



*Education for*

**Everyone, Everywhere, Forever**



Guide Global White Paper v.4.0

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**Guide Global Ltd.**

Reg. No. CR-397941

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# 1. Executive Summary

This White Paper outlines the plans of **Guide Global (the Company)**, an international corporate group being established by Guide Global Ltd.

Guide Global is developing an AI-powered Web3 ecosystem that provides an open, high-quality, personalised and universally accessible education tool that aims to restructure the traditional scholarship model with a fairer distribution based on individual effort and merit.

Platform activity will be driven by a Learn-to-Earn (L2E) token model to enhance user accessibility and student performance by rewarding work and offsetting the cost of further education.

To achieve this goal, the Guide Project is comprised of two symbiotic organisations:



**The Guide Global Platform** is an educational, decentralised application (**DApp**) powered by AI, where online students from around the world can access powerful tools and courses on multi-disciplinary subjects while also being connected to future employers and earning opportunities.



**The Alumni DAO** is a decentralised organisation for the students, alumni, and institutional staff that use the Guide Platform. Users register as DAO Members by staking the proprietary Guide Coin (ticker: **[GDC]**) and contribute to the governance of the organisation with a smart contracted framework of proposals and democratic, on-chain voting.

## 2. Introduction

Guide Global aims to provide targeted learning opportunities directly linked to tangible economic benefits, empowering users to improve their livelihoods and contribute meaningfully to their local economies.

The Guide Global platform strategically encourages users to acquire high-leverage, high-income skills tailored to specific regions, demographics, and industries.

### The corporate strategy is built on and around three core beliefs:



#### **Regional and Targeted Development:**

Guide Global prioritises regional and specific developmental strategies based on the belief that localised and focused solutions are more impactful in addressing the unique needs of various communities.



#### **Rethinking Traditional Education Models:**

Guide Global is committed to reimagining how education is distributed and recognises that meeting the educational demands of tomorrow will require a new and transformative approach.



#### **Addressing Global Challenges Through Education:**

Guide Global aims to effectively manage and mitigate broader global problems by tackling educational issues linked to many of the world's pressing challenges.

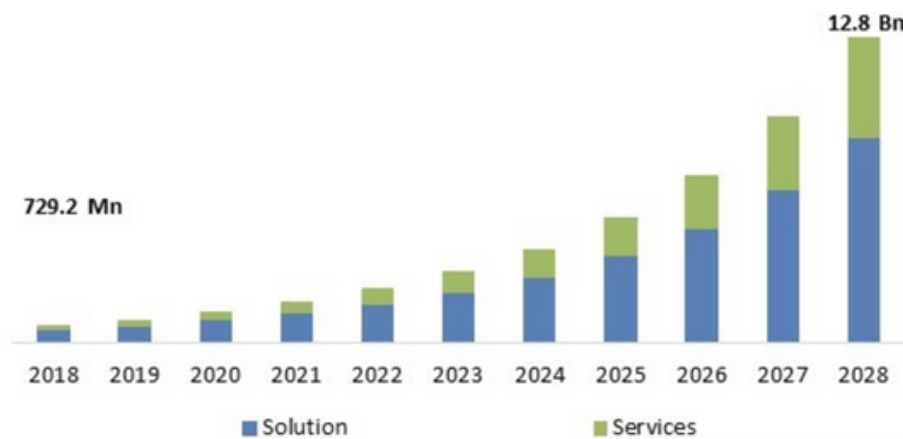


## 2.1 Artificial Intelligence

The integration of blockchain and artificial intelligence (AI) has marked a transformative period in technological advancement and the launch of ChatGPT created a potent combination between these two revolutionary technologies. The deployment of AI solutions such as ChatGPT that can be trained to meet the individual learning needs of a specific student, serves as a cornerstone in addressing the 2 Sigma problem articulated by educational researcher Benjamin Bloom, highlighting the challenge of scaling one-to-one teaching methodologies, which has been proven to be the most beneficial approach for student learning.

The objective of Guide Global is to democratise access to advanced educational tools with an effective and scalable learning platform leveraging AI technology. As technological progress follows Moore's Law, highly personalised AI teaching solutions are bound to become more effective and affordable over time, which in combination with society's readiness for automation has created the optimal moment for the Company to roll out its education platform. The goal is to breach the educational divide by providing personalised learning experiences powered by AI, with a strong focus on emerging markets, where an affordable and scalable solution would have the greatest impact, with a core strategy that involves circumventing the barriers that have traditionally confined AI educational tools to developed nations.

There is currently a growing trend for AI-powered solutions in the education sector - the global AI in education market is experiencing significant growth and is estimated to reach \$12.8 billion by 2028, with a CAGR of 33.5% over this period.<sup>1</sup>



AI in Education Market Size, By Component, 2018-2028<sup>1</sup>

<sup>1</sup> KBV Research, Global AI In Education Market Size, Share & Industry Trends Analysis Report By Component (Solution and Services), By Application, By End-use, By Deployment Mode (Cloud and On-premise), By Technology, By Regional Outlook and Forecast, 2022 - 2028, July 2022

The capability of AI to replicate high-level teaching skills is no longer a speculative venture but a tangible reality. As AI technology evolves, it becomes more efficient and accessible over time. This trajectory enables the Company to penetrate markets that have been historically underserved and capture a substantial market share. By providing high-impact skills development to these targeted areas, Guide Global can catalyse profound social and economic progress.

The deployment of such technologies in the developing world is predicated not only on their cost-effectiveness but also on their scalability and adaptability to diverse educational settings. The commitment of Guide Global is to ensure that these tools are not only accessible but also culturally and contextually relevant, fostering an inclusive environment for learning.

Furthermore, the implementation of blockchain technology enhances the integrity and security of the personal data required for customised learning experiences. The data-driven approach employed by the Company enables a nuanced understanding of the unique learning journey of each student, allowing for the tailoring of educational content to individual needs.

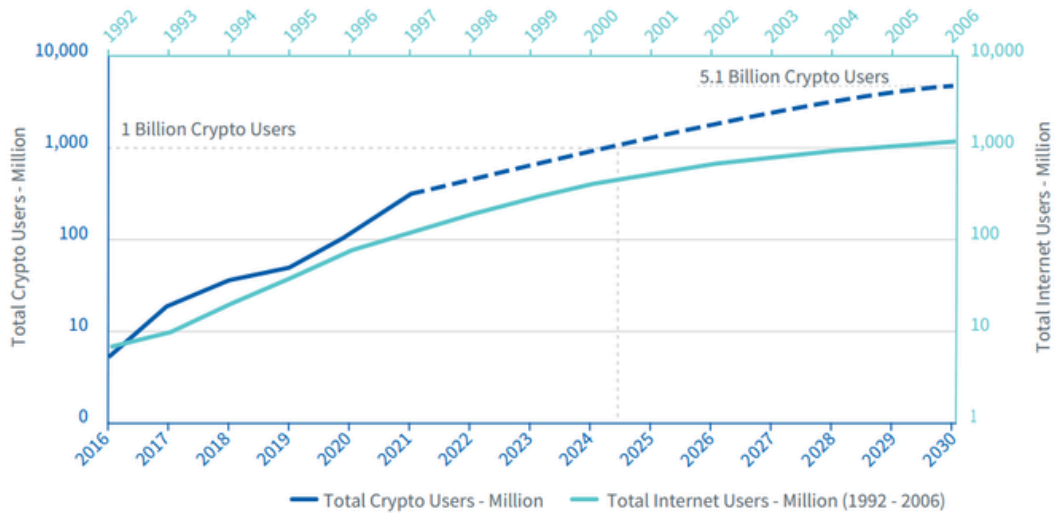
The Company envisions a future where quality education, underpinned by the most advanced AI and blockchain technology, is not a privilege but a universally accessible right. The intersection of these technologies heralds a revolution in education, capable of bridging gaps and unlocking potential on a global scale. Through strategic deployment and continuous innovation, Guide Global aims to elevate educational standards and empower learners in every corner of the world, paving the way for a brighter and more equitable future.

## 2.2 Blockchain Technology

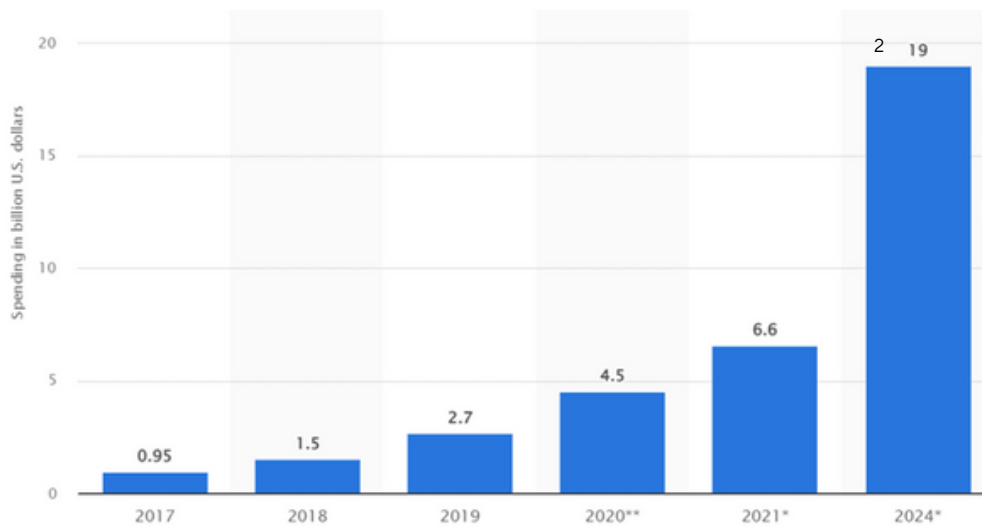
Business activity around the world has become increasingly digitalised since the invention of the internet, revolutionising the way that we store value and transfer data. The adoption of blockchain ledgers, crypto assets and Web3 technologies are widely accepted as being the next phase of this evolution.<sup>2</sup>

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<sup>2</sup> M. Di Gregorio, Blockchain: A new tool to cut costs, PwC Middle East, September 2017



Adoption Comparison of Crypto vs. the Internet



Worldwide Spending on Blockchain Solutions (USD billions)<sup>3</sup>

The comparison with the internet shows that the Web3 revolution is already underway, with around 200 million registered blockchain wallets and an expected 1 billion users by 2027.<sup>4</sup>

The global market for blockchain technology is expected to grow with a compound annual growth rate (CAGR) of 69% from 2019 to 2025,<sup>5</sup> accumulating approximately \$20 billion in revenue by 2024. This is why global spending on blockchain solutions increased from \$6.6 billion in 2021 to \$11.7 billion in 2022 and is expected to reach \$19 billion by 2024.

In particular, the surging popularity of non-fungible tokens (NFTs) in 2021 has established an ecosystem of blockchain applications for these unique assets. Web3 users can hold NFTs for everything from event tickets to digital items in Play-to-Earn (P2E) games.

3 Statista, Worldwide spending on blockchain solutions from 2017 to 2024

4 S. Wan, Internet vs crypto adoption chart predicts 1 billion users by 2027, CryptoSlate, 19 December 2021

5 C. Petrov, 91+ Blockchain Statistics: Understand Blockchain in 2022, TechJury, 14 October 2022



## 2.3 Learn-to-Earn

Many students in developing countries around the world are unable to access quality education because the cost and time commitment is too high, and while free online content is available, it does not provide sufficient guidance and support for the students. This creates a Catch 22 situation where those who are most in need, and who would benefit most from learning certain skills to advance their careers and earning potential, are unable to access these critical resources due to the current barriers to entry.

In the realm of blockchain applications, the Play-to-Earn (P2E) and Learn-to-Earn (L2E) models represent revolutionary concepts for incentivising user engagement and contribution. These frameworks harness the power of blockchain to reward participants with digital assets, such as cryptocurrencies or tokens, for their involvement in gaming or educational platforms.

The rapid growth of P2E has demonstrated the viability of merging entertainment with economic incentives. The success of the P2E gaming trend that began in 2021 has led to similar token models being implemented in other industry sectors. Similarly, L2E is poised to transform the educational landscape by offering rewards for learning, thus encouraging continual education and skill development.

L2E has become increasingly commonplace and has been put forward as a key industry trend.<sup>6</sup> The growth is partially driven by increasing competition between blockchain companies which aim to increase market awareness by paying users to learn about their products or protocols. This convergence of education, gaming, and finance shows the versatility of blockchain technology in creating novel ecosystems where value is generated through participation and learning, promising significant implications for future growth.

By rewarding students with digital assets for their educational achievements, L2E platforms have been instrumental in motivating learners and reducing their financial burden. Evidence of success can be seen in the growing user bases and enhanced learning outcomes reported by L2E platforms. When learners are remunerated for their educational efforts, engagement levels rise significantly. L2E initiatives have contributed to creating decentralised education economies, where knowledge acquisition directly translates into economic opportunities. AI further enhances the effectiveness of L2E solutions by acting as a judge of individual progress and can fairly distribute rewards based on student effort and results, motivating students to achieve more as they are continuously rewarded throughout the learning process.

Guide Global deploys L2E solutions to offset the cost of education in targeted regions, while transforming and adding transparency to the way scholarships are distributed with a blockchain-enabled education platform. The Company aims to make education more accessible and affordable, fostering an environment where the cost of education is no longer a barrier to personal and professional development, and where hardworking students are incentivised to complete their studies with better results.

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<sup>6</sup> B. George, Learn-to-Earn, Move-to-Earn: How to Earn Crypto in New Ways, [www.CoinDesk.com](http://www.CoinDesk.com), 7 June 2022

The approach involves collaborating with regional stakeholders to identify specific educational needs and align the educational offering accordingly. By providing region-specific content and rewards, the expectation is not only to enhance the educational experience but also to stimulate local economies. As individuals can earn while they learn, they inject new financial resources into their communities, promoting broader economic prosperity.

L2E presents a compelling, sustainable model for education in the modern age as it promises not just to democratise education but to catalyse economic development, transforming regions by equipping individuals with the skills and financial means to thrive in a rapidly evolving global marketplace. Guide Global is committed to spearheading this change, utilising the transformative power of L2E to uplift both individuals and communities alike through accessible quality education.

Guide Global is deeply invested in driving student engagement and success, with an innovative onboarding feature built on the L2E methodology. This distinctive model brings together elements of gamification and economics to create an engaging and rewarding learning experience for all students on the platform.

The L2E method used by Guide Global is based on incentivising learning. The method works on the principle that students receive rewards at the end of each course, rewards that are funded by the CFCs and those who pay to access the L2E solutions through the CFCs, transforming the traditional one-way flow of education, where students pay to access knowledge, into a two-way process where students are rewarded for their progress and learning outcomes.

While students on the Guide Global platform pay to access educational content, they are also rewarded for their commitment and effort towards learning as the platform disburses rewards upon course completion. The rewards serve as both a form of motivation and a validation of the effort students put into their learning journey. The anticipation of rewards serves to boost motivation and sustain student engagement throughout the courses, which is particularly crucial in online education, where maintaining consistent engagement can be challenging.

Furthermore, the payment model of Guide Global can significantly lower the cost barrier associated with online education. Rewards that students earn can be reinvested in the platform to access more courses, reducing the financial burden, and making quality education more accessible to a broader demographic. For underprivileged students, especially those in developing regions where access to quality education can be prohibitively expensive, this model can be a game-changer as it does not only provide an affordable pathway to knowledge, but also instils a sense of accomplishment and empowerment.

The Guide Global platform represents a paradigm shift in the world of online education. By incentivising learning, it aims to foster an active and engaged community of learners who are not just consumers of education, but active participants in the learning ecosystem. This innovative approach serves to democratise education, make learning more engaging, and offer tangible rewards that can further fuel the educational journeys of students.

## 2.4 The Power of Teaching High-Leverage Skills

In the realm of global education, English holds a unique position as the de facto lingua franca, the cornerstone of cross-cultural communication and understanding. Recognising this significance, Guide Global will initially focus on teaching English within its educational offering, aiming to equip students worldwide with this critical, high-leverage language skill, which will act as a first stepping stone and enable individuals to take full advantage of the expanding range of courses on the Guide platform.

The strategic focus on English teaching reflects the mission of Guide Global to empower students and bridge communication gaps on a global scale. The Company aims to provide comprehensive English learning modules accessible to students of various proficiency levels, from beginners to advanced learners. The objective is to develop practical reading, writing, listening, and speaking skills, fostering fluency and competence in English that transcends the boundaries of their native languages.

The decision to initially focus on English teaching holds immense potential, considering the global emphasis on English as a medium of instruction, business, and diplomacy. By providing quality English language education, Guide Global positions itself as a key contributor to global literacy and communicative equality.

Moreover, English proficiency is often a prerequisite for accessing a wide array of opportunities in the modern world. From higher education and research to career opportunities and cultural exchange, a strong command of English can open doors for individuals globally. Guide Global, through its robust English language programs, can play an instrumental role in this process, enhancing individual prospects and contributing to global inclusivity.

The market for English language learning is vast and continually expanding and as businesses and educational institutions increasingly operate across borders, the demand for English proficiency is projected to grow significantly. By targeting English teaching, Guide Global can tap into this growing demand, extending its reach to millions of learners worldwide who seek to master English for professional, academic, or personal purposes and help them unlock a world of opportunities and promoting mutual understanding across diverse cultures.

## 3. Target Market

### 3.1 The Need for AI-Powered Education in Emerging Markets

The challenge of providing high-quality education in developing nations is often exacerbated by barriers such as limited access to resources and personalised learning opportunities.

The 2 Sigma Problem, as identified by Benjamin S. Bloom, underscores the extensive benefits of individualised instruction, which frequently remains inaccessible in developing regions due to cost and scalability constraints.<sup>7</sup> The AI-powered teaching solution created by Guide Global offers a promising avenue to bridge this gap, delivering scalable and cost-efficient educational support.

In developed nations, personalised tutoring, such as SAT and A-levels preparation, are more accessible to broader audiences. However, AI-powered platforms can provide personalised learning experiences like one-to-one tutoring, aligning with Bloom's findings regarding the efficacy of individualised instruction.<sup>8</sup>

Platforms leveraging AI utilise adaptive learning algorithms to customise content to the pace, strengths, and weaknesses of the learner, ensuring mastery of each subject before progression.<sup>9</sup> The implementation of AI technology in educational systems of developing nations reduces reliance on extensive physical infrastructure and a large teaching workforce, which is particularly beneficial in areas where such resources are scarce.

By leveraging AI, educational platforms can offer consistent, high-quality instruction across diverse geographical areas, and use technology to make education more equitable.<sup>10</sup> Emerging economies like Indonesia, one of the largest countries in Southeast Asia, with a young population and increasing internet connectivity has seen significant growth in the digital education market, driven by the impact of the COVID19 pandemic.<sup>11</sup>

Guide Global will specifically target countries like Indonesia that would have the required infrastructure to roll out an AI-powered digital learning platform. By offering a cost-efficient, effective, and scalable solution to those with limited resources to learn English, Guide gives more people the opportunity to increase their earnings and bring more value to the country's service and tourism sectors.

7 Bloom, B. S. (1984). "The 2 Sigma Problem: The Search for Methods of Group Instruction as Effective as One-to-One Tutoring." 1984

8 Luckin, R., Holmes, W., Griffiths, M., & Forcier, L.B. (2016). "Intelligence Unleashed: An argument for AI in Education." Pearson. 2016

9 Kulik, J.A., & Fletcher, J.D. (2016). "Effectiveness of Intelligent Tutoring Systems: A MetaAnalytic Review." 2016

10 UNESCO. (2020). "Global Education Monitoring Report 2020: Inclusion and education - All means all." UNESCO. 2020

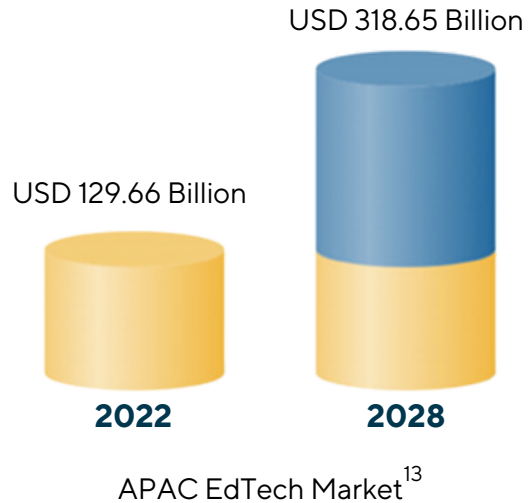
11 6Wresearch. Indonesia Digital Education Market (2024-2030) | Trends, Outlook & Forecast. January 2024

### 3.2 AI & EdTech

The target market for Guide Global is the combined segment of two growth industries: Artificial intelligence and the educational technology (**EdTech**) sector.

The global value of the EdTech market was estimated to be USD 142.37 billion in 2023, with a predicted compound annual growth rate of 13.4% until 2030.<sup>12</sup>

While the US holds the largest share, other regions such as the Asia Pacific (**APAC**) are expecting a higher growth rate of 16.2% CAGR as new technologies increase accessibility to online educational services.<sup>13</sup>



Key trends include mobile access, digital content, and the integration of new technologies such as the Internet of Things (IoT), Artificial Intelligence (AI) and Augmented Reality (AR)/Virtual Reality (VR), which are expected to lead to the adoption of Web3 and distributed ledgers in the future.

These technologies are being supported by an industry-wide shift towards cloud deployment as online educational services gain traction across emerging economies, which is also coherent with the growth plans of Guide Global.

Artificial intelligence has had a significant impact on the global economy and platforms such as ChatGPT are an example of this growth and are having a profound impact on various industries,<sup>14</sup> including EdTech. The increasing use of AI-driven models, particularly noted since the launch of ChatGPT, highlights a trend towards more personalised and efficient educational tools.

The innovative platform developed by Guide Global is well aligned with these trends, tapping into the ever-expanding AI and EdTech markets. This strategic alignment will support the project and catalyse the development of the user base of Guide Global, ensuring growth and adoption in the coming decade.

<sup>12</sup> Grand View Research, Education Technology Market Size, Share & Trends Analysis Report, By Sector (Preschool, K-12, Higher Education), By End-user (Business, Consumer), By Type, By Deployment, By Region, And Segment Forecasts, 2024 - 2030

<sup>13</sup> Research and Markets, Asia-Pacific Edtech Market Insights Report 2023-2028, February 2024

<sup>14</sup> Grand View Research, Artificial Intelligence Market Size, Share & Trends Analysis Report By Solution, By Technology (Deep Learning, Machine Learning, NLP, Machine Vision, Generative AI), By Function, By End-use, By Region, And Segment Forecasts, 2024 - 2030, 2023

## 4. Guide Global DApp

### 4.1 Business Model

The Guide Global platform will be built with several revenue sources in mind and will accept payment in both fiat and cryptocurrency.

The Guide Global ecosystem will be built on a structure of highly diversified and expanding income streams to generate revenue through:

**The Marketplace**

**AI Features & Freemium Model**

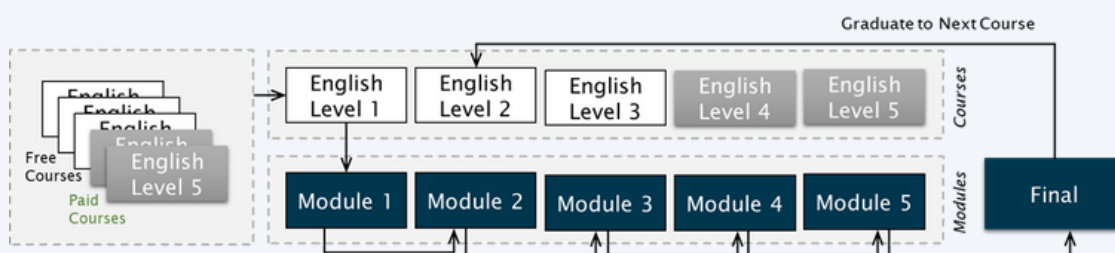
**Recruitment & Job Placements**

**DCV Licensing & Guide Global Courses**



Available courses will be expanded over time via partnerships with educational institutions to offer a comprehensive range of trade skills, professional qualifications and CPD certificates.

The courses will have a modular structure based on Modern Gamification Theory, breaking them down into smaller blocks so that students are more likely to complete them and progress in the field. Early modules of certain courses will be offered for free to increase accessibility, encourage new students and reach a wide user base.



Guide Platform Course Structure Example

Students who wish to continue a course or complete it to gain a professional qualification, can pay for the additional modules and have the option to mint an NFT certificate to verify the qualification on-chain.

## 4.2 GUIDE AI

**GUIDE AI**, the proprietary learning AI developed by the Company sits at the core of the Guide Global ecosystem and aims to personalise learning experiences, adapt content difficulty in real-time, and provide immediate feedback to students to enhance their learning experience on the platform.

Future updates will leverage natural language processing to understand and interact with students in a conversational manner and use data analytics to track progress and identify learning gaps. These capabilities will continue to improve as the GUIDE AI will be trained on extensive data from platform users and over time be able to facilitate an even more scalable, personalised, and effective education solution.

The Guide Global platform will also introduce the NFT Assets & Marketplace feature, followed by several planned innovations including:



### AI Tutor

The AI Tutor feature on Guide Global will significantly enhance the personalised learning experience. Using advanced AI, the tutor will dynamically adapt to the individual needs of the student, providing personalised guidance and real-time feedback. This allows for personalised learning paths, interactive sessions and immediate support in understanding complex concepts, making learning more effective and engaging.



### AI Grading Engine

Once sufficiently established, Guide Global will use historic data sets to develop an artificial intelligence solution that is able to review and grade the written submissions of student users. This will enable the Platform to offer more complex courses and real-world qualifications.



### AI Career Guidance

The forthcoming AI Career Guidance feature on Guide Global is set to revolutionise career planning. Utilising cutting-edge AI, it will analyse skills, education, and interests of a student to suggest personalised career paths. It will map current industry demands to identify promising opportunities, recommend requisite courses, and tailor skill development to ensure users are well-equipped for the job market.



### Data Analysis

The data accumulated by the platform and the DAO will be valuable to educational and recruitment service providers and data analytics firms. While all personal data shall be protected, the DAO may benefit from the sale of unidentified data sets and reinvest the proceeds into improving the infrastructure of the organisation.





### AI Scholarship Engine

Guide Global aims to transform the way scholarships are distributed, ensuring fairness based on student effort and merit. Powered by AI and blockchain technology, this feature provides a transparent and unbiased way to allocate scholarships, increasing the integrity and efficiency of scholarship awards, supporting equitable opportunities for all students and bringing significant value to educational institutions and NGOs.



### Gamification Features

The benefits of adding gamification features to the Guide Ecosystem in the future would be two-fold: they will make learning more fun for the user but also add utility for both fungible and non-fungible tokens, which may be staked or used in solely recreational games. This will support the market for GDC as well as add value to user avatars and their various items.



### AR & VR

Guide Global is exploring Augmented Reality (AR) and Virtual Reality (VR) integration to enhance immersive learning. AR will transform textbooks with interactive 3D overlays, enriching subjects like anatomy and history through dynamic visualisations on student devices. VR will immerse students in virtual environments, from historical sites to scientific explorations, making complex subjects accessible and engaging.

Guide Global plans to develop a library of AR and VR content tailored to educational objectives, enabling educators to create custom immersive experiences. This strategy highlights the Company's commitment to leveraging advanced technologies to enrich and engage in the educational process.





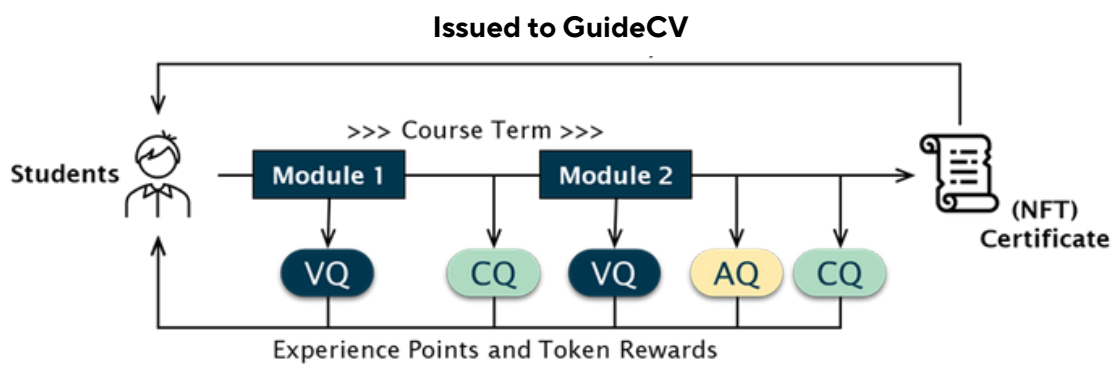
### 4.3 L2E Testing & Rewards

Testing on the Guide Global platform will include three types of quizzes with varying formats depending on the testing goals:



Every time a user successfully completes a Quiz on the platform, or contributes to the Guide ecosystem in other ways, they earn a Reward. Participation on the forum section of courses, training the AI model, offering feedback on the platform, or contributing to DAO activity as well as the learning on the platform will be rewarded.

Rewards may comprise GDC, avatar items, digital collectibles, or third-party crypto assets from the sponsors of advertisement and content quizzes.



Learn-to-Earn Flow Diagram

## 4.4 Digital CV (DCV)

Guide Global is committed to enhancing online education and optimising its benefits for students and prospective employers through an innovative feature called **Digital CV** or **DCV**. This feature is integrated into the education platform and is designed to provide a seamless interface for students, recruiters and potential employers to interact, facilitate personalised learning experiences both within and outside of the Guide ecosystem, and facilitate the onboarding of users from a Web2 to a Web3 environment.

The Digital CV is an expansive, dynamic, and secure representation of the academic progression and accomplishments of a student. It operates using cutting-edge technologies, including non-fungible tokens (NFTs) and Web3, to ensure the accuracy, validity, and integrity of the educational records. Every time a student completes a course on Guide Global, an NFT is minted and associated with a unique Web3 address.

This NFT, once created, is soul-bound, meaning it cannot be transferred to another address and hence assures the authenticity of the learning achievements. The NFT becomes a secure and immutable digital certificate representing the course completion and the corresponding grade attained by the student.

The Digital CV is accessible through the Guide Global website, which reads and displays completed courses from the blockchain in real-time. This ensures that the CV is always up to date, providing a live snapshot of the student's academic progress. Each NFT related to a course completion is linked to the blockchain, allowing employers to verify educational records with a single click, without the need for additional paperwork or lengthy verification processes.

In addition to these blockchain-verified credentials, the Digital CV houses other sections and customisable fields for the student to include relevant information, such as skills, experiences, aspirations, and consolidated data from other relevant platforms connected to the DCV that may provide a holistic representation of their profile, similar to a traditional CV.

The Digital CV is designed to be public and easily shareable. The interface mirrors the user-friendliness of popular professional networking sites, making it straightforward for students to distribute their Digital CV to potential employers, contacts, and academic institutions.

The user is always at the centre of their data and the goal of the DCV is to securely accumulate all the relevant data of how a person learns, earns, and contributes to train a personal AI that can be connected to other platforms where the data can be leveraged to tailor learning methods to the individual. By enabling students to seamlessly transfer their learning data to other online platforms, their achievements and progress are stored, allowing for continuous and enhanced personalisation throughout their educational and career journey.

The Digital CV created by Guide Global is a forward-thinking solution, powered by AI and blockchain to ensure transparency, verifiability, and efficiency in the realm of online education and recruitment. With this feature, the Company aims to redefine the landscape of academic achievement records, create a new standard and protocol for transferring data and contribute to ever-improving learning outcomes and career prospects for students.

## 4.5 Work Opportunities

Guide Global has an ambitious plan to generate work opportunities in sectors aligned with its educational services. Given the nature of the platform, the global coverage of the target user base and detailed student performance statistics, the Company will be able to source qualified and suitable prospects for different job listings through established partnerships. This will begin with a facility for Alumni to offer work opportunities on the platform, where each listing will be subject to a fee paid in GDC.

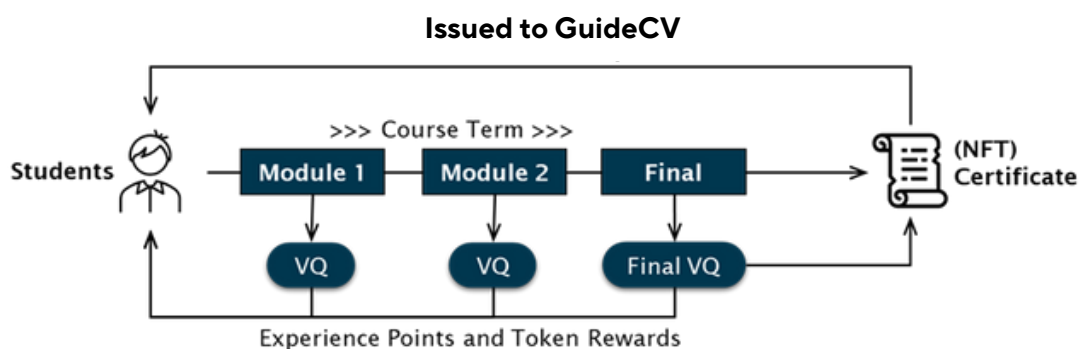
By combining its AI-powered candidate screening and partnerships with recruitment agencies, local governments and employers, Guide Global will be able to streamline the recruitment process and offer a greater number of job opportunities once it has built a large enough community of alumni.

## 4.6 Virtual Assets & Community

Guide Global has planned and designed a range of unique digital assets to be integrated to the platform. These can be used to enhance user engagement and may be tokenised so that Users can trade and maintain self-custody. Guide Global virtual assets are therefore expected to include:



**Qualifications** will initially be certificates issued by Guide Global and verified by the DAO and later include accredited certifications from third parties.



Learn-to-Earn Flow Diagram



**Event Tickets** for hackathons and other competitive events that may be hosted on the Platform, in real life or in a partnered metaverse venue.



**Badges** are transferred to users and revoked when necessary. They are used to assign roles and permissions for DAO governance.



**Avatars** allow Students to establish their identity in the Guide ecosystem, aiding in community growth, user customisation and future AR/VR education options.



**Items** enable user avatars to express their individual style and offer partnership opportunities with projects aiming to enhance the utility of their NFTs.

## 5. The Alumni DAO

### 5.1 Mission Statement

The phrase Everyone, Everywhere, Forever is both the motto of Guide Global and the mission statement of the Alumni DAO.



#### Everyone

Guide shall promote diversity, inclusion, and equality in its mission to provide all people of the world with access to a high quality of education and the skills they need to improve their lives.



#### Everywhere

Guide shall make education more accessible over different mediums and devices as well as establishing a global user base with a distributed community that is free from geographical, political, or cultural bias.



#### Forever

Guide Alumni shall establish a decentralised autonomous organisation to be self-governed with a sustainable ecosystem and internal token economy.



## 5.2 Decentralised Governance

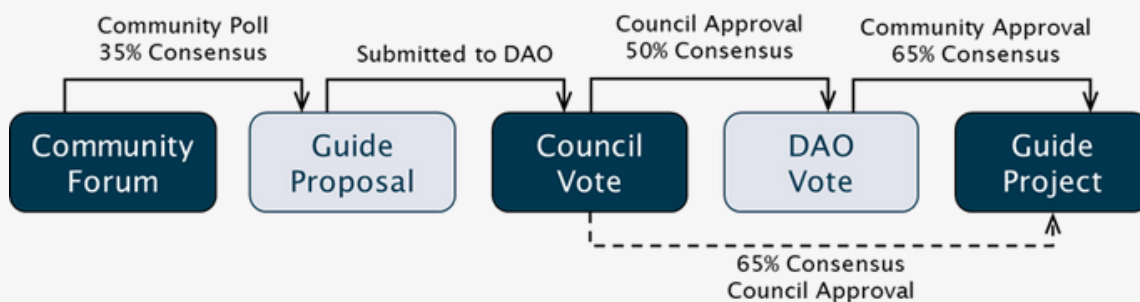
A decentralised autonomous organisation (**DAO**) is typically an organisation that has decentralised ownership and governance, where both are administered using an automated infrastructure.

Unlike a company, which is managed by directors for the benefit of shareholders, a DAO is managed by its members (or elected individuals) for the benefit of all members that make up the organisation. Distributed computing systems such as blockchain are the ideal solution for their infrastructure because they allow a network of unidentified parties to reach consensus on the decisions proposed to them.<sup>15</sup>

A DAO also generates an immutable record of all decisions to prevent fraud or corruption while on-chain crypto assets allow for integrated financial transactions. For example, DAO members can control a collective Treasury of assets and make mutual decisions on whether to transfer or trade them.

The Guide DAO will be governed by the DApp Alumni (i.e. registered Platform users) for the benefit of the global, decentralised community, and will act as a steward of the protocol and AI development to ensure that the platform fulfils the mission outlined by the Company.

Guide has designed a democratic system where every Member can create a Proposal and submit it for the Voting Procedure to for example, update the GUIDE AI. If the Proposal passes the Voting Procedure, then it becomes a Project to be undertaken by the DAO.



DAO Voting Procedure

<sup>15</sup> C. Calcaterra, W. Kaal, Decentralization: Technology’s Impact on Organizational and Societal Structure, De Gruyter, 8 March 2021

The percentage (%) consensus required for each Vote is subject to change so that the governance system will be able to adapt over time to meet the needs of the Guide community.

Proposals begin in Community Forums where discussions can be summarised by *Ambassadors* and submitted for a Poll to confirm a basic level of support.

Every Proposal must achieve sufficient consensus in a Council Vote. Some Proposals can be approved as Projects by the Council alone but certain key decisions (e.g. changes to the Voting Procedure) must then pass a full Community Vote to be approved.

The Guide Management team will form the initial Council to maintain consistent operations while establishing the organisation. DAO Members will then be able to elect new Members to the Council via Proposals.

The multi-phase voting structure increases organisational efficiency as the Council can make faster decisions about the daily activities of the DAO.

The consecutive series of Votes also provides a security measure as it offers the management the opportunity to exclude Proposals that are either malicious, impossible or fail to meet the minimum requirements defined by the DAO.

## 6. The Guide Coin

The Guide Coin (ticker: **[GDC]**) is a governance & utility token of the Guide DAO being developed to an ERC-20 standard on Polygon, a popular and scalable layer-2 network for the Ethereum blockchain.

The asset will be used to pay fees for various Ecosystem features or staked to earn Community Rewards and participate in DAO governance.

### Token Details

|                       |                    |
|-----------------------|--------------------|
| <b>Name</b>           | <b>Guide Coin</b>  |
| <b>Ticker</b>         | <b>[GDC]</b>       |
| <b>Protocol</b>       | <b>Polygon</b>     |
| <b>Starting Price</b> | <b>\$0.06</b>      |
| <b>Max. Supply</b>    | <b>500,000,000</b> |

### 6.1 Token Utility

The utility and the resulting demand for GDC on the open market will be enhanced over time through the addition of internal Ecosystem features as well as developing external utility through strategic partnerships. Token holders will utilise GDC to access a suite of advanced educational features and services:

- Acquire AI credits and computing power to enable sophisticated, personalised learning algorithms.
- Tailor their learning journey by customising the curriculum to fit individual needs and preferences.
- Personalise the DCV, to enhance presentation of skills and accomplishments.
- Unlock premium features and subscribe to exclusive content to further enrich the learning experience.
- Harness multimodal AI capabilities, which integrate various forms of data input for a well-rounded educational approach.
- Employ AI-augmented note-taking tools that assist in organising and synthesising information effectively.
- Access job placement services that connect learned competencies with potential employers, aligning with career aspirations.
- Remit fees on the Guide Marketplace.

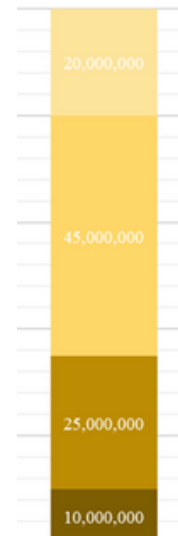
These functionalities are designed to enhance the educational experience, offering token holders a comprehensive, customisable, and efficient learning environment.



## 6.2 Sale Structure

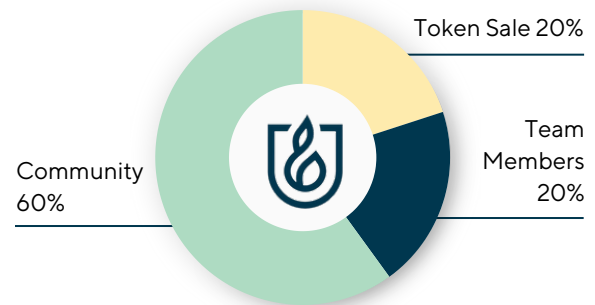
The Token Sale will offer 100 million GDC over four rounds with discounts to reward early-stage supporters of the Guide Project. Each round has distinct release schedules detailed in the token distribution shown below.

The token generation event (**TGE**) will occur after completion of the public sale, after which Guide plans to establish a secondary market by listing GDC on reputable exchanges.



## 6.3 Token Distribution

The initial circulating supply will be offered to supporters of the Guide project in a Token Sale. The remaining supply segments have been divided between the Token Sale, Team Members and Community to support the activities of both Guide Global and the Alumni DAO.



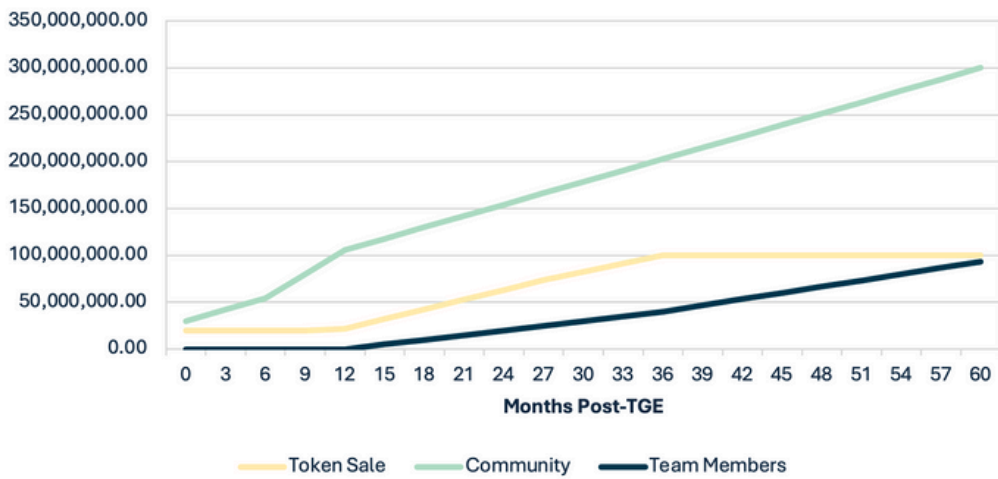
| Token Distribution  |                    |               |                  |                  |                  |
|---------------------|--------------------|---------------|------------------|------------------|------------------|
| Segment             | Tokens             | % Max Supply  | Release Schedule |                  |                  |
|                     |                    |               | % on TGE         | Lockup           | Linear Release   |
| <b>Token Sale</b>   | <b>100,000,000</b> | <b>20.00%</b> |                  |                  |                  |
| KOL Sale            | 10,000,000         | 2.00%         | 0.00%            | 9 months         | 18 months        |
| Private Sale        | 25,000,000         | 5.00%         | 0.00%            | 12 months        | 24 months        |
| Pre-Sale            | 45,000,000         | 9.00%         | 0.00%            | 12 months        | 24 months        |
| Public Sale         | 20,000,000         | 4.00%         | 100.00%          |                  |                  |
| <b>Team Members</b> | <b>100,000,000</b> | <b>20.00%</b> | <b>0.00%</b>     | <b>12 months</b> | <b>48 months</b> |
| <b>Community</b>    | <b>300,000,000</b> | <b>60.00%</b> | <b>10.00%</b>    |                  | <b>60 months</b> |

The Guide Coin supply will be released over a period of 60 months (5 years), with specific release schedules for the different segments of the token supply.

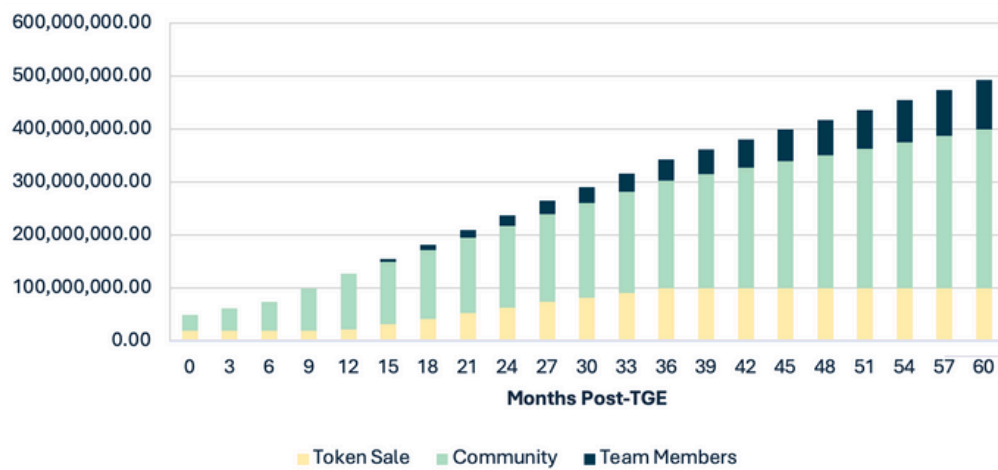


Once released to Guide Global, management will only release the GDC into circulation when it is expected to increase the net value of the Guide Ecosystem. As a result, the actual circulating supply will be substantially lower than the maximum potential supply shown in the following segmented and stacked release schedules.

### GDC Segmented Release Schedule



### GDC Stacked Release Schedule



## 7. About Us

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### 7.1 Management Team

The Management Team is supported by a network of international team members working remotely, hence improving efficiency through a globalised workforce.

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#### **Joe Moore**

##### **Chief Marketing Officer**

A true blockchain enthusiast, Joe has built multiple marketing Web3 communities with thousands of members and has successfully raised funds for multiple NFT & crypto launches. Co-Founder of The Lifestyle Lab, Blowup Marketing and Head of Education for Unix Gaming, Joe is combining this experience in Web3 marketing and Web3 gamification to create Learn2Earn models and an alternative financial education platform. Joe has a BA in Psychology from the University of Southampton.

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#### **Aurimas Juodka (AJ)**

##### **Chief Operating Officer**

AJ is currently the CEO of Yogilab, a distributor of alternative educational products & systems. He is an accelerated sales operation and installation specialist, with a track record of building 7 figure businesses selling certifications in the alternative education industry. AJ will be a key catalyst in bringing these blueprints into the Guide Global ecosystem and rapidly deploying opportunities across the globe.

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#### **David Hans-Barker**

##### **Head of Strategy (& Director of Guide Education)**

David is a serial entrepreneur having founded two 8 figure and two 7 figure businesses. Raised in poverty, David has seen firsthand the power that education has, and he is passionate about bringing these opportunities to everyone. Through his leadership at Guide Education and YogiLab, 2.5 million people have gained access to mainstream and alternative education. David has a BA in Comparative Literary Studies from the University of Kent, UK.

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## **Gary O'Neill**

### **Chief Sales Officer**

Gary is a sales executive with extensive experience having worked with large corporates such as Lehman Brothers and the unicorn platform, Gett. Gary is a founding partner in a residential drug and alcohol treatment centre in the UK and leads the sales team at YogiLab, delivering alternative educational products.

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## **Tom Pandolfi**

### **Chief Technology Officer**

Founded Honey, a financial protocol for long-tail assets, and has over 4 years of experience in building scalable AI and financial products.

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## **Reid Perkins**

### **Head of Product**

Co-Founder of Honey, a blockchain protocol for long-tail assets, and has over 5 years in community building raising over \$7 million in crowdfunding.

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## **Leon Hady**

### **Head of Education**

Developed technology for over 1,000 schools, benefitting 1.5 million students and 60,000 teachers.

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# 8. RoadMap

## Q2 2024

- MVP Launch
- Offer & Market Free English in Indonesia
- Partnership with CEX for onboarding users



## Q3 2024

- Launch Recruitment Platform
- Add courses
- Hospitality & Virtual Assistance Industry
- Deploying DCV



## Q4 2024

- Deploy career paths tooling
- Expand course offerings & open marketplace
- Partnership with employers & governments for CFCs



## Q2 2025

- GuideCV standard
- Launch scholarship & grants protocol
- Full AI interface
- Deploy additional gamification features



## CONTACT INFORMATION

For enquiries about the plans outlined in this White Paper, please contact Guide Global using the following details.

### Website:

 [www.guide-university.com](http://www.guide-university.com)

### Contact:

 @Joeaxelmoore

