



PARTICIPATE IN THE FUTURE OF DECENTRALIZED LEARNING


The next-generation learning experience platform,
combining **artificial intelligence**, **facial recognition**,
3D avatars, with **NFTfi** trading, all on the blockchain.

Uber

The taxi brand
using others' **cars**


airbnb

The vacation brand
using others' **property**

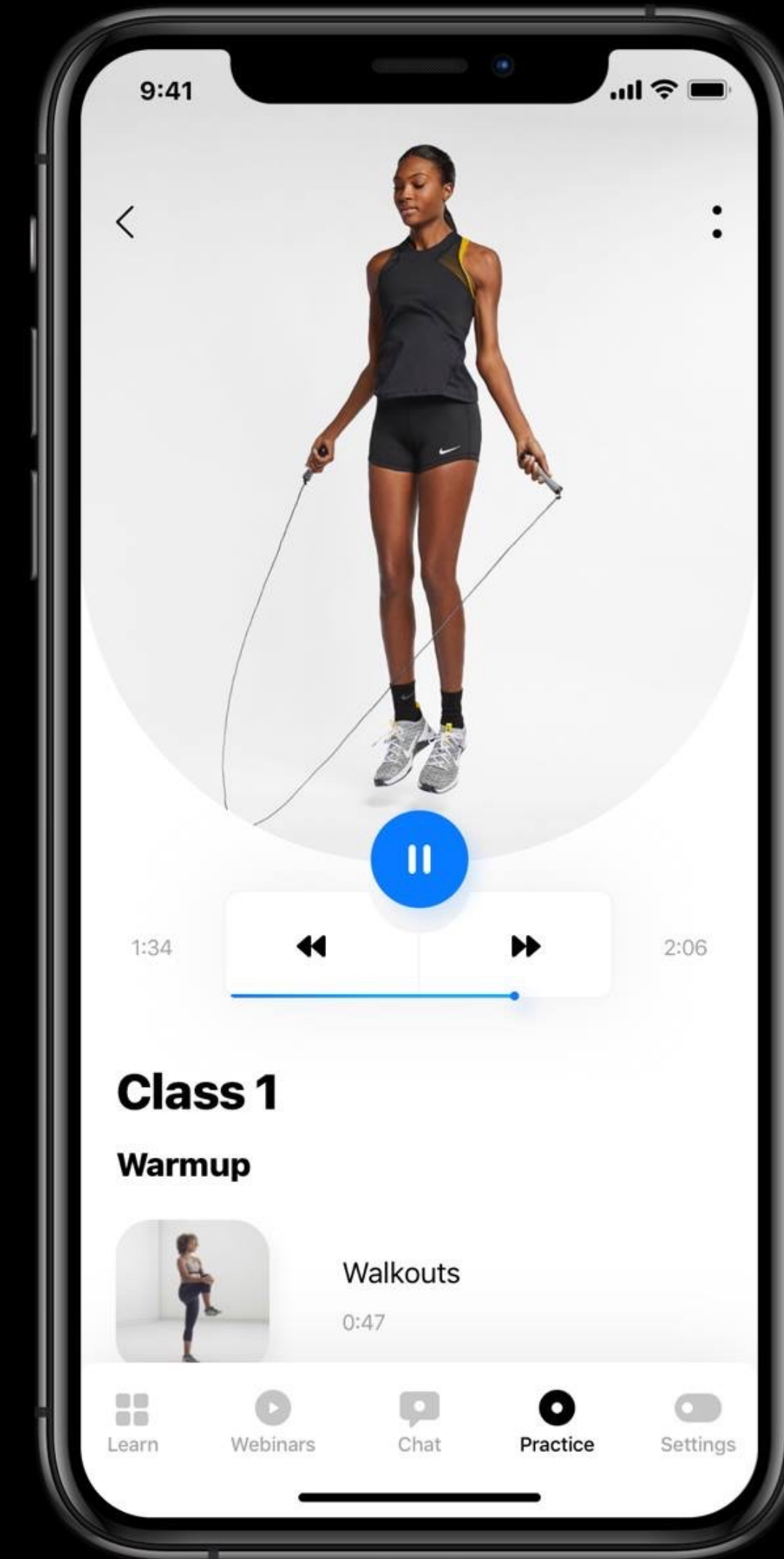

studyum

The education brand
using others' **content**

Problem

MOST MODERN LEARNING PLATFORMS FAIL TO ENGAGE STUDENTS, PROVIDING INADEQUATE MOTIVATION

- Health & wellness training
- Continuing education & certification
- Professional and military training
- Regulatory and compliance reviews

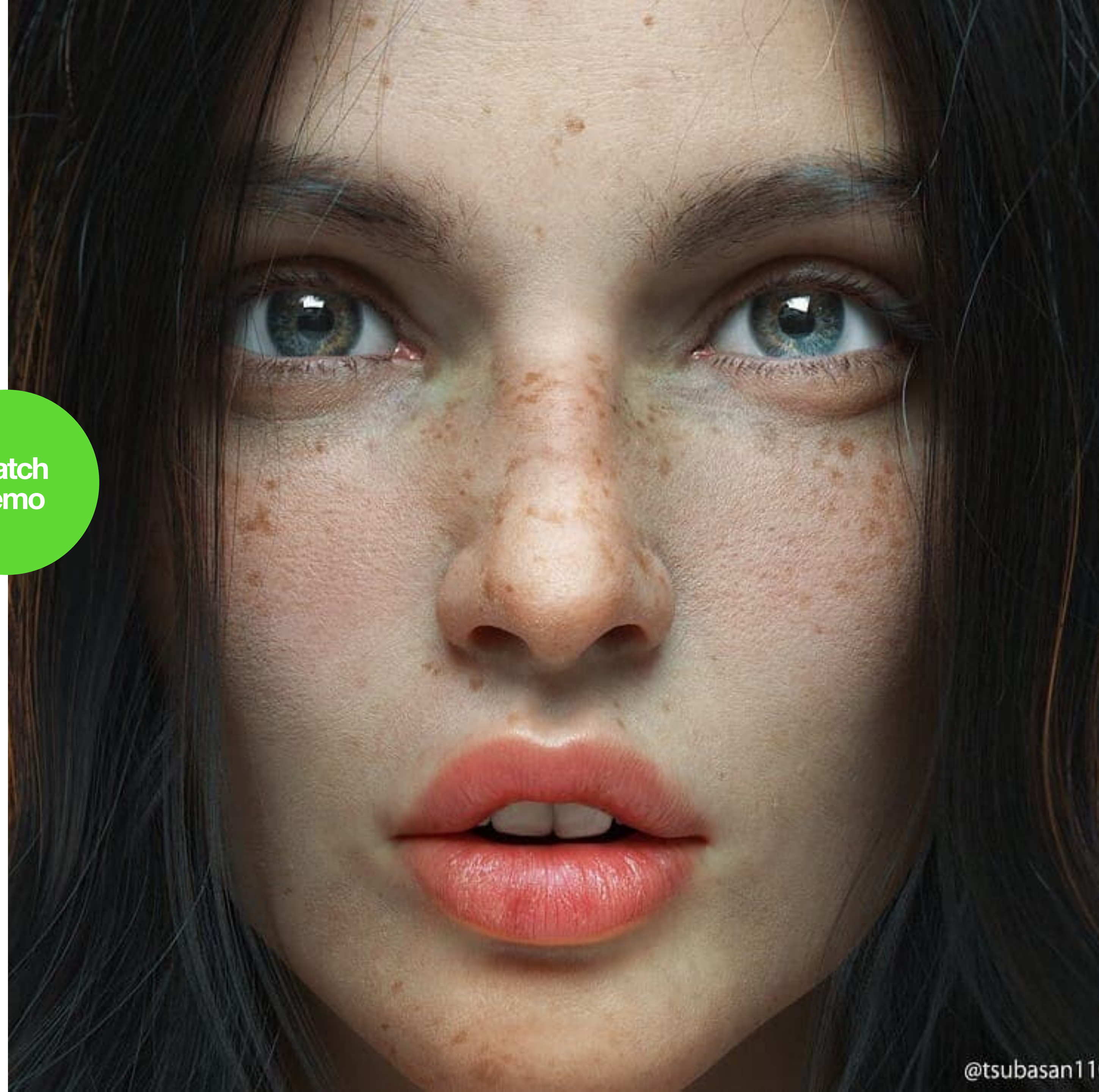


Solution

STUDYUM PROVIDES A TAILORED LEARNING SOLUTION THAT INVIGORATES STUDENTS THROUGH:

- 01 Advanced information architecture
based on the ITA methodology
- 02 Highest quality 3D content with stunning
UX/UI, designed by Fantasy
- 03 Engaging SMARTChat, guided by
advanced artificial intelligence
- 04 Supportive learning community

Watch
demo



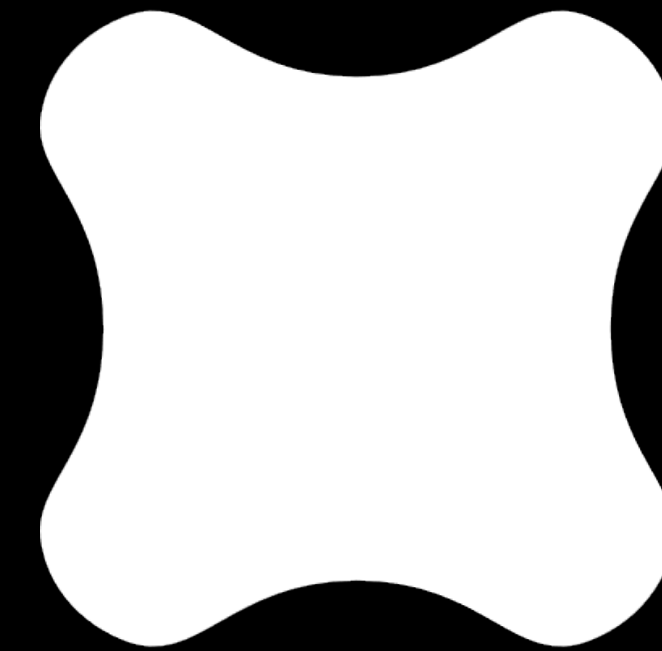
Why Now

MILLENNIALS AND GEN Z ARE CRAVING THE NEXT BIG THING IN 3D CONTENT

- COVID has skyrocketed the demand for online learning
- 3D content creates connectivity and escapism
- 60 billion messages are exchanged each day
- Blockchain and NFT market adoption



OUR LEAD INVESTOR, FANTASY, IS A MARKET-LEADING PRODUCT INNOVATION AND DESIGN TEAM



Fantasy is collaborating with Studyum to develop the only learning experience platform with interactive chat, engaging 3D contents and NFT collectibles as rewards

Fantasy has invested \$500k in seed funding

IDO

PRIVATE SALE AND INITIAL DEX OFFERING



Symbol

STUD

Total supply

1,000,000,000

Tokens offered

550,000,000

Min/Max

\$10K-\$500K

Token prices

\$0.05-\$0.07

IDO date

SEP 20, 2021

IDO allocation

4,000,000

IDO token price

\$0.10

IDO Launchpad

OCCAM

KYC

YES

\$3M
Soft cap

\$36M
Hard cap

FOR INVESTORS



	Amount	in %	Initial Unlock %	In Tokens	LockUp	Vesting
Seed Round	10,000,000	1.00%	0.00%	0	12	10
Strategic Round	10,000,000	1.00%	0.00%	0	9	10
Private Round I	60,000,000	6.00%	0.00%	0	3-24	3-12
Pre-Sale Round	46,000,000	4.60%	0.00%	0	3-24	10
Private Round II	160,000,000	16.00%	0.00%	0	3-24	10
IDO	4,000,000	0.40%	100.00%	4,000,000	0	0
Team	150,000,000	15.00%	1.00%	1,500,000	3	36
Marketing Treasury	100,000,000	10.00%	0.00%	0	1	24
Token Liquidity	50,000,000	5.00%	20.00%	10,000,000	1	6
Ecosystem development fund	160,000,000	16.00%	5.00%	8,000,000	1	36
Liquidity mining	50,000,000	5.00%	10.00%	5,000,000	1	36
In-game reward program	200,000,000	20.00%	0.00%	0	6	48
	1,000,000,000	100.00%	2.85%	28,500,000		

Investment Terms

- 1.Initial Release is made after the OccamFi IDO event
- 2. LockUp & Vesting terms starts a few days after the IDO

TOKEN DISTRIBUTION & USE OF FUNDS



TOKEN DISTRIBUTION

55% Pre-Sale & IDO

20% Students & educators

15% Team

10% Project development



USE OF FUNDS FROM SALE

40% Operations, development & technology

25% Sales & marketing

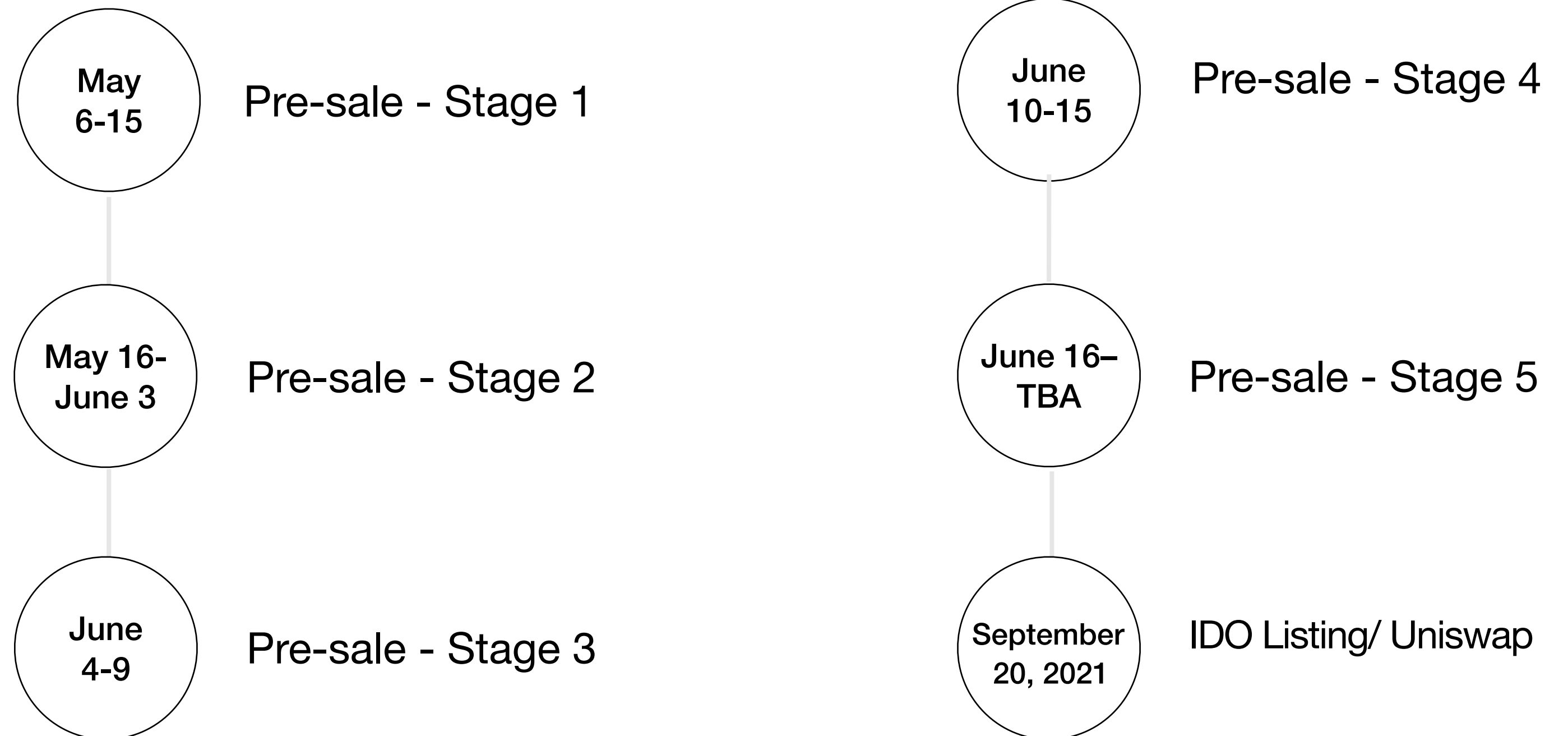
15% Team pay & bonuses

10% Legal & tech consultants

10% Educator & licensing acquisition

TOKEN SALE AND LISTING ON THE EXCHANGES

2021 Stages and Launch



EARN NFT CRYPTO COLLECTIBLES AS YOU LEARN

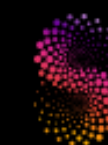
Studyum incentivizes students to keep learning, with an incremental reward system. By using this knowledge currency, they create a supportive function for their own economic and intellectual prosperity.



**RARE NFT CRYPTO
COLLECTIBLES**

#1258

Non-fungible tokens are an emerging method of storing and sharing value. They can't be copied or replicated. Their scarcity and absolute uniqueness in turn make them valuable.



THE STUDYUM TOKEN [STUD] IS ITS OWN SELF- CONTAINED CURRENCY

As demand increases and courses diversify,
investors and students benefit from an
appreciating token valuation.



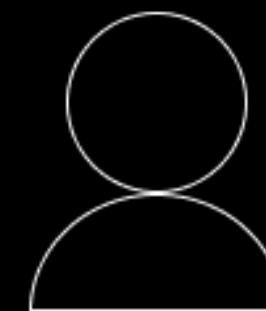
Execute course
payments



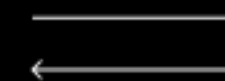
Stake platform
functions



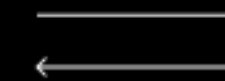
Access loyalty
rewards



Content
creator



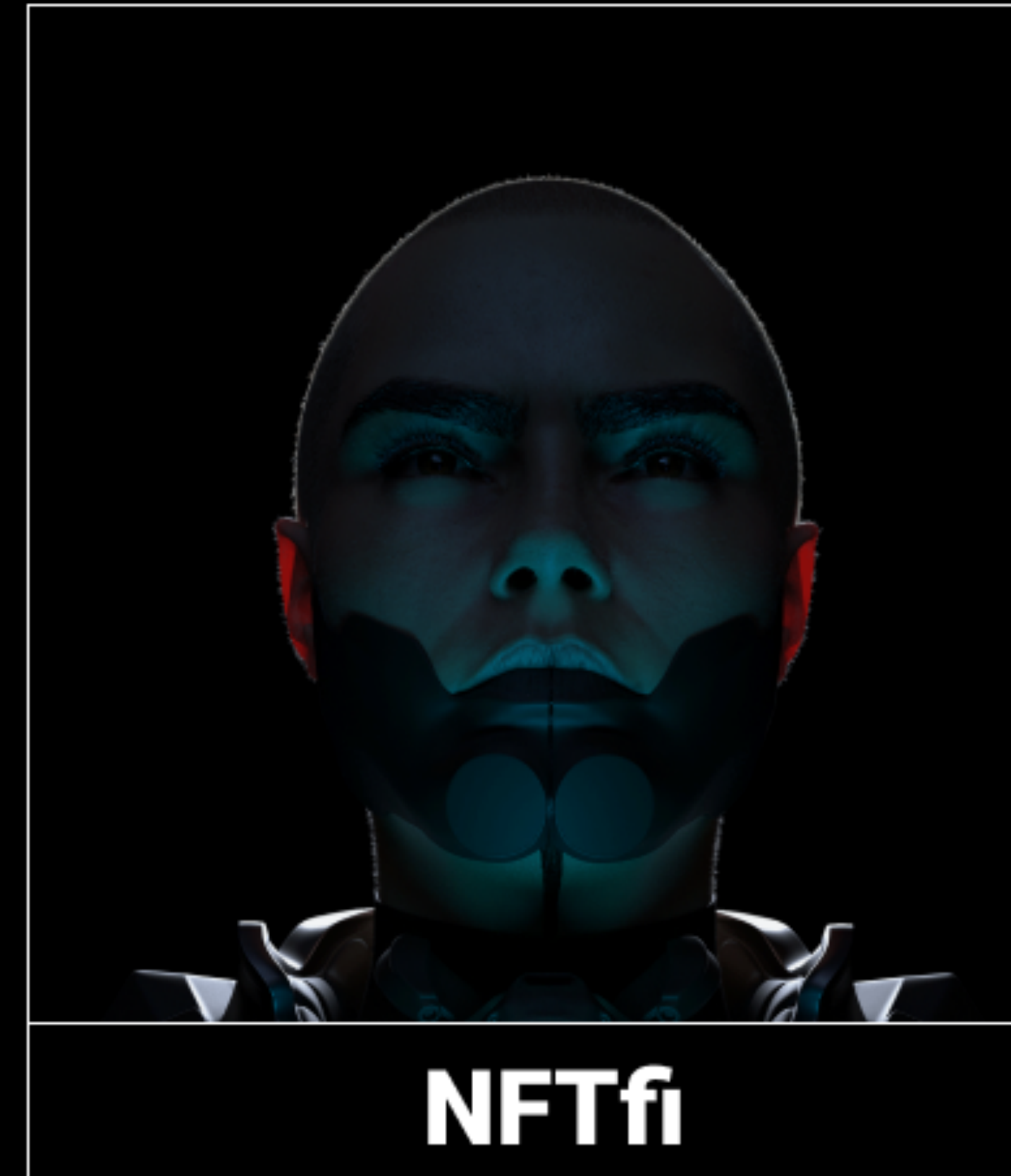
NFT: Smart contract
market place



Student/
colector

NFTfi

Lack of motivation is a thing of the past.
Students will be rewarded for hard work,
with tokenized NFT collectibles.
Connecting real and digital worlds via a
decentralized NFTfi marketplace to
swap, stake, and trade.



THE STUDYUM TECHNOLOGY

Everyone's **data stays with them**,
for absolute security.



MACHINE LEARNING

Raw profile data will be analyzed to optimize the learning path for each and every user, based on their activity and results.

[Learn more](#) →



ARTIFICIAL INTELLIGENCE

The AI catalogs and derives conclusions based on learner interactions with the platform; monitoring the content creator's output, conduct, and reputation.

[Learn more](#) →



RANKING SYSTEM

Our independent ranking system is transparent for student and teacher, ensuring authentic feedback and reviews.s of photo ID and an Ethereum wallet address.

[Learn more](#) →



SECURED BY CRYPTOGRAPHY

Studyum uses a private blockchain solution, to keep all data and financial transactions secure.

[Learn more](#) →



AUDITABLE AND VALID TRANSACTION LEDGER

Providing full transparency, the ledger offers immutable proof of students' course accomplishments, earning certificates, and qualifications.

[Learn more](#) →



SMART CONTRACTS

Studyum uses blockchain technology to offer smart contracts for proof of work, privileges, and stake-based services.

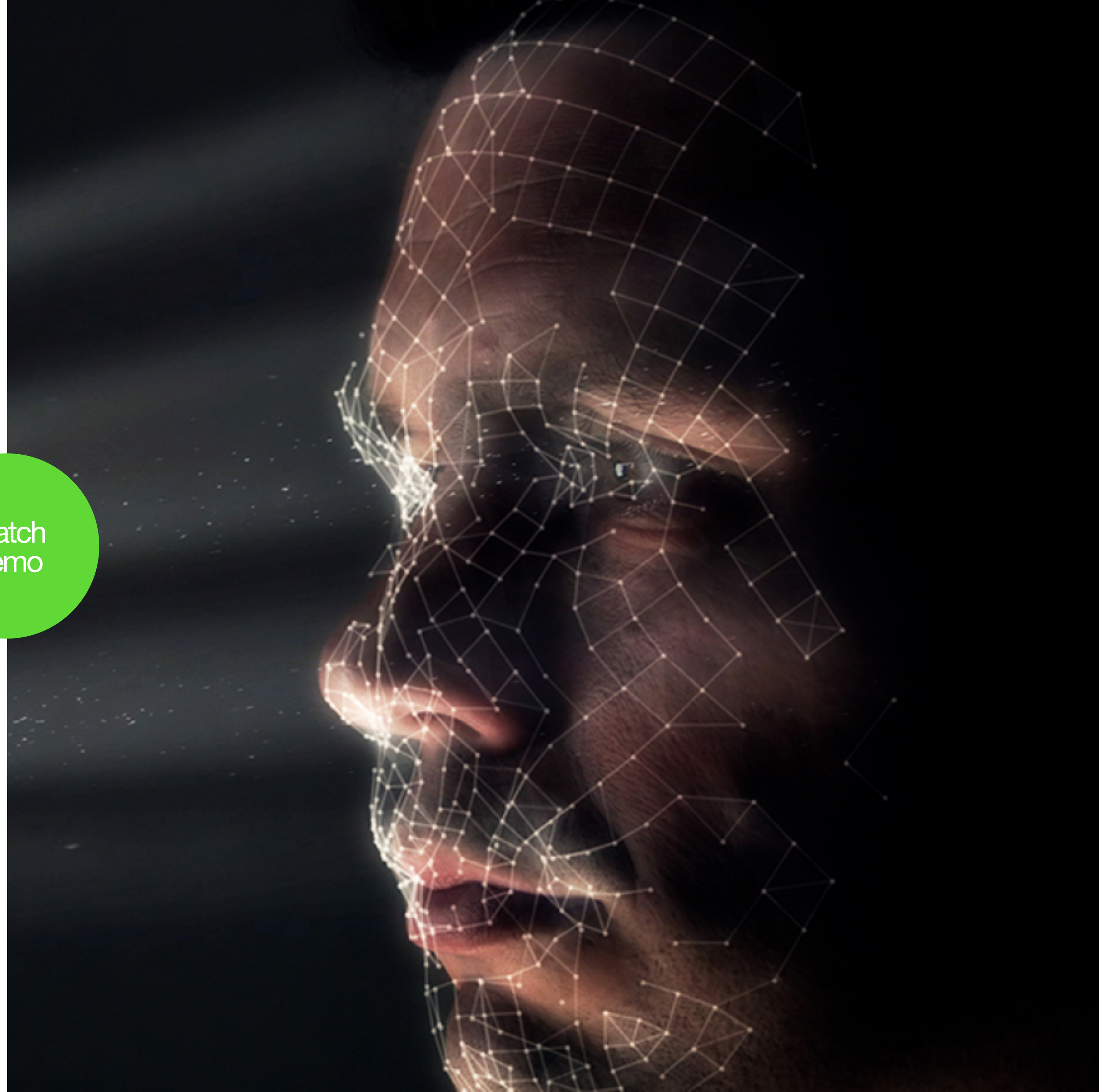
[Learn more](#) →

FACIAL MICRO- EXPRESSION ANALYSIS

Using cameras, Studyum is able to capture and analyze students' facial micro-expressions, to further personalize the learning experience.

By understanding when students are motivated or confused, Studyum is able to act to support them.

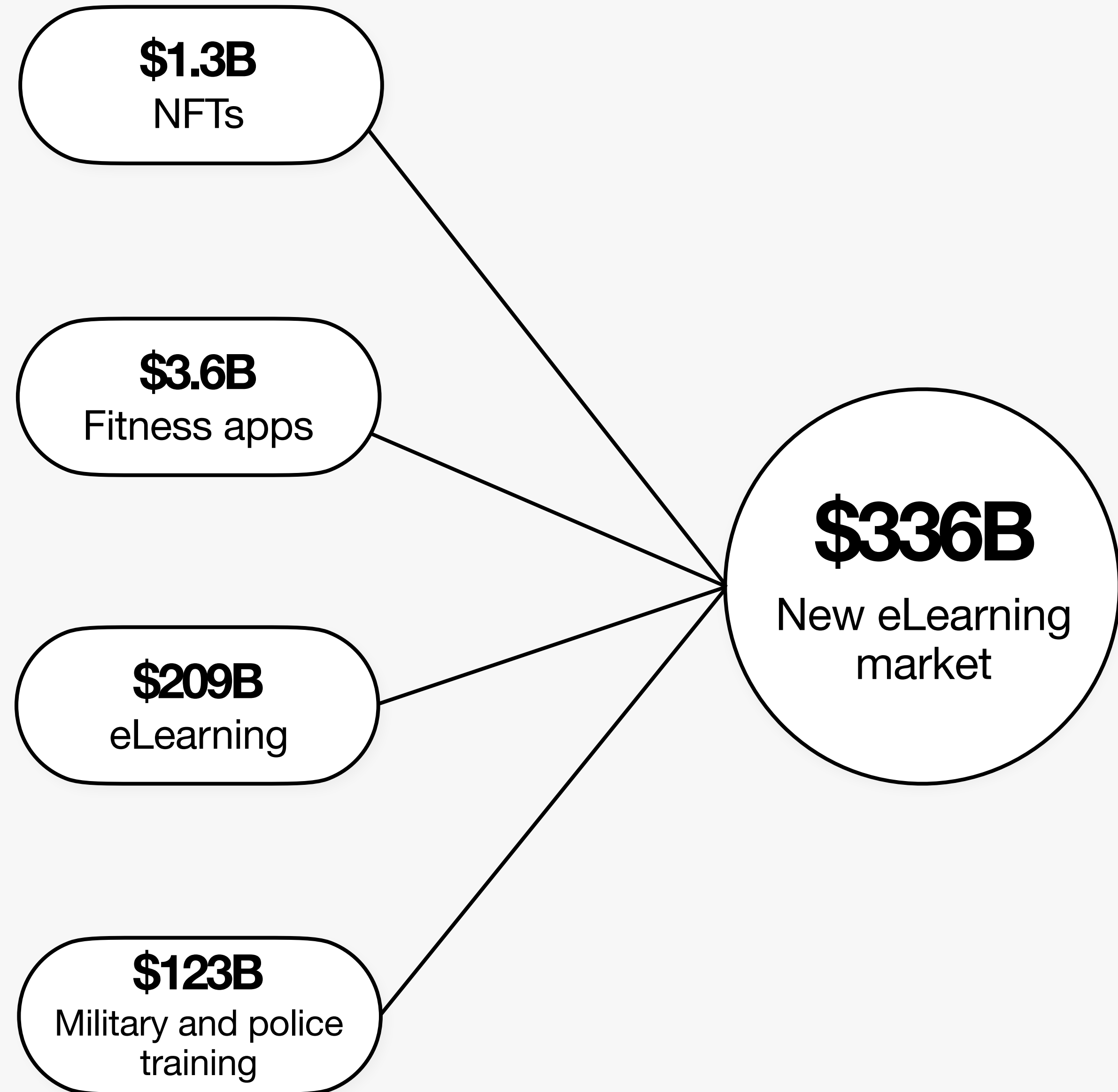
Watch
demo



STUDYUM IS CREATING A NEW \$330B ELEARNING MARKET

McKinsey estimates 49M jobs will be lost due to automation and AI over the next decade in the US alone. Those affected need to be retrained quickly for the jobs of tomorrow.

US job losses due to COVID-19 are the highest since the Great Depression.



Competition

STUDYUM HAS DONE ITS RESEARCH

Studyum is **THE** most complete and customizable training system in the market.



Feature	Studyum	Udemy [*]	Masterclass [*]
Content creation in 3D	✓	✗	✓
Educator incentive	✓	✓	✗
Student incentive	✓	✗	✗
Student progress tracking	✓	✗	✗
Learning management system	✓	✓	✗
Guided and motivation experience	✓	✗	✗
Webinars and podcasts	✓	✓	✓
AI chat bot	✓	✗	✗
Blockchain for NFTs	✓	✗	✗
Content ranking	✓	✗	✗
Group lessons	✓	✗	✗
Real-time class management for coaches	✓	✗	✗
Personalized content for each learning style	✓	✗	✗

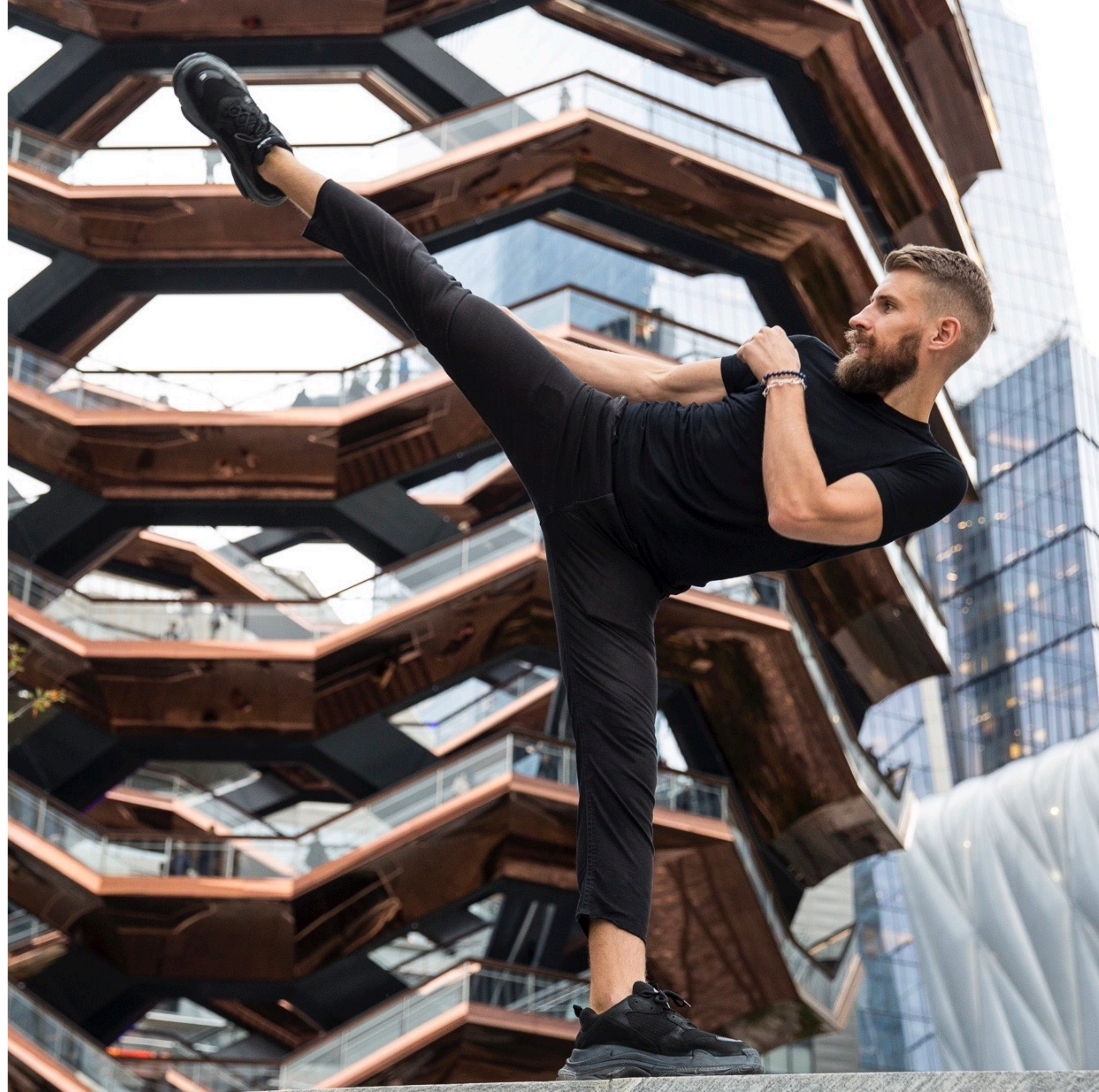
^{*} Top players on the market

WHO CREATED STUDYUM?

After overcoming the myriad challenges of dyslexia, Igor Dyachenko was inspired to create a unique training platform. He believes that **no one is unteachable** and that **each of us learns differently**.

Igor is an accomplished athlete with two world championship titles in Karate. Thousands of children, celebrities, and even royalty, have benefited from his expert training. A 7th Dan in Shotokan, he's made multiple media appearances, including national television and magazines around the globe.

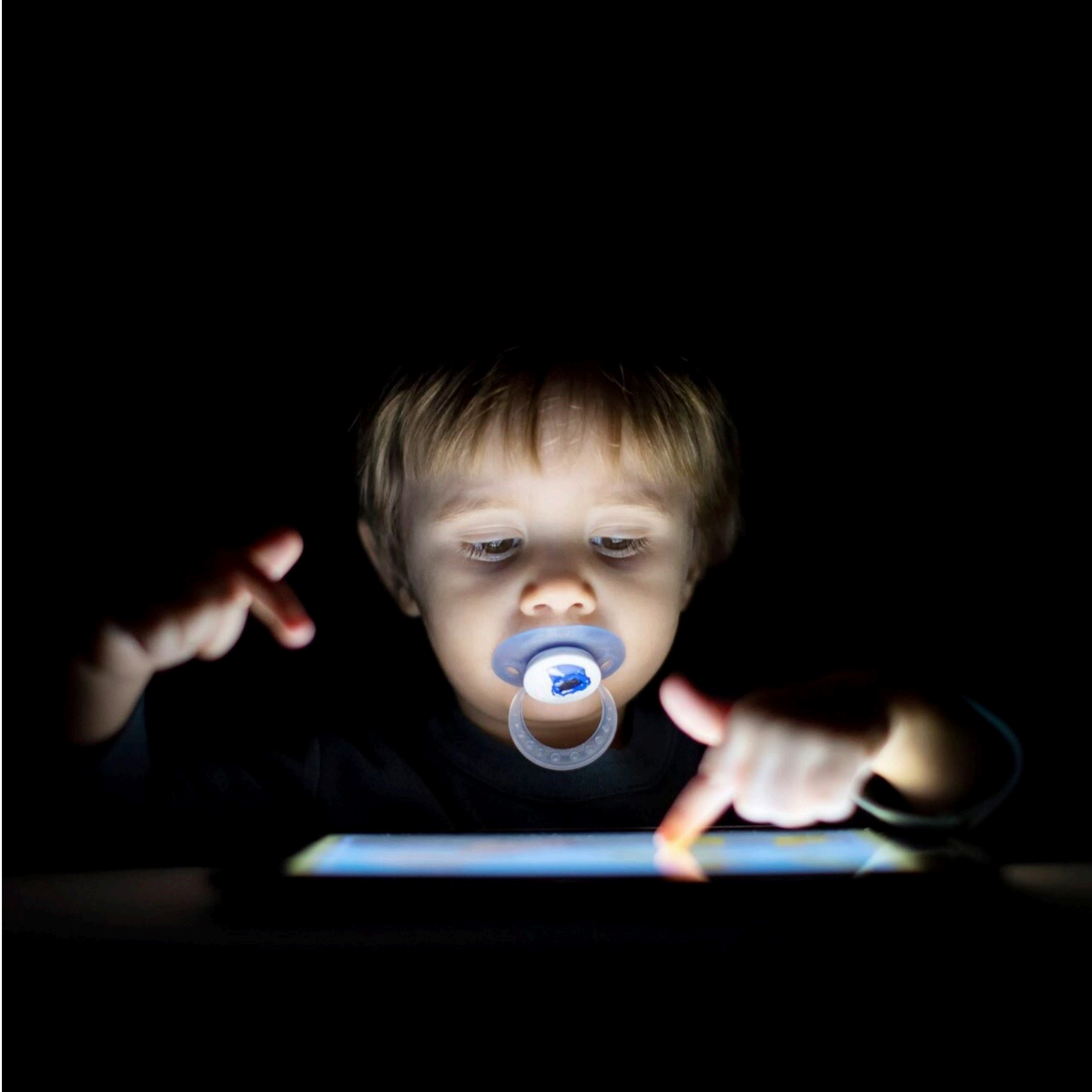
By combining the experience from his prior venture, *Karate City*, and 30+ years of research in neurophysiology and early childhood development, Igor has been able to mould his Individual Trait Assessment ("ITA") pedagogy at the core of Studyum, where anyone can now become a champion.



OUR CHILDREN. OUR FUTURE.

Studyum is dedicated to helping children in need of high-quality, accessible education.

With our first venture, *Karate City*, we taught over **3,000 children** in the NYC foster care system. We simultaneously generated more than **\$2 million in revenue** from memberships and sales, **which proves the effectiveness of the ITA pedagogy**. Social entrepreneurship and a humanitarian philosophy are key measures of our qualitative success in all endeavors.



Partnerships

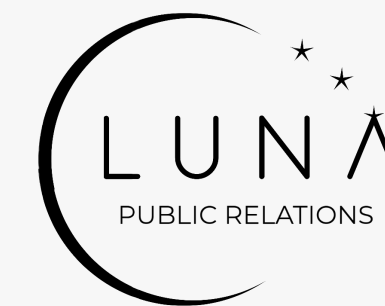
ALIGNED WITH THE WORLD'S BEST

“

"Highly-qualitative learning with integrated system of motivation is effectively delivered thanks to this innovative platform"



Peter Malachi
SVP Communications at Hermès USA



OUR PARTNERS PROVIDE US ACCESS TO:

100,000,000 supporters worldwide.

10,000,000 active athletes in 194 countries.

2,000,000 + active followers on social media portals.

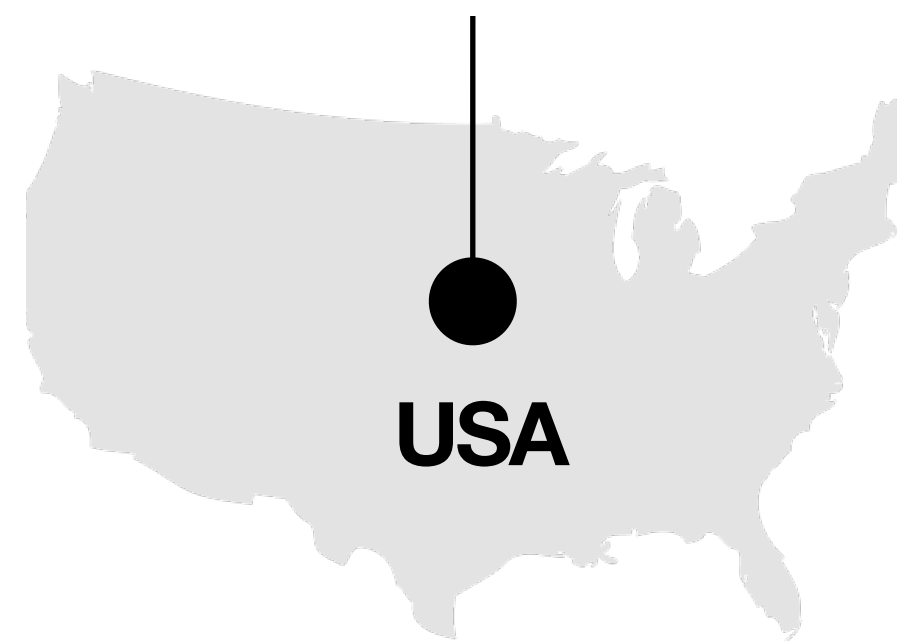
Business Model

**Expected total
revenue by mid-2022**

**\$22 MILLION
DOLLARS**

- B2B SaaS
reseller sales
- Affiliate
programs
- B2B and B2C
internal sales

CAC
\$6 /customer



USA

Under 18 — 24% - 79M ppl
18-44 — 36.5% - 120M ppl

0.15%
of available market
x
\$36
Subscription fee
=
\$10.8 MILLION

CAC
\$0.3 /customer



India

Under 14 — 28.6% - 386M ppl
15-64 — 63.6% - 860M ppl

0.13%
of available market
x
\$3
Subscription fee
=
\$5.7 MILLION

CAC
\$0.9 /customer



**Southeast
Asia**

Total population —
655M ppl

0.13%
of available market
x
\$7
Subscription fee
=
\$6 MILLION

Team

Core Team & Advisory Board

"All human potential is unlimited. We endeavor for every person to experience AI-enhanced training and cultivate skills for a lifetime."

- Team Studyum



Igor Dyachenko
Co-Founder/CEO



Aleksandar Gajic
Co-Founder/COO



Dejan Radic
CTO



Gradimir Stankovic
CCMO



Marina Nikitina
Mobile App Promotion Manager



Neeraj Kapoor
Business Development Manager



David Leon
Fundraising and corporate development



Dima Grytsenko
Fundraising and corporate development



Vlad Danilchenko
Full-stack Developer



Roman Cheller
Chief SEO Ninja



Hugo Jacques
Project Mentor



Ian Scarffe
Advisor



Deepak Sudera
Chief Investor Relations Officer



Nikita Sachdev
Advisor



Peter Malachi
Advisor



Roadmap

PHASES AND MILESTONES OF THE DEVELOPMENT



2018/2019 Launch and research

2018

Q3 Studyum launch

Q4 Tech research, market research,
and ecosystem architecture

2019

Q1 New website launch//white paper

Q2 Proof of knowledge consensus
mechanism concept development

Q3 Extensive blockchain, AI, and 3D
model motion capture research

2020 Funding and fundamentals

Q1 3D model motion capture avatar
production

Q2 First celebrity coach signed

Q3 NFT collectibles and DeFi (NFTfi
concept development)

Q4 Seed fundraising campaign

2021 Launch and growth

Q1 Smart contract launch
MVP platform release, (G1 App 1st edition),
PR campaign launch, Private token sale

Q3 IDO and Uniswap listing

Q3 Platform optimization
Post-feedback, Chainlink VRF Integration

Q4 G1 app 2nd edition release

2022 Advanced technologies releases

Q1 NFT marketplace

Q2 G2 app release (our showcase of 3D
celebrity content and informational architecture)

2023 LMS kids platform release

Q1 Learning Experience Platform release (our
main product which generates high revenues
without content creation.)

Q4 Studyum Kids release

MARKETING & REVENUE STRATEGY

Studyum's POE (Paid, Owned, Earned), strategy for generating permanent recurring revenue focuses on three areas, from acquisition, to retention, to service.

Our plans leverage multi-stream sales channels that engage 'life-long learners'.

01

Strategic alliances &
Sponsorships

04

Influencers &
social media

02

Incentivized partnerships
(sports, education,
gaming & celebrities)

05

Targeted
PR/editorial

03

SEO & ongoing
content strategy

06

Individual & large
group sales

Delivered by Studyum



GET STUD TOKENS