DECK FOR INVESTORS

XFX ACADEMY

THE LARGEST EDUCATIONAL PLATFORM FOR BLOCKCHAIN AND TOKENIZATION PROGRAMMERS IN LATIN AMERICA

Our History

XFX Academy is the new arm of Eternity Scale, an online educational school for crypto investments founded by Alexandre Bianchi that has been operating in the market since 2017 with revenue of more than 10 million.

Bianchi is a great authority in the cryptomarket, Blockchain advisor at the largest Web3 Startup accelerator in Latin America, Web3Valley, which has more than 20 Web3 Startups on management and Tokenization, Blockchain and Influence Advisor at Enations ENTX, the Global Crypto Project that tokenizes the sector of Esports/Gaming/Football and Strategic Partner of BINGX, Renowned International Cryptocurrency Broker.

Angel Investor in Startups Web3, has more than 15 thousand students spread across the world in his cryptocurrency training, with an MBA from IBMEC, interviewed on national television by redetv, speaker, Author of the Book Manual do CriptoInvestidor, Host of the Bianchi Podcast, is digital influencer with his videos on YouTube and Instagram impacting more than 1 million people per month.

And now Alexandre Bianchi aims to impact the web3 ecosystem not only by teaching how to invest, but also by training the professionals of the future, who will be the most sought after, earning in dollars and working from anywhere in the world, with rare and unique skills such as: blockchain programming , tokenization, artificial intelligence, internet of things, robotics, augmented and virtual reality, development and games and much more.

We believe that our biggest differentiator at XFX Academy will be the high degree of employability and networking, as we have shares in more than 20 web3 startups, quickly connecting the platform's students to the best opportunities and in record time in the web3 market.

Tokenization Market in Full Expansion

Asset tokenization estimates — Trillions of Dollars
Source: BCG, ADDX
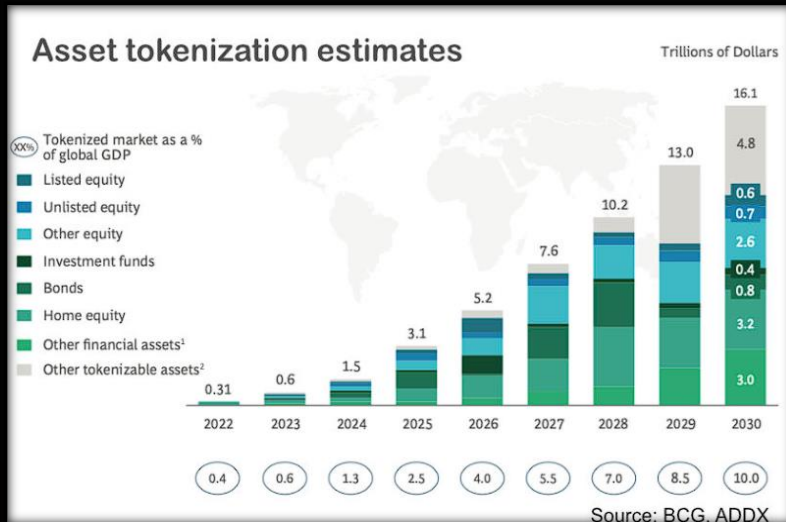
CEO da BlackRock diz que tokenização é "próximo passo" do mercado financeiro

Larry Fink projeta que todas as ações e títulos estarão ligados a redes blockchain nos próximos anos, apostando em tecnologia

BlackRock intensificou ações na área de criptoativos (Bloomberg / Colaborador/Getty Images)

Fundo tokenizado da BlackRock atrai US$ 240 milhões em uma semana

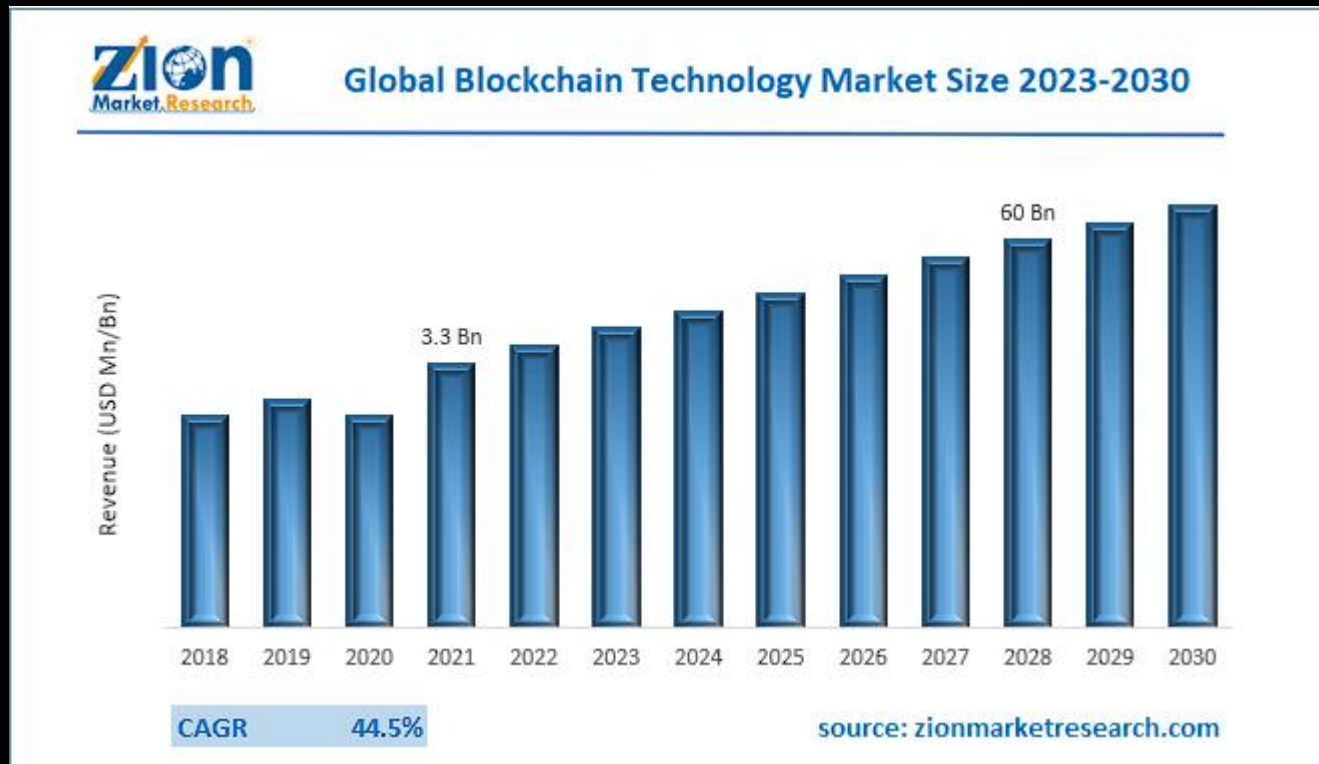O produto investe em dinheiro, títulos do Tesouro dos Estados Unidos e acordos de recompra

Bloomberg
28/03/2024 10h00 • Atualizado 3 meses atrás

Bloomberg

Tokenization is done using Blockchain Technology, which is also expanding

In Brazil the market is expanding

Future of Money BLOCKCHAIN E DLTS CBDCS E MOEDAS PRIVADAS CRIPTOATIVOS CYBERSECURITY

Home > Future of Money

O futuro é tokenizado: perspectivas para tokenização no Brasil com a influência do Drex

O mercado de tokenização deve superar o de criptomoedas, avaliado em mais de US$ 1 trilhão, segundo especialista

Mercados | Na vanguarda

Por que o Brasil está se tornando exemplo de tokenização no mundo

País tem diversos projetos de tokenização sendo lançados com apoio de CVM e Banco Central

Rodrigo Tolotti
01/08/2022 08h38 • Atualizado 2 anos atrás

BC aponta tokenização de ativos como foco de atuação em 2024

Além da regulação do mercado de criptomoedas, o Banco Central também quer focar esforços no crescimento do setor de tokenização este ano

Rodrigo Tolotti · 18 mar, 2024 14:04 · 💬 Comentários

BLOCKBR   Compra e venda de tokens ⌄   Para empresas ⌄   Educação ⌄   Institucional ⌄

Tokenização da economia brasileira mais próxima do que nunca!

Por Cassio J. Krupinsk   Em 19/12/2023

O Brasil é um país de destaque no crescimento da tokenização de ativos, demonstrando a tendência dos setores em absorver novas tecnologias como forma de ganhar eficiência frente a mercados mais desenvolvidos. Mas a **tokenização da economia brasileira** está próxima?

Podemos dizer que sim, com tantos indicativos que empresas, órgãos do governo e representantes da sociedade vêm dando nos últimos anos.

GINO MATOS   16 JAN 2024

RWA no Brasil: ofertas de tokens totalizam R$ 542 milhões em 2023, apontam empresas

Quatro maiores tokenizadoras do país relataram crescimento em 2023, e compartilharam os setores com os quais estão otimistas
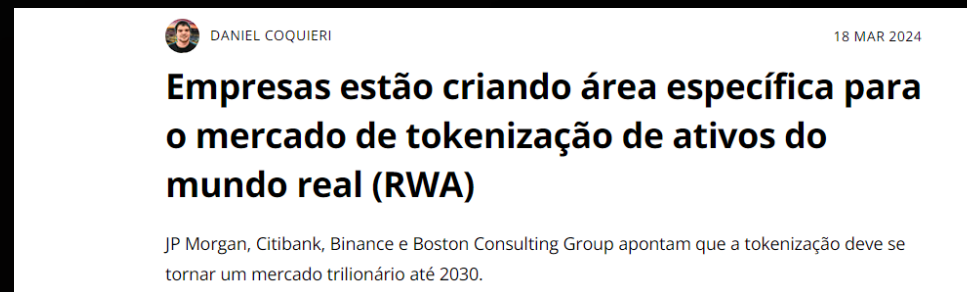
COINTELEGRAPH

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Solana tem foco em tokenização no Brasil e vai dar R$ 5 milhões para desenvolvedores brasileiros

Um das principais blockchains do mercado, a Solana está pronta para anunciar investimentos significativos e uma expansão estratégica para o Brasil e América Latina

DANIEL COQUIERI   18 MAR 2024

Empresas estão criando área específica para o mercado de tokenização de ativos do mundo real (RWA)

JP Morgan, Citibank, Binance e Boston Consulting Group apontam que a tokenização deve se tornar um mercado trilionário até 2030.

Low competition

Of every 50 people on average who sell crypto investment courses in Brazil, there is only 1 on average selling a blockchain/web3/emerging technologies programming course.

Literally a blue ocean.

What are the challenges of this new market?

- Lack of Qualified Professionals: Shortage of talent in areas such as blockchain programming, AI and smart contracts.

- Content Decentralization: Knowledge dispersed across different platforms, making cohesive learning difficult.

- Access Barriers: Linguistic and financial obstacles limit access to quality knowledge.

- Difficulty in employment: Graduates take time to be relocated due to lack of technical training and networking.

Proposed solution

- Comprehensive Education: Courses from fundamentals to advanced topics in emerging technologies.

- Practical Learning: Hackathons, bootcamps and virtual labs that offer real-world experiences.

- Global Accessibility: AI for dubbing and translating courses, removing linguistic and geographic barriers.

- Institutional Networking: Our platform was born within a startup ecosystem and is full of networking for students to be quickly relocated and establish networks with important people.

- Matchmaking: Integration tool that students can use to find freelance gigs and jobs around the world.

Proposed solution

Our CEO Alexandre Bianchi have partnerships and is an advisor and angel investor in more than 13 web3 startups where we will connect with our platform, ensuring a high degree of connections, networking and possibilities for our students,
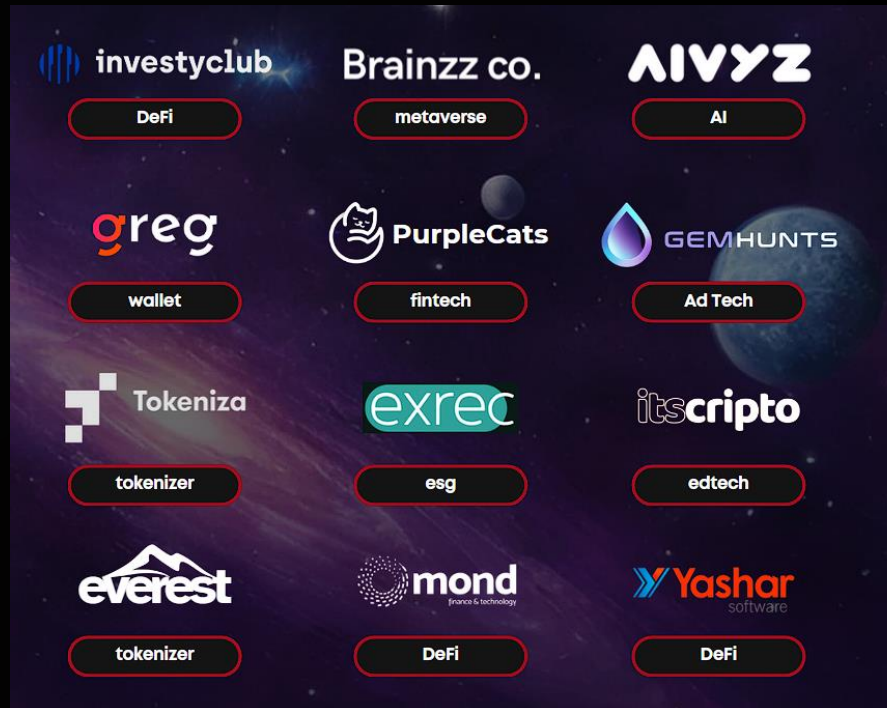
Benchmark

Business model

- XFX News – Content portal for generating organic traffic, leads and sales

- XFX Academy – B2C Educational Platform for Programmers Blockchain, Tokenization, Emerging Technologies.

- XFX MatchMaking – Tool that quickly connects students to the job market, freelancing or employment.

- XFX Corporate - B2B Educational Platform to update employees on emerging technologies.

- XFX Labs – Consulting and creation of customized blockchain/web3 solutions

- XFX Events – In-person events

1 - Prog Blckchain Educational Platform (XFX Academy)

Description:

Connects developers and experts in emerging technologies with companies that need their skills.

It serves as a marketplace for freelancers specializing in blockchain, AI, IoT and other emerging technologies.

Benefits:

Facilitates the employment of students trained by the XFX Academy.

It creates a complete ecosystem where education directly translates into employment opportunities.

2 - Matchmaking Platform for Freelancers (XFX Match)

Description:

Connects developers and experts in emerging technologies with companies that need their skills.

It serves as a marketplace for freelancers specializing in blockchain, AI, IoT and other emerging technologies.

Benefits:

Facilitates the employment of students trained by the XFX Academy.

It creates a complete ecosystem where education directly translates into employment opportunities.

3 - Blockchain Software House (XFX Labs)

Description:

Development of customized blockchain and smart contracts solutions for companies.

Consulting on the implementation of emerging technologies.

Development of DApps (decentralized applications) and DeFi platforms.

Benefits:

Establishes XFX Corp as a reference in practical and innovative solutions.

Generates additional revenue through development and consultancy contracts.

Increased teachers authority.

4 - Corporate Training Platform (XFX Corporate)

Description:

It offers personalized training programs for companies, focused on technological updating and training.

Develops courses and workshops adapted to the specific needs of client companies.

Benefits:

Generates large B2B contracts and recurring revenue.

Strengthens relationships with large corporations and establishes XFX Corp as a leader in corporate education.

5 - News Portal/Blog Platform (XFX News)

Description:

Blog and news portal focused on blockchain programming and emerging technologies.

Content production on Instagram.

Youtube and educational podcasts.

Benefits:

Attracts organic traffic and establishes XFX Corp as an authority in technology.

Generates leads for XFX Academy and other XFX Corp services.

Roadmap

1 – Creation of the Blog/News Portal [Live]

2 – XFX Academy Launch [15 August]

3 – Own course platform [10/31/24]

4 – XFX LABS [06/31/25]

5 – XFX Match [06/31/25]

6 – Events [06/31/25]

Team

Alexandre Bianchi - CEO

CriptoInvestor, author and major crypto influencer and Businessman since 2017 in the area of web3 education.

He is a Blockchain Advisor at the Web3 Startup accelerator in Latin America, Web3Valley, which has more than 13 Web3 Startups on management and Tokenization, Blockchain and Influence Advisor at Enations ENTX, a Global Crypto Project that tokenizes the Esports/Gaming/Football sector and Partner Strategic at BINGX, International Cryptocurrency Broker.

Thales Lorenzo – Leader of advertisings

Traffic Manager specialized in infoproducts and digital strategist.

Traffic Manager for over 5 years, with more than 25 million reais invested in advertisements and 60 million reais billed to his clients.

Team

José Câmara – Specialist in Automations

Enthusiastic about no-code tools and automations that use core artificial intelligence, he stands out for his creativity and dynamism. With a history of commitment and problem solving, he has significant experience in managing teams and 7-figure digital projects, always seeking innovation.

Mariana Alves – Specialist in Social Media

Since 2019, focused on Digital Marketing strategies for companies in Portugal and Brazil. Founder of Midia ON, a digital marketing agency dedicated to leveraging local businesses and experts through personalized and effective strategies.

She has worked on more than 30 projects, creating social media campaigns, developing growth strategies and producing high-quality visual content.

Team

Rachel – Sales Manager

Investor, specialist consultant and commercial manager in digital projects.

With extensive experience in leading and training teams, she is responsible for monitoring performance, motivating and empowering closers. She is certified in project management, investments on the Brazilian and US stock exchanges, as well as specialized training in cryptocurrencies. Combining exceptional communication and organizational skills to continually explore opportunities in the digital and financial environment.

Diego Alcantara – Blockchain Senior

Diego Âlcantara is a blockchain developer with years of experience and extensive knowledge in web3 and good relationships in the crypto market. He graduated from one of the few renowned universities specialized in programming in Brazil, called 42. He will be our teacher and instructor in the blockchain programming curriculum at xfx academy.

Financial Projection

Next 3 months – R$150,000 in course sales

Next 1 year – R$5,000,000 revenue per year

Next 3 years – R$20,000,000 revenue per year

Next 10 years – R$40M to R$60M in revenue per year

Costs

Team: R$40,000 to R$60,000 per month

Ads: R$30,000 to R$80,000 per month

Infrastructure/Tools: R$ 15,000 per month