Token Incentivized Edu-Curation Platform

Proschool started in 2017 with the vision of overcoming the limitations of the current education industry.

Our token economy design fuels the Proschool knowledge commerce eco-system, where both lecturers and learners are rewarded by token incentives for participating in the Learning community.

The token incentives aim to improve learners and lectures motivations in learning and teaching, creating a reinforcing cycle of knowledge sharing.
PRO SCHOOL 2.0 Platform Solution

On Proshool incentivized Online learning platform, community is directly rewarded for teaching, learning, sharing reviews, and refer classes to friends.

**PROBLEM**

- Lack of practical courses that can help solve your current problem
- Difficulty in choosing high quality due to too many undistinguishable contents.
- Lack of motivation to actively learn and complete the course
- Low user experience of online learning platforms

**SOLUTION**

- Most up-to-date knowledge contents provided by best lecturers from industries
- Content quality is guaranteed by rating system and community token incentivized curating
- Token pay-back incentives improves the motivation to actively complete the courses
- Using blockchain & user data to curate personalized courses for every user

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03. TARGET MARKET SHARE

PRO Token | PREMIUM EDU-CURATION PLATFORM

**Min $2.2B**

Medium, large Companies
500 Company, 2 Million workers

**$300M Market**

**$30M Revenue**

Target Market Share
10%

TAM
SAM
SOM
PRO Token | PREMIUM EDU-CURATION PLATFORM

04. PLATFORM DEVELOPMENT PLAN

Master Impact Factor (MIF) is used to measure the quality control of contents
※ MIF–Master Impact Factor

Completing courses, sharing on social media, referrals are rewarded by tokens.

Based on the user profile and learning data personalized course curation recommends the best course for the user

blockchain based referral network encourages organic growth and expansion of eco-system

EDU-CURATION PLATFORM

Content Review System

Personalized Content Curation

User’s actions are directly incentivized

Algorithmic Referral network
PRO Token Metrics

PRO token was issued as an utility token to directly share the growth of the platform with the PRO community participants in the eco-system.

- **50%** Rewards
- **10%** Reserve
- **20%** Team & Partners
- **20%** Token Sales

**NAME**
- Pro school Token

**TOTAL SUPPLY**
- 15,000,000,000 PRO

**SALES AMOUNT**
- 3,000,000,000 PRO

**PRIVATE SALE PRICE**
- 2KRW

**IXO PRICE**
- 1KRW
Pro school Token

PRO token is an ERC-20 cryptocurrency token runs in the PRO eco-system

**Learners**
- Participation Reward,
- Review Reward,
- Token payment Discounts
- VIP Conference, Referral token rewards, Exclusive PRO token Reward
- Practical token Usage in Platform
- Unlimited monthly subscription only payable by PRO token

**Masters**
- Leveled rewards based on the Master impact system (MIS)
- Incentives based on the learner review rating
- Pay for on platform Ads, Course development consulting, improve the brand Quality

**PRO SCHOOL**
- Using PRO token to easily expand globally
- Using Blockchain, Learner data to improve personalized curation
- Use PRO token as strategic partnership resource to expand the PRO eco-system
Blockchain Token Payment Infrastructure

User-friendly UX design

Proschool has partnered with crypto payment and off-chain wallet partner to provide a seamless token payment experience. There is no need to use metamask or manage your own wallet to use Proschool platform.

- **Network Fee**: $0
- **Instant Payment**: 0s
- **Danger of Losing Private key**: 0%

![Diagram showing the process of crypto payment solution and user-friendly UX design.](image)
PRO token reward is given when a new user registers by referral and additionally rewarded when users complete the course.
09. GROWTH STRATEGY

PRO Token | PREMIUM EDU-CURATION PLATFORM

PRO education experience
#Learning Contents #Monthly Class #VIP Conference

Performance & Retention marketing
#User-Centric #Social Media #Viral Contents #Target Marketing

Pro community
#Online Learning #Token Payment #Referral Reward

Participate
PRO courses
#PRO class #PRO Token

Refer

TARGET
2540 Office workers

PRO Token | PREMIUM EDU-CURATION PLATFORM

B2B Education Statistics

$300K in Cumulative Revenue by July 2019

25 Education Program with 14 Korean Coperations

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Target</th>
<th>Satisfaction score (100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS SHOP</td>
<td>C-Level</td>
<td>97.1</td>
</tr>
<tr>
<td>LG Chemicals</td>
<td>Team Lead</td>
<td>96.6</td>
</tr>
<tr>
<td>Black Yak</td>
<td>New Recruits</td>
<td>94.4</td>
</tr>
<tr>
<td>KB Card</td>
<td>C-Level</td>
<td>93.6</td>
</tr>
<tr>
<td>Shinsegae International</td>
<td>Team Lead</td>
<td>93.3</td>
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<tr>
<td>Pulmuone</td>
<td>Head of DF</td>
<td>90.0</td>
</tr>
<tr>
<td>Average Score</td>
<td></td>
<td>94.2</td>
</tr>
</tbody>
</table>

“Company P Education Lead Recommendation

“This is my first time actually experiencing education program that is as thorough and detailed as PRO school. Our employees were extremely satisfied with the quality and usefulness of the program. I will choose PRO school to provide education again for our employees without any hesitation.”
11. B2C EDUCATION STATISTICS
PRO Token | PREMIUM EDU-CURATION PLATFORM

B2C Education Statistics
by August 2019

Satisfaction
90.3pt

36 B2C Education Programs, 656 Participant

<table>
<thead>
<tr>
<th>Education Category</th>
<th># Classes</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>FUTURE</td>
<td>3</td>
<td>43</td>
</tr>
<tr>
<td>WORK</td>
<td>22</td>
<td>345</td>
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<tr>
<td>LIFE</td>
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<td>124</td>
</tr>
<tr>
<td>SPECIAL FORUM</td>
<td>3</td>
<td>144</td>
</tr>
</tbody>
</table>

* 2017 Education Brand Conference
* Jung Chul Seung Layer Book Concert

Total 36 Classes 656 Participants

※ Surveyed 22 times, 6.32/7 Points
Average Score 90.3 Points
Token Backed Eco-system Expansion

Using PRO token as a strategic resource in promotional and technical Partnerships, PRO SCHOOL eco-system can rapid expand and share the user traffic between partners, promoting quicker organic growth.
13. SUSTAINABLE TOKEN ECONOMY
PRO Token | PREMIUM EDU-CURATION PLATFORM

01. Token circulation analysis adjusts to total amount of token rewarded to ensure supply and demand of the token is sustainable.
02. Token holder get discount for paying with Proschool token on the platform. This encourages token circulation to decrease.
03. Part of the revenue from online learning will be used to buy back tokens from the open market.
Token circulation is matched with the platform growth. designed to be

01. Max Initial Circulation : 3B PRO

02. Token Circulation Control
  - Revenue Pegged Token Reward
  - Token Payment Burn (Collection)
  - Part of online learning revenue as buy-back on exchange
15. ROAD MAP

PRO Token | PREMIUM EDU-CURATION PLATFORM

- **2019.Q3~Q4**: Token Sales & Payment Launch
- **2020.Q1**: PRO SCHOOL 1.0 Launch
- **2020.~Q4**: Contents Expansion
- **2021.Q1**: PRO SCHOOL 2.0 Launch
- **2021.Q2**: Global Service Launch
16. FOUNDER

PRO Token | PREMIUM EDU-CURATION PLATFORM

William Kim CEO

Sinsaegae I&C Education Business Team leader
Inkium Strategic Business leader
ImpactSoft Strategic Business leader

Idesignlab Inc. Founder & CEO
Korea Startup Forum Member
PayCrypto Strategic Advisor [Hivvlab inc]

SSG EDU Platform Project Management
Starbucks Korea Academy Head Project Management
HRD Consulting, Course development PM
B2B education experiences in 10+ Companies in Korea
17. OUR TEAM

PRO Token | PREMIUM EDU-CURATION PLATFORM

Gwanghyeon Kim, CTO
Hivlab CEO
PRO SCHOOL system engineer

Changgeun Kim, CFO
Striker Capital Management
Blockchain Legal/ Tax Layer

Claire Hahn, CSO
Idesignlab CSO
Head of Business Operation

Megan Huang, CCO
Idesignlab CCO Head of Global Business

Riley Yun
Idesignlab Head of Research
PRO SCHOOL Service design

Monica Gwon
Idesignlab Auditor
Business Administration

Mark Shim
Idesignlab Blockchain BD
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Web Publishing

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