



Revolutionizing the way 7 billion people develop academically and grow professionally

## OS.UNIVERSITY VALUE PROPOSITION

Our team is about to roll out a first of its kind global higher education and professional development platform, based on the Ethereum blockchain, that will serve two main product functions:

- ▶ As a distributed database that enables Academia, learners, and businesses to record and verify educational and professional development credentials. This in turn will enable businesses to locate suitably qualified learners.
- ▶ As a global marketplace upon which high quality academic and L&D offerings will be made available, bought and sold with our EDU Token that will enable transactions and will be traded on cryptocurrency exchanges.

Starting with the integration of ~700 of world's top universities and 60+ million MOOC learners, our blockchain-based platform is introducing the concept of the "Distributed University" – one that enables transferability of knowledge & skills throughout institutional and national borders, reduces operational costs and opens up the access to high quality education and career development opportunities to hundreds of millions. The more the OS.UNIVERSITY marketplace scales in a global trillion-dollar market, the more its EDU token value will rise, hence the current offer to acquire your tokens through our ICO, starting in November 2017.

## OS.UNIVERSITY PROOF OF CONCEPT (2+ years of research and validation)

- ▶ From corporate and social perspectives, our R&D project has been recognized by Hewlett Packard Enterprise (HPE) global community as one of [world's top 10 social innovation ideas](#)<sup>[1]</sup> and has been awarded by AIESEC and their partners from Ernst & Young (EY) as the innovative solution to enable better information coordination relationships between Academia and businesses, which is the core reason for mismatch of skills demand & supply, according to [EY consultants](#)<sup>[2]</sup>.
- ▶ From academic perspective, our project has been peer-reviewed by the European scientific community and featured in [journals in Bulgaria, Latvia, and the Czech Republic](#)<sup>[3]</sup>. In addition, [Sony Global Education](#)<sup>[4]</sup> and the [Open University](#)<sup>[5]</sup> are working on smaller-scale blockchain-based ed. tech. solutions of experimental and commercial character to assist in addressing the challenges that we have successfully identified and that we're systematically resolving with the global launch of the OS.UNIVERSITY platform.

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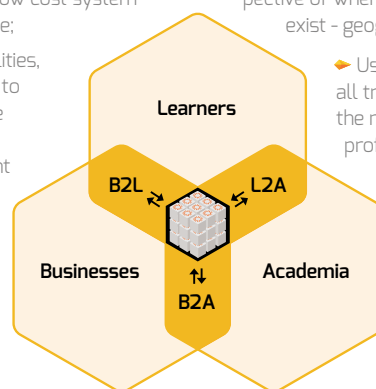
We offer transformative value generating proposals to all three participating categories of the higher ed. and professional development value chain, enabled through our 3 main Ethereum smart contracts:

### Businesses will be able to

- ▶ Receive instant access to a global pool of talent with credentials verified through the ultra low cost system build on top of the distributed database;
- ▶ Leverage highly specific search facilities, allowing business to identify and seek to contact qualified candidates, therefore disintermediating conventional slow, expensive and less specific recruitment methods;
- ▶ Generate massive cost savings in corporate L&D operations - from finding and paying for educational services to monitoring the progress of employees' certification.

### Learners will be able to

- ▶ Access some of world's best L&D opportunities irrespective of where the learner is, no matter what barriers exist - geographic, social, economic, or political;
- ▶ Use EDU tokens with 0% platform fees for all transactions of products and services on the marketplace, thus grow academically and professionally by powering the platform;
- ▶ Get noticed by potential employers globally. Learners would control the access to their secured information, and would be able to promote their blockchain-validated portfolio of accomplishments.



### Academia will be able to

- ▶ Market their offerings globally and at ultra low cost, given that attracting students is increasingly difficult;
- ▶ Benefit from the reliable transferability of L&D achievements between universities and other learning providers, reducing admin. costs and assisting smooth continuance of learning for mobile students and life-long-learners;
- ▶ Modernize educational operations - from organizing distributed offerings to improving internal record keeping.

## MEET THE TEAM



**Hristian Daskalov**  
PROJECT LEAD

Author of the book "Stakeholder Management in Higher Education, Research, and Innovation". Former R&D strategy adviser to the Ministry of Economy.



**Gordon Kerr**  
SENIOR INVESTMENT ADVISER

Founder & CEO of London-based financial consultancy "Cobden Partners". Former capital markets investment banker at Bank of America and Merrill Lynch among others.



**Detelina Smilkova**  
SENIOR ACADEMIA ADVISER

Chairperson of the Bulgarian Association for People Management and Vice President of the University of Finance, Business and Entrepreneurship.



**Prof. Sergey Ignatov**  
SENIOR ACADEMIA ADVISER

Former Minister of Education, Science & Youth of Republic of Bulgaria and Founder of Bulgarian Institute of Egyptology.

More at <https://os.university/team>

## USEFUL LINKS

### Website

<https://os.university/>

### Whitepaper

<https://os.university/...edu-whitepaper.pdf>

### Email

[crowdsale@os.university](mailto:crowdsale@os.university)

The Open Source University project is proud to partner with some of Europe's leading corporations, universities, research centers and media outlets, among which:



Cobden Partners

