

Stellearning Whitepaper

Abstract: Stellearning is a decentralized, modular, and gamified learning infrastructure designed for the Stellar blockchain ecosystem. It aims to onboard users into Web3 through practical, reward-based missions, and later scale into a decentralized course platform where educators can publish, monetize, and certify learning experiences using blockchain. This whitepaper outlines the rationale, structure, and long-term vision of the project.

1. Introduction The growth of the Web3 ecosystem has created an urgent need for accessible and effective educational infrastructure. Current onboarding experiences are fragmented, overly technical, and disconnected from real use cases. At the same time, traditional education systems remain centralized, expensive, and often disconnected from real-world applications—especially in the digital and decentralized economies. Stellearning seeks to bridge these gaps by offering a gamified, decentralized, and user-owned learning experience.

2. Problem Statement

- Web3 adoption is slowed by steep learning curves and lack of structured onboarding.
- Traditional educational platforms are centralized, with little transparency or interoperability.
- Credentials are difficult to verify, easy to falsify, and rarely portable across ecosystems.
- Learners and educators have few incentives to engage with open, public learning.

3. The Stellearning Solution

Stellearning introduces a two-phase solution:

Phase 1: Gamified Onboarding App

- Mission-based onboarding experience across 5 categories: DeFi, NFTs, DAOs, Developers, and Games.
- Real interactions: wallet setup, swaps, minting NFTs, joining communities, deploying contracts.
- Reward system with token incentives, badges, and NFTs.
- Profile tracking for progress, skills, and credentials.

Phase 2: Decentralized Course Platform

- Educators publish modular courses and tokenize them.
- Students access content through token-gated systems.
- On-chain certification with traceable, anti-fraud credentials.
- Community-curated reputation system and earning logic.

4. Technology Stack

- Stellar blockchain (wallets, assets, smart contracts)
- NFT-based certification and badge system

- Token rewards and gamification logic (ERC-20 compatible)
- Optional Arweave integration for media storage
- Chat, voice, and metaverse modules (planned)

5. Business Model

- Transaction fee on courses, certification, and token withdrawals.
- Commission on credential issuance and premium features.
- B2B services for DAOs and protocols seeking onboarding tools.
- Data analytics and Web3 identity layer monetization (opt-in).

6. Roadmap Phase 1: 2025 (Full Year)

- Develop and launch onboarding MVP
- Integrate Stellar wallet and token logic
- Test with ambassadors and pilot communities

Phase 2: 2026–2027

- Launch decentralized course platform
- Enable creator economy features and open publishing
- Full integration with Stellar and Arweave ecosystems
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7. Team & CVs

Rodrigo Reis Lastra Cid (The Philosopher) – Founder & Strategy

Philosophy tenure professor at Universidade Federal do Amapá. Editor of Virtualia magazine. Advisor on metaverse and decentralized education projects. Game Planner and Storyteller for The Legend of Long Wei on Nifty Island, and Former Official Voxels Storyteller. Former NEAR grantee for the NEAR Alexandria Library project (25,000 USD) and Former John Templeton Foundation grantee for Serie Investigacao Filosofica (93,000 USD).

Mateus (Crypto Star Games) – Project Manager

Stellar Ambassador (Brazil). Founder of Crypto Star Games Academy. Over 3 years in the crypto space. Startup accelerated by Wadhwani Foundation. Certified by Wadhwani Global. Community leader and contributor to Web3 projects including Axie Infinity.

Rafaela Nóbrega (BeetleJuice) – Product & UX Design & RPG Design

Master in Design (ESDI/UERJ). Specialist in gamified educational interfaces and service design. Visual communication graduate (PUC-Rio). Researcher at DesEduca Lab. Coordinator of the RPG Study Group at ESDI. Experienced in UX, Design Systems, and gamification.

Numa Oliveira (Numadessas) – Web3 Education & Design

Master's student in Digital Artifact Design (UFPE). Graduate in Graphic Design (UTFPR). Mentor at Web3EduBrasil. NFT Brasil Ambassador. Designer at 3.land. Specialized in blockchain-based education.

Katia Suzue – Community & Testing

Background in curriculum design and Web3 education. Two-time hackathon winner (NFT Brasil 2024). Active in educational outreach and testing strategies.

Mateus OFF – Digital Artist & Self-taught Web Developer

Visual Arts graduate (UFSM/RS, 2019). Active in the Web3 space since 2020, with a strong focus on digital art, glitch aesthetics, and code-based visual experimentation. Currently expanding into web development and AI, specializing in JavaScript and integration with Large Language Models (LLMs) for creative gamification and interactive applications.

Gustavo Gonçalves (Mogno) – Advisor & Ecosystem Strategy

Computer Engineering graduate (UPE) and Law graduate (Unicap/PE). Specialized in Blockchain for Business (MIT, Blockchain Institute). Former Cultural Council member of Pernambuco (Funcultura), current board member of ABC+ CE. Founder of Vale do Carbono and former community integration manager at HTMLcoin.

Rafael Coelho – Blockchain Developer

Final-year Computer Science student at UFJF. Former President of the Computer Science Academic Directory for two years. Member of the Blockchain Research Group (UFV | UFJF | UFPI), where he developed multiple projects using HyperLedger Fabric, Caliper, and EVM interoperability with Hash Time Lock Contracts.

8. Analytics and Metrics Stellearning is currently in the pre-MVP phase, focused on architectural design, team formation, and content structuring. As such, the platform has not yet been deployed in a live environment where user interactions or metrics could be tracked. Since our first release will include wallet-based onboarding and tokenized learning flows, analytics integration is planned for the MVP deployment, including on-chain activity tracking, user engagement data, and module completion rates.

We are committed to implementing transparent and privacy-respecting analytics from the start of our MVP testing, and will share those metrics as soon as the application is live.

9. Call to Action Stellearning is actively seeking mission-aligned partners, funders, and contributors to help build the next wave of decentralized education. Our MVP focuses on onboarding, but the vision extends into a full learning economy. Together, we can empower learners and educators through self-sovereign knowledge.

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