



ELECTRICAL CERTIFICATE AUTHENTICATION SYSTEM

Electrical Certificate Authentication System

ECAS Group

Mentor: Crystal Pereira

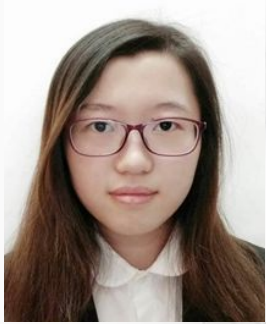
Team Leader: Lee Kum Lam, (Ernest)

Team Members: Chu Jiaxing (Jason);

Li Yucong (Li);

Suo Zan (Diana)

Our Team



Diana

**Chief
Executive
Officer**



Li

**Chief
Financial
Officer**



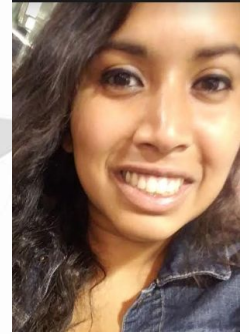
Ernest

**Chief
Technical
Officer**



Jason

**Lead Web
Developer**



Crystal

**Inside
Director**



Agenda

01

Background

- **Existent problems in job market**
- **Needs Assessment: Impact on society**

02

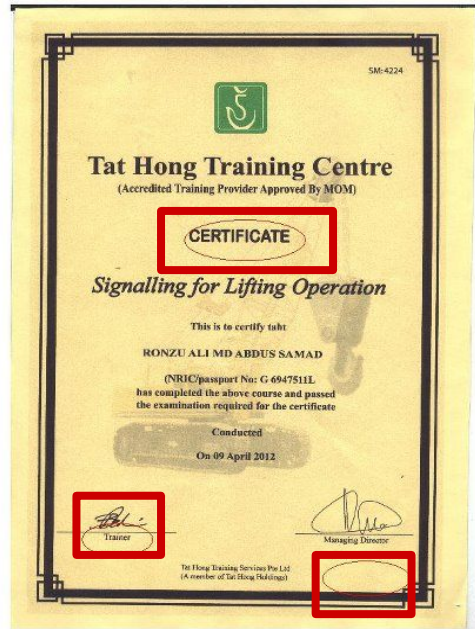
Products

- **What is ECAS?**
- **Advantages and comparison.**

03

Business Model

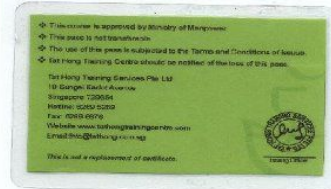
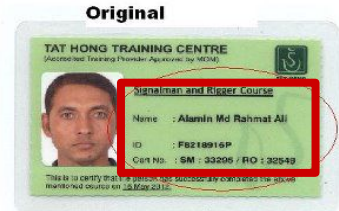
- **Business Model Canvas**
- **Marketing Strategy**



Can you tell the difference between these two “certificates”?

The Billion Dollar Industry That Has Sold Over A Million Fake Diplomas.

-- Allen Ezell & John Bear



Degree Mill



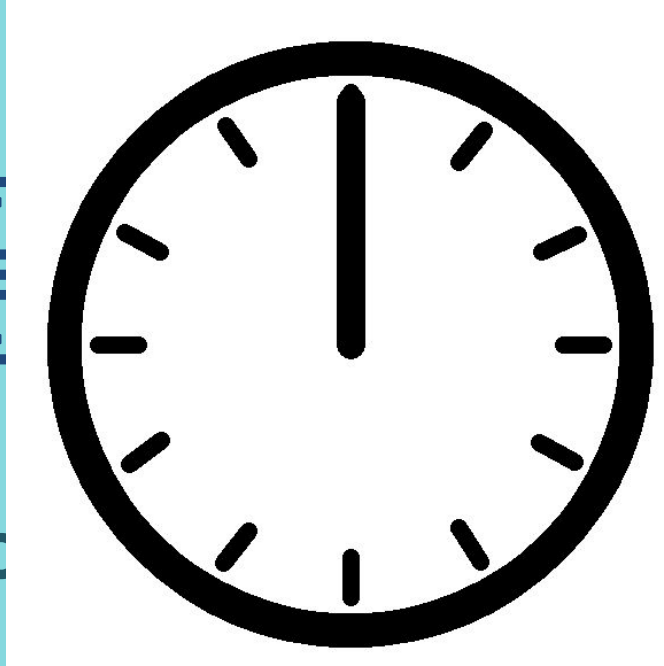
Inconvenient to verify the legitimacy of a degree

According to a 2014 study, one in three employers never bother to check a candidate's degree qualifications.

Another Problem Is ...



Replace



diploma

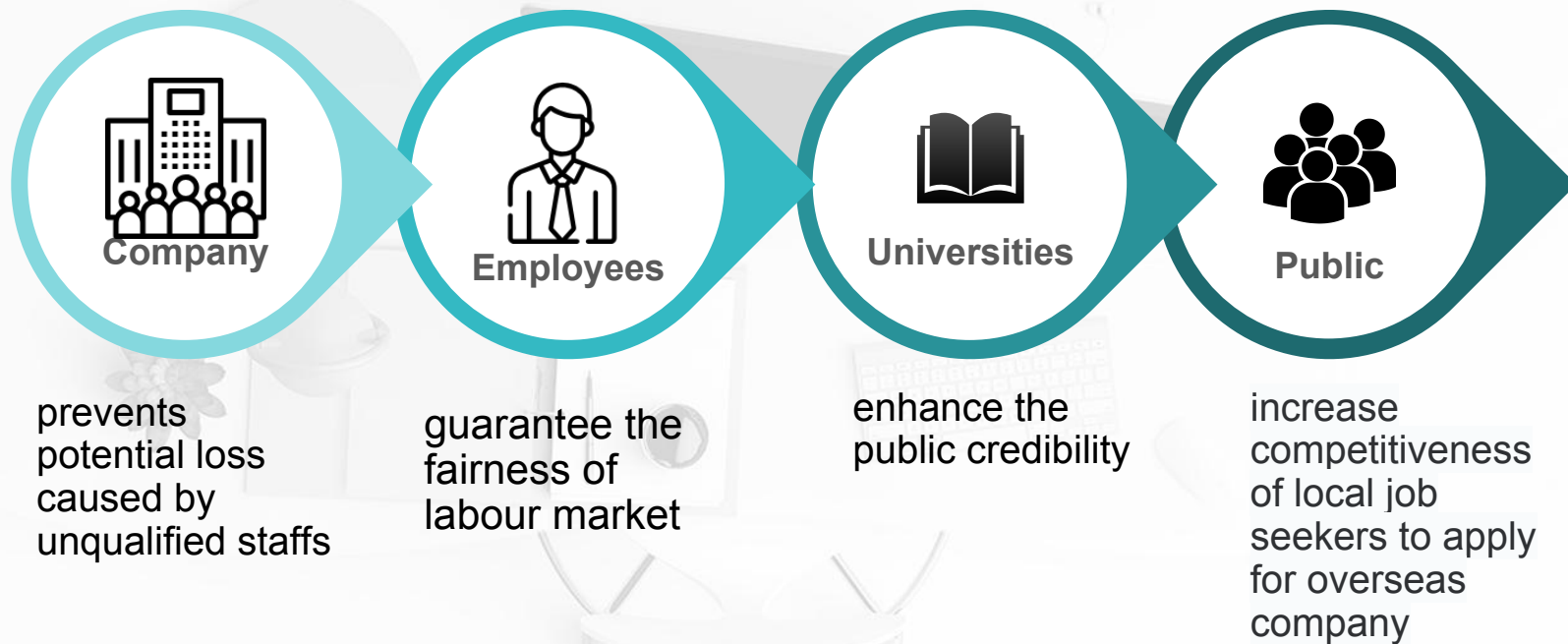


ate



**So, we come up with a blockchain based
Electrical Certificate Authentication
System(ECAS).**

Impact on Society



Price to buy fake bachelor's diploma



Star Ferry automatic weather station





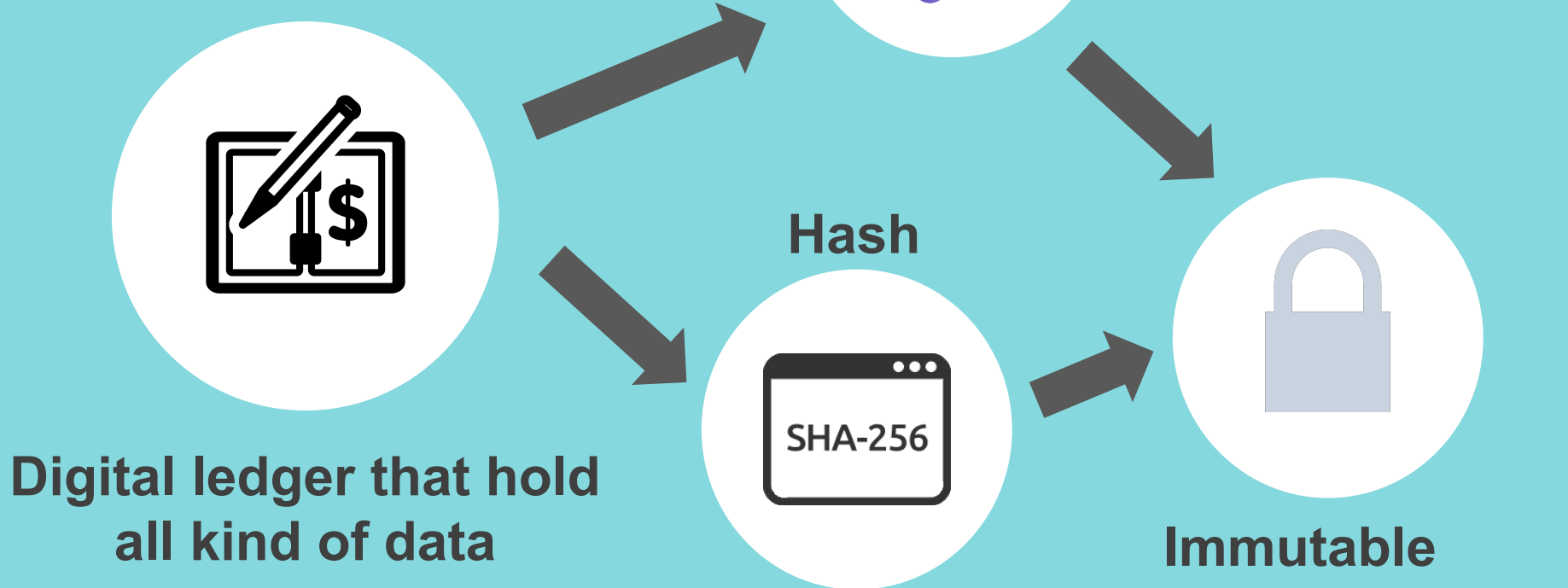
What is ECAS ?

Allows employer to verify applicant and employee certificate

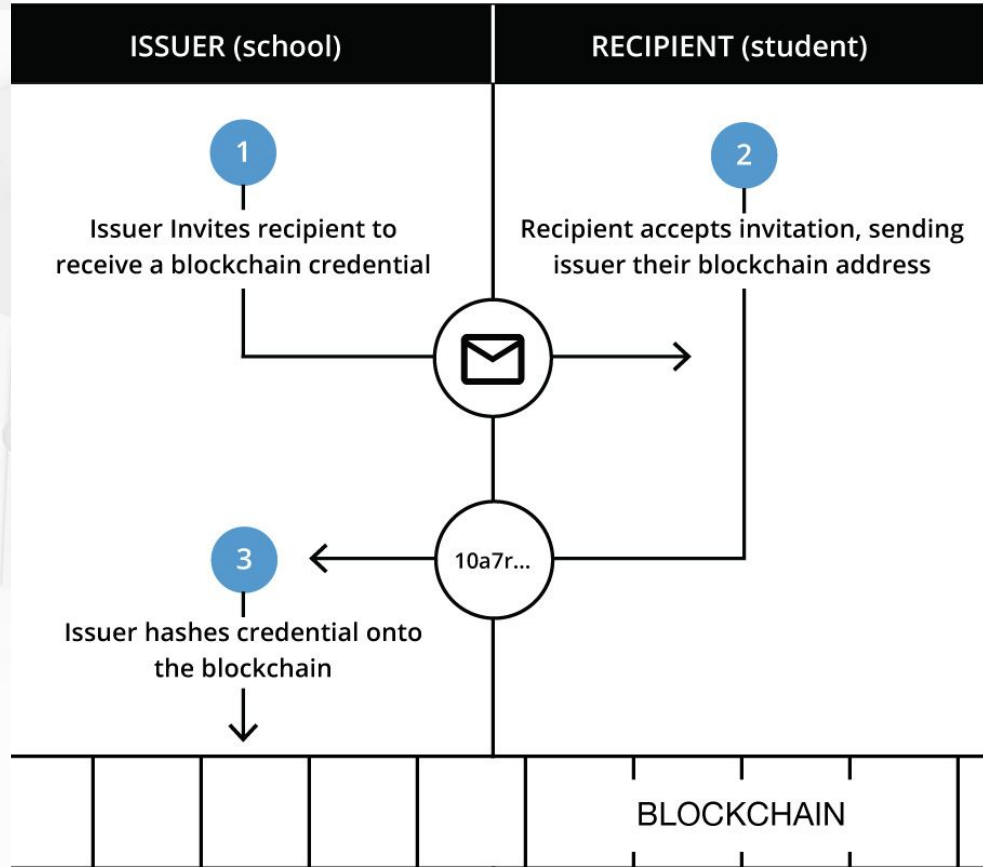
Digitalizes the institution's certificate in blockchain.

Provides a shared platform for Business and education institution

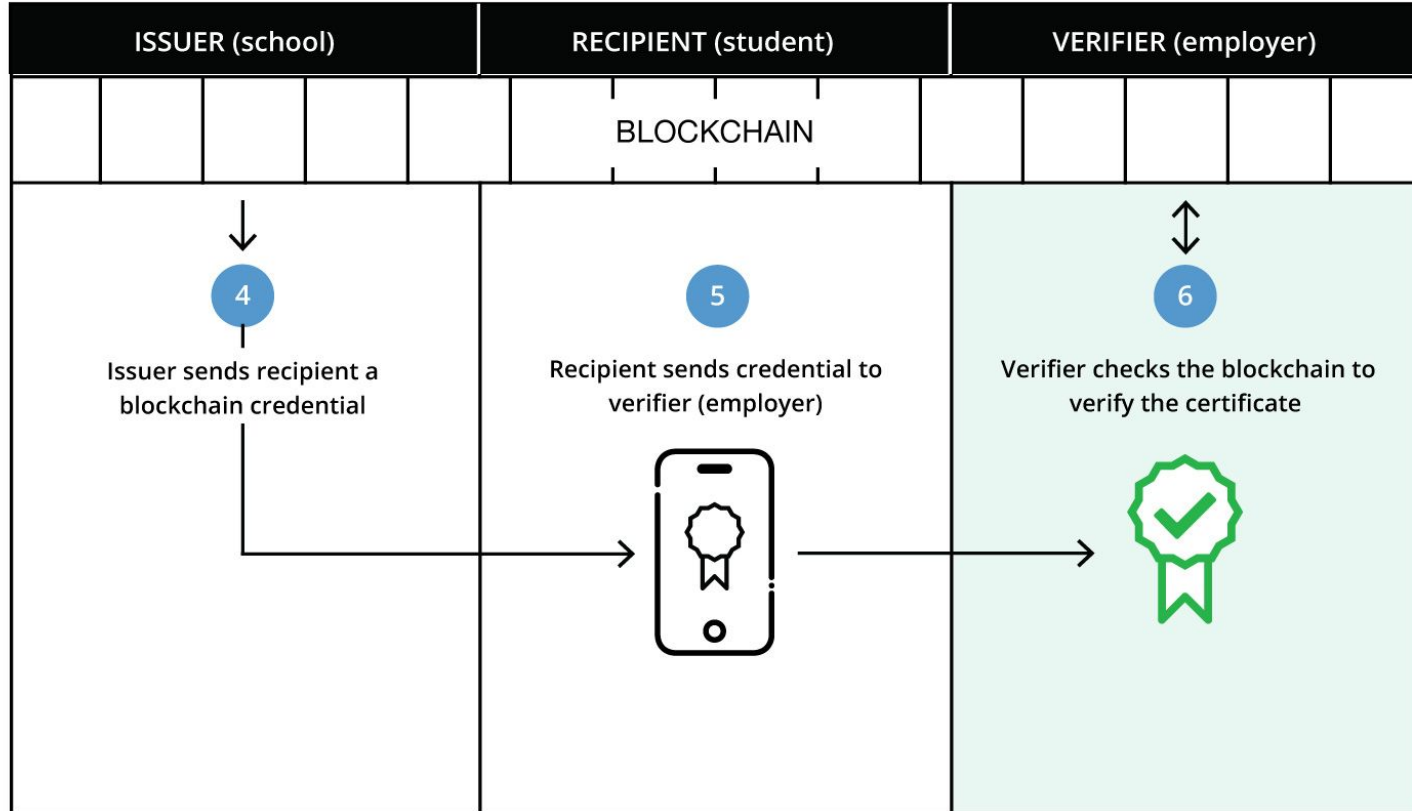
What is BlockChain?



How ECAS Works



How ECAS Works

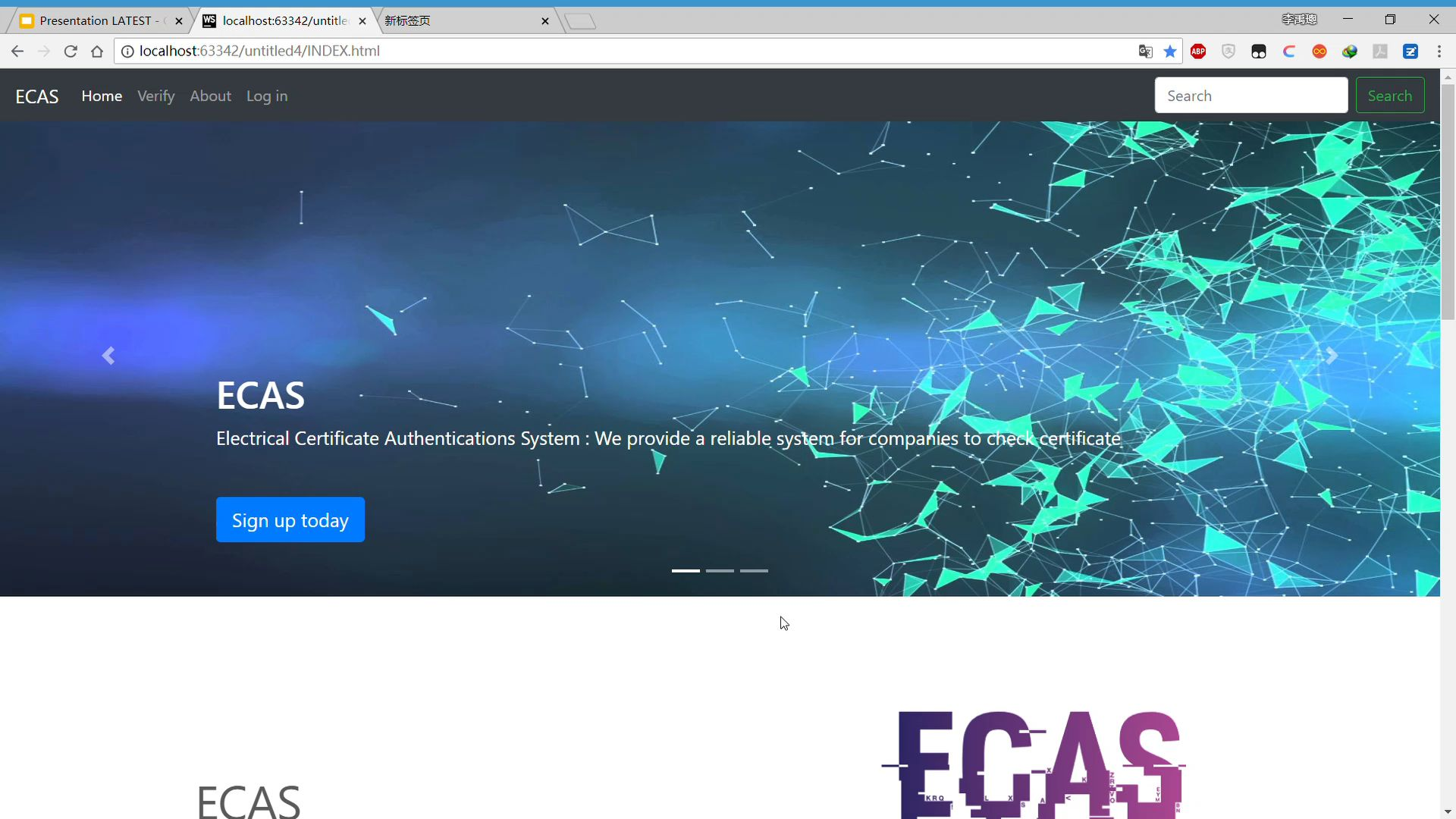




Demo

Example Code:

2025511D0B0B6EBBDCB05548ED99FADF
89AA6B19E13C850EA1929E50FBA2BBD



ECAS

Electrical Certificate Authentications System : We provide a reliable system for companies to check certificate

Sign up today

ECAS

ECAS

Similar Product

Help organization to issue credential to different recipient

Issuer: Pay/year or Pay/receiver










Mostly co-operate with online course



What makes our product unique?

- Different Regional Market
US, Japan V.S **Hong Kong**
- Different Target of issuer
Online Institution V.S **Traditional Institution**
- Free for issuer
Increase incentive for issuer to cooperate

Business model

<p>Key Partners </p> <p>9 main Universities and other educational institutions in Hong Kong</p> <p>Education Bureau (Government)</p>	<p>Key Activities </p> <p>Certificate authentication</p>	<p>Value Propositions </p> <p>Our product is called Electrical Certificate Authentication System (ECAS), which offers a secure and convenient way for companies to verify the authenticity of a certificate</p>	<p>Customer Relationships </p> <p>To build long-term relationships by offering a reliable service</p>	<p>Customer Segments </p> <p>Different companies in Hong Kong</p>
	<p>Key Resources </p> <p>Technique:Blockchain</p> <p>Staff:Skillful</p> <p>Promotion:Effective</p>		<p>Channels </p> <p>Advertisement on the social media:LinkedIn...</p> <p>To contact companies: Email, Tel...</p> <p>Join the conferences</p>	
<p>Cost Structure </p> <p>Server: \$200 per month Staff: \$10,000 per month</p> <p>Promotion: \$800 per month Total: \$132,000 per year</p>			<p>Revenue Streams </p> <p>Companies pay to use:Two kinds of payment methods</p> <p>Support money from Education Bureau</p>	

Business model



Key Partners

9 main Universities and other educational institutions in Hong Kong

Government (Education Bureau)



Channels

Advertise on the social media: LinkedIn...

Contact companies: Email, Tel...

Join the conferences



Cost Structure

Server: \$200 per month

Staff: \$10,000 per month

Promotion: \$800 per month

Total: \$132,000 per year



Revenue Streams

Companies pay to use

Support money from Education Bureau

Investors

Key Partners

01

9 main Universities and other educational institutions in Hong Kong



02

Government
(Education Bureau)



教育局
Education Bureau

Channels

01

Advertise on the social
media:LinkedIn...



02

Contact companies:
Email,Tel...



03

Join the conferences



Cost structure



(Monthly Budget)



Total:\$132,000 per year

Revenue Streams

01

Two kinds of payment methods:

1. Pay per month/year
2. Pay per verification

Pay per month/year	Pay per verification
\$29/month	\$5/1
\$199/year	\$90/20

02

Support money from Education Bureau

Marketing Strategy

Product Strategy

Reliable and secure service

User-friendliness

Promotion Strategy

Give a free trial to company

Put advertisement on Job searching website

Price Strategy

Prices based on service conditions

Discounts based on company types

Summary

Recently, the ECAS:

Technique: blockchain

Users: employers

Partner: universities and educational

Institutions

Further development:

ECAS 2.0

- Automatic applicants comparison
- All types of certificates

ECAS 3.0

- More than certificates
- China and all over the World
- Lower the price after gaining support from government

New versions with more functions ...

Reference

The Preface and Introduction to DEGREE MILLS

<http://www.degreemills.com/preface-and-introduction-to-the-book.html>

A third of employers never check job applicants' qualifications, survey finds

<https://www.independent.co.uk/news/education/education-news/a-third-of-employers-never-check-job-applicants-qualifications-survey-finds-9681286.html>

The website is based on Bootstrap library

<https://getbootstrap.com/>

BlockCert

<https://github.com/blockchain-certificates/cert-verifier-js#verification-process>



Q & A



Thank you