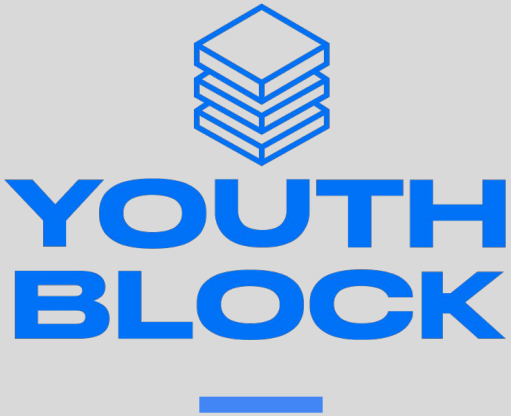



Pitch Deck

# Why we exist?

**To enable youth centred, open-source access to blockchain education and digital toolsets to leverage the technologies of tomorrow.**

# Youth are being left behind in today's job market

30%⇧

**Increase in number of youth ages 15-24** over the last 20 years.

12%⇩

**Decreasing youth participation in the labour force** the past two decades owing to global skills gap, economic decline and an employment market that requires more complex and diverse skills (ILO, 2020)*

# Blockchain education for today's youth is limited

Open source blockchain courses are **not accessible to all youth**

Knowledge is communicated in **hard-to-understand language** for youth

Blockchain **coursework is advanced and directed at a limited audience** - technology professionals, developer community and industry stakeholders.

Blockchain **protocol communities are hard to enter + engage** at the beginning.

# Solution

**An open-source education and networking platform dedicated to provide direct access to Cardano blockchain ecosystem and to discuss emerging technologies/models of community governance.**

# Bringing it to life

A. We will **lower the barriers of entry into the blockchain space.**

B. **Enable youth and blockchain professionals to connect meaningfully**, access professional guidance and expert mentorship, new opportunities are created for synergies that lead to catalysing collaborative positive feedback loops.

# Youth Block is primed to address this problem

Blockchain **resources tailored to the youth**

Widening blockchain technology use-case **dialogue to be inclusive** of the youth population

Can provide **direct access to Cardano blockchain ecosystem with ongoing talks to extend it to other blockchain protocols**

Help enable **close the digital skills acquisition gap**

Provide **direct access to blockchain protocol communities**

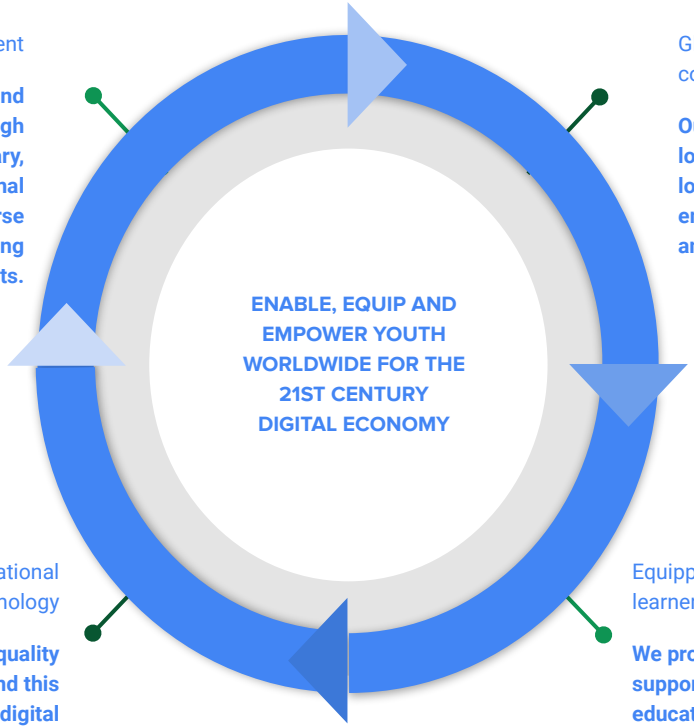
# Target Market - Youth Block

| | | | | | | |
|---|---|---|---|---|---|---|
| **NAME** | Zoe | Raz | Laure-Aline | Salim | Trish | Adrien |
| **AGE** | 18 | 25 | 22 | 21 | 21 | 15 |
| **LOCATION** | Paris, France | London, UK | Sevilla, Spain | Mali, Africa | Bangalore, India | Berlin, Germany |
| **EDUCATION LEVEL** | Senior High School | Second job | Senior in college | High school | High school dropout | Technical school |
| **LEARNING OBJECTIVE** | Wants to learn about what blockchain is as a whole | Wants to learn how to set up a wallet and keep keys safe | Wants to create good token economics and a yellow paper | Wants to learn how blockchain can have a positive impact on the world | Wants to pick up digitals skills and blockchain coding for the future | Wants to get started with blockchain. |

# Youth Block Theory of change in brevity

Quality educational content

**We provide educators and learners with access to high quality multidisciplinary, transformational educational content, adapted to diverse learning styles and learning environments.**




Global support adapted to local contexts

**Our programmes are bespoke to local environments. Working with local experts ensures our resources embed national curricula guidelines and are culturally sensitive.**

Equitable access to educational technology

**We believe in a quality education for all, and this includes closing the digital divide. We enhance learning environments with sustainable digital toolkits.**

Equipped and empowered educators and learners

**We provide strategic and comprehensive support and training, ensuring our educators and youth confidently pursue an ambition to achieve their full potential, on a life-long learning journey as connected citizens.**

# Deep dive Theory of Change

# Business model - Youth Block

### Key partners
- Cardashift
- Sustainable ADA
- Project Catalyst
- Cardano Foundation
- Catalyst Swarm
- Catalyst School
- Cardano 4 Climate
- Wada
- Cardano AIM
- (1 million mentors)
- (The Commonwealth online learning platform)

### Key activities
- Course
- Mentorship
- Conferences
- Catalyst Guidance
- Network with other Youth Block members

### Key resources
- Intro course
- Board of international, multilingual blockchain professionals
- Bridge to catalyst
- Physical and digital assets/infrastructure to run workshops

### Value propositions
- First youth transformative blockchain education program focused on closing the digital divide gap
- Providing ongoing professional mentorship and network opportunities to nurture and cultivate cohort alumni into impact leaders in the space

### Customer relationships
- Mentorship/guidance
- Open-source community
- stewards in the blockchain space
- global community
- diverse community

### Channels
- Leveraging existing community engagement across social media platform
- Awareness raising across our network and via our partners and supporters

### Customer segments
- Global program, age 18-25
- Youth interested in learning blockchain
- Youth that are already online
- First cohort 10-20 participants representing a cross section of global society
- Educators interested in blockchain
- Business professionals seeking impact projects

### Cost structures
- Certification costs?
- Learn and Earn
- Freemium (eg https://brilliant.org/principles/)

### Revenue streams
- Certifications
- One time- membership
- Stake pool model using Cardano
- nft4good/cnft4good

# Not many competitors in the field now

**Approaches like the ones below have been tried:**

Unite2030, Surge https://www.unicef.org/innovation/SURGE, Crypto Kids camp (https://www.cryptokidscamp.org), Blockchain Kids (https://blockchainkids.net).

**BUT**

We would be the first movers in creating a program for all youth, and plan to have a lead on each continent, multilingual program, transformative education

# Revenue model

**3 primary sources of revenue**

A. Stakepool funding on Cardano blockchain
B. Certifications for blockchain coursework
C. One-time membership fee for mentorship access

# Our value proposition

A. We have a proven track record of creating content for education purposes in the Cardano community
B. Raising funds ( 14 out of 16 proposals funded by Cardano community in past three open community funding rounds - past 12/18 months)
C. Expert board of advisors with blockchain industry expertise (4+ years)

# Youth Block Team

## Founders

Trishala Suresh

Cole Bartlett

Razali Samsudin