# Ethicraft Business Proposal

## Project Name

Ethicraft — Certification Platform for Ethics and Skills in the Crypto Industry

## Vision

To establish a trusted professional certification system in the crypto industry, enabling verifiable standards of skills and ethics, improving trust among participants, and promoting a more professional, transparent, and secure Web3 ecosystem globally.

## 1. Market Problems

The current crypto landscape faces severe information asymmetry and lack of professional trust:

- No standard exists to verify whether individuals truly possess technical and ethical qualifications;

- Projects often fail due to unprofessional teams, moral hazards, or misuse of investor funds;

- Money laundering is widespread, with many ordinary users unintentionally becoming accomplices in illicit transactions;

- Misconceptions about the crypto industry prevent promising talent and institutions from entering this emerging field.

## 2. Our Solution

Ethicraft provides a decentralized certification system with the following features:

- Modular online exams covering blockchain, DeFi security, ethics, compliance, and more;

- Hybrid model (online + offline): In partnership with educational institutions, we aim to set up physical testing centers to enhance credibility and accessibility;

- VC + DID Certification: Issue verifiable credentials on-chain tied to decentralized identities;

- Anti-cheating measures: Behavior analytics and encrypted monitoring to ensure fairness;

- Content coverage: Includes blockchain fundamentals, scam detection, anti-money laundering (AML) regulations, and more;

- Multilingual interface: Designed to serve a global audience across APAC, MENA, and Western crypto communities.

## 3. Business Model

- User certification payments: Candidates pay per level (L1–L3) to get certified;

- Enterprise partnerships: Offer full-stack certification solutions to crypto exchanges, DAOs, and Web3 companies for talent verification and training;

- Future token economy: Token utility will be activated once compliance conditions are met, supporting ecosystem governance and user incentives.

## 4. Current Development Stage

- MVP in development, expected to launch in 3 months;

- UI prototypes completed with well-defined certification structure;

- Core founding team assembled with expertise in fintech, compliance, and crypto.

## 5. Regulatory Positioning

Currently, no tokens are issued; all payments are processed in fiat (e.g., SGD). Token launch will only occur after obtaining relevant licenses and establishing a compliant framework. This token will serve as an incentive mechanism and utility layer for long-term governance.

## 6. Global Case Studies

- Gitcoin Passport (US) — Focuses on identity but lacks skill assessment

- Polygon ID — Provides VC infrastructure but limited real-world application

- BrightID / Proof of Humanity — Designed for Sybil resistance, not for professional certification

## 7. Core Team

- Wu Boyu (CEO & Founder) — FinTech student at Republic Polytechnic, Singapore; experienced trader; project architect and strategic lead

- Song Haoxuan (CFO) — Accounting & Finance student at PSB Academy ; leads content structuring, compliance, and financial planning

- Zhou Jiahui (CMO) — Head of marketing operations; experienced in community growth and Web3 communications; has direct access to key decision-makers at major crypto exchanges