Stellearning – Business Plan

1. Executive Summary

Stellearning is a decentralized educational platform leveraging the Stellar blockchain to provide accessible, verifiable, and gamified learning experiences. Our mission is to onboard new users into Web3 through an interactive educational journey and then scale into a global, decentralized course marketplace with NFT-based certification and modular learning structures. This document focuses on Phase 1: the development of a gamified onboarding app. This foundation enables sustainable user engagement while preparing the ground for broader course-based monetization in Phases 2 and 3.

2. Problem

- Traditional EdTech platforms are centralized and expensive.
- Educators lack autonomy in monetizing and distributing content.
- Certificates can be forged and lack transparency.
- Web3 lacks cohesive, gamified onboarding experiences.

3. Our Solution

- Gamified onboarding app with real blockchain interactions.
- On-chain badge and NFT-based rewards for progress.
- Modular learning architecture, expandable into full courses.
- Mentor-driven support to enhance retention and progress.
- Future-ready architecture for course creation, NFT certification, and peer learning.

4. Product – Phase 1 Focus

- Missions in 5 categories: DeFi, NFTs, DAOs, Development, and Games.
- Real actions: wallet setup, token swaps, minting, joining communities.
- Badges and tokens as learning incentives.
- Onboarding profiles and reputation system.

5. Market Analysis

- Global e-learning market projected at $400B by 2026.
- Increasing demand for decentralized skills-based certification.
- Lack of scalable, verifiable Web3 learning tools.
- Competitors: Coursera, Buildspace, LearnWeb3 DAO, Udemy. None offer NFT-backed certification + gamification + hybrid monetization.

6. Target Audience

- Independent and institutional educators.
- Web3 newcomers and self-learners.
- DAOs and DeFi communities.
- Universities with blockchain outreach.
- Companies seeking on-chain credentialed professionals.

7. Business Model
Phase 1 (Onboarding App)

- Token rewards with optional staking.
- NFT minting fees for credentials and badges.
- Analytics and moderation tools for mentors (freemium model).

Phase 2 and 3 (Course Platform)

- Course NFT sales (fee split with creators).
- Premium creator plans (analytics, visibility, white-label options).
- Transaction fees on certifications.
- Fiat-on-ramp for non-crypto users.
- White-label deployment for DAOs and institutions.

8. Go-to-Market Strategy

- Leverage Stellar Ambassadors and Web3Edu networks.
- Engage Web3 communities via Discord, Telegram, and X.
- Partner with hackathons, DAOs, and universities.
- Use targeted ads and content marketing.
- Collect early feedback from alpha testers.

9. Development Roadmap – Phase 1 (12 Months)

- **Months 1–4**: Core architecture, wallet/token logic, first missions.
- **Months 5–8**: Gamification engine, badge minting, UX optimization.
- **Months 9–12**: Ambassador testing, analytics, onboarding MVP launch.

10. Phase 1 Budget Overview

Category	Amount (USD)	Description
Development	$12,000	App architecture, blockchain integration
Design & UX	$4,000	Gamified interface, missions layout
Marketing	$5,000	Paid ads, community growth, engagement
Core Team Salaries	$6,000	Strategy, PM, Design, Education, Community
Legal	$1,000	Web3 compliance and smart contract regulation
Data Architecture	$2,000	Profile system and skill tagging
Infrastructure	$2,000	Hosting, Stellar fees, maintenance
Total	**$30,000**	*(100% covered by grant request)*

11. Risks and Mitigation

Risk	Mitigation
Low creator onboarding	Early incentives (tokens, badges), free tools for early adopters.
Web3 complexity for users	Modular gamified missions and assisted onboarding.
Legal uncertainties	Web3-focused legal consulting, focus on non-custodial architecture.
Market competition	Unique combo: gamification + NFT verification + hybrid monetization.

12. Conclusion

Stellearning builds from the ground up: beginning with the onboarding layer, it aims to become the foundational infrastructure for scalable, decentralized education. Built on Stellar, the project fuses low-cost transactions with verifiable reputation, enabling learners to own their credentials and learning path. With this business plan, we present a sustainable and technically robust model aligned with the future of on-chain knowledge economies.