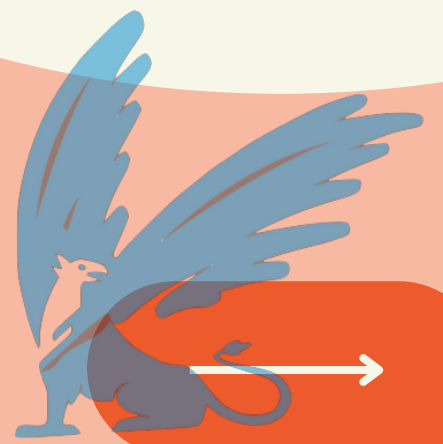


# Why Tokenisation is the Foundation of 2025's Business Evolution



Economics  
Design

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ABNASIA.ORG

**2025 is the year of tokenisation. If you're still viewing tokenisation as just "digital assets on a blockchain," it's time to rethink. Tokenisation isn't just a buzzword—it's a transformational framework that redefines how value, assets, and transactions are structured in the digital economy.**

**Here's why and how your Web2 business should get ahead of this shift.**



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# What is Tokenisation?

According to the BIS, tokenisation is the process of creating **digital representations of assets on programmable platforms**. The key? Programmability. It's not just about digitising; it's about automating, integrating, and expanding possibilities in ways traditional digital systems can't achieve. Check out their latest report [here](#).

## Two critical pillars of tokenisation:

- **Multi-asset Integration:** Bringing traditionally separate asset classes —stocks, bonds, real estate, supply chain invoices—onto unified platforms.
- **Interoperability:** Ensuring these platforms and assets talk to each other, breaking down silos and enabling global-scale efficiency



# Opportunities for Web2 Businesses

## 1 Collapse Value Chains

Tokenisation redefines industries by integrating multi-asset and multi-party processes. Pre-trade, trade, and post-trade functions can merge into a seamless flow.

- Example: Tokenised real estate deeds automate sales and compliance; supply chains unify procurement, payments, and logistics.

## 2 Automate & Disintermediate

Tokenisation eliminates middlemen by streamlining settlement, automating compliance, and offering transparency.

- Example: Insurance firms can create programmable policies with instant, automated claims settlements—no delays or disputes.



# Opportunities for Web2 Businesses

## **3 Programmable Loyalty & Rewards**

Programmable money transforms customer engagement. Businesses can offer customised financial products that adapt to user actions in real time.

- Example: Tokenised loyalty programs reward not just spending but actions aligned with brand values, like sustainability or social engagement.

## **4 User-Centric Systems**

Tokenised platforms succeed by integrating user assets, actions, and preferences seamlessly. Focus on delivering a simple, intuitive experience for the mass market, prioritizing usability over technology in your Web3 transformation



# The Bigger Picture: Tokenisation and Central Banks

Even **central banks** are being forced to rethink their roles. With programmable money and tokenised assets, central banks may soon play a drastically different role in how economies function. This shift has implications for **settlement, monetary policy, and financial stability** that ripple into private business ecosystems.

I'm not sure I want to live with paying for coffee with my Hilton points and taking the taxi with my SQ miles, but maybe that is a future we're looking at in the world of tokenisation and interoperability.



# The Call to Action

Web2 businesses can't afford to wait on the sidelines. The tokenisation wave will create winners and losers:

- ✓ Winners: Companies that leverage programmability, redefine value chains, and embrace disintermediation.
- ✗ Losers: Businesses that stick to traditional models and miss this once-in-a-generation opportunity to innovate.

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Let's build the future together. How are you preparing for tokenisation? Drop your thoughts below or reach out—I'd love to hear your vision.

Download Our Full Report: <https://economicsdesign.com/token-launches/>

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