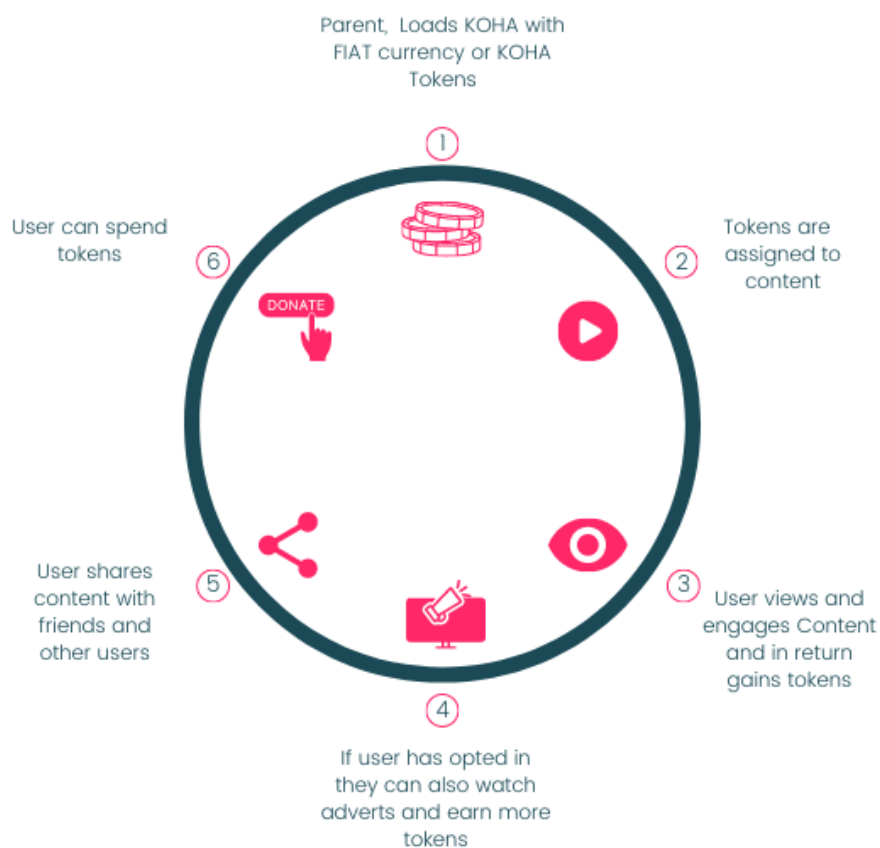


WHAT IS KOHA DAO?

Koha DAO is committed to developing a Learn to Earn (L2E) protocol for education. In a nutshell, L2E solutions enable users to consume educational content while earning monetary rewards in Koha tokens.

WHAT IS KOHA ED?

Koha Ed is a blockchain-based marketplace that enables parents, or guardians, to incentivise kids' participation in learning activities by rewarding them with real money and value-based NFTs for their effort. **Think pocket money to incentivise learning.** However, Koha Ed rewards the effort, not the result. Koha Ed also creates new revenue streams for puzzle designers, those focused on gamification in education, content creators, curators, and publishers.



The problem we aim to solve with Koha Ed is the global inequality in education.

OUR MISSION IS TWO-FOLD:

- Our collective mission is to create an engaging educational experience that enables anyone to learn about exciting subjects while earning "money".
- Koha's ultimate mission is to enable children in the developing world to improve their education while also earning money that can benefit the lives of their families.

OUR VISION FOR KOHA DAO INCLUDES:

- We have a vision of a future where children and adults can turn to Koha Ed for unique educational content created by the community for the community. This amazing content will be available to anyone and everyone regardless of where they live.
- Access to the system will require only a connected device, and the earning of tokens with a monetary value will require no bank account.

- Koha Ed will help improve the lives of millions, even billions, of people, becoming a ubiquitous part of their education.
- An engaged community will help market, develop, and evolve the system, and the same community will vote on the system's direction. As a result, Koha will be a community of thousands building a system that benefits millions, maybe billions.
- Koha earns revenues from subscriptions, sponsored education programs, and targeted advertising.
- Content creators and curators will invest in a node enabling them to publish content; the node will also offer income and passive income options.
- A percentage of the programs' sponsorship fees go directly to the content creators and the users who consume the content.
- Koha will take a small transaction fee, or gas fee, for the use of Koha's L2E Protocol. As other projects based on Koha DAO's L2E Protocol come online, new gas fees will be paid to Koha DAOs Treasury.

THE FOUNDERS

The two founders of Koha DAO are experienced entrepreneurs and start-up addicts who have identified a real-world problem that impacts everyone's life. We are crossing over into the world of Web3 to solve the problem, and then, via Koha Ed, bring the benefits of blockchain and crypto to the masses.

ALEX BAKER

- Over two decades of experience in Tech and Finance.
- CEO and Founder of IOT & Fintech start-ups.
- CEO of IOT and Big Data CleanTech business.
- Award winning and accomplished sales professional, used to working with large multinational companies and the public sector.
- A business leader with a passion for tech, sustainability & innovation.
- A creative thinker who has a unique ability to find innovative solutions where others see problems or see nothing.
- A serial successful applicant/recipient of significant European grant funding.
- Highly technical and able to understand the technology requirements of building a web 3.0 system.
- A solid understanding of financial reporting and financial metrics.

MARCEL HENRY

- CTO and Entrepreneur with over three decades of project/program leadership.
- Worked in high profile global tech companies including a 17-year career at Microsoft.
- A founder of innovative, pioneering, start-ups in data management urban mobility and Augmented Reality.
- A technologist with a passion for early-stage business development, troubleshooting, innovation, and climate.
- Highly technical with knowledge of Public Sector, Private Enterprise, Smart Cities, Urban Mobility, Blockchain, Mobile, Air Quality & Carbon Emissions.
- Experienced in product design, strategy, development, and deployment.
- Start-up experience including Fundraising (over 17m personally or as part of a leadership team), M&A, Identifying the Problem through to handing solutions over to operations.
- The leadership of PMOs, recruiting teams, establishing methodologies, driving adherence to project frameworks, processes, and controls.

NEXT STEPS

Koha is looking for funding to make our vision a reality please email alex@kohadao.com or marcel@kohadao.com visit www.kohadao.com for more detail.