



Individualizing Learning With Trust

**(Pitch Deck &
Blockchain Solution White Paper)**

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About Edubuk: Mission & Team

- **Mission:** Map Learner's Multiple Intelligence, Interests & Talent (M.I.I.T.) profile with a relevant conventional & unconventional career path and job
- **Vision:** Create an **Individualized Learning & Earning model** along with building Transparency & Trust in the Education System with the application of Deep Technologies (A.I., M.L. & Blockchain)

Founders:

- **Shivani Mehrotra Bajaj**
 - **Academic Profile:** MBE, UGC NET in Management & Economics, University Topper
 - **Diploma in Child Education & Applied Psychology (D.C. Ed, A. Psy.),** AITVT, New Delhi
 - **Professional Profile:** Assistant Professor in NAAC Grade "A" College(s)
- **Apoorva Bajaj**
 - **Academic Profile:** B.Tech (IIT), MBA (IIM), Gold Medalist & CFA (US)
 - **Professional Profile:** Investment Management Analyst, Goldman Sachs, J.P. Morgan

Mentor & Advisor:

- **Mukul Agrawal**
 - EdTech Entrepreneur, Founder & CEO of etutorworld. TiE Advisor & Mentor.
- **Rahul Reddy**
 - Serial Entrepreneur and CEO of Octopus Group. A.K.A. "Brand Wizard".
- **Vijay Vedantam**
 - Director at Humint Global Technologies Pvt. Ltd. Secretary at Hyderabad Management Association.
- **M Kanak**
 - Principal Consultant at Master Coach, skilled in Coaching & Mentoring.

Problem in Current Education System

- **One-Size Fits All Approach:** Despite the fact that different students have different brains, different dreams, different interests, different talent, and different intelligence types but the current education system makes each student go through the exact same syllabus to compete for same exams to achieve same set of letter grades.
- **Career Selection is done by either Peer Pressure or Parents' Wishes.**
- **Quality Education is Not Affordable for Everyone**
- **Increasing Student Debt due to expensive education offerings.**
- **No Trustworthy Source of Recording Learning:** No trustworthy source exists to verify the learning and skillsets claims, given that there have been several reported instances of fake degrees issued by fake institutes.
- **Not a Holistic Education Approach:** Focus only on imparting and enhancing only two types of Multiple Intelligences i.e. Logical Mathematical Intelligence and Linguistic Intelligence out of total 9 types.
- **Graduates are Not Trained as per the Needs of the Job Market**

Effects of the Problem on the Society

India is in the middle of an engineering education crisis
Source: *Economic Times*, 9th April 2018

Over 2.8 crore people apply for 90,000 railways jobs

Source: *Times of India*, 31st March 2018

Unemployment Rate in India: Nearly 31 million Indians are jobless
Source: *Times of India*, 6th March 2018

India's failing education system: It is our children's future, not our ancestor's pride, that deserves our outrage first
Source: *Times of India*, 3rd April 2018



In India, Rising Joblessness is a Tinderbox Waiting to Catch Fire

Tough times ahead for India's young people have the potential to translate into hard times for the nation's social harmony and peace.

Source: www.thewire.in/macro, 24th April 2018

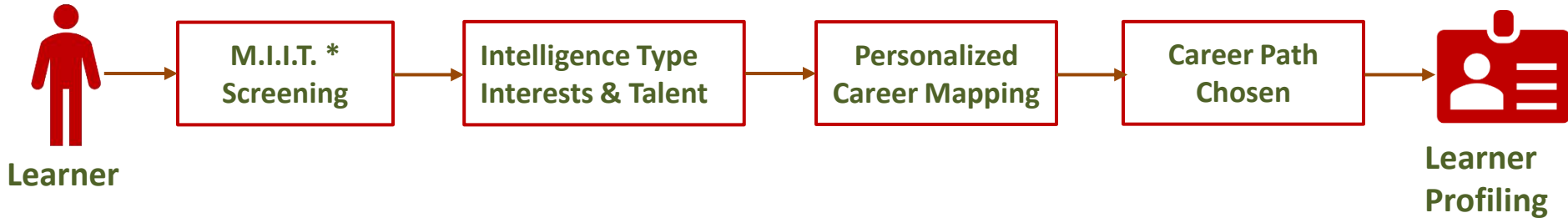
Narayana Murthy says 80% Indian youngsters not properly trained for any job, blames faulty education system

Source: www.zeenews.india.com, 18th April 2018

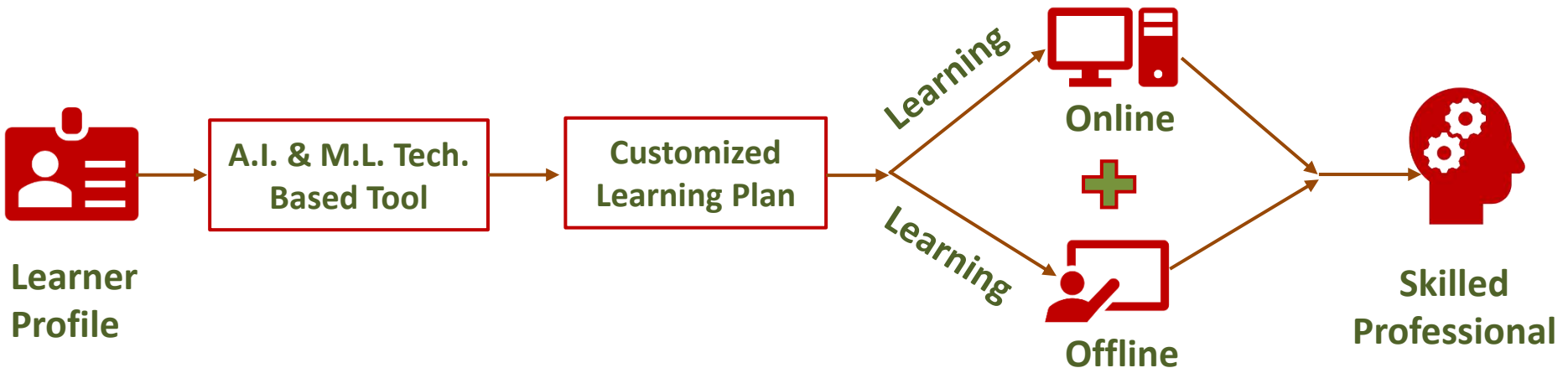
The SSC 'Scam' Reveals The Mess That Is India's Education System
Source: *YouthkiaWaaaz*, 15th March 2018

Solution: Step 1 & 2

Step 1: Know-The-Learner (KTL)



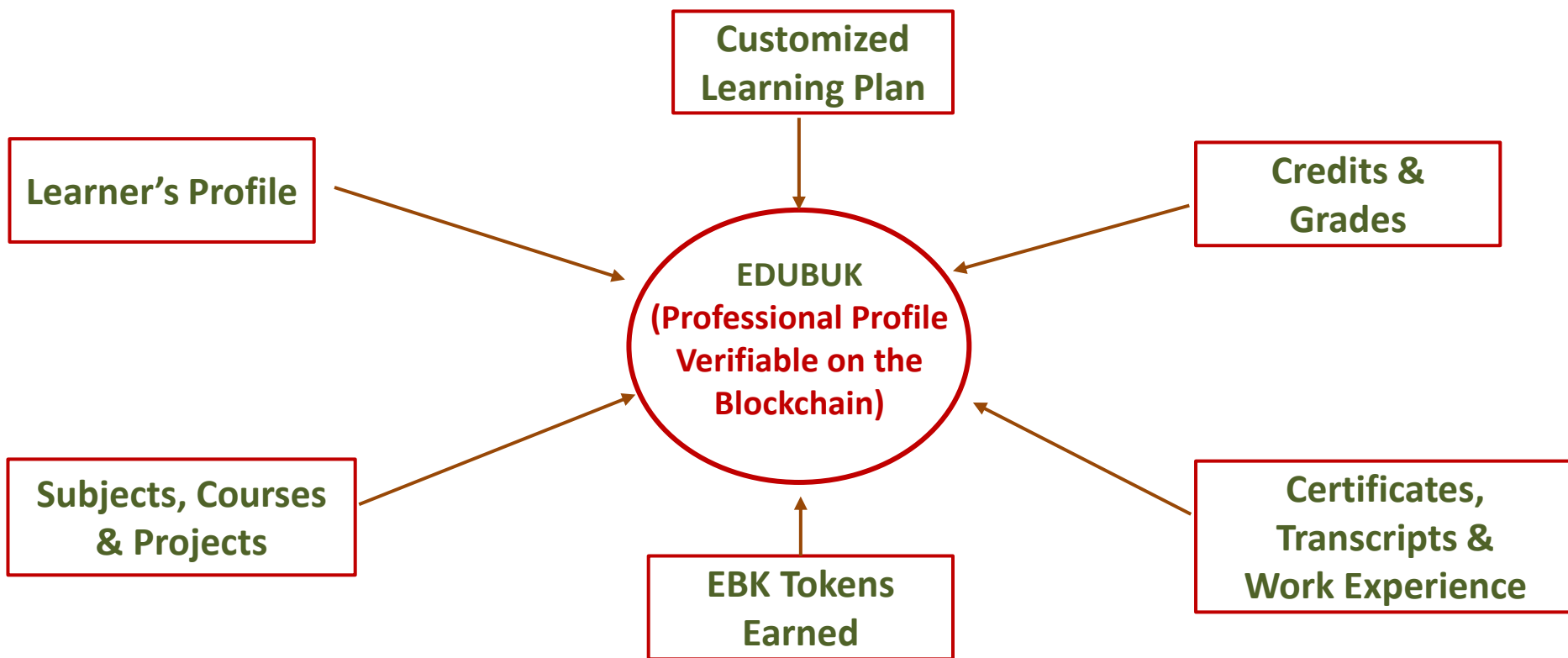
Step 2: Customized-Learning-Plan (CLP)



* M.I.I.T. : Multiple Intelligence, Interests & Talent

Solution: Step 3 & 4

Step 3: Create-Your-Edubuk (CYE)



Step 4: Select-Your-Job (SYJ)



Community Connect Platform

- To Connect Parents, Students and Experts on one Platform in a “relevant manner”.
- Have “learning”, “career path” and “employability” as the focus of all the conversations
- Experts Include:
 - Counsellors
 - Sports Academy
 - Dance Academy
 - Swimming Training
 - EdX, Udemy, Coursera, Toppr etc.
- 4 Groups:
 - Parents-Connect-Parents
 - Parents-Connect-Experts
 - Students-Connect-Students
 - Students-Connect-Experts

Customers & Market Size

Customer Segments

School Students: 6th to 12th
Graduate & Post Graduate Students
Working Professionals & Employers

Total Available Market (TAM, India)

~11 Lakh (1.1 million) Schools (Class 6th to 12th),
~22 Crore (220 million) Students enrolled
~50,000 Colleges & Institutes, ~35 million Students enrolled
~8.75 Crore Working Professionals

Serviceable Available Market (SAM, Telangana)

~40,000 Schools (Class 6th to 12th), ~80 Lakh students
~2,300 Colleges, ~ 17 Lakh (1.7 million) students
~1.5 Crore (15 million) Working Professionals

Serviceable Obtainable Market (SOM, Telangana)

In next 12-18 Months, Edubuk can tap:
~1,000 Schools (Class 6th to 12th), ~3 Lakh students
~200 Colleges, 1.5 Lakh students
~5% of Working Professionals, i.e. ~7.5 Lakhs

Value Proposition for All Stakeholders

Learner	Instructors & Experts	Institutes & E-Learning Platforms	Employers
Learning is customized & rewarding (by EBK tokens) anytime, anywhere and at reduced costs	Instructor can teach and be rewarded from anytime and anywhere across the globe	Global reach, more customers referred by Edubuk	Get most-relevant profiles for interviews, reduces costs and time of Screening CVs
Options of choosing from a mix of Online & Offline learning medium	Willing and serious students as customers throughout the globe	Additional demand for new customized courses leading to new revenue drivers	Reduce Time & Costs associated with Pre-Employment Background Checks
Courses & Career Path in sync with Intelligence Type, Interests & Passion	Enhance their knowledge by taking courses in their interest areas as discounted prices	Advertisement Benefits and partial payment of commissions by EBK tokens	Advertisement Benefits and partial payment of commissions by EBK tokens
Help in securing relevant Conventional & Unconventional Jobs	Use and Benefits of EBK tokens earned	Use and Benefits of EBK tokens earned	Use and Benefits of EBK tokens earned
Immutable Record of Learning on the Blockchain (no hassle of carrying hard copy of degrees & marks)	Immutable Record of Teaching Services and Credentials (no need to prove yourself while carrying degrees)	Immutable Record of Services Provided (brings more credibility)	Reduce Time & Costs for current employees training which can be outsourced to Edubuk's online platform.

Go-To-Market Strategy & Social Impact

Go-to-Market Strategy (1)

- B2B2C Model
- Reaching out to each school, explaining our product and benefits
- Convincing the school admin to allow Edubuk to conduct the event (allow 1 hour in 1 academic session per class, 7th to 12th)

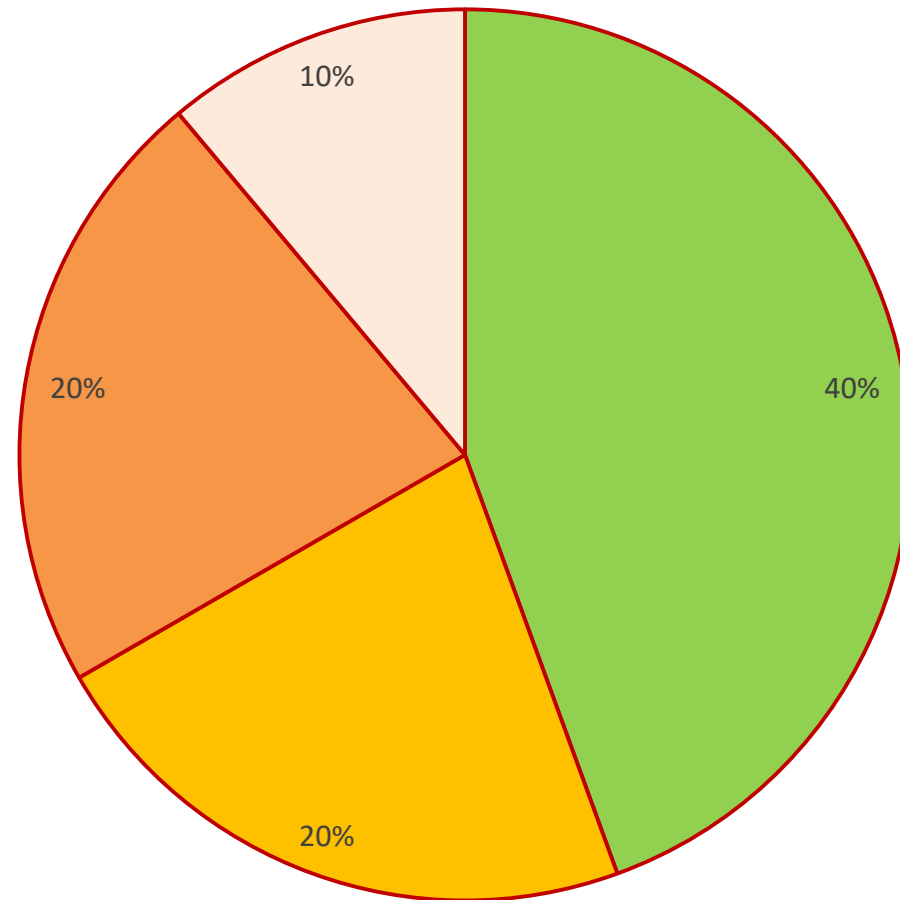
Go-to-Market Strategy (2)

- B2G2C Model
- Reaching out to the centralized education governing bodies (State Education Boards, CBSE, ICSE)
- We can get a lot of schools to agree in one shot to implement Edubuk's initiative for student's benefits.

SOCIAL IMPACT

- Edubuk will help the youth by reducing the problem of “Educated Unemployment” by empowering them to explore the unconventional career paths in sync with their intelligence type, interests and talent.
- Our solution via “Community Connect” aims to “create awareness amongst parents” to take an informed career decision for their children by “considering alternative career choices”.

Business Model: Revenue Streams



Microsoft Excel
Worksheet

- M.I.I.T. Profiling & Career Mapping Report (INR 500/Profile)
- Customized Learning Plan (INR 300/CLP)
- Commissions from Experts (INR 1000/Month/Expert)
- Profile Verification by Employers (INR 500/Profile)

Business Model: Revenue Projections

Revenue Projections (Per Annum)	Apr-Mar (FY)	Apr-Mar (FY)	Apr-Mar (FY)
All Currency Figures in INR (₹)	FY (Year 1)	FY (Year 2)	FY (Year 3)
Number of Schools in Telangana	40,000	40,000	40,000
Market (New Schools in Each Year) Tapped by Edubuk (in %)	3%	6%	12%
Number of schools Tapped	1,200	2,400	4,800
Learner Profiles Created in each school (Average of 5 Classes, 2 section each with 30 students each)	300	300	300
Total Learner Profiles Created by B2B2C Channels in Schools	3,60,000	7,20,000	14,40,000
Number of Colleges in Telangana	2,300	2,300	2,300
Market (New Schools in Each Year) Tapped by Edubuk (in %)	5%	7%	10%
Number of schools Tapped	115	161	230
Learner Profiles Created in each College (Average of 600 students per college)	600	600	600
Total Learner Profiles Created by B2B2C Channels in Colleges	69,000	96,600	1,38,000
Learner Profiling created by B2C marketing channel	25,000	40,000	80,000
Total Learner Profiles Created by B2B2C & B2C marketing channel	4,54,000	8,56,600	16,58,000
Fees per Profile (INR)	500	500	500
Revenues from M.I. Profiling & Certificate (Stream 1)	₹ 22,70,00,000	₹ 42,83,00,000	₹ 82,90,00,000
Customized Learning Plan Fees	300	300	300
No. of students (Average of 50% of enrolled for tests)	2,27,000	4,28,300	8,29,000
Revenues From Customized Learning Plan (Stream 2)	₹ 6,81,00,000	₹ 12,84,90,000	₹ 24,87,00,000
Commissions from Experts on Community Connect Platform (Per Expert Per Month)	1,000	1,000	1,000
Total No. of Experts	200	1,000	2,000
Revenues from Commissions or Advertisements by Experts (Stream 3)	₹ 2,00,000	₹ 10,00,000	₹ 20,00,000
Number of profiles verified on the Blockchain by Employers	5,000	10,000	20,000
Verification Fees for Each Profile (real time on the Blockchain)	500	500	500
Revenues from Profile Verification Fees from Employers (Stream 4)	₹ 25,00,000	₹ 50,00,000	₹ 1,00,00,000
Total Revenues (Stream 1+Stream 2+ Stream 3+ Stream 4) (in INR ₹)	₹ 29,78,00,000	₹ 56,27,90,000	₹ 1,08,97,00,000
Total Revenues (Stream 1+Stream 2+ Stream 3+ Stream 4) (Rounded Off, in INR CRORES, ₹)	₹ 30.0 Crores	₹ 60 Crores	₹ 110 Crores

Competition & USP

Competitor Analysis	M.I.I.T. Profile	Customized Learning Plan	Unconventional Career Paths	Relevant Use of A.I., M.L., Blockchain	Trustworthy Verification
Edubuk	✓	✓	✓	✓	✓
Curricooler	✗	✗	✓	✗	✗
Katalyst EduServe	✓	✗	✓	✗	✗
Lodestar	✓	✗	✗	✗	✗
ODEM	✗	✓	✗	✓	✗
Swayam Life	✓	✗	✗	✗	✗
BitDegree	✗	✗	✗	✓	✓

Competitive Advantage (USP):

- Focus on “Individualized Learning” in–sync with Learner’s Intelligence Type, Interests & Passion with the use of “Customized Learning Plan” to make him “Job-Ready”.
- Learner acquires “Only Relevant Skills” using “Online-Cum-Offline” Learning Medium Options.
- First of its kind “Centralized, Verifiable and Trustworthy” Platform which also provides “Earning while Learning” Opportunities with the relevant use of A.I. M.L. & Blockchain Technology.
- Focus on Less Explored Unconventional Career Paths like being a dancer, musician, singer, artist, sportsperson, actor, painter etc. or pursue these interests & passion as a hobby, on a serious note.

Milestones Achieved, Recognition & Awards Won

Top 3000 (from 15,000)
in Smart Fifty

Top 7 in Catapoolt 2018

Inception & Ideation

Sept.
2017

Jan.
2018

April
2018

Dec.
2017

April
2018

April
2018

Test Development
(M.I.I.T. Screening)

Top 10 (from 180 applications)
in SRiX 1.0

Session on
Future of Education
for Principal(s) & COO

July
2018

July
2018

July
2018

Aug.
2018

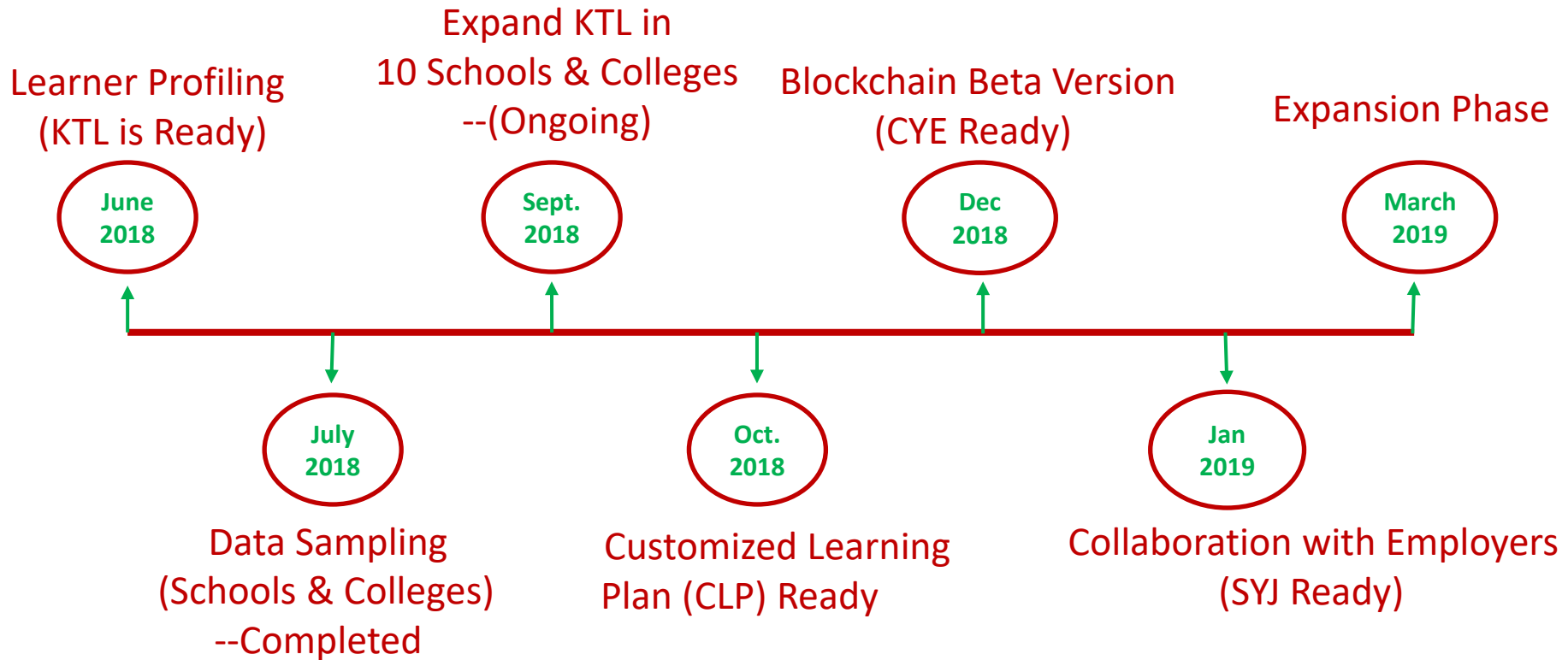
Top 2 in
Startup Grill

Top 50 in NIPP
Nasscom Blockchain
Hackathon

Finalists in HYSEA
(Hyderabad) Design
Summit Awards

**Only 1 from India invited to Demo
in Hubweek's International
Innovation Event in Boston, US
(Co-hosted by
MIT & Harvard University)**

Roadmap Ahead



If we can have Customized LinkedIn Profiles, Customized Facebook Pages, why cannot we create a Customized Learning Solution—**EDUBUK**

**Blockchain Based Whitepaper Section below:
Please visit Next Page!**



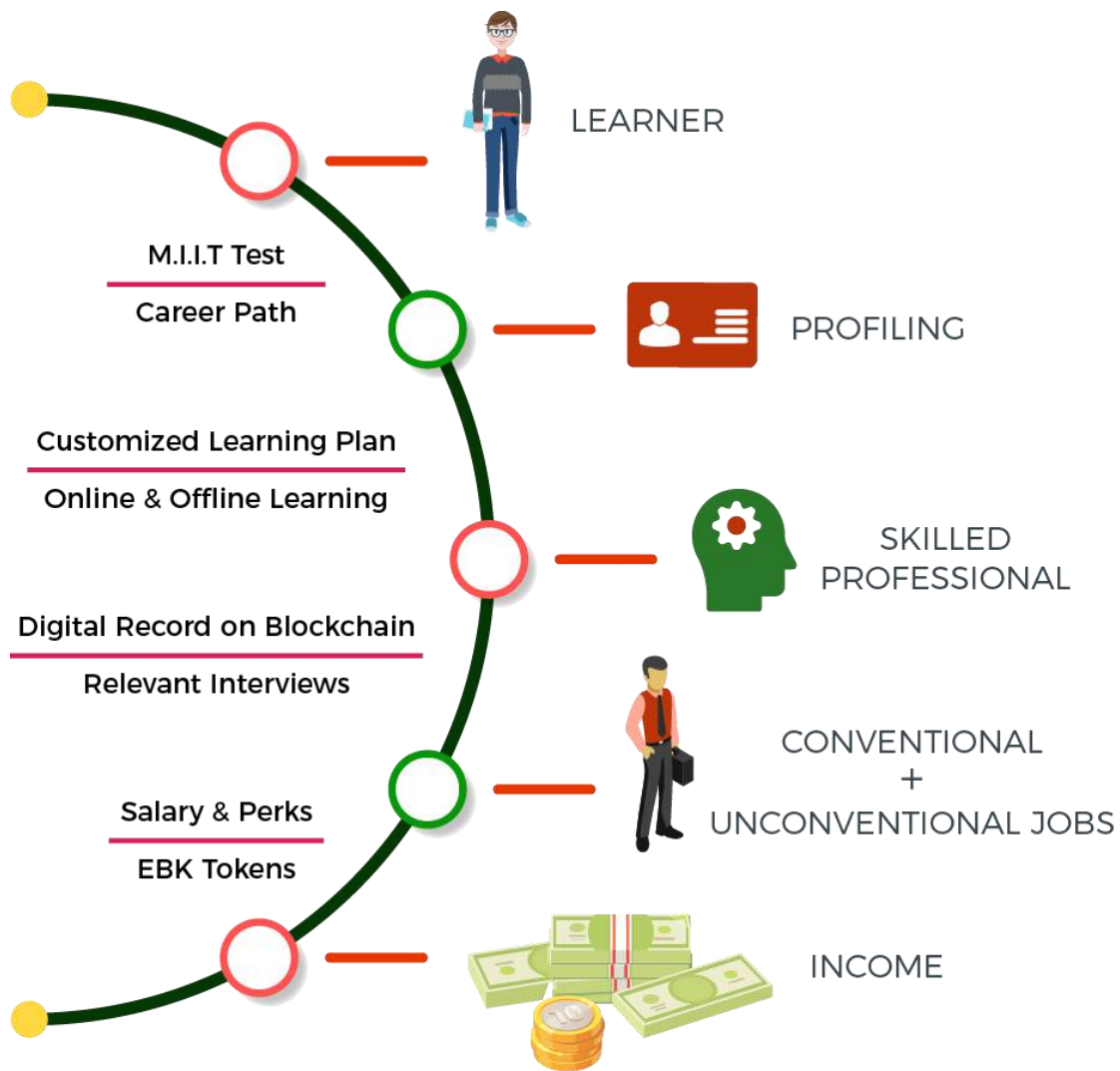
Individualizing Learning with Trust

White Paper 2018

Enter the Edubuk System & create Learner Profile by giving MIIT* Screening

Acquire Skills based on Your Customized Learning Plan & Learn from Global Experts

Create Your Edubuk on the Blockchain & Pursue Your Interests & Talent as a Career



MIIT*: Multiple Intelligence, Interests & Talent

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1. NOTICE

This Confidential Preliminary Product Whitepaper (this “Whitepaper”) has been prepared by Edubuk Trust, an Indian based Trust formed under Indian Trusts Act, 1882 (“EDUBUK”), for use by purchasers to whom EDUBUK is offering the opportunity to purchase EBK Tokens, for the primary use in the EDUBUK’s Blockchain Platform.

Disclaimer: Please read this Preliminary Whitepaper carefully. This applies to all persons who intend to purchase EBK Tokens. This Whitepaper may be updated from time to time for further relevant information at the discretion of EDUBUK.

Token sales are by their nature highly risky and participating in the token sale means taking high risks due to legal, regulatory, technical, untested market risks as well as any other potential unknown risks at the time of writing of this document.

2. MISSION & VISION

- **Mission:** Map Learner's Multiple Intelligence, Interests & Talent (M.I.I.T.) profile with a relevant conventional and unconventional career path and job.
- **Vision:** Create an Individualized Learning & Earning model which is Scalable across the Globe along with building Transparency & Trust in the Education System with the application of Deep Technologies (including Machine Learning & Blockchain).

Edubuk maps each Learner's Multiple Intelligence, Interests & Talent (M.I.I.T.) profile with a relevant career path & job, including jobs like becoming a dancer, musician, singer, actor, painter, artists, sportsperson etc. We provide an option of customized online-cum-offline learning plan which enables the learner to acquire skill-sets required to achieve his chosen career path. We also keep an immutable & verifiable digital record of learning and experience on the Blockchain for all Edubuk system participants.

Edubuk also provides "Community Connect" platform, which connects Schools, Parents, Teachers, Students, Experts and Learning Enablers with each-other via public and private online conversation rooms. By having "learning", "career path" and "employability" as the focus of all the conversations with all relevant stakeholders in learner's development, we can help create better all-round developed professionals in the society.

3. EXECUTIVE SUMMARY

Gone are the days of the Industrial Revolution which created an education system suitable for industrial workers. Almost two decades have passed since we entered the 21st Century, where technological advancements have brought about changes in almost all the sectors of the economy but education sector still lags behind. We believe the need of the hour is to re-think the present education system and create a Customized & Individualized Learning Model which is both affordable and scalable.

Global expenditures in the Education sector have increased to an estimated \$6.5 trillion in 2017. Developing countries in Asia and Africa are the major drivers of growth in demand for education due to increase in their population and low literacy rate levels. Although per-capita spend on education is increasing amongst the middle class in these countries, yet there is a dearth of quality education which aids in meaningful skill development thereby creating employable educated professionals.

Major issues crippling the education system are increasing tuition fees, rising education loans resulting in huge debt burden on the students and/or their families. This problem is further exacerbated by various middlemen that link the students to the educational institutions. There is no trustworthy source to verify the learning and skillsets acquired especially when there have been several reported instances of fake degrees issued by fake institutes. Also, current education system focuses on imparting and enhancing only two types of Multiple Intelligences (as per Prof. Howard Gardner's Multiple Intelligence Theory) i.e. Logical Mathematical Intelligence and Linguistic Intelligence. All these prevalent problems in current education systems makes it less affordable, less trustworthy, less holistic and of less quality.

Edubuk aims to create a customized, scalable yet affordable quality education platform by leveraging machine learning and blockchain technology. The platform helps students & learners by creating their MIIT (Multiple Intelligence, Interests & Talent) Results and Career Mapping Report, creating Customized Learning Plan, creating their academic & professional profile verifiable on the blockchain and finally suggesting relevant conventional and unconventional jobs using machine learning technology.

4. PROBLEMS IN CURRENT EDUCATION SYSTEM

- **One-Size Fits All Approach:** Despite the fact that different students have different brains, different dreams, different interests, different talent, and different needs but the current education system makes each student go through the exact same syllabus to compete for same exams to achieve same set of letter grades where “A” is considered best and “D” worse.
- **Career Selection is done by either Peer Pressure or Parents Wishes:** A vital decision of selection of a relevant career for the student is either taken under the influence of peer pressure or as per parents’ wishes.
- **Quality Education is Not Affordable for Everyone:** Lack of quality education is a serious problem. Even if it is available at a few places, it is not affordable for majority of students around the world.
- **Ever Increasing Student Debt:** Tuition fees and education in general is becoming expensive for every student without any promise of getting a job. The result is that student debt is the next big crisis knocking the door.
- **No Trustworthy Source of Recording Learning:** No trustworthy source exists to verify the learning and skillsets claims, given that there have been several reported instances of fake degrees issued by fake institutes.
- **Not a Holistic Approach to Education:** Current Education system focuses on imparting and enhancing only two types of Multiple Intelligences (as per Prof. Howard Gardner’s Multiple Intelligence Theory) i.e. Logical Mathematical Intelligence and Linguistic Intelligence. There are not many institutes imparting holistic education considering all 9 intelligence types as per Gardner’s M.I. Theory.
- **Graduates are Not Trained as per the Needs of the Job Market:** Universities do not really consider employers as their customers. Hence, graduate students are not fit for the job offered to them as they lack skills required for the job because they are not trained relevantly. This is resulting in rising joblessness. CEO of a leading Indian Information Technology company recently said that 94% of IT graduates are not suitable for any IT jobs and lack necessary skills.

5. EDUBUK'S SOLUTION

Edubuk is on a mission to “Individualize & Decentralize” Learning with building “Transparency & Trust” in the Education system. Edubuk aims to create a customized, scalable yet affordable quality education platform based on our four step “Individualized Learning & Earning Model” by leveraging machine learning and blockchain technology.

The platform helps students & learners by creating and mapping their MIIT (Multiple Intelligence, Interests & Talent) Profile with a Conventional & Unconventional Career Path(s), creating a Customized Learning Plan from a combination of online-cum-offline medium of learning, creating academic & professional profile verifiable on the blockchain and finally suggesting relevant conventional and unconventional jobs including jobs like becoming a dancer, musician, singer, actor, painter, artists, sportsperson etc.

"Learning is Earning": Our Blockchain based solution helps the learner to "Earn while learning" by issuing EBK tokens after achieving certain specific learning milestone hence effectively subsidising the course fees.

Social Connect Feature: Edubuk's Community Connect Platform:

To Connect Parents, Students and Experts on one Platform in a “relevant manner”, having “learning”, “career path” and “employability” as the focus of all conversations.

Four Private Groups on the Platform:

- 1) Parents-Connect-Parents
- 2) Parents-Connect-Experts
- 3) Students-Connect-Students
- 4) Students-Connect-Experts.

Experts Include:

- Counsellors
- Sports Academy
- Dance Academy
- Swimming Training
- Online MOOC providers: EdX, Udemy, Coursera, UpGrad etc.

6. EDUBUK'S INDIVIDUALIZED LEARNING & EARNING MODEL

Step 1: Know-The-Learner (KTL)



- MIIT Screening Test to judge and analyse the proportion of different types of Multiple Intelligences, Interests & Talent in each student based on Harvard University Professor Howard Gardner's Multiple Intelligence Theory.
- The main objective of the MIIT Screening is to help each learner realize his or her true potential in terms of three dominant types of Multiple Intelligences, Interests and Talent.
- Mapping of Interests, Passion, Talent and Intelligence Type(s) with Relevant Career Paths.
- Each Learner will get a Personalized “MIIT Screening Results & Career Mapping Report”.
- This step creates a “Learner Profile” on Edubuk’s system which includes 3 dominant Intelligence Types and relevant career path(s) which can be further narrowed down and selected by the learner based on his interactions with the experts on our platform.
- Each Learner who appears for the MIIT Screening Test will be invited to join the relevant group(s) on Edubuk’s Community Connect Platform where the learner can raise queries and get answers from relevant experts.

6. EDUBUK'S INDIVIDUALIZED LEARNING & EARNING MODEL

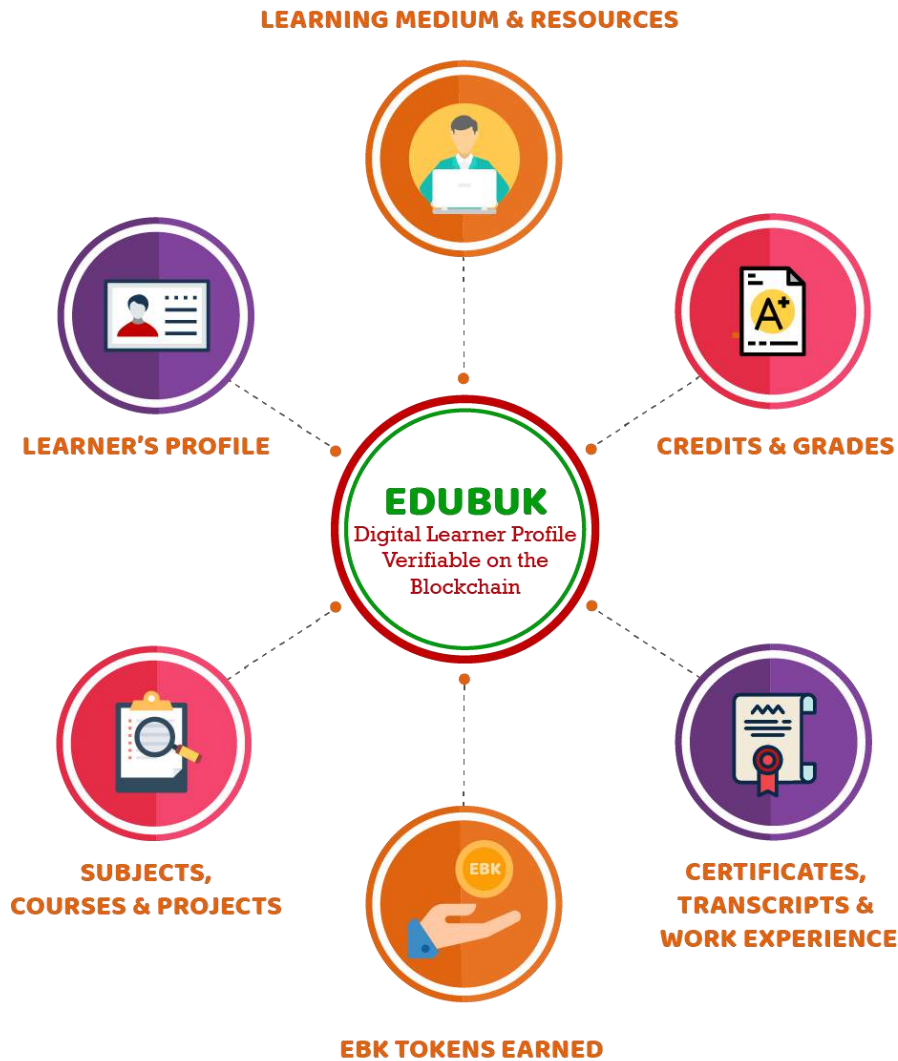
Step 2: Customized-Learning-Plan (CLP)



- In this step, Learner Profile becomes an Input and Edubuk's Artificial Intelligence & Machine Learning Based Tech Tool becomes the process to output the "Customized Learning Plan".
- Customized Learning Plan will be a combination Offline-Cum-Online Learning Medium.
- CLP will include a subset from a list of Any Online Learning Portal; Any College; Any MOOC; Any Distant Education Program; Any Skill Based Learning; Any Dance Academy, Any Sports Academy; Any Music Academy, Any Acting Classes, Any Dramatics Classes, Any Other Education Platforms etc.
- This step will effectively become an "Online Education Marketplace" connecting learner(s) with learning medium provider(s) on one platform.
- Customized Learning Plan(s) can also help any individual who wants to further his amateur interests or talent for a parallel integrated career path and opportunity which he might or might not want to pursue as a full-time career.

6. EDUBUK'S INDIVIDUALIZED LEARNING & EARNING MODEL

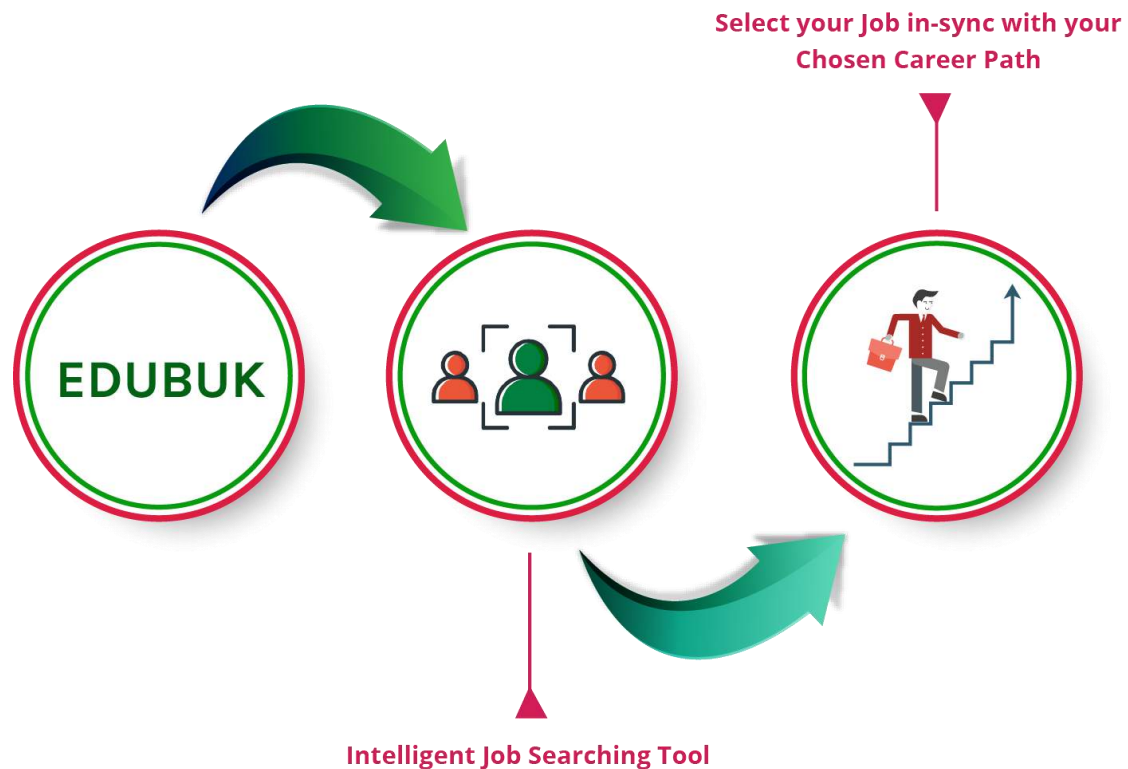
Step 3: Create-Your-Edubuk (CYE)



- Academic & Professional Profile Verifiable on the Blockchain.
- A Digital Info. Book (Ledger) Showing Immutable and Verifiable Record of Academic Learning & Work Experience.
- Learner's Profile, Subjects, Credits, Hours, Grades, Certificates, Transcripts etc. are all recorded on the Blockchain.
- Earning while Learning is “Incentivized by issuing EBK Token” for Edubuk System participants on achieving learning milestones.

6. EDUBUK'S INDIVIDUALIZED LEARNING & EARNING MODEL

Step 4: Select-Your-Job (SYJ)



- Artificial Intelligence & Machine Learning Based Tool helps the learner to find and apply for relevant job opportunities in sync with learner's Edubuk having immutable and verifiable records of learning & experience.
- Job Opportunities with our partner and non-partner employer(s) from a combination of Conventional and Unconventional Job Types.
- **Conventional Jobs:** Engineer, Doctor, MBA, CA, IAS, Lawyer etc.
- **Unconventional Jobs:** Singer, Dancer, Actor, Sportsman, Writer, Cartoonist, Musician, Artist, Astronomers, Geoscientists etc.

7. EDUBUK'S TECHNOLOGY PLATFORM

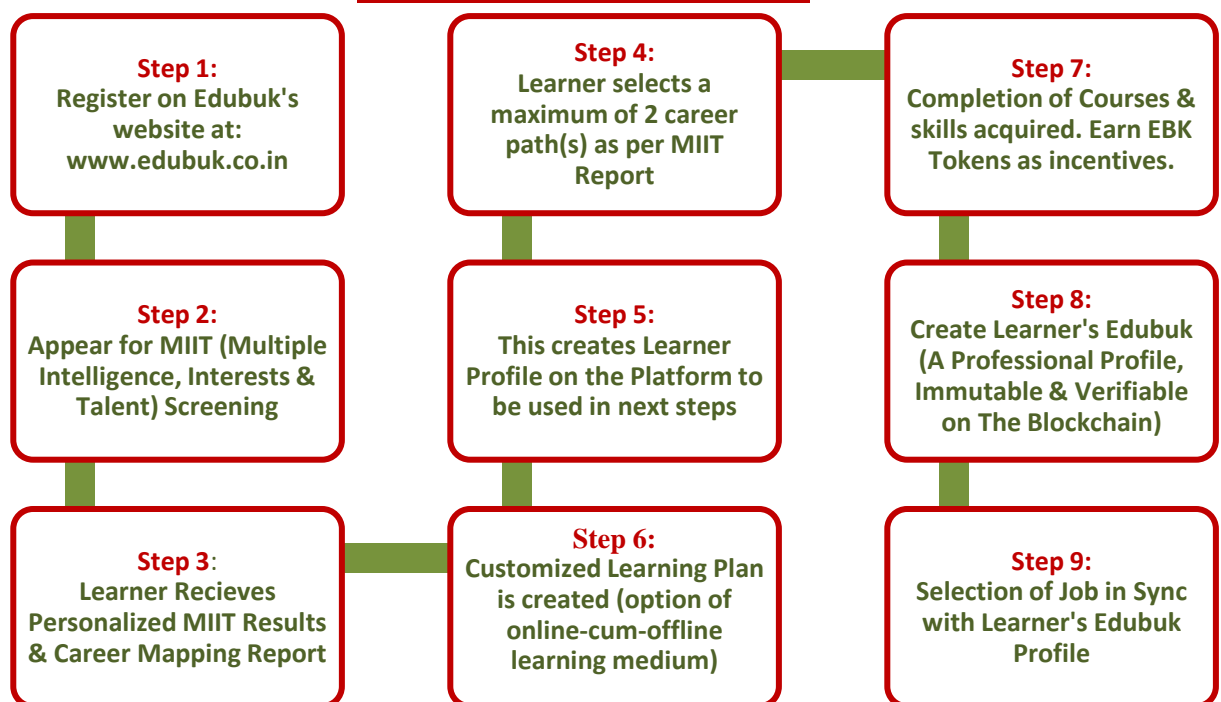
Edubuk platform will be built on Achain's Blockchain network. The smart contracts associated with the Blockchain network will work in a manner which is considered as "trustless" which essentially means that it is not necessary and required to trust each other. This effectively translates to the fact that any learner would be able to avail any services offered by Edubuk or as offered by other expert parties on our platform with no need to know or meet them in person. These contracts will be immutable in nature and cannot be tampered, reversed or altered with once agreed to and executed.

Edubuk's platform will use a native tokens, EBK, associated with the underlying Blockchain network. These tokens can be used to avail any services offered on the platform and ensures that the learner will be able to afford the services provided by the experts across the globe without having to worry about exchanging the local fiat currency to the experts' currency for payment. This will also help to block the services delivered to the learner in case of insufficient funds (in terms of EBK tokens) associated with learner's Edubuk profile and similarly refund the amount paid by the learner (in terms of EBK tokens) in case of non-delivery of services by the service provider (or experts).

Edubuk's Individualized Learning & Earning Model



End to End Step-Wise Flowchart



8. INFORMATION FOR SALE OF EBK TOKENS

- **Token Name:** Edubuk
- **Token Symbol:** EBK
- **Total Tokens:** 5,000,000,000 (5 Billion)
- **Per Token Value:** 0.50 USD
- **No. of Tokens to be sold to Investors:** 900 Million
- **Tokens to be sold via:** Private Investor(s) Token sale
- **Tokens to be used for Community Development:** 300 Million
- **No. of Tokens withheld by Edubuk future use:** 3,800 Million
- **Token Type:** Compatible with Achain (ACT) Blockchain platform
- **Accepted Fiat Currency:** USD
- **Accepted Crypto currency:** ACT
- **Token Description:** Edubuk platform re-thinks and transforms the present education model into an "Individualized Learning and Earning model" with the application of deep technologies including A.I., M.L. and Blockchain. It provides an online marketplace for creating a Customized Learning Plan (CLP) using online-cum-offline medium of learning in any field which enables the "learner" to choose a career path in sync with their Multiple Intelligence(s), Interests & Talent (MIIT) profile. Learner's Edubuk profile keeps an immutable & verifiable digital record of learning and experience on the Blockchain. Additionally, the platform incentivizes each learner by issuing EBK Tokens at the completion of learning milestones.
- **Use of Funds:** Proceeds from EBK token distribution event will be used to fund the EDUBUK platform development, community development, operations, legal establishment, sales & marketing and other general administrative expenses related to the functioning of EDUBUK. EBK will be the native currency used for functioning and operating on the EDUBUK platform. In nutshell, the main purpose of the token is for the use of the utility services available on EDUBUK's platform and to provide for such necessary expenditure.



9. ADVANTAGES FOR STAKEHOLDERS

Learner

- Learning is customized & rewarding (by EBK tokens) anytime, anywhere and at reduced costs.
- Options of choosing from a mix of Online & Offline learning medium.
- Courses & Career Path in sync with Intelligence Type & Passion.
- Help in securing relevant Conventional & Unconventional Jobs.
- Immutable Record of Learning on the Blockchain (no hassle of carrying hard copy of degrees & marks).

Instructors and Experts

- Instructor can teach anytime and anywhere across the globe.
- Willing and serious students as customers throughout the globe.
- Enhance their knowledge by taking courses in their interest areas as discounted prices.
- Use and Benefits of EBK tokens earned.
- Immutable Record of Teaching Services and Credentials.

Institutes and E- Learning Platforms

- Global reach, more customers referred by Edubuk.
- Additional demand for new customized courses leading to new revenue drivers.
- Advertisement Benefits and partial payment of commissions by EBK tokens.
- Use and Benefits of EBK tokens earned.
- Immutable Record of Services Provided (brings more credibility).

Employers

- Get most-relevant profiles for interviews, reduces costs and time of Screening CVs.
- Reduce Time & Costs associated with Pre-Employment Background Checks.
- Advertisement Benefits and partial payment of commissions by EBK tokens.
- Reduce Time & Costs for current employees training which can be outsourced to Edubuk's online learning platform.

10. TEAM: FOUNDER AND ADVISORS

Founders:

Shivani Mehrotra is an Assistant Professor with a focus area in Management & Economics subjects. She is a University Topper in her post-graduation course Master of Business Economics from Lucknow University. She has cleared University Grants Commission National Eligibility Test (UGC NET Exam), for Assistant Professorship, in 2 subjects-Economics and Management. She has taught graduate & post graduate students in Autonomous NAAC "A" Grade Institutions, including, National PG College in Lucknow and St. Joseph's College of Commerce in Bangalore. She has a strong inclination towards academic research focusing on students and has written several research papers and participated in a number of national and international conferences and seminars. Shivani's research interest areas include, Student (and Child) Psychology & Development, Entrepreneurship, Organization Behaviour, Consumer Behaviour and other Management related areas. She also possesses interests in Indian Financial Services Industry and has cleared NCFM exam conducted by National Stock Exchange in India. She has also been a visiting faculty in CA (CPT) Lucknow Chapter, B.VOC Course and ICIR Lucknow. Besides, she has also completed NTT Child Education & Applied Psychology Course from AITVT (New Delhi).

Apoorva Bajaj is an IIT (ISM) Dhanbad and IIM Kozhikode Alumni. He has been a topper throughout his academic career and received a Gold Medal for Outstanding Scholastic achievement at IIM Kozhikode (during MBA Program). He has worked in the Investment Management Industry with Major Financial Institutions like Goldman Sachs & J.P. Morgan. He has also worked as an Operations Manager (Trainee) in Tata Steel. He has been a part-time faculty in St. Joseph's College of Commerce, Bangalore. Additionally, he has cleared all 3 levels of CFA (US) exam in 1st attempt and is a CFA Charterholder. Apoorva has presented 5 research papers in national and international conferences including in Canada and have been associated with internship & fellowship programs in Indian Institute of Sciences Bangalore and University of Utah in the USA. Apoorva is a technology enthusiast with a keen interest in deep-technologies, including Blockchain, Artificial Intelligence and Machine Learning. Apoorva has first-hand knowledge in the fields of Operations Management, Financial Management and Marketing Management. He has won several competitions including Interrobang (in marketing) conducted by ITC in IIM Kozhikode, Private Equity in (Finance) conducted by IIM Bangalore. He has more than 700 hours of consulting experience and is a Zenesys Consulting ZC3 Certificate Holder, where he was adjudged as one of the top performers. He has held various positions of responsibilities and represented IIM Kozhikode, IIT (ISM) Dhanbad and Tata Steel at a few national forums.

10. TEAM: FOUNDER AND ADVISORS

Advisors:

Mukul Agrawal is an Ed-Tech Entrepreneur and CEO of etutorworld. He has more than 30 years of experience and is an accomplished leader in Global Banking Technology & Outsourcing with extensive leadership experience in setting up and managing offshore IT centers for global banks and technology companies. He has a wide international exposure, has worked and lived in USA, Europe and Far East. He possesses in-depth consulting, development and management experience apart from being a chief architect for Global No. 1 core banking system and a CIO for a mid-size Indian bank which was later acquired by a major global bank. He was a VP & India country manager for a Global IT company and has managed external vendors; with 2500 own staff, 1000+ vendor staff and \$200 million+ annual project value spread across multiple locations, comprising large scale System Integration, IT Infrastructure and Application Software. He has held several top management positions including VP at Zensar Technologies, VP at Unisys, Principal Consultant at Harbour Bridge Ventures Inc. and Managing Principal at Bonza Consulting Pte. Ltd. in Singapore. He was responsible for all support functions including: Finance, HR, Facilities, Quality and PMO; and for all external interfaces such as Nasscom, STPI, auditors, law firms, PR firms, Real Estate consultants and Quality Certification agencies, etc. He managed to generate \$30 million in India sales, met and exceeded country P&L and revenue growth targets. He also started an online education venture, etutorworld focused on US market with India based delivery. He is a TiE Charter Member and is an active mentor and advisor to several startups at TiE and Nasscom in India.

Rahul Reddy is a Serial Entrepreneur and CEO of Octopus Group. He has more than 12 years of experience in a wide array of functional roles. He is also known as “Brand Wizard” due to his core expertise in Event Design, Branding, Marketing, Strategy, Research & Communication. He is leading an incubator & co-working space for businesses named OCTO Spaces. He has spent majority of his elaborate career at MARCOM. Apart from executing over 750+ global events he has catered to a wide array of sectors like Banking & Finance, Education, IT & ITES, Infra, Automobile, Aviation, Luxury, and Telecom. His stint includes working for brands like Microsoft, CtrlS, Intel, E&Y, Gartner, Damac Group, SBH, Emirates, Etisalat, Indus International School, BMW, Volvo, KPMG, Audi, Jaguar-land rover & many more. His work spreads across the globe in geographies outside India, the Americas, MENA, Europe & APAC. Lastly he is also an MBA in Business Analysis & International Marketing from the University of Miami, USA along with being an IT graduate. He is a multi-faceted Geminine who is ever restless, a theater artist by passion, an abstract photographer, a critique & a filmmaker whose films have been screened in global film festivals. He has been a debater with an impeccable track record, an activist who has been restlessly working for Green initiatives. He is also the initiator of the cultural space ARENA in Hyderabad.

10. TEAM: FOUNDER AND ADVISORS

Advisors:

M Kanak is a Principal Consultant at Master Koach. He has grown up as a Coach and Mentor from a family of Facilitators and Coaches. He is exposed to skills of Consulting, Coaching, Mentoring and deal with diverse personalities from an early age. With 25 years of cross-functional industry experience, he brings his energy and expertise into learning sessions with utmost ease and grace. While he started-off as an entrepreneur, he got into corporate employment in parallel and has specially blended the knowledge of these varied backgrounds to bring into the transformative programs. With his journey and a unique blend of knowledge he is instrumental to evolve the content for solutions and delivery methodologies. He is also responsible to grooming aspirants to become coaches at global standards. Apart from his transformative and result oriented sessions he is a team player and energizes his peers to bring in similar quality with in Master Koach. As a Principal Architect, he has expertise across programs like leadership, performance excellence, selling skills and organizational well-being. His spiritual intelligence and high energy transformation approach leads to steep positive shift in end-results, having a direct positive effect in profits of an organization.

Vijay Vedantam is a Director at Humint Global Technologies Pvt. Ltd. He is a Tech Evangelist and a Gold Partner to Oracle, SAP, Microsoft, IBM, VMWare, Commvault etc. He has a strong presence and focus on up-coming technologies including Data Analytics, AI, IOT and Blockchain. As a Vice President at Atlas Financial Research and Consulting Pvt. Ltd., he is responsible for Business Advisory & Consulting Services and has interacted with CEOs, CFOs, and other C-level executives. He has completed over 180 Techo Economic Viability (TEV) studies from INR 10 crores to over 2000 crores. He has worked on NCLT cases, Debt Restructuring and Bridge Finance deals. He has a proven track record and experience in turning around NPAs through linkage with intellectual and financial capital. His consulting & advisory services include Balance Sheet & Liquidity Management, Credit Ratings, Valuation, Mergers & Acquisitions, Re-financing etc. He is well networked locally, nationally and globally, and updated about upcoming business opportunities. He is goal driven, tenacious sales and management professional demonstrating sustainable breakthrough sales in highly competitive markets with vase experience of pre-sales, RFIs, PRFs etc. He is also well entrenched in Government Business in the Technology sector. He has been on the senior management committee of Hyderabad Management Association (HMA) for over a decade in the capacity of Convenor and is presently serves HMA at the post of Secretary. He is also passionate about Learning & Development and also got the "Award of Recognition" from National HRD Network, Hyderabad Chapter.

11. ACHIEVEMENTS SINCE INCEPTION

