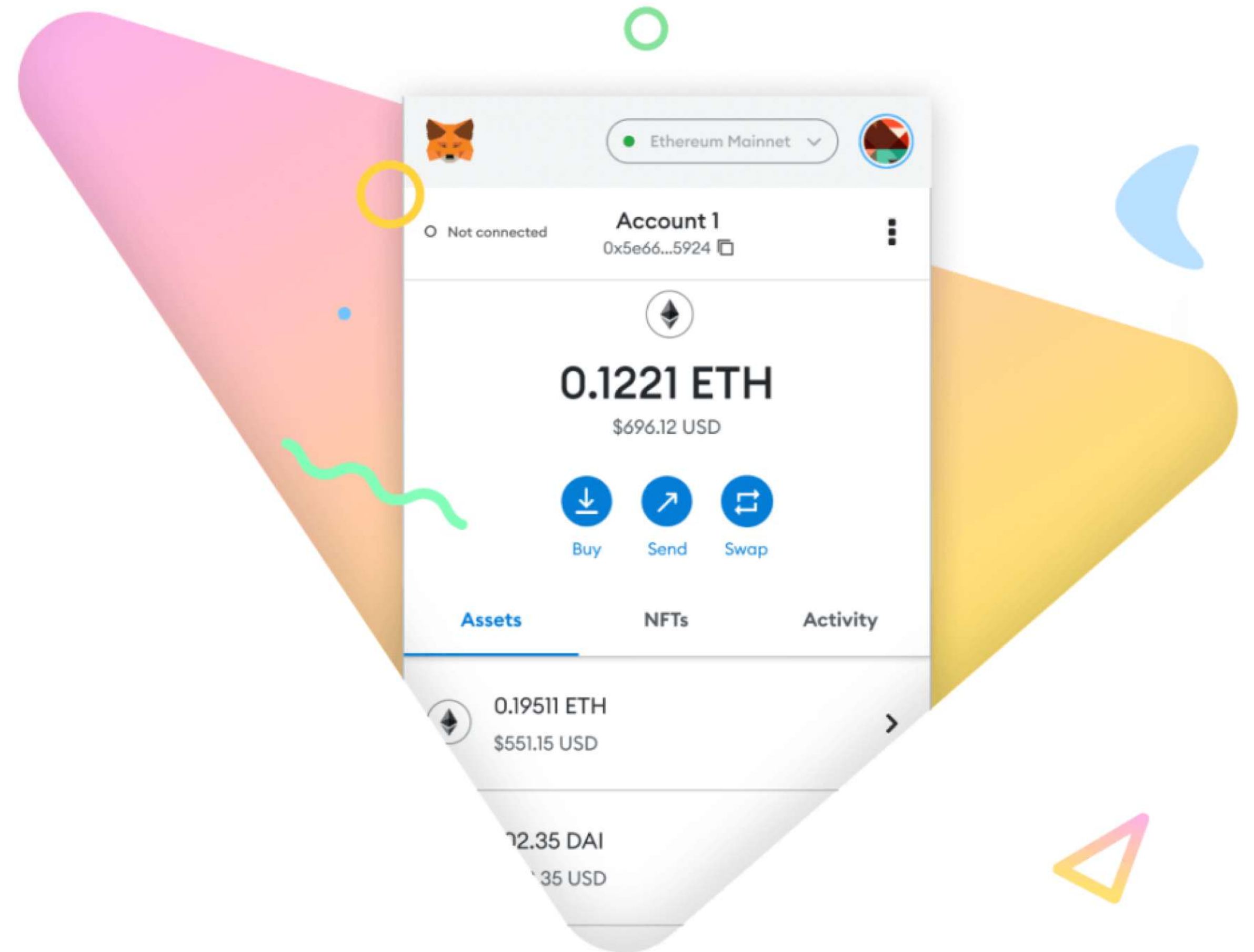
- **Introduction to Wallets**

Learn about the fundamentals of wallets, wallet safety and about the Web3/Ethereum wallet, MetaMask.

## CHAPTER TWO TASK

- **Set up a Metamask Wallet**

Cryptocurrency wallets are the gateway to Web3. Learn how to set up a MetaMask, one of the most popular Web3 wallets, to get started.



## CHAPTER TWO GUEST

**Caroline Bowler**  
CEO of BTC Markets

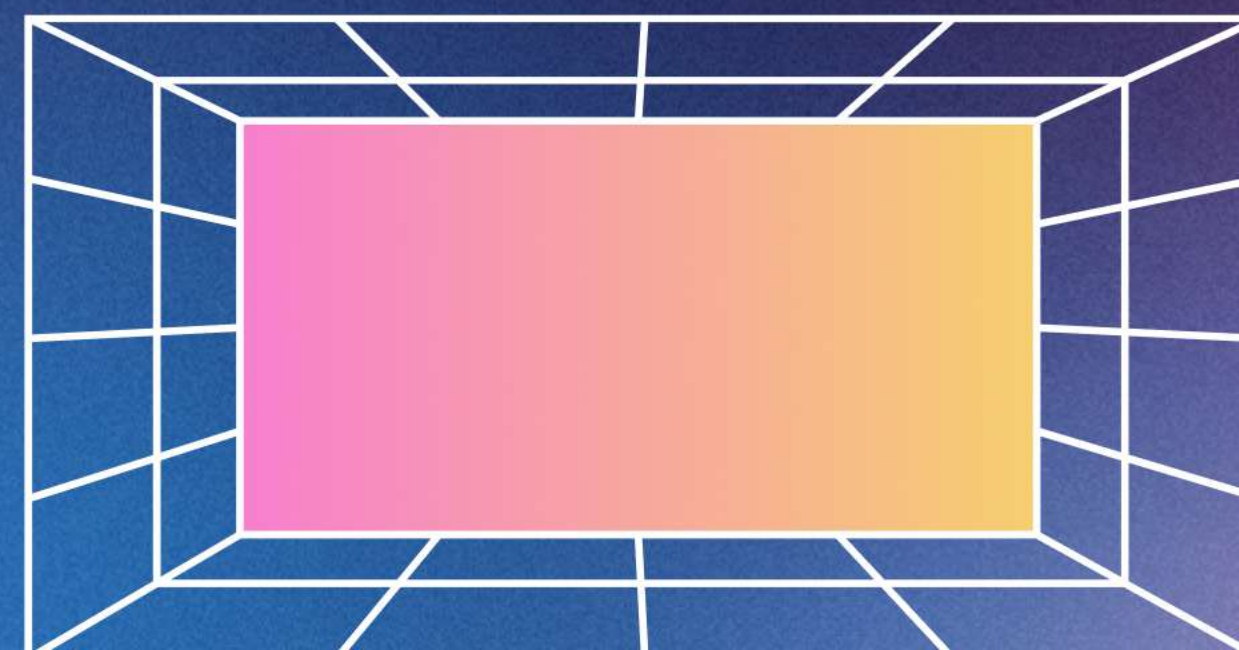
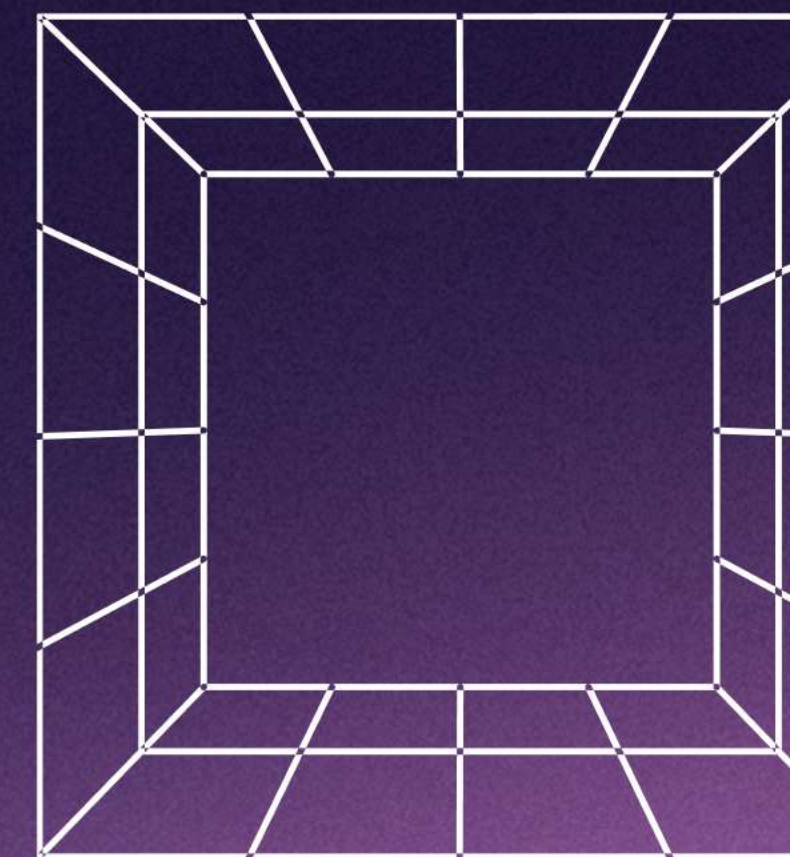
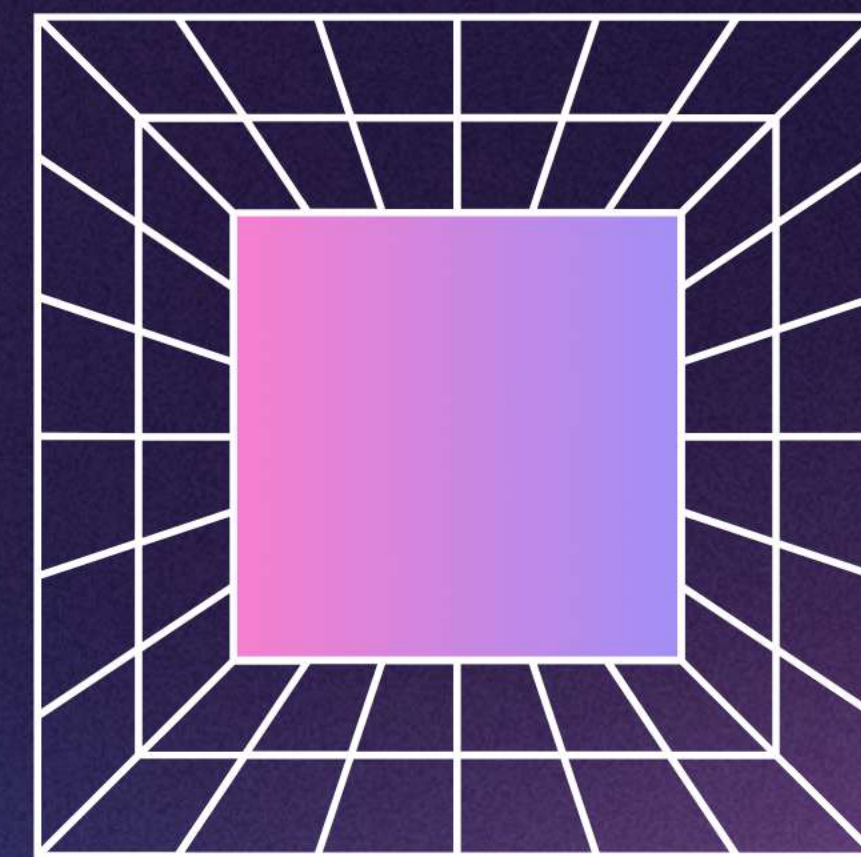
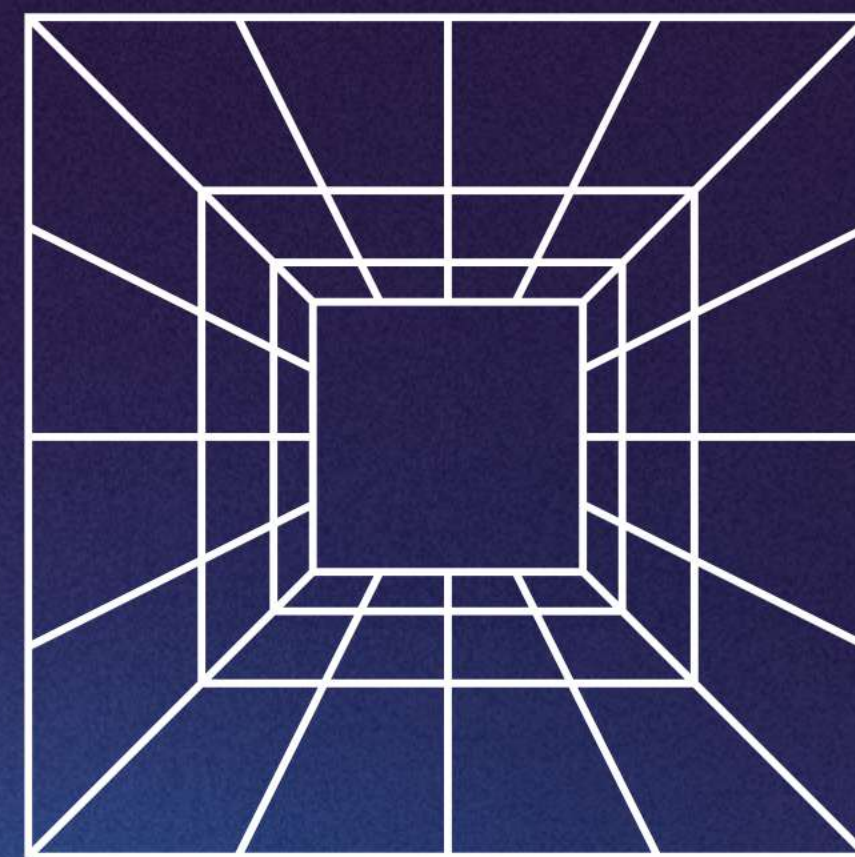
Caroline Bowler is CEO of BTC Markets, the largest Australian digital asset exchange. Formerly Director, Asia-Pacific for Red Flag Consulting. Caroline was the founder of Bowlah PR, the first FinTech PR agency in Asia with offices in Singapore and Melbourne. She has worked in Financial Services since 2004, both in Europe and Asia Pacific.

Over her career, Caroline has worked with a variety of financial institutions. These include investment banks, hedge funds, financial technology companies, and financial advisors. This has extended to blockchain and digital asset companies since 2015. Caroline is also a board member with Blockchain Australia, representing digital currency exchanges. She was awarded Female Fintech Leader of the Year 2022 at the Fintech Australia industry awards.



Chapter Three

# INTRODUCTION TO NFTS



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## CHAPTER THREE OVERVIEW



Digital culture has profoundly impacted our lives. Increasingly, our URL identities are just as significant as our IRL ones.

With the advent of NFTs, a new era of online culture has emerged. One that enables us to extend our online experience in totally new ways.

Learn how the verifiable ownership of digital assets is revolutionising culture and music; and mint an NFT collection.



## CHAPTER THREE OUTLINE

- **Right-click, Save as**

In 2021 NFTs pierced through popular culture. Discover how they came to be and how their popularisation has impacted culture, identity, and the arts.

- **What are NFTs?**

Learn the fundamentals of NFTs and the characteristics that define them.

- **Benefits of NFTs**

Discover the key benefits of NFTs for both creators and collectors.

- **NFT Marketplaces**

Explore different music NFT marketplaces.

- **Challenges**

Understand the key challenges associated with NFTs and how to stay safe in the space.

## CHAPTER THREE OUTLINE

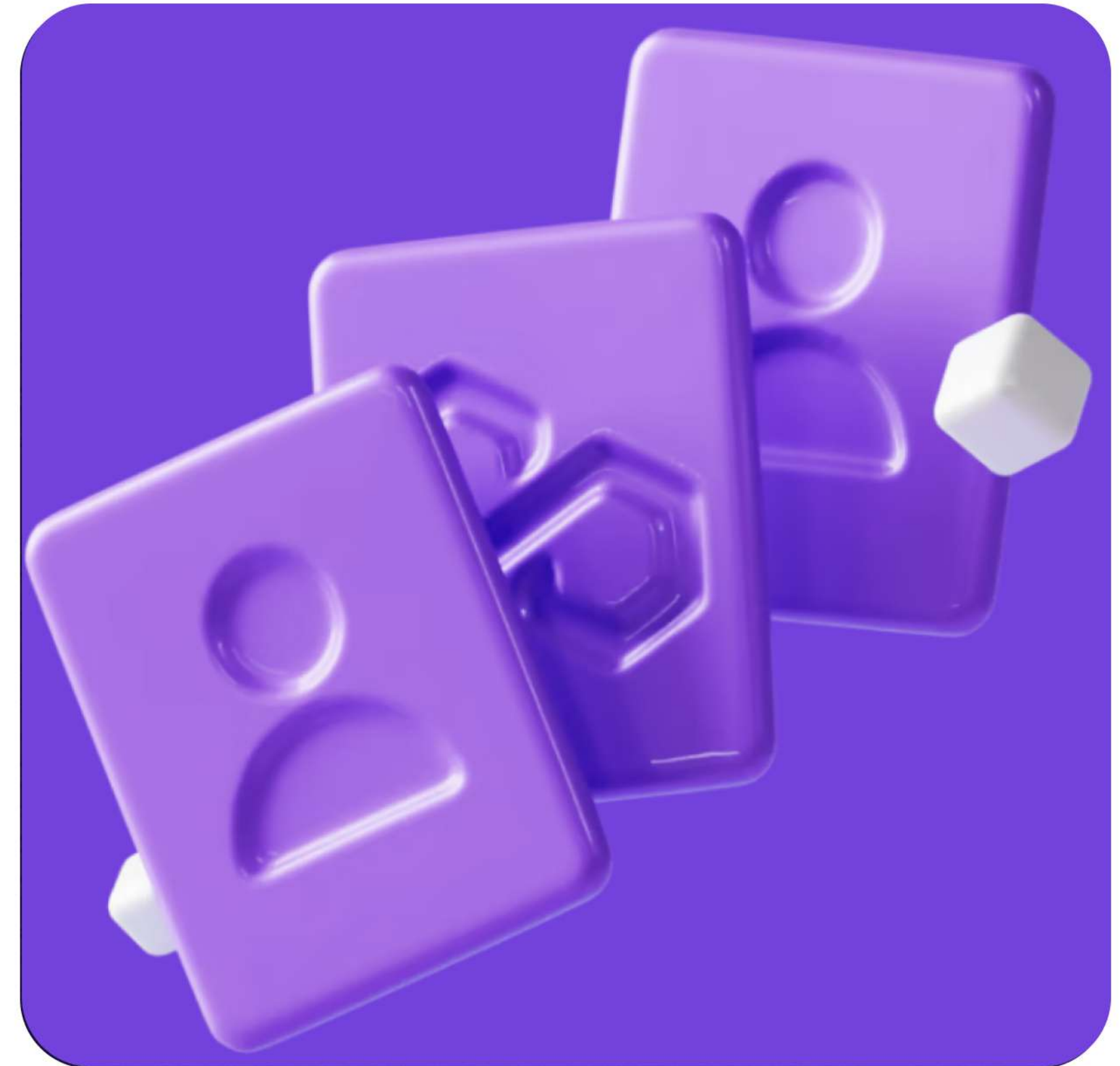
- **Where are we now?**

2021 was a pivotal year for music NFTs. Look at a snapshot of the landscape and towards the future.

## CHAPTER THREE TASK

- **Mint an NFT Collection**

Learn how to mint an NFT collection for free with Polygon (MATIC) and MetaMask on Tell.ie



## CHAPTER THREE GUEST

**Max Shand**

Founder and CEO of Serenade

Max Shand is a tech entrepreneur, professional fan, and Forbes 30 Under 30 honoree. He is the founder of Serenade, the eco-friendly music NFT marketplace. He is the founder of millennial venture capital group, Strangelove, was previously the Vice President of Australian youth broadcaster, FBi Radio, and is a published journalist on music history, culture and technology with the Sydney Morning Herald and The Quietus.

Max was the first employee of international payments company, Afterpay, which was recently acquired by Block (formerly Square). Max has discussed digital fan experiences through the lens of web3 technology at SXSW, Music Biz, The Great Escape, Liverpool Sound City, Spark Fest, NFT.NYC



Chapter Four

# INTRODUCTION TO WEB3

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## CHAPTER FOUR OVERVIEW



The centralisation of power has curtailed our rights of empowerment and control. In response, Web3 has emerged as a challenger to disrupt this balance.

Learn about this new era, how it is impacting the music industry, and how to create an NFT-gated website.



## CHAPTER FOUR OUTLINE

- **The Internet Evolution**

The internet brought forward connectivity, the creator economy and provided a superhighway of information. Explore its evolution and the differences between Web1, Web2 and Web3.

- **Music 3.0**

Discover Web3 tools and the possibilities that the new internet can unlock in music. Specifically in streaming, music NFTs, ticketing, fractionalised ownership and music production.

- **Community 3.0**

Learn about how communities are mobilising in Web3 with discourse platforms, social tokens and DAOs.

- **The Collaborator Economy**

Web3 has brought us the next evolution of the creator economy - the collaborator economy. Thanks to blockchain technology, we now have the tools to mobilise communities; and exchange value directly between one another.



- **Create an NFT-gated Website**

Tell.ie is a simple to use drag-and-drop site builder.

Use your newly minted NFTs to create a free NFT-gated website on the platform.



## CHAPTER FOUR GUEST

**LÂLKA**

Independent Artist

Borneo-born, Meanjin-based LÂLKA creates glitchy hyperpop with high-octane aesthetics. The producer, vocalist, classically trained musician, multi-instrumentalist and DJ presents her work through the lens of her own experiences as a queer woman of colour with palatial ferocity and energy.

LÂLKA has collaborated with New Zealand duo Chores, Australian producer Donatachi and Finnish DJ/Producer Rony Rex. She has performed at festivals such as St Jerome's Laneway Festival, FOMO and BIGSOUND, and has supported the likes of international artist Charli XCX and Aria-winner Genesis Owusu, amongst others.





# COURSE CONTRIBUTORS

MUS'3



# BROUGHT TO YOU BY

Course development and production



Principal funder and commissioning partner



Additional funding provided by



An initiative of



Delivered by



## COURSE CONTRIBUTORS

**Creators**

Reggie Ba Pe III

Elisabeth Hare

**Key Contributors**

Tell.ie

Tulley Kierney

Maroye Marinkovic

**Design**

Big Pampa

## COURSE CONTRIBUTORS

**Guest Speakers**

Ellie Rennie  
RMIT Blockchain Innovation Hub

Caroline Bowler  
BTC Markets

Max Shand  
Serenade

LÂLKA  
Independent Artist