



Koha: Māori word for gift, present, offering, donation, contribution
- especially one maintaining social relationships.

Koha – Earn 2 Learn

- Koha is a Web3 Education Start-Up.
- Koha is developing a multi-sided marketplace, Koha Ed, including a Learn to Earn (L2E) Protocol, focussed on connecting Young People everywhere with Digital Education Content Creators.
- Koha Ed L2E incentivises Young People to consume Educational Content and complete measurable Learning Tasks whilst earning monetary rewards and NFTs. Koha rewards the learning journey, not the end results.
- With Koha Ed, Content Creators can publish educational content and access new revenue streams in return for Young People consuming their content.
- Koha Ed founders are experienced entrepreneurs and start-up addicts who have identified a real-world problem that impacts everyone's life.

Koha's Mission

Bringing Equity to Education through Incentivised Learning.

The Koha Team

MARCEL HENRY

- Founder, Entrepreneur & Technologist.
- Start-up experience (15 years).
 - Identifying the problem, ideation, conception, design, prototyping, and troubleshooting.
 - Fundraising (€17m personally or as part of founders/leadership).
 - Building and leading teams.
 - Developing and deploying software and infrastructure solutions.
 - Mergers & Acquisitions.
 - Repeat
- Microsoft Alumni: Global Senior Exec – 17-year career.
 - Network Engineering, Data Centre Design, Advanced Technology Group.
 - Leadership of Global Programs PMO including hiring teams, managing budgets, establishing methodologies, project frameworks, processes, and controls.
 - Focus on infrastructure, product development and go-to-market projects – MSDN, TechNet, MCP.
- Expertise:
 - Communications and Computer Networks, Blockchain, Crypto, Mobile, Geospatial Search, & Augmented Reality, Cloud & Data Management Platforms, APIs & Data Specifications.
 - Climate Change, Carbon Accounting (Emissions & Offsetting), Air Quality, Sustainability, Urban Mobility & Smart Cities, Transportation, Travel & Tourism.
- Technical and Market knowledge in Public Sector and Private Enterprise.

ALEXANDER BAKER

- Founder, Entrepreneur & CEO of IoT & Fintech start-ups.
- Start-up experience (12 Years)
 - Success in building, scaling and exiting.
 - Built a niche finance system from idea to 36,000 users in 8 months.
 - Building and leading teams of sales, marketing, and development.
 - Systems used by companies such as Lloyds Bank, BAE Systems, Centrica and many other global companies
 - Understand requirements for security, audit and governance
 - Built Cleantech systems for corporate and consumer customers.
- Lloyds Banking Group and General Electric
 - Senior Executive in Sales, Focusing on complex finance mechanisms sold to FTSE 100 and S&P 500 customers.
 - Worked closely with the C-suite executive in a trusted advisor role
- Expertise
 - Startups, financial reporting, fundraising, European grant funding, systems development and customer acquisition
 - Advisor to the UK government and local government on sustainability strategy
 - Broad range of business and technical skills in Corporate, Public Sector and Consumer Markets

The Problem

The lack of incentives for Young People to access educational content that contributes to their results, and their futures.

- Parents are looking for ways to improve young people's education and will spend \$227bn globally in 2022 on extra tuition to ensure they get the grades they need and deserve.
- There are few rewards or incentives for Young People to access and consume educational content other than their natural curiosity.
- Young People with Learning Difficulties such as ADHD and ASD learn in different ways. The schooling system is rigid and does not adequately cater for their needs.
- There are stark differences between the level of education that Young People in the most disadvantaged circumstances receive compared to those who are more fortunate.
- Young People in less privileged countries are exploited in the "child labour" workforce, in terrible conditions, and for very little reward.
- Education Content Creators are constantly looking for new sources of revenue. The current, "centralised" systems, and their owners, control the flow of revenue to Content Creators, taking a significant percentage of revenues for themselves and their shareholders.
- There is already learning content on platforms like YouTube, but the YouTube algorithms can lead to inappropriate content that causes great concern for parents.
- On most content publishing platforms Young People must watch adverts. There are rarely any benefits for those viewing these adverts.

Koha Overview

- Koha provides the most appropriate, learning content.
- Parents, other family members, and guardians can purchase Koha tokens and use them to incentivise Young People to undertake **Learning Tasks in return for “pocket money”**.
- Koha enables Young People to earn the assigned Koha token rewards while they learn.
- Charities, Foundations, NGOs, Governments, and Corporations can “sponsor” learning tasks using purchased Koha tokens so that *all* Young People, everywhere, can earn rewards, and improve their futures, as they learn.
- Koha rewards Content Creators every time their content is accessed.
- Koha also pays fees directly to Content Creators and Koha end users when they view carefully positioned, and appropriate, advertisements.
- Koha can be an alternative source of family income for Young People in less privileged societies who are trapped in “Child Labour”, by rewarding them for completing sponsored Learning Tasks, whilst improving their education and their future lives, and the future of their communities.

The Opportunity

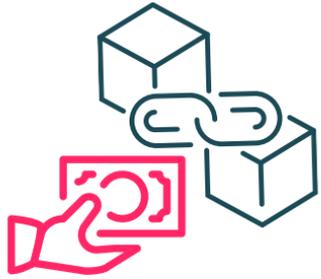
- The Global Private Tutoring market size was \$92.59 Billion in 2020.
- Private Tutoring Market size set to reflect a 9.2% CAGR by 2028 reaching the \$174.65 Billion mark.
- The Global Education Technology market size was valued at \$89.49 Billion in 2020 and is expected to witness a compound annual growth rate (CAGR) of 19.9%.
- The Digital Education Content market, estimated at \$57.1 Billion in 2020, is projected to reach a revised size of \$108 Billion by 2026, growing at a CAGR of 11.1%.
- The U.S. Market is estimated at \$25 Billion in 2021, while China is forecast to Reach \$19 Billion by 2026.
- K-12, our primary market segment, is projected to record 12.6% CAGR and reach \$61.1 Billion by the end of the same period.

The Players

- Adobe
- Ambow Education Holding
- Apollo Global Management
- Articulate Global
- Cambridge University Press
- Cengage Learning
- Coursera
- D2L Corp
- Echo360
- Edutech
- MPS
- New Oriental Education and Technology Group
- NIIT
- Oxford University Press
- Pearson
- Providence Equity Partners
- Purdue University
- TAL Education Group
- Think and Learn
- Totara Learning Solutions
- Vedantu Innovations



Koha in a Nutshell



A parent assigns pocket money to content and sends the learning task to their child



Child consumes the content and earns the pocket money



Koha sends 80% of the transaction fee to the content creator and 20% to Koha treasury



Koha user can save pocket money for a rainy day and earn interest



Earning a "content complete" NFT gives Koha Users access to Koha Airdrops and premium content

Blockchain: at the core of Koha

1. Decentralised – Ensures that Koha is ultimately governed by the users rather than in the interests of corporations and their shareholders.
2. Immutable – No backend tampering. The ledger states the facts.
3. Smart Contracts – Sets the commercial parameters by which all parties are bound.
4. Security – Gives Young People and Content Creators ownership of their data by bringing security and validity to their personal records, Certificates (NFTs) and Digital Identity.
5. Trust and Transparency – Learning Task Sponsors know their funds (tokens) were used for the purpose they were bought.
6. Efficiency – Reduced Remittance fees and Instant Reward Transfers result in the vast majority of funds being used for rewards. Using tokens as rewards eliminates unnecessary “centralised middlemen and bureaucracy”.
7. Rewards – Blockchain tokens offer the opportunity to substantially enhance the motivation and engagement of Young People and Content Creators.
8. Enhancing and Motivating Lifelong Learning – decentralised learning “smart contracts” focus on young peoples’ personal development and can continue long after they leave the education system.
9. Gamification – Engaging learning experiences including tradeable NFTs.
10. Blockchain Open-Source Framework – Content Creators and Solution Providers can build upon and improve existing Digital Education Content while the original Content Creators can continue to be rewarded for their contribution.
11. Content Distribution – IPFS ensuring that the costs of storing content are low and that the content is available local to where the Koha Users will access it.

Koha End Users and Customers

- Young People – primary consumers of content and rewards.
- Parents and Families – Searching for new ways to incentivise learning.
- Content Creators
 - Teachers who give extra tuition – Koha Superstars of the future.
 - Digital Education Content Creators – See the Players on Slide 7.
 - Educational Puzzles & Games Developers.
 - Non-curriculum-based Education Content Creators – instructors, hobbyists, specialists, personal interests etc.
- Charities and Philanthropic Foundations focussed on Equity in Education.
- Governments, NGOs, and Corporations.



Business Model

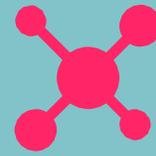
Payments and Subscriptions



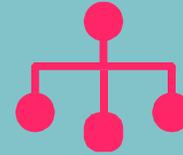
Sponsors
Transaction
Fees



Advertisers
Subscriptions &
Fees



Content Creators
Subscriptions
including Koha
Ed Node



Content Curators
Subscriptions
including Koha
Ed Node

Micro Payments



Transaction Fee and
Gas Fee each time an
advert is served and
watched



Gas fee, every time
anyone purchases
tokens, claims
tokens or transfers
NFT or token



Gas fee, when new
content uploadedd
or NFT is minted

Thank You



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