

WHAT IS BITDEGREE?

BitDegree is the world's first blockchain-powered, smart-incentives based online education platform, revolutionizing global education and tech recruiting.

Smart-incentive is a smart contract on Ethereum network ensuring the exchange of tokens between a sponsor (the Incentive Creator) and a student (the Incentive Receiver), who commits to study a specific subject in order to receive tokens (the Incentive).

BitDegree platform offers engaging online courses with a clear and transparent blockchain-based reward system and personalized achievement tracking. Smart-incentives will become a unique tool for businesses to recruit tech talent and shape global education. Think about it as Coursera and Hacker-Rank merged together, powered by decentralized blockchain technology.

WHAT PROBLEMS DOES BITDEGREE SOLVE?

- **Helps to recruit tech talent.** Tech companies are constantly competing in raising and maintaining their employer profiles by offering perks, unimaginable to other industries. It is estimated that the global recruitment market is worth more than \$200 billion and \$4,000 is the average amount of money spent by a U.S. company to fill an open position. Our solution here is to provide global employer branding to millions of BitDegree students by sponsoring smart-incentives.
- **Fixes broken education system.** Universities and higher education institutions are universally failing to fulfil their mission - to teach their students what businesses needs. The gap between requirements of employers and student knowledge already exists and is widening.

There has been attempts to solve the problem: i.e. Coursera and CodeCademy. These two companies together are worth more than \$1 billion today. However, even these frontrunners face abysmal course completion results, similar to the entire MOOCs industry – 5%.

BitDegree is the possibility for business to initiate and maintain dialogue with the upcoming talent and reward its achievements with smart-incentives. From the student's perspective it means getting paid to learn.

BITDEGREE TOKEN

BitDegree will revolutionize education by creating a new token that can be exchanged among users of the platform: Students, Sponsors, and third party Digital Service Providers.

Our token can be used to create smart-incentives for educational accomplishments, to purchase advertising and recruitment services, and various other digital services offered by third parties on the BitDegree platform. Sponsors are the main fuel for a sustainable BitDegree economy. The economic incentive for Sponsors to buy BitDegree tokens is to enhance employer branding and recruitment of tech talent.

The demand of BitDegree Token is closely aligned with the gargantuan \$200 billion recruitment industry. Due to limited supply, the growing demand for BitDegree platform's services will drive the token price up. The token distribution model, hard and soft caps, shall be announced in the near future.

BITDEGREE PARTNERS



29 million users, 10 000 new users willing to learn everyday

TOKEN SALE START DATE:

1st December, 2017

KEY PEOPLE



Andrius Putna

The Technology Wiz & CEO of BitDegree. 11 years in software engineering. Blockchain evangelist.

Person behind the success of 000webhost - world's first and biggest free cloud hosting platform designed for learning, testing and experimenting. His way-ahead-of-our-time mindset and passion for technologies led him to become the CEO and one of the founding members of BitDegree where, on the long term, he aims to revolutionize education and shape it to today's businesses needs.



Roberto Santana

Entrepreneur and Former Product Management Growth Lead at Coursera.

Roberto played a role in helping Coursera scale to a global level and acquire over 27 million learners worldwide. Roberto is Stanford MBA with 3 engineering degrees in computer science and design. His engineering and technical knowledge has led him to scale several startups by managing the project and business development, including San Francisco-based Zendesk, where he helped grow number of paying customers by 60%. Prior to his work in the Valley, Roberto was a Senior Engineer with Shell, where he led cross-functional team responsible for the delivery of products that accounted for \$400M in refinery revenues.



Jeff Burton

Global technology executive, keynote speaker and a Silicon Valley old-timer.

Jeff was a founding team member of Electronic Arts, where he has overseen the global expansion of its operations. Jeff has high-level connections in Silicon Valley and around the world that he is using to help startups like BitDegree. Jeff has developed Berkeley Skydeck startup accelerator and is currently involved in helping startups around the world to grow and scale into the Silicon Valley.

ADDITIONAL INFORMATION

BitDegree ICO website
bitdegree.org/token

BitDegree Product Website
bitdegree.org

Email
hello@bitdegree.org

BitDegree Whitepaper
bitdegree.org/whitepaper.pdf

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