PREMIUM EDU-CURATION PLATFORM

PRO X SCHOOL

PROSCHOOL TOKEN WHITE PAPER V2.1

CONTENT

Token Incentivized Edu-Curation Platform
Proschool started in 2017 with the vision of overcoming the limitations of the current education industry.

Our token economy design fuels the Proschool knowledge commerce eco-system, where both lecturers and learners are rewarded by token incentives for participating in the Learning community.

The token incentives aim to improve learners and lectures motivations in learning and teaching, creating a reinforcing cycle of knowledge sharing.

Changes in Demographic

Lifelong learning

New Jobs New Industry

Online Learning Market Expanding
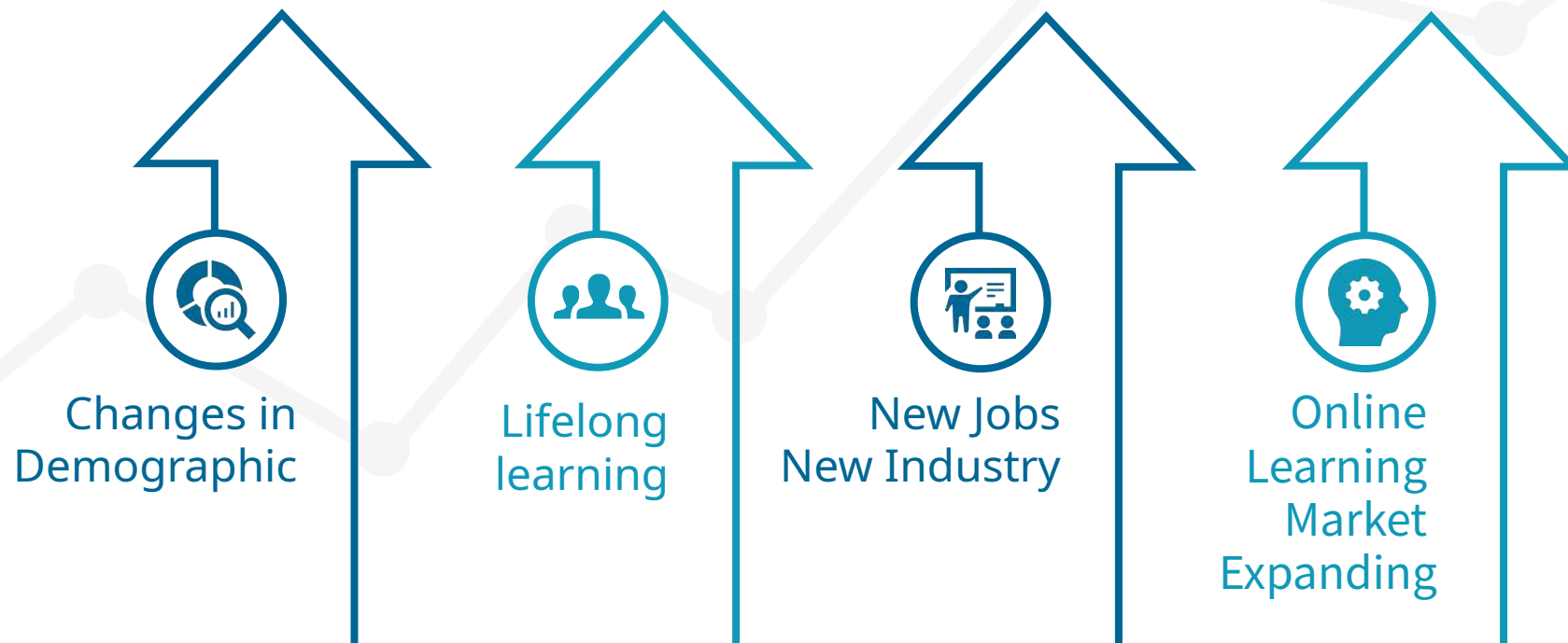
PRO SCHOOL 2.0 Platform Solution

On Proshool incentivized Online learning platform, community is directly rewarded for teaching, learning, sharing reviews, and refer classes to friends.

SOLUTION

PROBLEM

Lack of practical courses that can help solve your current problem

Most up-to-date knowledge contents provided by best lecturers from industries

Difficulty in choosing high quality due to too many undistinguishable contents.

Content quality is guaranteed by rating system and community token incentivized curating

Lack of motivation to actively learn and complete the course

Token pay-back incentives improves the motivation to actively complete the courses

Low user experience of online learning platforms

Using blockchain & user data to curate personalized courses for every users

Target Market Share 10%

MIN **$2.2B**

$300M Market
Medium, large Companies
500 Company,
2 Million workers

$30M
Revenue

TAM

SAM

SOM

Master Impact Factor (MIF) is used to measure the quality control of contents

※ MIF–Master Impact Factor

Content Review System

Personalized Content Curation

Based on the user profile and learning data personalized course curation recommends the best course for the user

EDU-CURATION PLATFORM

Completing courses, sharing on social media, referrals are rewarded by tokens.

User's actions are directly incentivized

Algorithmic Referral network

blockchain based referral network encourages organic growth and expansion of eco-system

PRO Token Metrics

PRO token was issued as an utility token to directly share the growth of the platform with the PRO community participants in the eco-system.

10%
Reserve

50%
Rewards

20%
Team& Partners

20%
Token Sales

NAME	Pro school Token
TOTAL SUPPLY	15,000,000,000 PRO
SALES AMOUNT	3,000,000,000 PRO
PRIVATE SALE PRICE	2KRW
IXO PRICE	1KRW

Pro school Token

PRO token is an ERC-20 cryptocurreny token runs in the PRO eco-system

Learners

Participation Reward,
Review Reward,
Token payment Discounts

VIP Conference, Referral
token rewards, Exclusive
PRO token Reward

Practical token
Usage in Platform

Unlimited monthly
subscription only payable
by PRO token

Masters

Leveled rewards
based on the Master
impact system (MIS)

Incentives based on
the learner review rating

Pay for on platform Ads,
Course development
consulting, improve the
brand Quality

PRO SCHOOL

PRO SCHOOL

Using PRO token to
easily expand globally

Using Blockchain, Learner
data to improve
personalized curation

Use PRO token as strategic
partnership resource
to expand the
PRO eco-system

Crypto payment Solution

Payment

Users

Reward

PRO school

Off-chain Wallet Partners

Blockchain Token Payment Infrastructure

User-friendly UX design

Proschool has partnered with crypto payment and off-chain wallet partner to provided seamless token payment experience.
There is no need to use metamask or mange your own wallet to use Proschool platform.

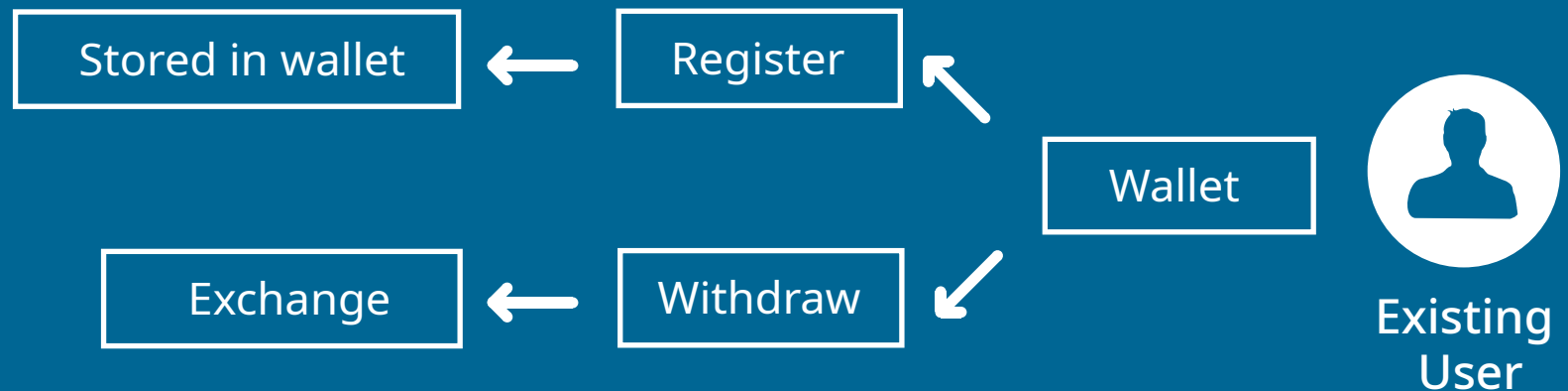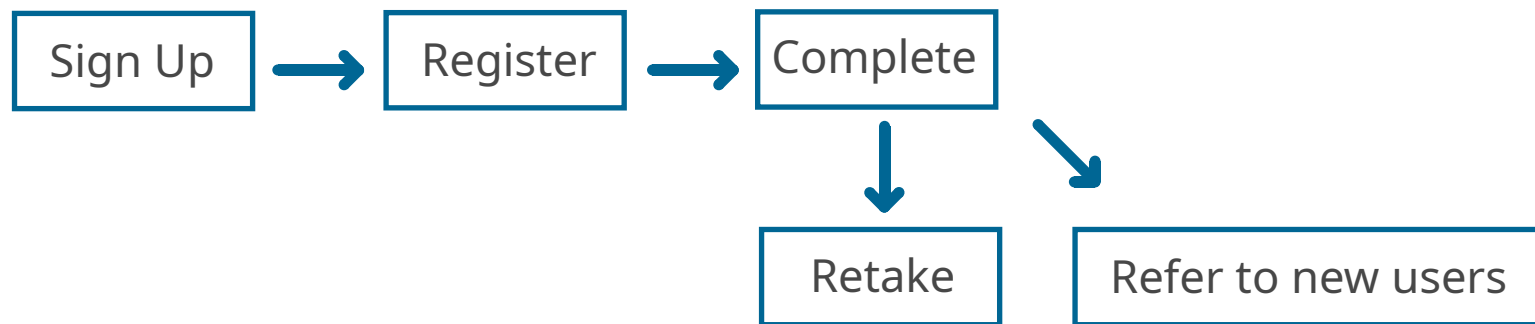| Network Fee	Instant Payment	Danger of Losing Private key
$0	0s	0%

PRO token reward is given when a new user registers by referral and additionally rewarded when users complete the course
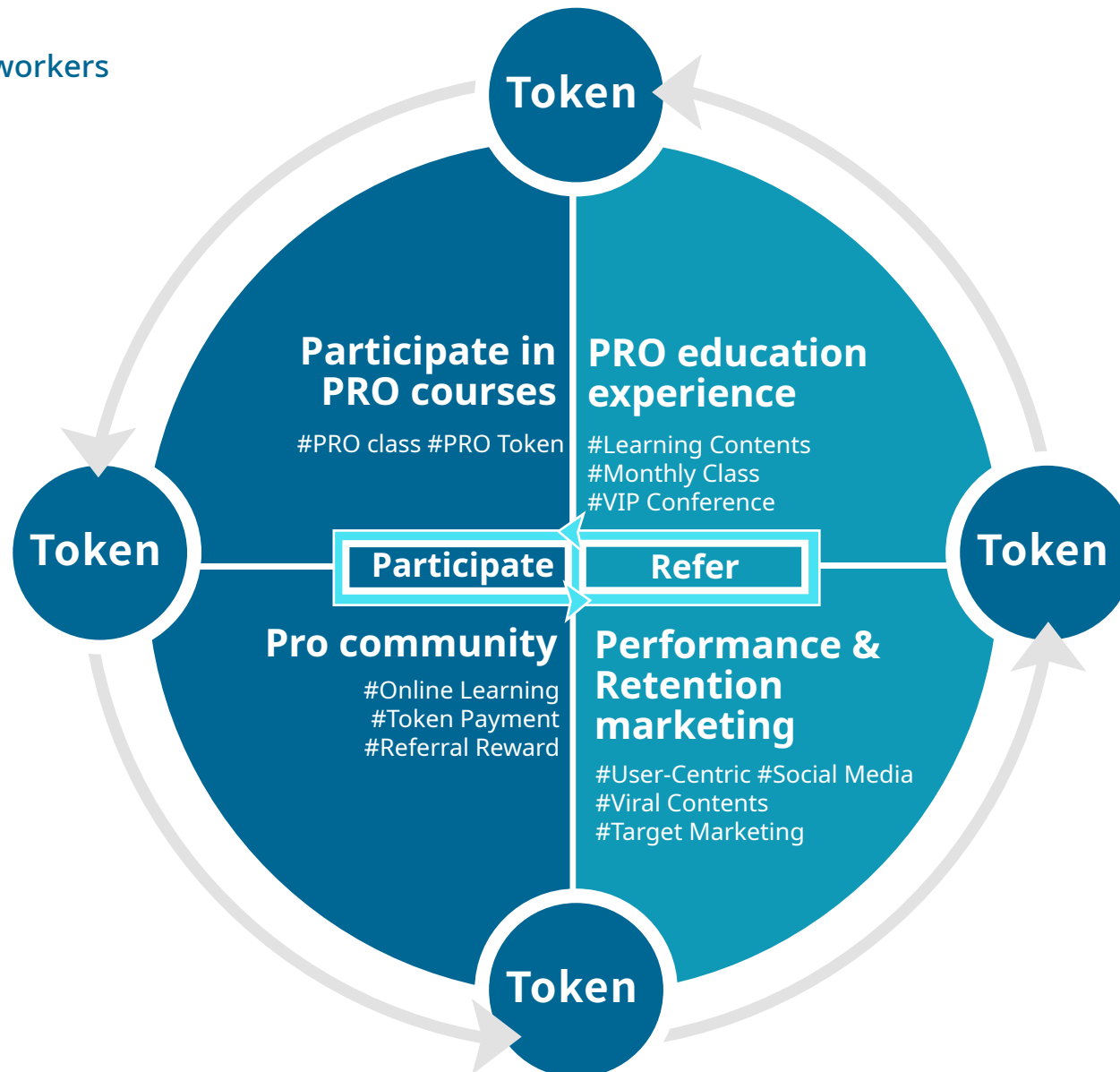
New User

Sign Up → Register → Complete

Complete → Retake

Complete → Refer to new users

Stored in wallet ← Register

Register ← Wallet

Wallet → Withdraw

Exchange ← Withdraw

Existing User

09. GROWTH STRATEGY
PRO Token | PREMIUM EDU-CURATION PLATFORM

TARGET
2540 Office workers

Token

Token

Token

Token

Participate in PRO courses

#PRO class #PRO Token

PRO education experience

#Learning Contents
#Monthly Class
#VIP Conference

Participate

Refer

Pro community

#Online Learning
#Token Payment
#Referral Reward

Performance & Retention marketing

#User-Centric #Social Media
#Viral Contents
#Target Marketing

B2B Education Statistics

$300K in Cumulative Revenue by July 2019

25 Education Program with 14 Korean Coperations

Company Name	Target	Satisfaction score (100)
GS SHOP	C-Level	97.1
LG Chemicals	Team Lead	96.6
Black Yak	New Recruits	94.4
KB Card	C-Level	93.6
Shinsegae International	Team Lead	93.3
Pulmuone	Head of DF	90.0
Average Score		94.2

Company P Education Lead Recommendation

"This is my first time actually experiencing education program that is as thorough and detailed as PRO school. Our employees were extremely satisfied with the quality and usefulness of the program. I will choose PRO school to provide education again for our employees without any hesitation."

KB 국민카드   HYUNDAI GLOVIS   SHINSEGAE INTERNATIONAL   GS SHOP   NCSOFT   KERIS 한국교육학술정보원   LG 화학

Home plus   DORCO   Pulmuone 풀무원푸드앤컬처   MBC   BLACK YAK   현대 홈 쇼핑   THE WESTIN CHOSUN SEOUL
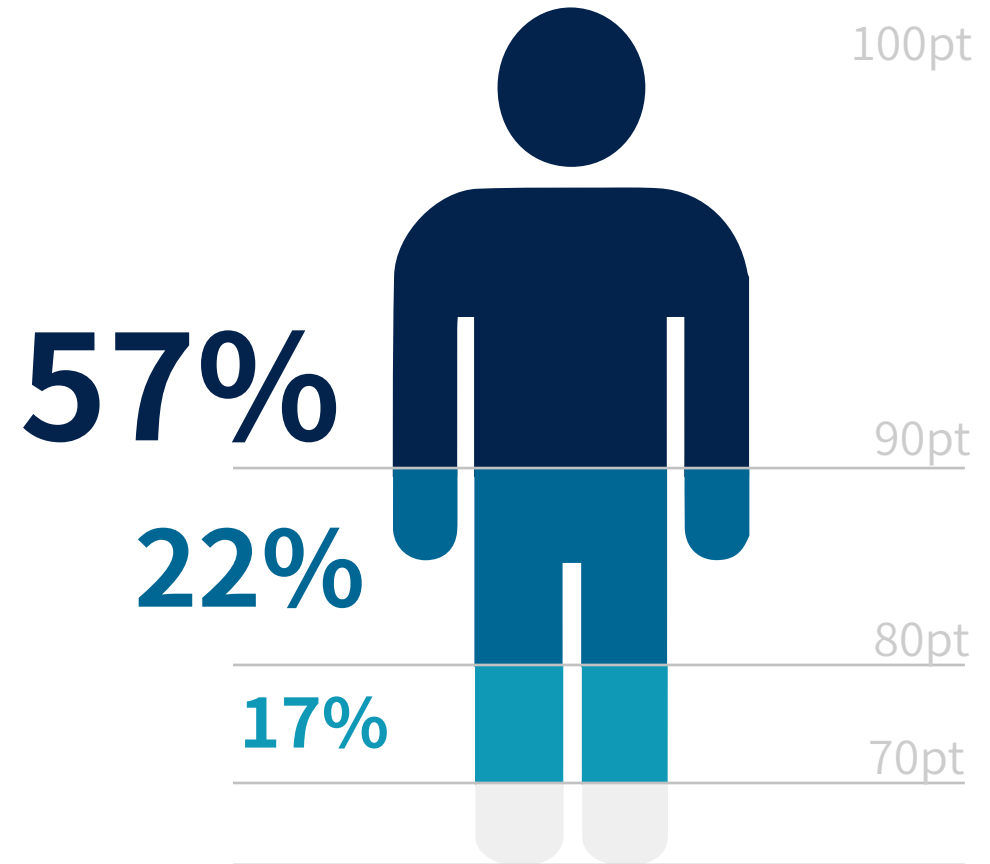
B2C Education Statistics
by August 2019

Satisfaction
90.3pt

36 B2C Education Programs, 656 Participant

Education Category	# Classes	Participants
FUTURE	3	43
WORK	22	345
LIFE	8	124
SPECIAL FORUM * 2017 Education Brand Conference * Jung Chul Seung Layer Book Concert	3	144
Total	36 Classes	656 Participants

100pt

57%

90pt

22%

80pt

17%

70pt

※ Surveyed 22 times, 6.32/7 Points
Average Score 90.3 Points

Token Backed Eco-system Expansion

Using PRO token as a strategic resource in promotional and technical Partnerships,
PRO SCHOOL eco-system can rapid expand and share the user traffic between partners, promoting quicker organic growth.

13. SUSTAINABLE TOKEN ECONOMY
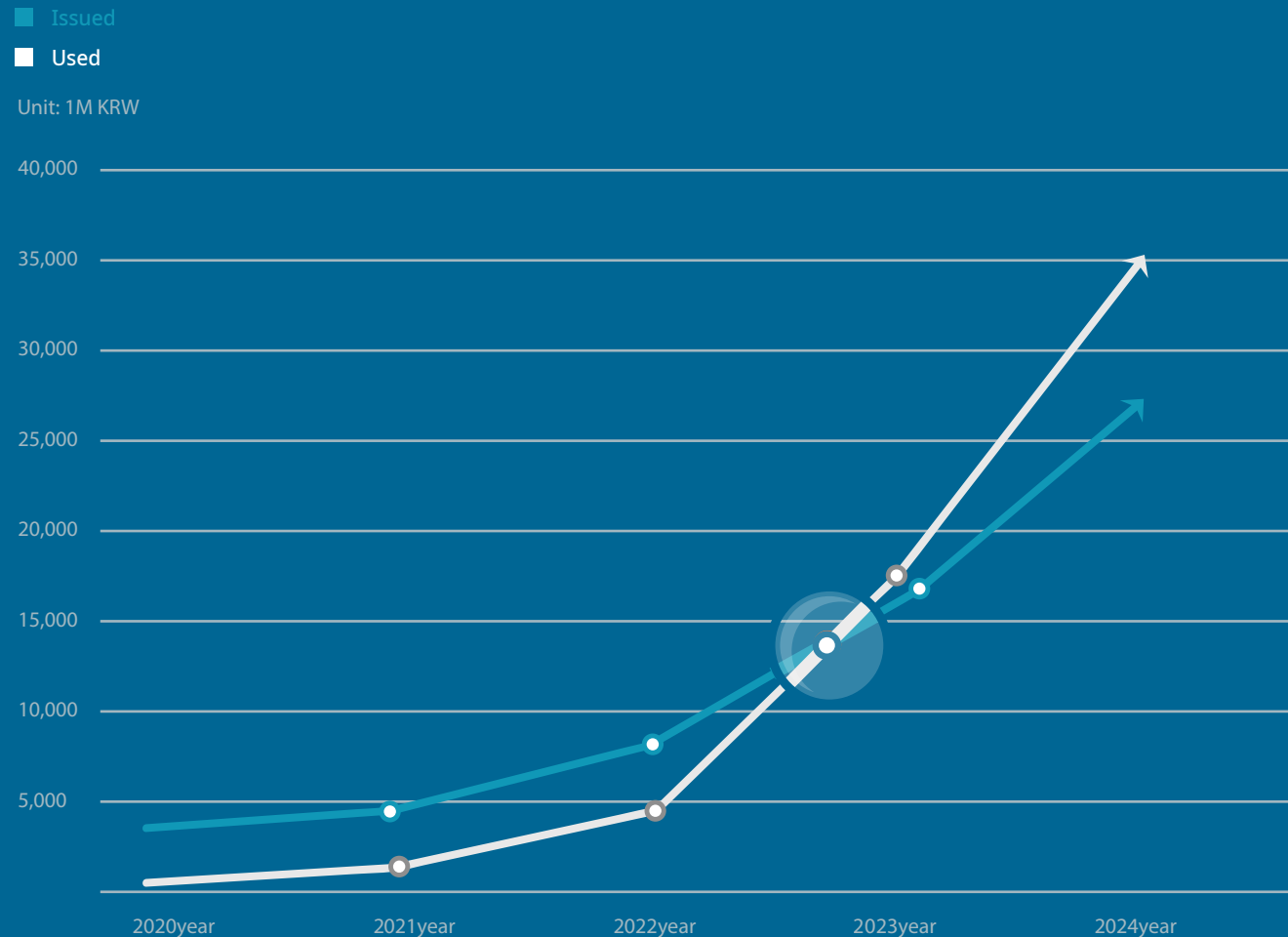PRO Token | PREMIUM EDU-CURATION PLATFORM

01. Token circulation analysis adjusts to total amount of token rewarded to ensure supply and demand of the token is sustainable.

02. Token holder get discount for paying with Proschool token on the platform. This encourages token circulation to decrease.

03. Part of the revenue from online learning will be used to buy back tokens from the open market.
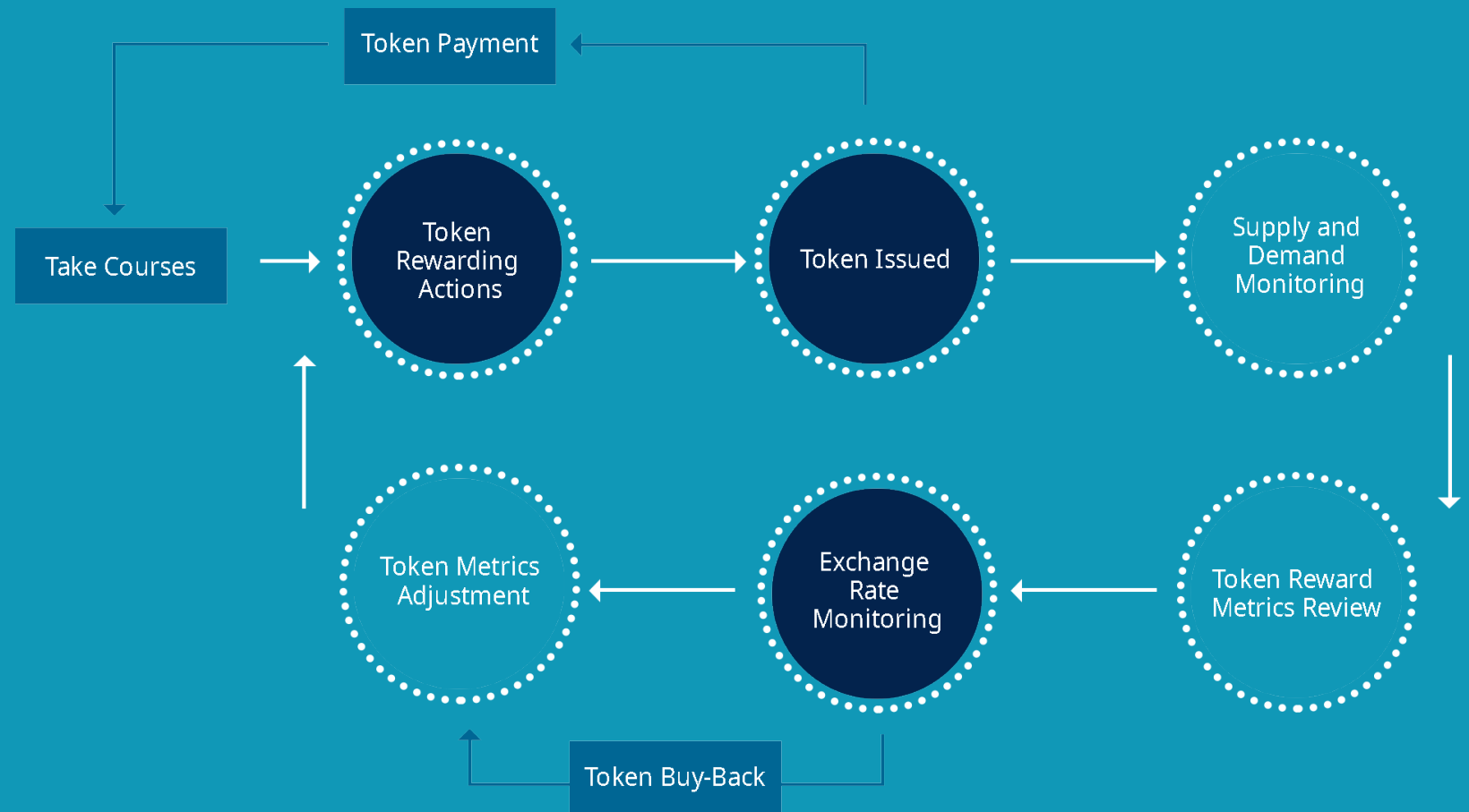
14. TOKEN CIRCULATION SIMULATION
PRO Token | PREMIUM EDU-CURATION PLATFORM

Token circulation is matched with the platform growth. designed to be

■ Issued
■ Used

Unit: 1M KRW

40,000

35,000

30,000

25,000

20,000

15,000

10,000

5,000

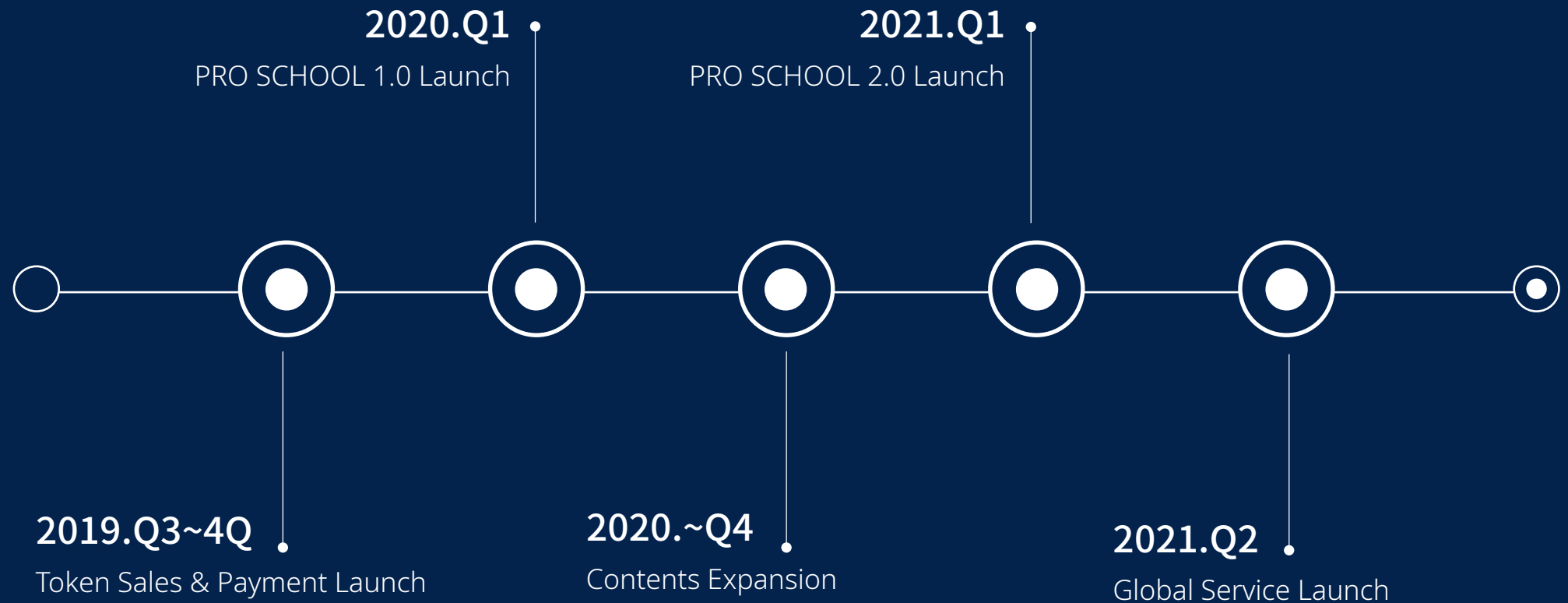2020year   2021year   2022year   2023year   2024year

01. Max Initial Circulation : 3B PRO

02. Token Circulation Control
   - Revenue Pegged Token Reward
   - Token Payment Burn (Collection)
   - Part of online learning revenue as
     buy-back on exchange

15. ROAD MAP

PRO Token | PREMIUM EDU-CURATION PLATFORM

2020.Q1
PRO SCHOOL 1.0 Launch

2021.Q1
PRO SCHOOL 2.0 Launch

2019.Q3~4Q
Token Sales & Payment Launch

2020.~Q4
Contents Expansion

2021.Q2
Global Service Launch

William Kim CEO

Sinsaegae I&C Education Business Team leader
Inkium Strategic Business leader
ImpactSoft Strategic Business leader

SSG EDU Platform Project Management
Starbucks Korea Academy Head Project Management
HRD Consulting, Course development PM
B2B education experiences in 10+ Companies in Korea

Idesignlab Inc. Founder & CEO
Korea Startup Forum Member
PayCrypto Strategic Advisor [Hivvlab inc]

Gwanghyeon Kim, CTO

Hivvlab CEO
PRO SCHOOL system engineer

Changgeun Kim, CFO

Striker Capital Management
Blockchain Legal/ Tax Layer

Claire Hahn, CSO

Idesignlab CSO
Head of Business Operation

Megan Huang, CCO

Idesignlab CCO Head
of Global Business

Riley Yun

Idesignlab Head of Research
PRO SCHOOL Service design

Monica Gwon

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Crypto Business Developement

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