

THE  
USE  
OF  
THE

# EDU TOKEN

in professional learning & development

**Nº1**

Private University  
delivering L&D in  
partnership with  
corporations

**8**

Annual Masterclasses  
conducted since  
initiation in 2012

**150 +**

Participants  
successfully  
completed SBS

**1**

Book  
published on  
the subject

**20 +**

Nationalities  
represented in  
the School

**10 +**

Recommendations  
produced as an  
outcome of the  
partnership

**40 +**

Corporate &  
Academic Leaders  
engaged in the  
process

**EVERY  
SUMMER**

## CASE STUDY

Within this pilot, run collaboratively with Sofia Business School, a project of Reform Union Club and New Bulgarian University, OS.University tested the assumption that the EDU token can play a role not only as an extrinsic motivator and a catalyzer to blockchain technology adoption in education, but that it can also play an instrumental role for the growth and the sustainability of the projects of which it is part of.

In the case of OSU, this assumption is being tested by assessing quantitatively the extent to which EDU is being adopted as a "voucher for education" on the side of SBS learners, rather than being perceived and utilized as a tradeable asset. The latter would fail to support OSU thesis that tokenization has positive impact on professional L&D beyond the core-value proposition of the blockchain technology.

## Sofia Business School Masterclasses

Sofia Business School (SBS) is a high-level economic and financial masterclass program, which is taking place in New Bulgarian University, Sofia, each year at the end of June and beginning of July. It originated in 2012 when its pilot edition was successfully conducted, managing to attract a line-up of prominent international lecturers who shared their unique expertise on global risks management with outstanding students, young business leaders and public sector officials from the country and abroad.

**10,000**

Undergraduate and graduate students addressable through the potential future expansion of the pilot.

**20 +**

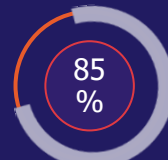
Leading companies from the private sector and their employees addressable through continuation of the partnership with Reform Union Club.



EDU conversion



Pilot completion



Pre-approval