

Team Name: **Illumin**
Project: **ScrollWise**

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PLM & PUP

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ScrollWise: *Scroll wisely, learn swiftly*

Description: ScrollWise is a web3 platform designed to transform mindless scrolling into purposeful learning. It provides a personalized, next-generation educational experience that leverages adaptive content to engage learners. Educators benefit from additional income opportunities, earning crypto rewards for each content upload and NFT transformation as their content gains popularity.

Web3 Technologies:

Smart Contracts & NFT's: When an educator's video reaches a predetermined threshold of likes and watch hours, a smart contract is activated, automatically converting the video into an NFT. These NFTs contribute to the educator's profile value, enhancing their visibility and increasing their potential earnings on the platform. A higher profile value results in more frequent recommendations to users, leading to greater exposure and increased cryptocurrency earnings.

CryptoCurrency: Educators on ScrollWise can monetize their uploaded videos by reaching specific thresholds of likes and watch hours. Once these milestones are achieved, educators are rewarded with cryptocurrency, providing a seamless and innovative way to earn income through their educational content.

- **Transparency of Analytics:** Blockchain is used to track and verify engagement metrics. Ensuring the transparency of data driving smart contracts and payments are accurate.

Partnership Technologies

Academic Labs: Adaptive AI Integration

- Integration of Academic Labs' adaptive AI technology to enhance personalized learning experiences on ScrollWise. AI-driven content and adaptive learning paths.

ICP HUB PROTOCOL: Decentralized Infrastructure

- ICP HUB PROTOCOL's decentralized, serverless computing infrastructure to host ScrollWise.

Web3PH: Community building and networking

- A partnership with Web3PH to tap into the Philippine web3 community. Fostering collaboration and community building. Establishes networking opportunities within the Web3 Community.

How it works:

Learner-side:

ScrollWise begins by signing up a user to become a learner for the platform. Once signed up the learner can now either write a topic or submit a PDF or docx file to the platform ScrollWise will now begin scanning and analyzing which video reels are to be shown to the learner in that *active session*.

Overtime, as the learner continues to watch more reels, ScrollWise will begin recognizing *study patterns* from the learner and start showing assessments and reels to provide a personalized learning experience for the learner.

Educator-side:

Once registered, the educator can now begin creating and uploading content material under a specific topic

Question: What is the maximum video length for a video?

When an Educator creates enough content and hits a certain threshold, they become eligible for monetization. An eligible account can now earn Cryptocurrency relevant to the amount of views and likes count.

In the event that a video reaches a set amount of likes and watchtime, a smart contract gets triggered that transforms their video into an NFT. NFT's collected in a Educator's account

Results in higher profile value which leads to more frequent recommendations to users, leading to greater exposure and increased cryptocurrency earnings.

General Problem: Mindless scrolling resulting in poor attention span.

Specific Problem: Students spending too much time *doom scrolling* on social media resulting in the decrease of attention spans which lead to poor academic performance.

Problem Statement: Decline in attention span in students due to mindless scrolling which leads to poor academic performance.

- Educators are undercompensated.

Causes / Psychographics:

- Easy to get addicted to scrolling
- Easy access to mindless entertainment
- Boredom
- Lack of awareness
- Stress and anxiety
- Instant gratification

Proposed Answer:

Web3platform that aims to turn mindless scrolling into mindful scrolling. Leverages a student's likeliness to browse a social media platform into a positive outlet. Meanwhile, educators who take the time and effort to create videos for students get monetization and gratification.

Who are the users?

Learners and Educators in the form of content creators.

