

CryptoStein



PLEARN
(PLAY.LEARN.EARN)



**Real
Estate**

Trading

Auction

ESG



ESGROW



PLEARN (PLAY.LEARN.EARN)

Litepaper v 1.1

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Executive Summary

PLEARN was founded on the belief that financial literacy matters. Not only does financial literacy serve as the foundation for making sound financial decisions, it also increases financial responsibility. We believe that financially savvy teenagers can make smart economic decisions that help avoid costly long-term consequences. On the rise, teenagers will be forced to consider sustainable investment opportunities when making asset allocation decisions. However, without a thorough understanding of sustainability and its incorporation into financial instruments, teenagers will be unable to make well-informed investment decisions and achieve efficient market outcomes. When this knowledge is missing or inadequate, youth are vulnerable to manipulation by potentially misleading marketing and advertisers.

Mission

Raising the awareness of the importance of teaching financial literacy and sustainable finance and how youth will inevitably be confronted with sustainable investment options when deciding how to allocate their assets.

Vision

Empowering youth through strong financial literacy to be able to make savvy financial decisions.

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Introduction

After conducting a thorough research, we found that teenagers lack the basic skills and knowledge to make financial decisions. This means that there is a great need to develop youth's financial skills. Introducing financial literacy in a fun and engaging way through **PLEARN** can help teenagers minimise the cost of managing financial instruments, improve their financial safety net in emergencies, and strengthen their financial security. The gap between the level of economic responsibility afforded to youth and their ability to make economic decisions and seize economic opportunities is widening. Financial literacy remains a barrier to teenagers' economic security unless critical action is taken to change this and enable them to make smarter financial decisions.

Most people think that trying to make more money is the secret to achieving financial freedom, but the real secret is knowing how to make money work for you. Rich people know that what matters is not how much you earn, but what you do with what you earn.

Problems



- **Basic knowledge:** 1 in 5 young people (10-24 year-old) lacks a basic foundation to build on for financial literacy.



- **Spending:** due to lack of financial literacy, youth (under 39) waste about \$11.7 billion a year.



- **Lack of confidence:** 74% of young people (10-24 year-old) don't feel confident about their financial education.



- **Lack** of sustainable finance literacy in school



- Millennials **lack the basic skills** needed to make savvy financial decisions



- Financial (Education - responsibility) **gap:** Widening

Solution



- **Learning:** providing a financial educational tool to enrich the basic knowledge of the teenagers



- **Investment:** introducing new investment strategies



- **Modern Finance tool** powered by Analytics-rich insights and Embedded digital skills and capabilities

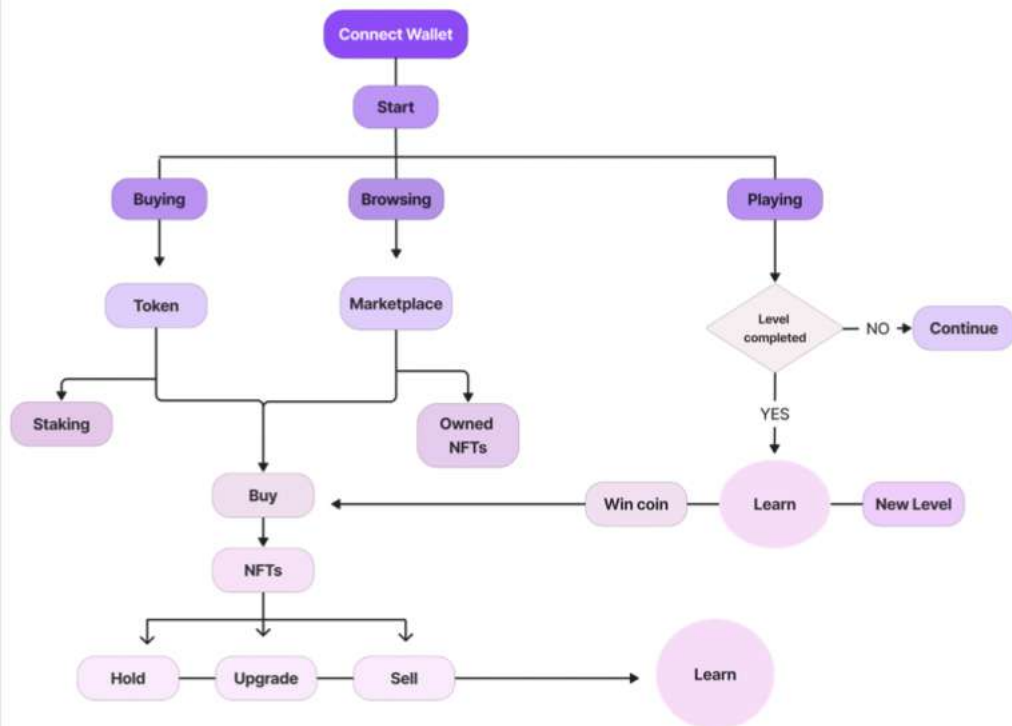


- ESG Launchpad platform to enrich sustainable financial knowledge

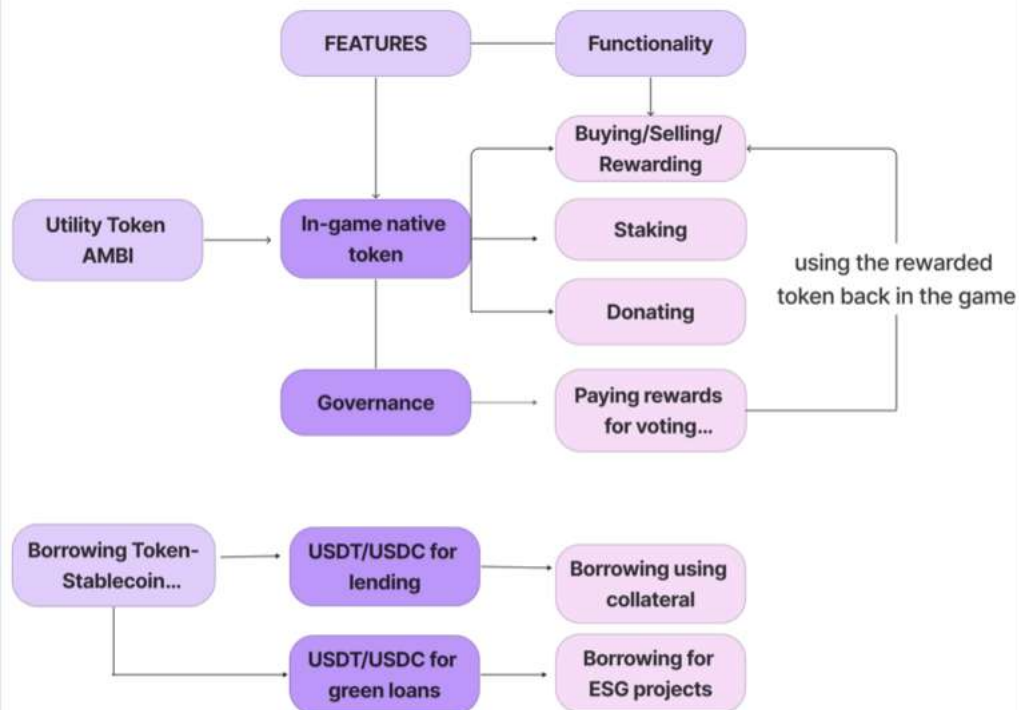


- **promote financial capability** among the millennials
- Filling the gap through a **comprehensive tool**

Ecosystem



Token Model



Target Market and Opportunities

smartphone and tablet gaming, combined, make 49% of the total market

Educational games gained popularity among parents owing to the closure of schools with the online sale increasing by 18% across the globe.



Only 0.71% of the world's population (65 million people) use blockchain technology.



45% - of teenagers know about crypto and Blockchain

People who have income, do not know how to invest, and would like to learn about financial management



People who have no income, would like to learn and start investing

- Passionate teens about blockchain and crypto currency



- Gamers
- Parents who are interested in increasing their kids' awareness about the financial literacy
- Desktop and Tablets games users

Roadmap

ROADMAP

Q4 2022

- Website Version 1.1
- 1st Draft of the whitepaper
- Marketing, social media Channels
- Community Building
- Business Model
- Pre-Alpha version

Q1 2023

- Tokenomics
- Token Smart Contracts and Audit
- Smart Contract Auditing
- Game Release 1.0 Browser
- Influencers onboarding
- NFT Marketplace Development

Q2 2023

- Game Testing and Upgrading Phase
- Token Airdrops
- Mobile Apps (iOS & Android)
- Alpha Version

Q3 2023

- Game Release 1.1 Browser
- Beta Version

Team



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Founder/CEO



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Financial Officer



Rawan Mohsen
Product Owner



Paolino Pagliuso
Social Media Manager



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Front-end developer



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Tech Lead



Ujjwal Sachdeva
Game developer



Sanskar Tyagi
Front-end developer

Thank You!

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