



PREMIUM EDU-CURATION PLATFORM

PRO × SCHOOL

PROSCHOOL TOKEN WHITE PAPER V2.1

CONTENT

- 01. Why Pro School
- 02. Pro School Platform Solution
- 03. Target Market Share
- 04. Platform Development Plan
- 05. Pro Token Metrics
- 06. Token Utility
- 07. System Architecture
- 08. Token Use Scenario
- 09. Growth Strategy
- 10. B2B Education Statistics
- 11. B2C Education Statistics
- 12. Token-backed Ecosystem Expansion
- 13. Sustainable Token Economy
- 14. Token Circulation Simulation
- 15. Road Map
- 16. Founder
- 17. Our Team
- 18. Advisor
- 19. Clients & Partners

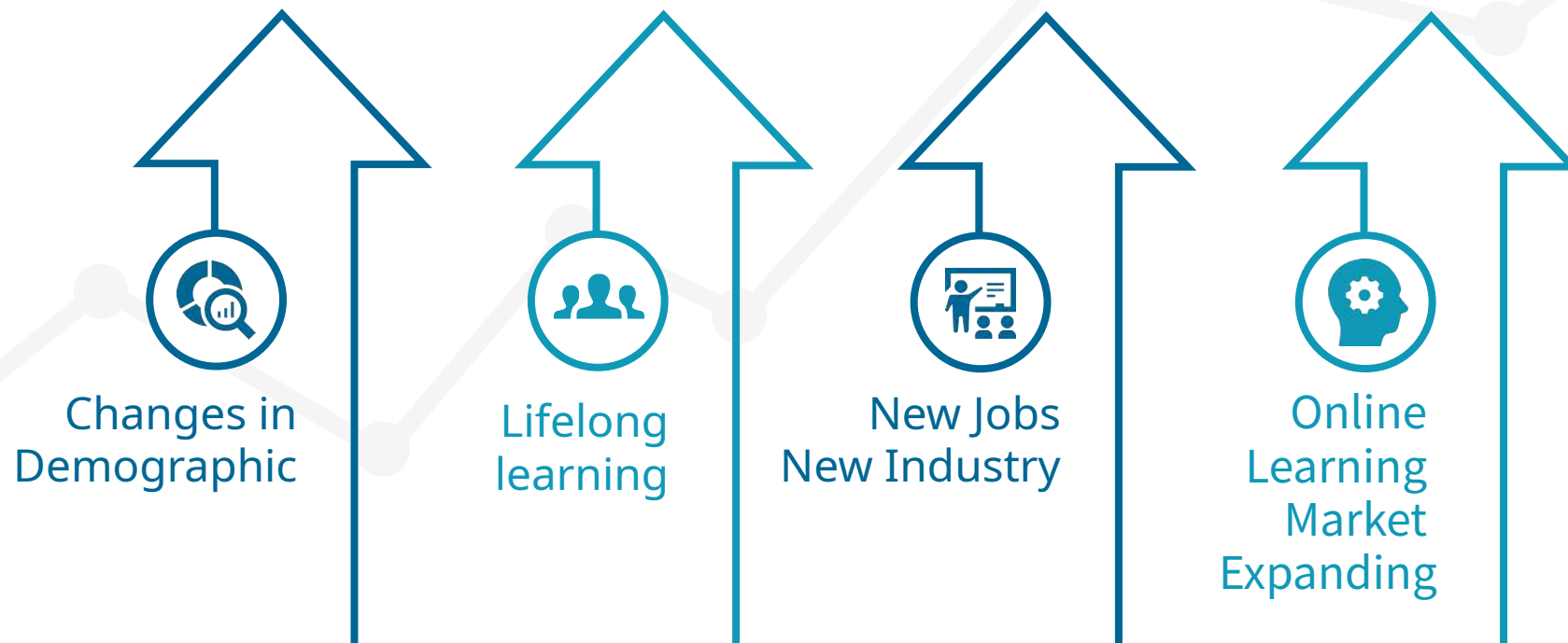
01. Why PRO SCHOOL

PRO Token | PREMIUM EDU-CURATION PLATFORM

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.



02. PRO SCHOOL PLATFORM SOLUTION

PRO Token | PREMIUM EDU-CURATION PLATFORM

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.

PROBLEM

Lack of practical courses that can help solve your current problem

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

Lack of motivation to actively learn and complete the course

Low user experience of online learning platforms

SOLUTION

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

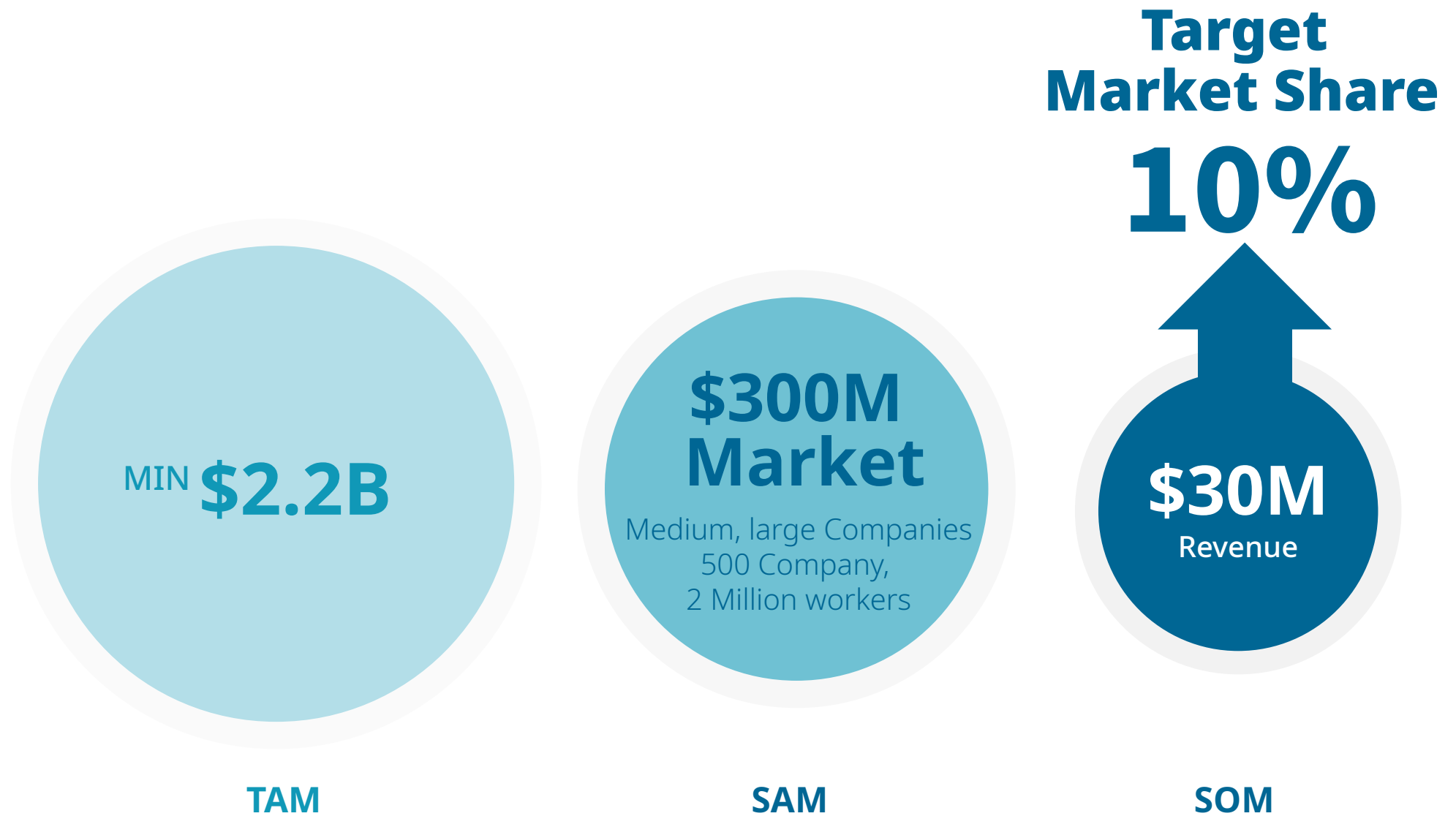
Content quality is guaranteed by rating system and community token incentivized curating

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

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

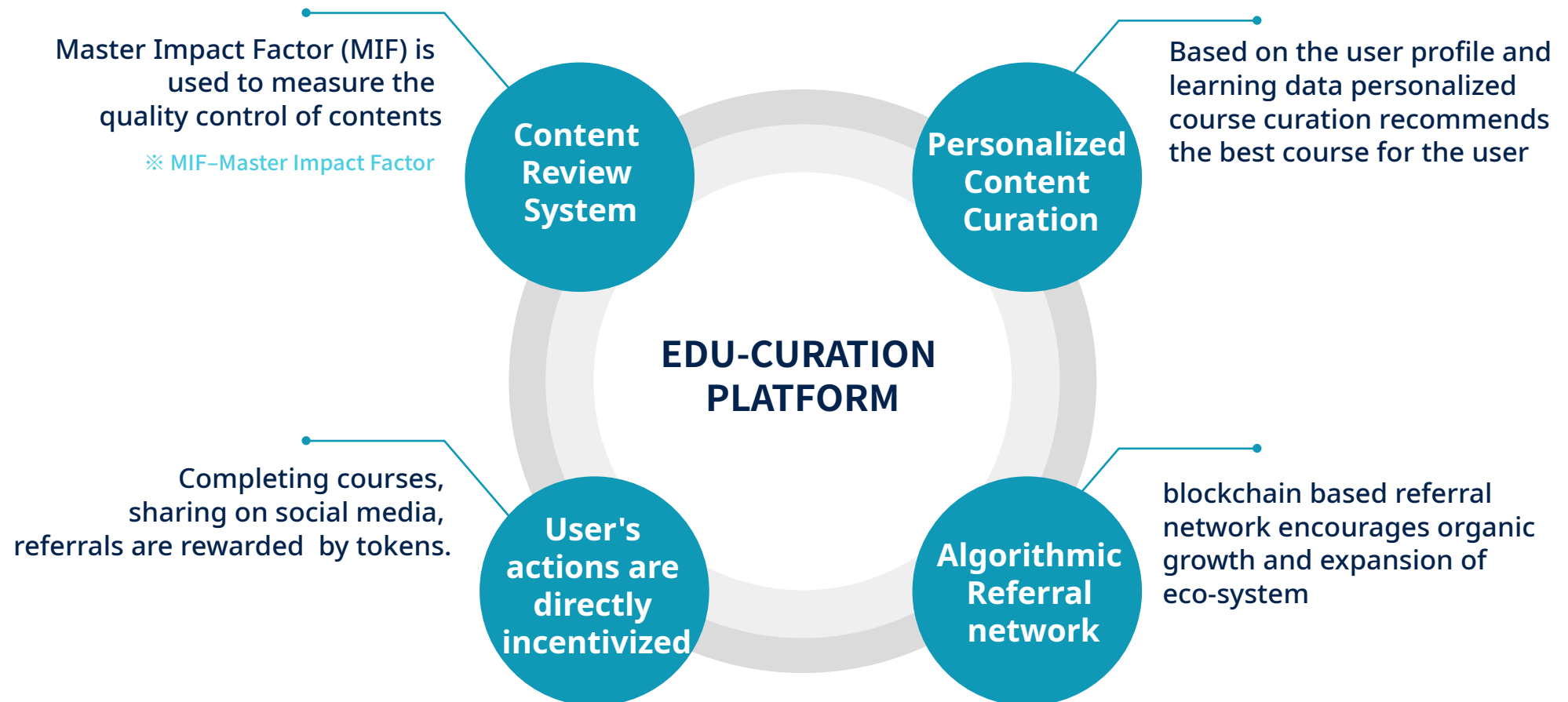
03. TARGET MARKET SHARE

PRO Token | PREMIUM EDU-CURATION PLATFORM



04. PLATFORM DEVELOPMENT PLAN

PRO Token | PREMIUM EDU-CURATION PLATFORM



05. PRO TOKEN METRICS

PRO Token | PREMIUM EDU-CURATION PLATFORM

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.



06. TOKEN UTILITY

PRO Token | PREMIUM EDU-CURATION PLATFORM

Pro school Token

PRO token is an ERC-20 cryptocurrency 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



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

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

07. SYSTEM ARCHITECTURE

PRO Token | PREMIUM EDU-CURATION PLATFORM



Blockchain Token Payment Infrastructure

User-friendly UX design

Proschool has partnered with crypto payment and off-chain wallet partner to provide seamless token payment experience.

There is no need to use metamask or manage your own wallet to use Proschool platform.

Network
Fee

\$0

Instant
Payment

0s

Danger of Losing
Private key

0%

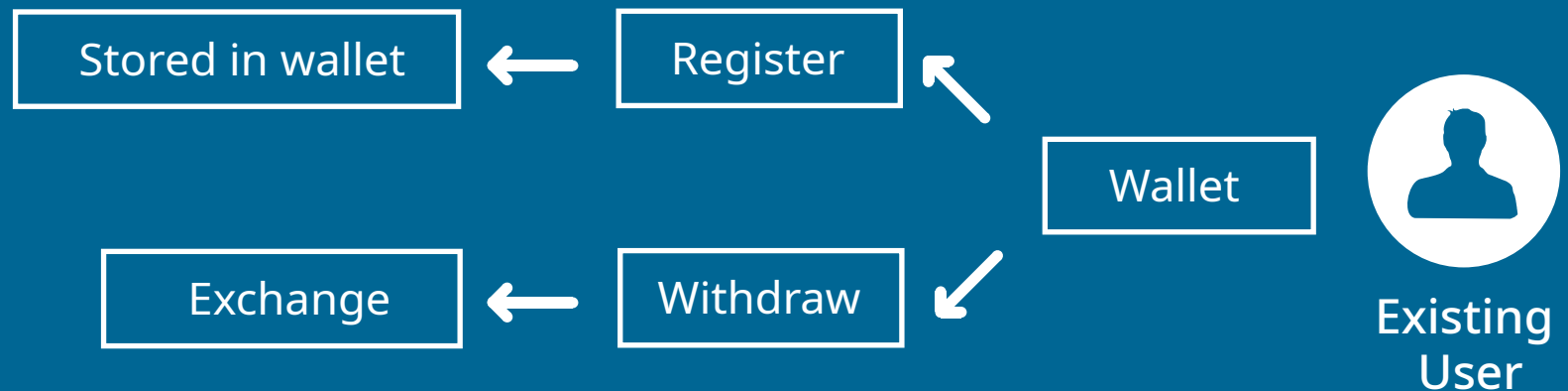
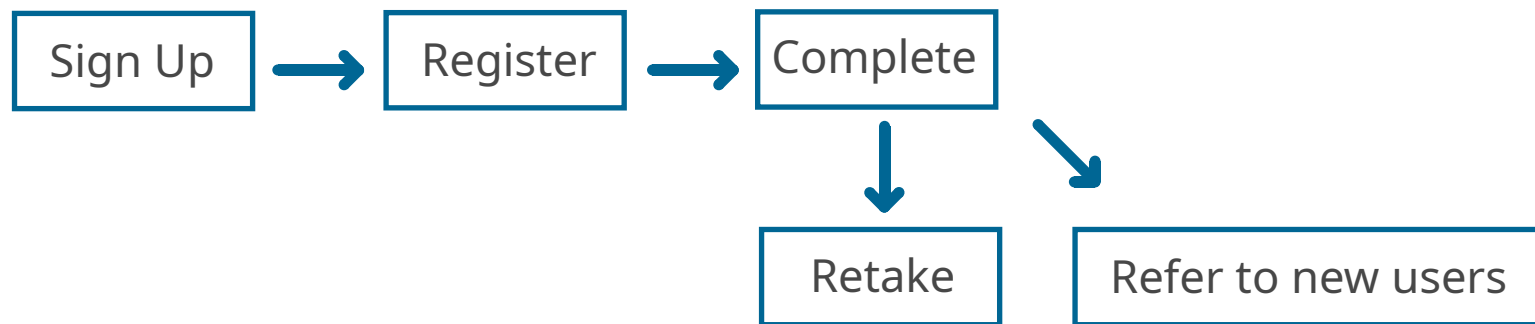
08. TOKEN USE SCENARIO

PRO Token | PREMIUM EDU-CURATION PLATFORM

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



New User

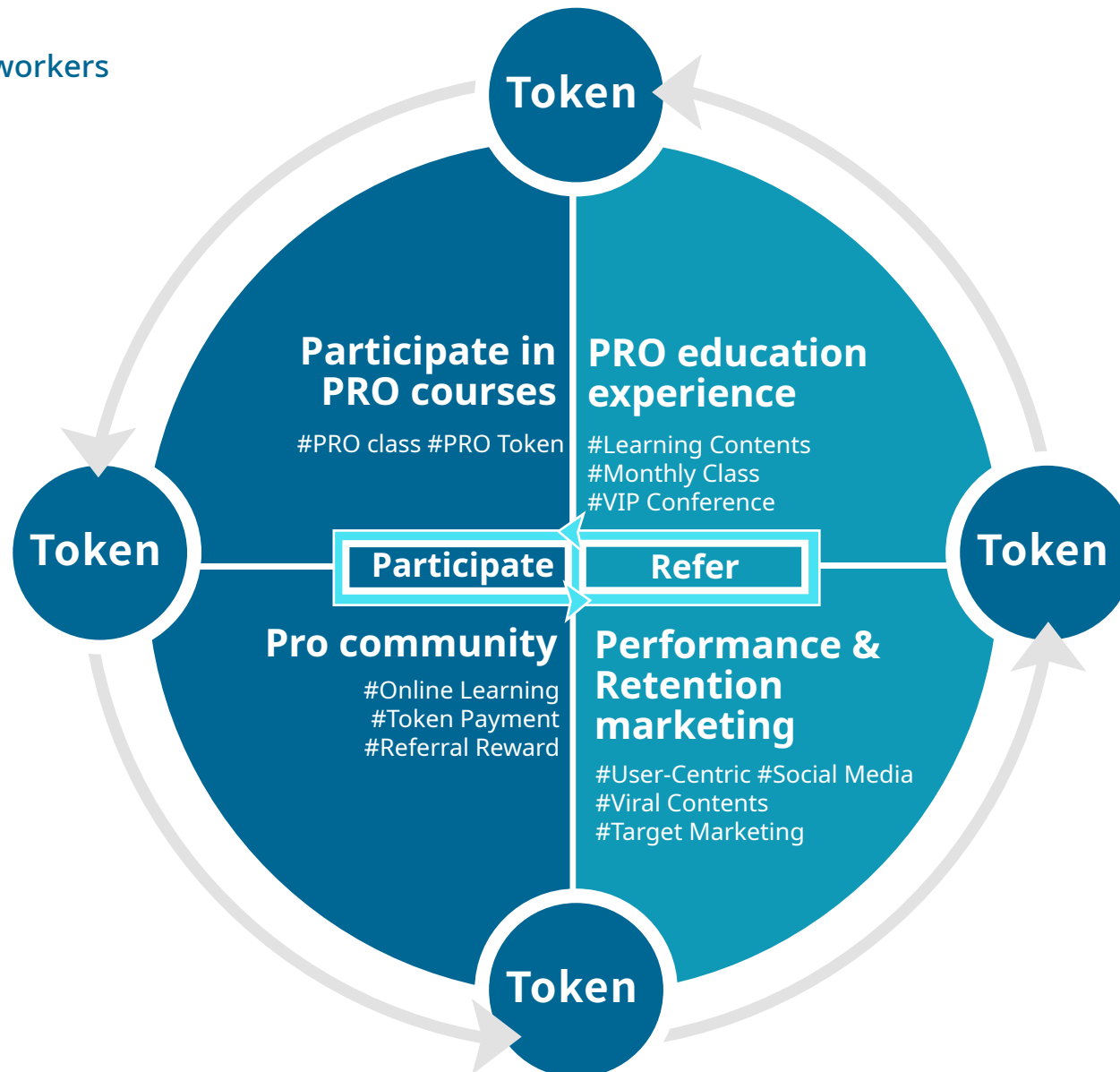


09. GROWTH STRATEGY

PRO Token | PREMIUM EDU-CURATION PLATFORM



TARGET
2540 Office workers



10. B2B EDUCATION STATISTICS

PRO Token | PREMIUM EDU-CURATION PLATFORM

B2B Education Statistics

\$300K in Cumulative Revenue by July 2019

25 Education Program with 14 Korean Cooperations

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

NC SOFT

KERIS 한국교육학술정보원

LG 화학

Home plus

DORCO

Pulmuone
풀무원푸드앤컬처

MBC

BLACK YAK

현대 홈 쇼핑

THE WESTIN
CHOSUN
SEOUL

11. B2C EDUCATION STATISTICS

PRO Token | PREMIUM EDU-CURATION PLATFORM

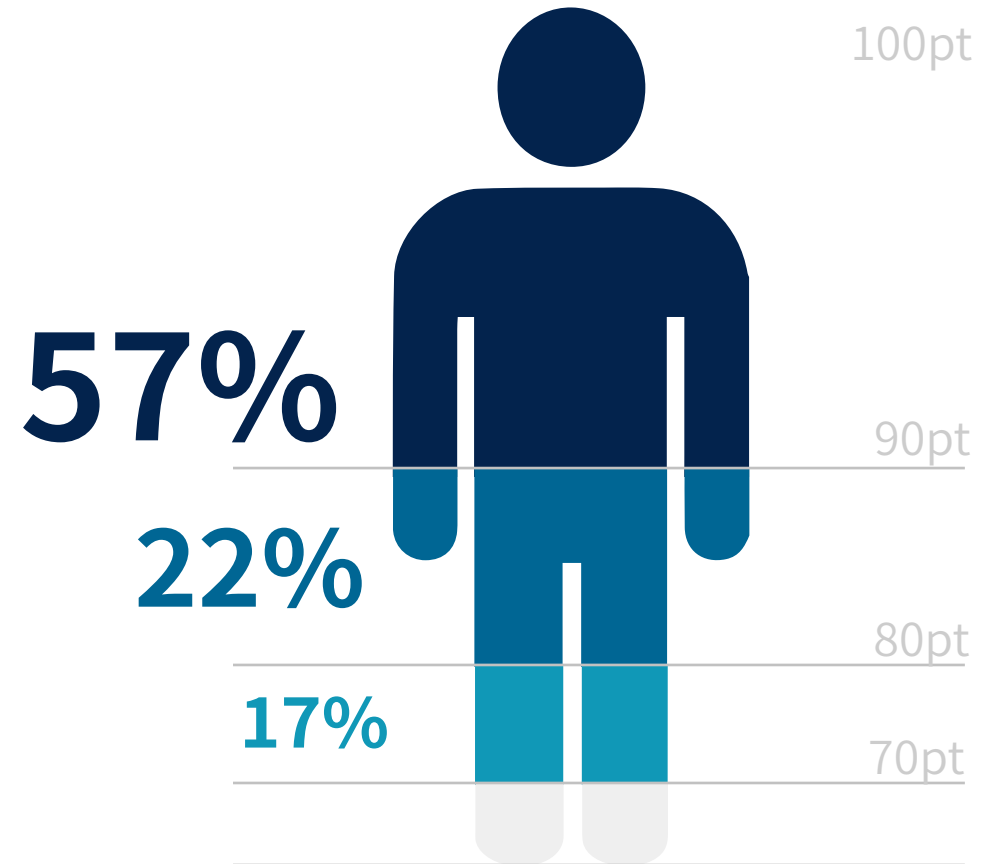
B2C Education Statistics

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 <small>* 2017 Education Brand Conference * Jung Chul Seung Layer Book Concert</small>	3	144
Total	36 Classes	656 Participants



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

12. TOKEN-BACKED ECOSYSTEM EXPANSION

PRO Token | PREMIUM EDU-CURATION PLATFORM

Token Backed Eco-system Expansion

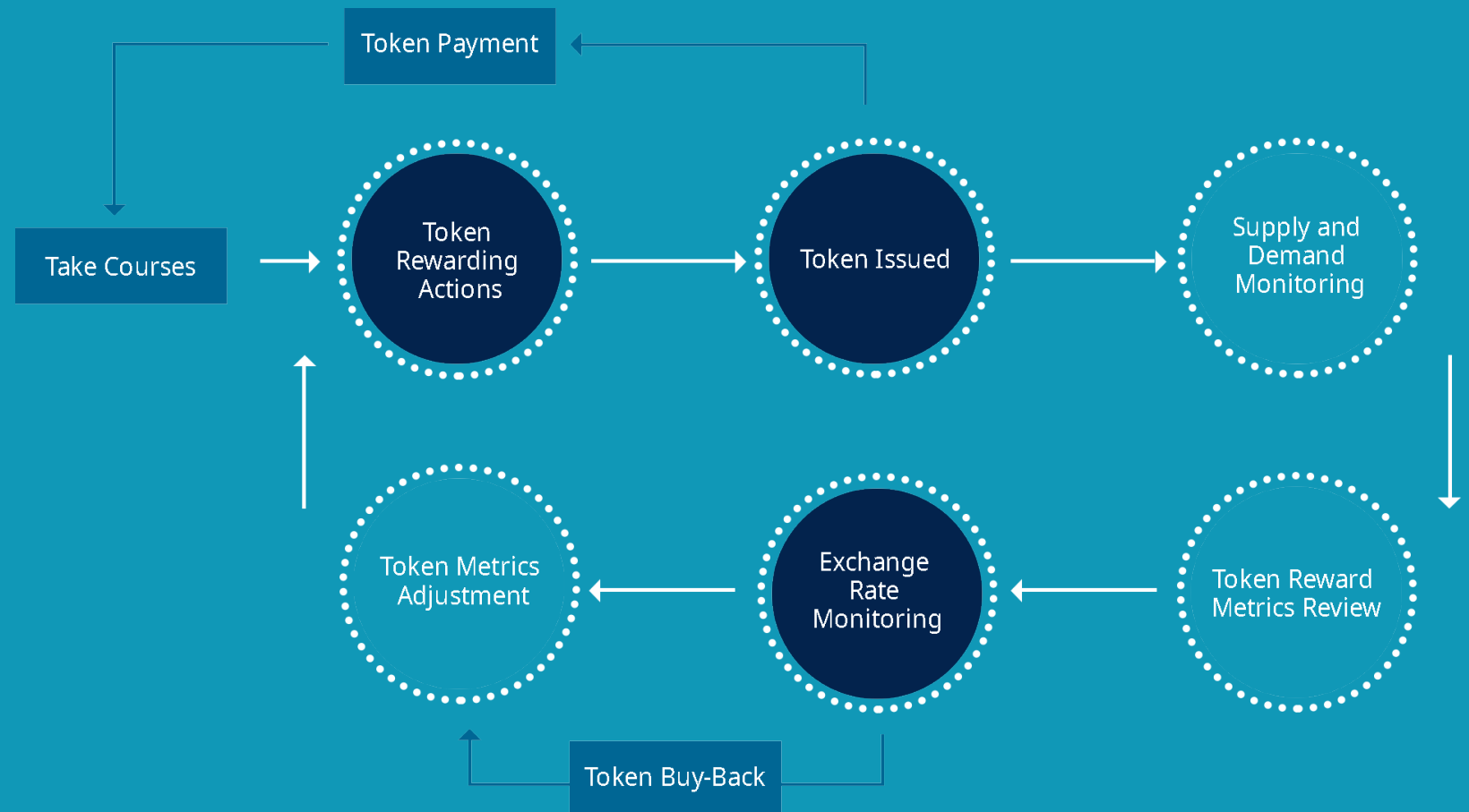
Using PRO token as a strategic resource in promotional and technical Partnerships, PRO SCHOOL eco-system can rapid expand and share the user traffic between partners, promoting quicker organic growth.



13. SUSTAINABLE TOKEN ECONOMY

PRO Token | PREMIUM EDU-CURATION PLATFORM

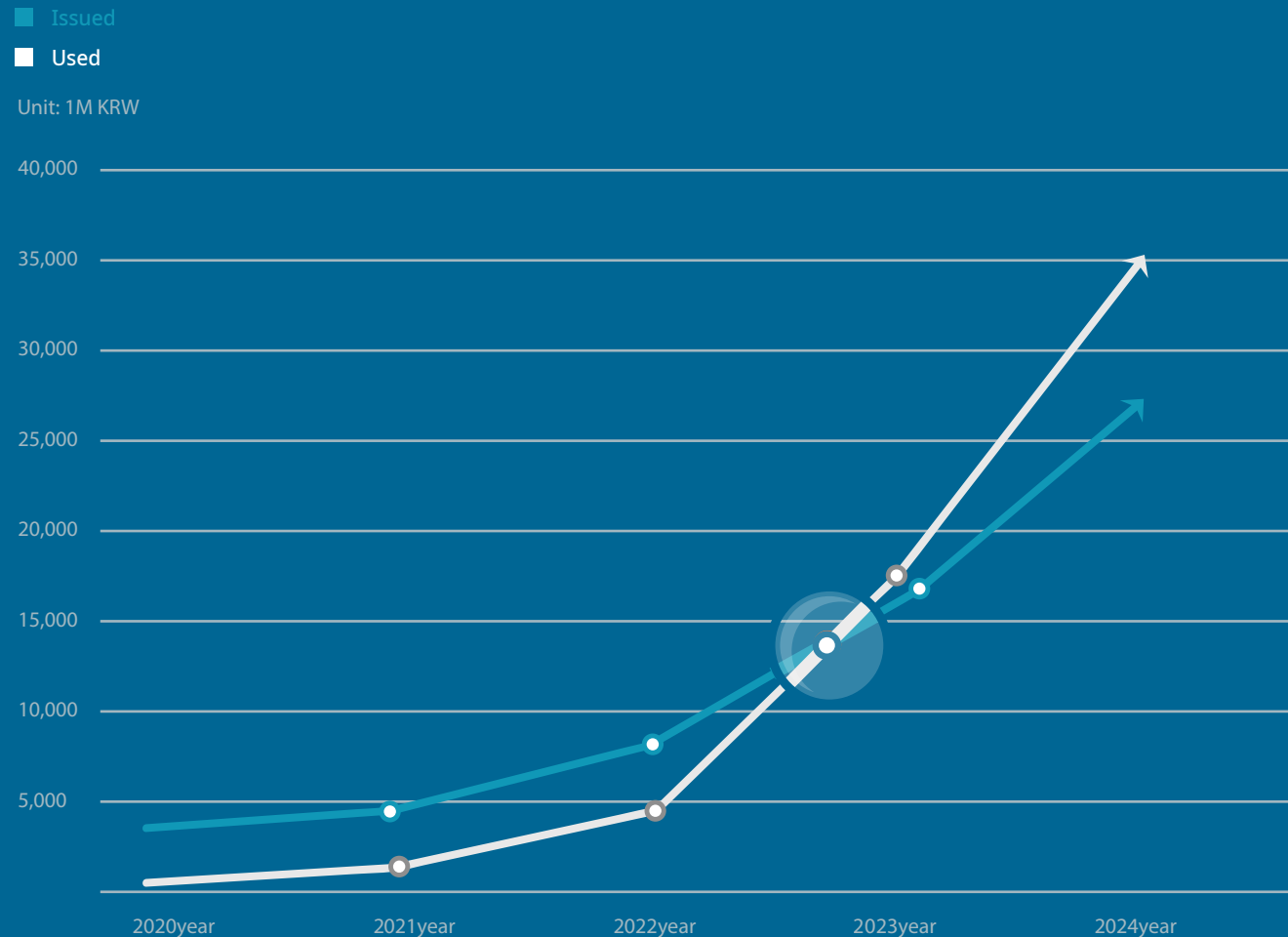
01. Token circulation analysis adjusts to total amount of token rewarded to ensure supply and demand of the token is sustainable.
02. Token holder get discount for paying with Proschool token on the platform. This encourages token circulation to decrease.
03. Part of the revenue from online learning 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**



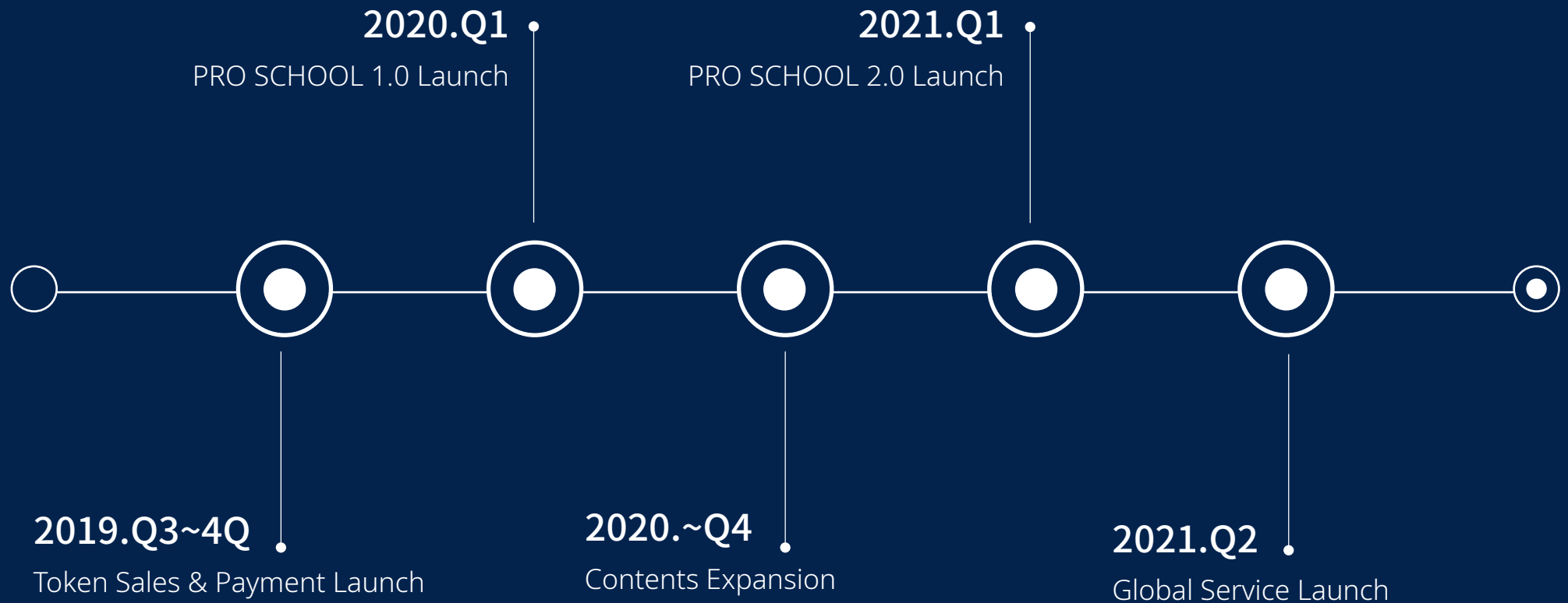
01. Max Initial Circulation : 3B PRO

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



16. FOUNDER

PRO Token | PREMIUM EDU-CURATION PLATFORM



William Kim CEO

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

Ideignlab Inc. Founder & CEO
Crypto Business Forum member
Korea Startup Forum Member
PayCrypto Strategic Advisor [Hivvlab inc]
aSSIST Crypto MBA

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

17. OUR TEAM

PRO Token | PREMIUM EDU-CURATION PLATFORM



Gwanghyeon Kim, CTO

Hivlab CEO
PRO SCHOOL system engineer



Changgeun Kim, CFO

Striker Capital Management
Blockchain Legal/ Tax Layer



Claire Hahn, CSO

Idesignlab CSO
Head of Business Operation



Riley Yun

Idesignlab Head of Research
PRO SCHOOL Service design



Monica Gwon

Idesignlab Auditor
Business Administration



Mark Shim

Idesignlab Blockchain BD
Crypto Business Development



Carry Choi

Idesignlab Assit. Researcher
Design Team Leader



Kathy Gang

Idesignlab Assit. Researcher
Web Publishing

18. ADVISOR

PRO Token | PREMIUM EDU-CURATION PLATFORM



Alan Moonsoo Kim

aSSIST Crypto MBA Head Professor
BeCrypto CEO
Smartos Founder & CEO

Kolon eco one, Galaxia coms, Me2on,
Ruiid, Stasia, A-ha.io, Token Economy Consulting



Hyun Duk Yeo

George Mason University Chair Professor
Global Business Advisor
BBR (Blockchain Business Review) Chairman

World Economic Forum Korea Representative
Pyeongchang Olympics Advisor
LG Electronics, Daesung group, EAC,
Prain Business Advisor



Sungmin Kim

Iwell Consulting CEO
aSSIST Crypto MBA professor
Lympo Head of Asia
Mechanism Angel Fund Partner

Proscool, Stasia, Storychain, Braincolla,
Token Economy Consulting



Jongkyu Kim

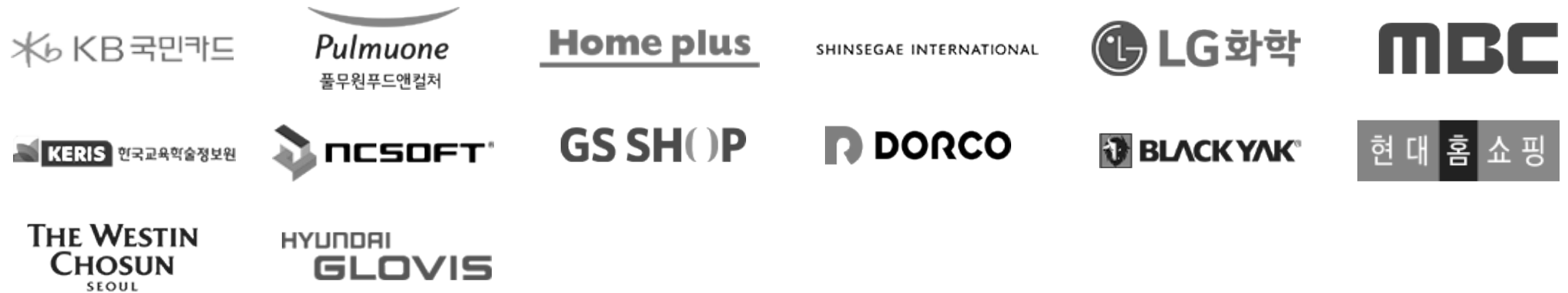
Inkium PMO Head Researcher
Kyung hee University Future Research Professor
Dongkuk University Life-long Learning center Professor

KCC Group, Hyundai Steel, KB Group, MiraeAsset, SK,
Corporate education & HRD system Development

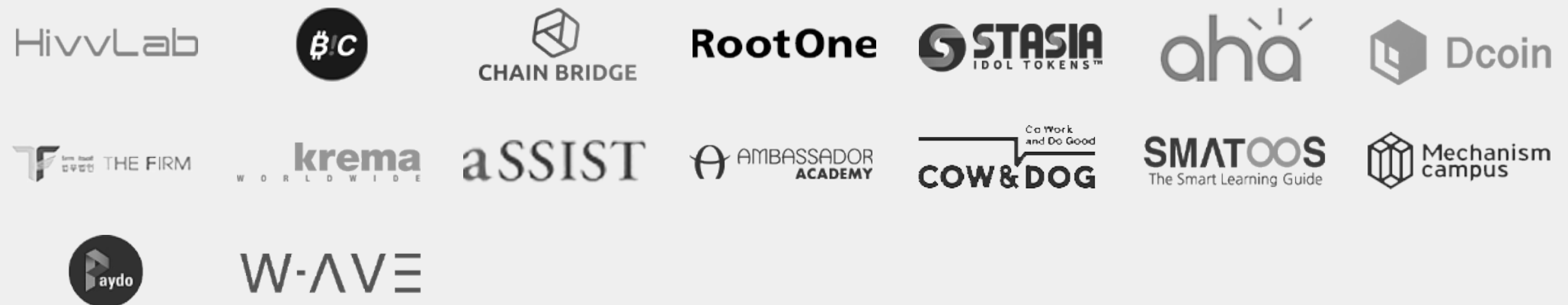
19. CLIENTS AND PARTNERS

PRO Token | PREMIUM EDU-CURATION PLATFORM

B2B CLIENTS



INVESTORS & PARTNER



CONTACT US

🏠 <https://proschoool.kr/>

🌐 <https://proschoool.io/>

✉ idesignlab@idesignlab.net

Legal Notice

This Whitepaper is produced to introduce the blockchain-based advertising platform Proschool and its philosophy, business models, technologies, and so on.□
This document is not produced to recommend investment or sponsorship.

This Whitepaper shall not be interpreted as a token sale offer, token purchase suggestion, or sponsorship by the token issuer, employees of the token issuer, agencies, advisors, or any related personnel of the company. Any suggestion in this document or the document itself cannot be the source of decision for contract, sponsorship, or investment.

The Proschool Team does not guarantee the value of PRO tokens distributed to supporters who contribute to the Proschool project.

The value of PRO tokens can significantly change according to the result of the Proschool project and may be dropped below the value supporters contributed.

PRO tokens are utilized inside the Proschool ecosystem. PRO tokens are neither securities nor equities indicating any ownership, voting right, and share right.

PRO token holders do not have any right of vote, right to request dividends, other rights as shareholders, or any kind of similar rights.

The Proschool project has been developed on the basis of blockchain technologies on its initial stage of growth.

Proschool's services and tokens based on blockchain technologies and the token issuance can be significantly affected by change in technologies and the legal system, having significant impacts on the success of the project. Such changes can also have negative impacts on the value of PRO tokens. The Proschool team does not affect guarantee any content written in the Whitepaper including the content of planned projects, their schedule, and performances. This Whitepaper can be modified anytime in accordance with the policy and decisions of the Proschool team and the detailed content of the whitepaper is not □guaranteed in any case. This whitepaper is prepared and written under the premise that the readers of this whitepaper have the basic knowledge of blockchain technologies, cryptocurrency, coin/token, and other related services. To have a complete understanding of this whitepaper, the readers have to refer to the related materials and references, consulting relevant experts with the whitepaper.

The PRO tokens are not scheduled to be used outside the Proschool ecosystem or listed on external exchange markets when this whitepaper had been prepared and written. The full responsibilities on the results (regardless of gains or losses) of any decision made by anyone who refers or uses this whitepaper lies with the person □who made the decision. It is strictly prohibited to copy or distribute the entire or part of the whitepaper in a jurisdiction where the PRO token issuance method stipulated in this whitepaper is banned or prohibited. Those who possess this whitepaper shall understand the restrictions that can be applied for the possess and consult with any possible legal issue and conform to the laws. The Proschool team does not take any responsibility for the issues mentioned above. The Proschool team does not take any responsibility for damage, loss, or any other liability of using this whitepaper.

This whitepaper is not allowed to be copied, □used, or released without the consent of the Proschool team and it is required to conform to the confidentiality and security guidelines. This whitepaper is meant □to be used as a brief reference for the business plan and vision.

The final content needs to be checked with the final version of the whitepaper.