

# Education Ecosystem White Paper Executive Summary

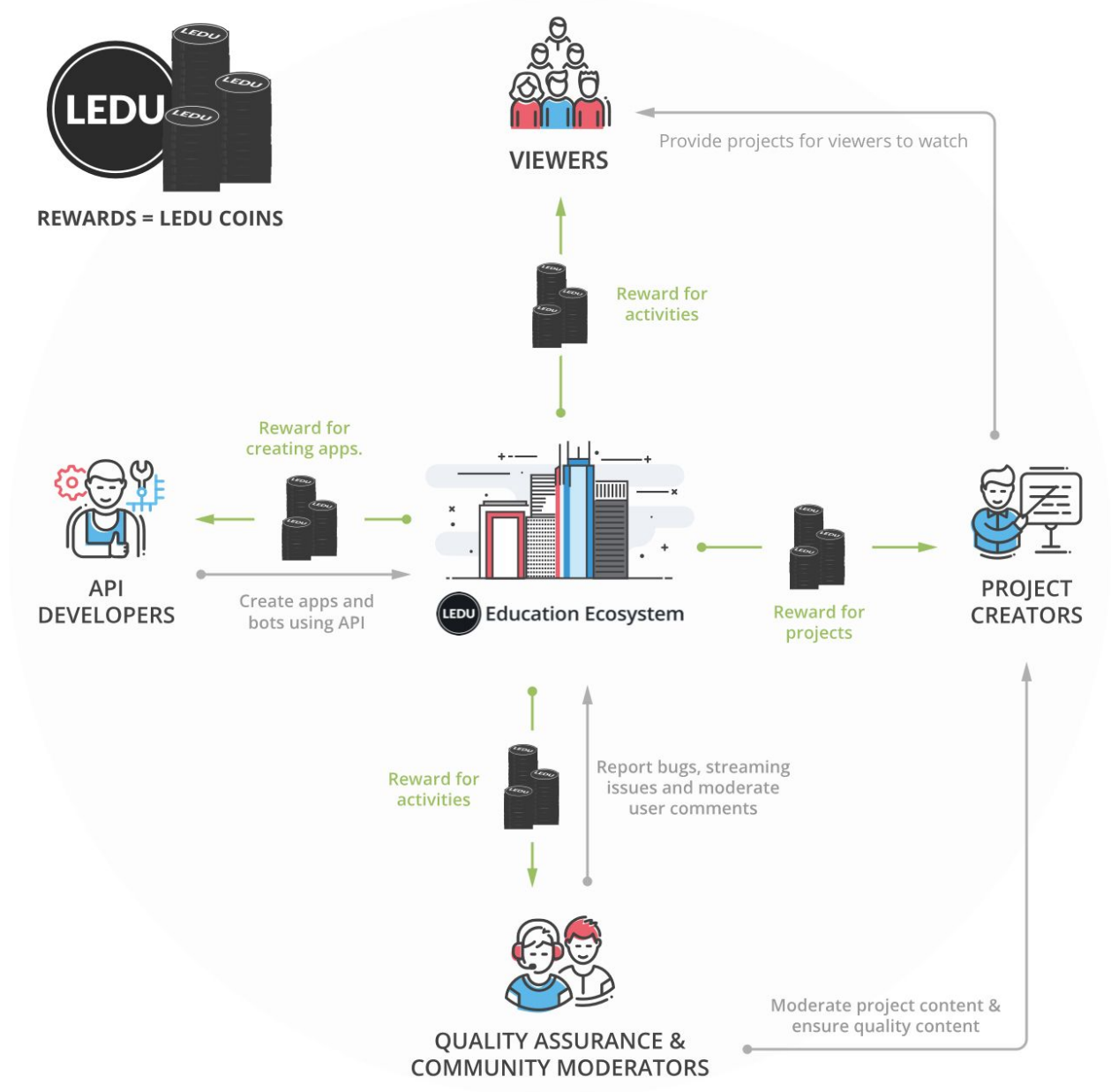
## v4.1

Education Ecosystem is a decentralized ecosystem for learning about technologies and trying them out hands-on using free practical project examples. We are like GitHub on video for developers. Our ecosystem consists of two networks, namely the internal ecosystem and the external ecosystem. The internal ecosystem participants are project creators, viewers, community moderators, project quality moderators and API application developers. The external ecosystem participants are developer-focused companies who use our developer-relations service. Over 1,000,000 people from 194 countries have used our product since we launched our alpha version at the end of 2015, with a focus on software development projects. Our beta product soon followed and more than 13,000 project creators have created over 200,000 pieces of video content. Our platform is free for consumers and monetizes by charging companies for developer-relations-as-a-service (DRaaS) automation.

There is no online project-based learning platform that teaches college students and professionals who have passed the beginner stage how to build complete products. Education Ecosystem does not target beginners, but those who have more than basic introductory knowledge of a field. College students and professionals working in the industry use our platform. They live in the US, China, Europe and Brazil and use projects to learn how to build complete products. Our projects are available either as video or livestream.

We are building our blockchain smart contract technology on top of Ethereum, using ERC20 tokenization mechanics. We use LEDU smart contracts in our network for rewards.

The Education Ecosystem network is a classic model that is highly suitable for blockchain smart contract tokenization. The blockchain decentralizes key product development decisions that are made on both the supply and demand side. Tokenization helps us to build our network faster on both the supply and demand side.



Education Ecosystem Token Utility Model

Supply side:

- Education Ecosystem provides a peer-to-peer project network that connects project creators to viewers around the world.
- We use tokenization as a key approach to solve our chicken-and-egg marketplace problem by incentivizing early project creators with a mix of LEDU tokens and cash.

- Tokenization enables Education Ecosystem to bind project creators because they will have a shared interest in the long-term value appreciation of LEDU tokens.
- We use token buyers, who have subject matter domain expertise, to create projects.

Demand side:

- Tokenization empowers viewers as token holders to vote on topics like which categories and product features to add next. This transforms Education Ecosystem from a supply-side-driven marketplace to a demand one.
- Tokenization enables Education Ecosystem to reward site supporters, moderators and API developers for their activities on the platform by using LEDU tokens, without the need to spend large sums of fiat upfront, thus reducing business risk.




LEDU token holders benefit from:

- The ability to use LEDU tokens for voting on key decisions in the network.
- Growth of the network by the addition of new developer-focused tech products.
- Growth of the network by the addition of Chinese, Russian and Portuguese projects.
- Demand generation through companies paying for DRaaS, i.e. B2B sales.

Education Ecosystem does NOT compete directly with existing professional development platforms, as it is focused on practical projects (project-based learning) and users who have passed the beginner stage (post-beginners & intermediates).

Compared to the indirect competitors Lynda, Pluralsight and Udemy:

- Education Ecosystem does not have expensive content production costs (< \$500 per project).
- Project completion speed on Education Ecosystem is faster (< 1 month).
- Education Ecosystem uses only project-based learning.
- Our learning model focuses on practical projects and real production level work.
- Viewers watch how to build a complete product.
- Education Ecosystem is a peer-to-peer network (decentralized) which gives it access to a bigger project creator pool.

			
Learning model	Projects	Courses	Courses
Live Q&A interactivity	✓	✗	✗
Complete products	✓	✗	✗
Learning type	Real practical, production level work	Theoretical	Theoretical
Decentralized peer-to-peer	✓	✗	✗
Content creation cost	\$500	> \$50k	> \$50k
Content creation speed	< 1 month	3 months	3 months
Target groups	Intermediates, experts	Beginners, intermediates	Beginners, intermediates
Focus on future technologies	✓	✗	✗
Flexibility grade	High	Low	Low
Multiple languages	✓	✗	✗

### What Makes Education Ecosystem Unique

Dr. Michael J. Garbade leads Education Ecosystem as Founder & CEO. As a young team of business professionals, educators, back-end engineers, front-end developers and tech marketers with work experience from Amazon, General Electric, Photobucket, Rebate Networks and more, the team has extensive sector domain expertise in the education and video streaming space. Moreover, the team has worked for over two years building Education Ecosystem and has gathered enormous insight on user acquisition, content management, monetization models, non-monetizable use cases and market data. The Education Ecosystem team has gathered a group of advisors that they have been working with including CoinAgenda Founder Michael Terpin, Starbase founder Tomoaki Sato, serial entrepreneur Oli Slipper, co-founder of Perform Group and Masomo; Founder and CIO of Coinhills, Francisco Jo; and Founder and COO of KR Token Isaac Lee.

Education Ecosystem's revenue model is focused on B2B sales by providing developer-focused companies with developer-relations-as-a-service (DRaaS) automation. Through this service, we help them to reach their target audience in the most cost-effective way. We create practical video tutorial projects to teach developers how to build real applications on these companies' platforms and distribute the projects

online. With our product evangelism, developer-focused companies are able to attract more developers, train them on how to use their products and ultimately grow their ecosystems.

We also seek to bring cryptocurrency to the masses by educating developers through practical projects, which show them how to build on top of various blockchain platforms. This will help to grow the blockchain and cryptocurrency community by training blockchain developers to satisfy the growing job demand.

Our token is called “Education token”, having the abbreviation “LEDU” and based on the Ethereum ERC-20 standard. LEDU tokens are integrated into all core modules on Education Ecosystem and used as a rewards system for project creators, viewers, site moderators and API developers.

Education Ecosystem has been featured in CoinTelegraph, Mashable, VentureBeat, TechCrunch, Habrahabr, Spiegel, Opensource.com, Pingwest, Business Insider and many leading tech blogs in China, Brazil and Russia.