



# Litpaper

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## Ultimate Web3 Incentivized Learning Platform

Certy provides an Advanced Learning Platform with highly motivated approach.

### Contact Information

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Email: [contact@certy.network](mailto:contact@certy.network)  
Website: <https://www.certy.network/>

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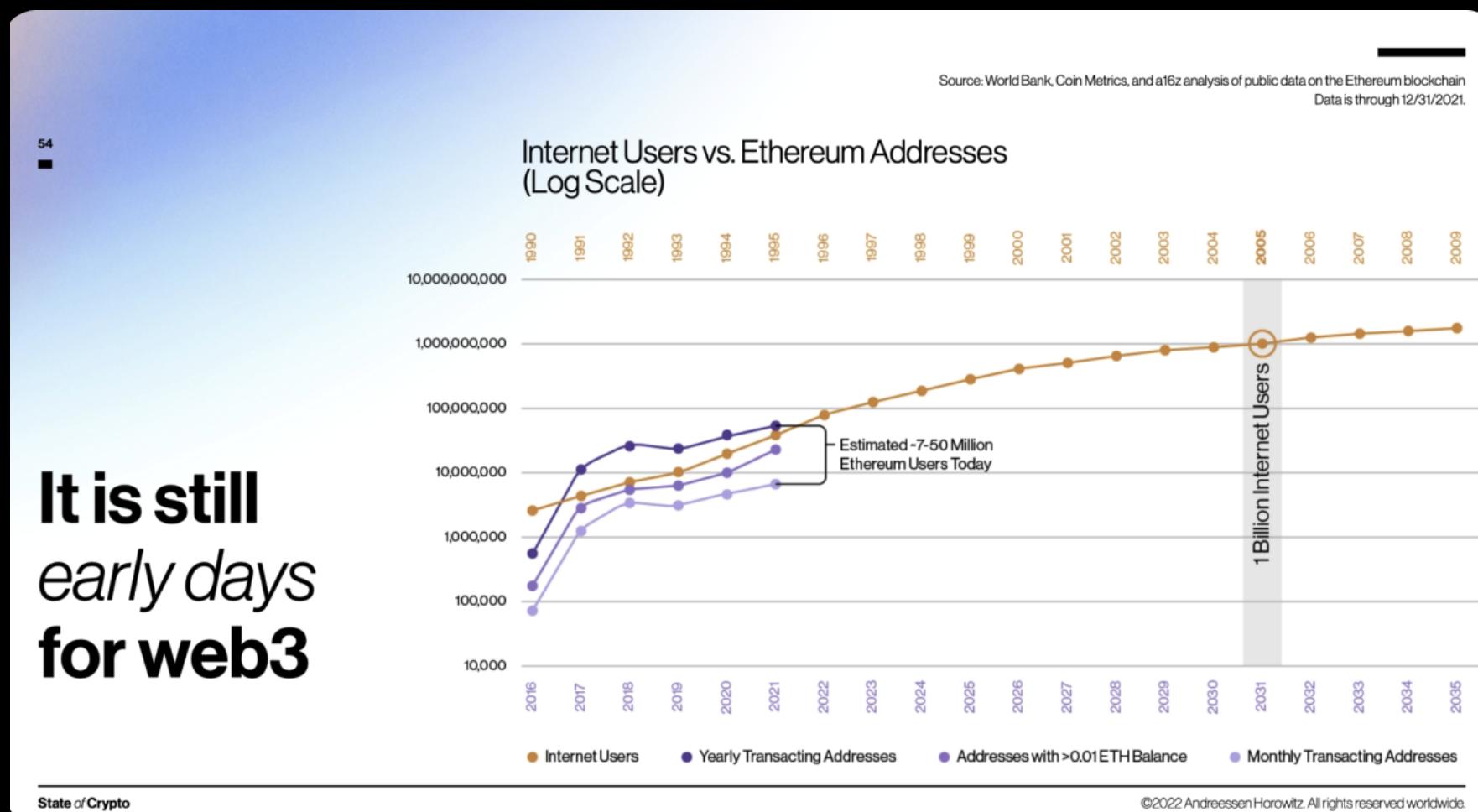
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# Why Certy?

Certy Network is the first Decentralized Learn-to-Earn platform on NEAR Protocol. With the goal to provide an effective tokenized Learn-to-Earn Model with a Decentralized Web3 Experience Profile to everyone, Certy empowers NEAR-Based projects with the ability to attract a large amount of users and developing dedicated communities behind them. Also, Certy allows users to create Web3 Profile which can show and highlight their previous Web3 Journey. Then, we connect these "true" Web3 citizens with their desired jobs and positions based on their experience.

## Background

At present, the Web3 pie is small. There are fewer than 20,000 developers working consistently across the Web3 space. In Web2, meanwhile, there are more than 20 million Javascript developers worldwide. In terms of users, there are believed to be around 70 million crypto wallet users regularly interacting with a blockchain. There are more than 5 billion internet users who regularly use the internet. Web3 is in its early stage, and as such, there are still things that need long-term commitment both in time and resources in order to deliver the promise of decentralized technology.



At its highest level, we believe that our focus should be onboarding more users to Web3, continuing to support the current Web3 projects and communities, and proving that why Certy the best solution for developers, founders and creatives.

## Certy Network Vision

At Certy, our mission is to make Web3 accessible and easy to use for everyone. To do this, we have decided to build on the NEAR Protocol as it is capable of lightning fast and low cost transactions. NEAR Protocol can process transactions quickly, and at a cost that is one thousand times cheaper compared to Ethereum. In addition, NEAR is a futureproof chain. While Ethereum 2.0 allows for between 2000 to 3000 transactions per second (TPS), NEAR Protocol can operate at a peak of 100,000 TPS . No matter how much congestion is on the NEAR - no users will ever be prohibited or restricted from participating in the future of Web3.

## The NEAR Market

Critics of the NEAR ecosystem have argued that NEAR will never take off or NEAR projects will never gain traction. These remarks are not unfounded, as Ethereum is currently the premier blockchain in Web3, processing the most transactions and receiving the largest amount of media attention. However, while the mainstream narrative focuses on Ethereum, behind the scenes the NEAR ecosystem is experiencing rapid growth, and projects launched on it are becoming some of the best Web3 projects ever. NEAR is the best layer one technology platform. Bar none. Ethereum paved the way for companies to build and create their own worlds on top of a blockchain. But NEAR's sharded design allows millions of people to use this technology without skipping a beat. For example, With the launch of SWEAT, we demonstrated NEAR's capability of bringing millions of users on chain without outages. But that's just half the challenge. NEAR is a network for a billion users, but onboarding a billion users requires thousands or millions of applications to create an immersive, inclusive Web3 world.

## Partnerships

Certy Network was founded to be a incentivized learning hub that will attract million of users to Web3 Ecosystem. In order to achieve this goal, we have worked with three giants in the Web3 Space to complete this mission. They are: NEAR Foundation, Filecoin Foundation, and The Graph Foundation

NEAR Foundation has provided Certy Network a Development Grant, a competitive grant which is awarded to NEAR projects based on the quality of a project's team, vision, execution, and community involvement. The NEAR Grants Program helps launch new infrastructure projects, end-user applications, and everything in between in order to foster the development of next generation internet and the adoption of Web3.

Certy Network has received a grant from the Filecoin Foundation to build decentralized applications advancing the interoperability of Web3. We believe Filecoin can help us guarantee that our users' metadata are user-owned, unique, irreplaceable, and accessible no matter where they are. Upon receiving this grant, Certy can also take advantage of the highly diversified data sources of the Filecoin to connect to other ecosystems, thus unlocking an infinite potential for product development and user growth.

Finally, Certy also received the Subgraph Development Grant from The Graph Foundation. This Grant provides us with enough resources and funding to promote the vision of open data and make fullstack decentralized applications possible with an indexing protocol for querying blockchains.

Through these partnerships, Certy Network will have the capital and connections to become one of the most promising Web3 projects that serve the ultimate purpose: Web3 Mass Adoption.

# The Current Web3 Problem

## Users Attraction Problem

In the current Web3 market, many projects and ecosystem fail to attract users to explore and deep dive into their platforms. Here are the some reasons why:

- The current Marketing strategies and methods are inefficient. Many projects have a tendency to hire KOLs and run Marketing campaign on Social Media channels to attract users. However, in this way, users only care about airdrop, instead of “actually” learn and explore those projects.
- Attracting new users for the new crypto project is very difficult, and handing out free token-based rewards is one way to do it. In Web3 space, tokens often come with governance rights or potential financial gain so that airdrops can create value and skin in the game. However, users tend to abuse the airdrop mechanism to earn benefits, which can lead to unfairness among users and bad influences on the Token price. So, how do projects avoid devaluing the token and attracting the large group of freeloaders with no interest in contributing apart from receiving the airdrop?
- The current Web3 Ecosystem lacks of incentivized methods tho educate and attract users. In the Move-to-Earn sector, projects can utilize the incentivized method to motivate users to run, which is both beneficial. Nevertheless, there aren't any incentivized method used to draw and engage users.

# Certy Network Solution

## Goals

At Certy, our mission is to educate and attract as many users and developers to Web3 as we can through an incentivized and highly motivated approach. Furthermore, we aim to develop a versatile Web3 Hub, where users can Learn, Earn, Connect and Work.

## Solution

Certy Network seeks solutions to the problems by building a blockchain-based interconnected platform with interoperable decentralized services. Certy consists of 4 main following applications:

### CeLearning

We propose a tokenized Learn-to-Earn Model will greatly motivate users to deep dive into potential projects as well as educate experts for ecosystem. Also, Soulbound NFTs will be minted as the certificate of completion.

### CeStorage

With our one-click function and customizable configuration parameters, you can quickly mint and issue your badges and educational certificates as Soulbound NFTs and securely store them on-chain.

### CeSocial

Certy transforms a traditional customized Profile into a Web3 Experience Profile with a to show and highlight users journey in Web3.

### CeCareer

Certy provide a decentralized Career Hub, which is a Portal that connect Web3 users with desired jobs and the world's leading companies based on based on the Web3 Experience Profile.

# Tokenomics

## Token Utility

At launch, Certy Network tokens represented by the ticker CERTY , will have multiple uses.

First, the **main utility** of the CERTY token is to be used as the fees on Certy Network platform. For example: Certy Tokens will be used to create Education, Learning, Marketing, Airdrop Campaigns, mint the Soulbound NFTs, and pay for Jobs Connection & Referral.

The **secondary utility** of the CERTY token is that it is the reward token of the Learn-to-Earn feature and other type of actions on the platform.

The **third utility** is that CERTY tokens allow holders to participate in the platform's steering through voting and other polling mechanisms.

## Token Allocation

One of the most important parts to any project is the token distribution, as this creates incentive structures for the long term growth of the platform. In creating Certy, we wanted to embrace the idea of community involvement by allocating nearly half of the total token supply to the community through the Public IDO, Initial Market Fund, Community Fund, and the Ecosystem Fund . Twenty five percent of the tokens will be sold through vested seed & private sales which will be done with strategic partners to help fund the initial development and growth of Certy Network. The last tranche of tokens will be used for marketing, development, advisor and team allocations. The detailed tokenomics for CERTY can be found as following.

# Tokenomics



| TYPE                             | TOKEN ALLOCATION     | TOKEN PRICE | VESTING SCHEDULE   |
|----------------------------------|----------------------|-------------|--|
| Seed                             | 60,000,000           | -           | 10% unlocked 6 months after TGE, then linearly vested over 12 months     |
| Private Sale 1                   | 100,000,000          | -           | 10% unlocked at TGE, 6 months cliff, then linearly vested over 12 months |
| Private Sale 2                   | 80,000,000           | -           | 15% unlocked at TGE, 6 months cliff, then linearly vested over 6 months  |
| IDO                              | 10,000,000           | -           | Linearly vested over 3 months since TGE                                  |
| Team                             | 100,000,000          |             | 12 months cliff, then unlock 25%, then linearly vested over 36 months    |
| Advisors                         | 45,000,000           |             | 12 months cliff, then linearly vested over 24 months                     |
| Reserve                          | 200,000,000          |             | 5% unlocked at TGE, 6 months cliff, then linearly vested over 36 months  |
| Ecosystem                        | 150,000,000          |             | 3 months cliff, then linearly vested over 30 months                      |
| Community                        | 250,000,000          |             | 3 months cliff, then linearly vested over 30 months                      |
| Airdrop                          | 5,000,000            |             | 10% unlocked at TGE, then equally unlocked at month 3, 6, and 9          |
| <b>Total Supply</b>              | <b>1,000,000,000</b> |             |  |
| <b>Circulating supply at TGE</b> | <b>35,833,333</b>    |             |  |
| <b>Amount Raised</b>             |                      | -           |  |

# Roadmap



| Q1-3 - 2022                           | Q4 - 2022  | Q1 - 2023                                     |
|---------------------------------------|--|---|
| <b>Ideation &amp; MVPs</b>            | <b>CeLearning Release</b>                                      | <b>CeSocial Release</b>                       |
| NEAR & Filecoin Partnership           | Testnet  | Mainnet                                       |
| Architecture & Protocol Design        | Community and Partnership Expansion                            | IDO   |
| CeStorage & CeCareer MVPs             | Product Front-end Optimization                                 | List on CEXs / DEXs                           |
| The Graph Foundation Partnership      | Strategic Round Sale   | Support NEAR Projects with Learning Campaigns |
| Q2 - 2023                             | Q3,4 - 2023  |   |
| <b>Business / Product Improvement</b> | <b>Mobile App Release</b>                                      |   |
| Development Team Expansion            | IOS / Android Release  |   |
| Open Offices in Asia Region           | Development of Certy.Town - The Metaverse Hub of Certy Network |   |
| AI Engine Integration                 |  |   |
| Multichain Integration                |  |   |

# Conclusion

Certy Network is a platform which will disrupt the way that everyday Web3 users learn and deep dive into the Web3 Ecosystem. While the Certy team is focused on the Learn-to-Earn to attract more users to Web3, our future plans are much broader and will involve developing additional features to become the ultimate hub of Web3 Projects.

The future of Web3 is Certy and NEAR. We are making Web3 truly accessible to anyone, regardless of how much previous knowledge that they have.

We are excited to have you on this journey!



**Ultimate Web3 Incentivized Learning Platform**