



Tokenizing Education

[tutellus.com](https://tutellus.com) / [tutellus.io](https://tutellus.io)

version 5.1.1



Miguel Caballero, CEO  
Engineer, MBA, 42 years  
@mcaballero



Javier Ortiz, CTO  
Engineer, 42 years  
@sokardys

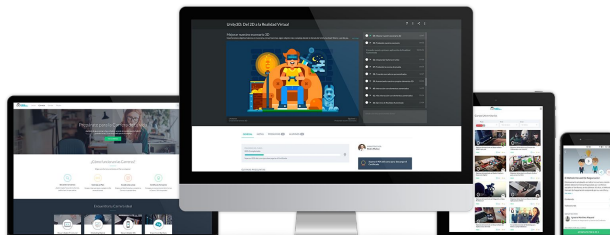


A full platform working since 2013



*"Tutellus, the leading Educational platform in the Spanish speaking world"*

El País, 2016



**1.000.000**  
Students



**+2.000.000**  
Transactions



**+1b min**  
Learning



**\$ 10m**  
Transactionned

### INNOVATION / R+D

AI & ML programs, SSO services



Massachusetts  
Institute of  
Technology



Stanford  
University



### CONTENTS

Leading educational institutions in Europe and Latin America



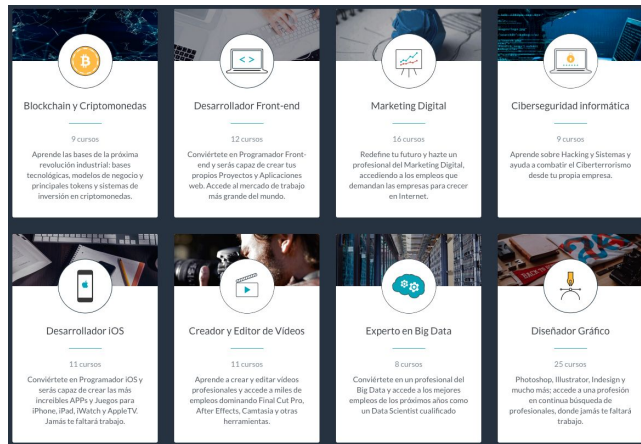
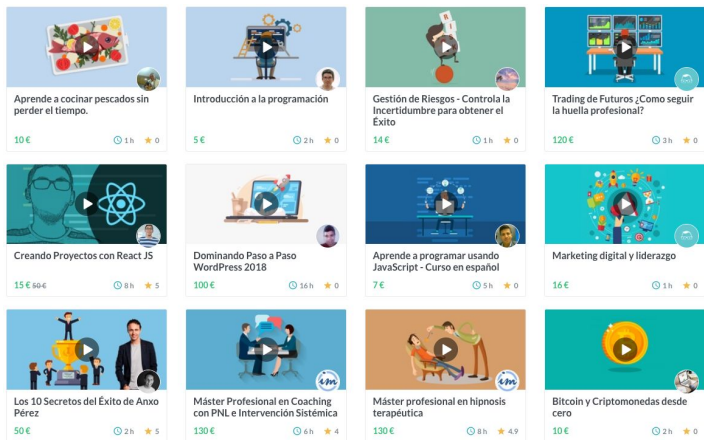


## WHAT DO WE SELL?

*User discovers Tutellus through courses and we guide them to Subscriptions*

**Courses:** +4.000 courses, +150.000 video courses

**Subscriptions:** “Netflix for Education”. + 35 Careers, all courses



## WHAT DO WE SELL?

*...and some hybrid (offline + online) high value products*

### **Iniciación - 1**

En fin de semana

#### **Intensive Blockchain Program - IBP**

1.000 €

20 horas

2 sesiones (5h) + online  
Viernes y Sábado

- Suscripción ilimitada
- Libros + materiales
- Acceso a Webinars
- Título tokenizado

**VER IBP**

### **Iniciación - 2**

Entre semana

#### **Business Blockchain Program - BBP**

1.500 €

30 horas

5 sesiones (3h) + online  
Lunes a Viernes

- Suscripción ilimitada
- Libros + materiales
- Acceso a Webinars
- Título tokenizado

**VER BBP**

### **Completo**

Viernes, 3 meses

#### **Master en Blockchain MBC**

5.900 €

120 horas

9 sesiones (5h) + online  
Viernes tarde

- Suscripción ilimitada
- Libros + materiales
- Acceso a Webinars
- Título tokenizado
- Bolsa de Empleo
- Proyecto real
- Network global

**VER MASTER**

## THE PAIN: EDUCATION SUCKS

High costs for students

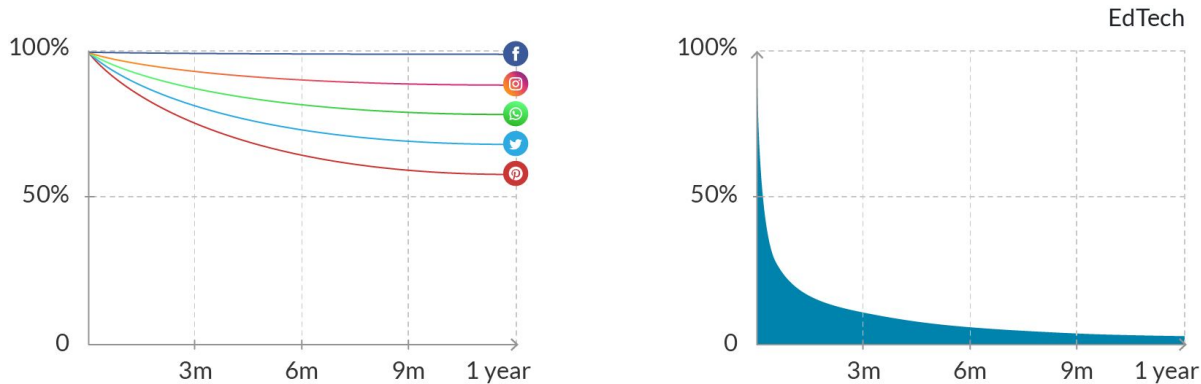
Unfair payments for teachers

No match between Employment and Education



## LOW USER ENGAGEMENT AND HIGH USER ACQUISITION COSTS

Poor user “Recurring” >> bad cohorts >>  
>> high volume of new users is needed >> CAC gets bigger

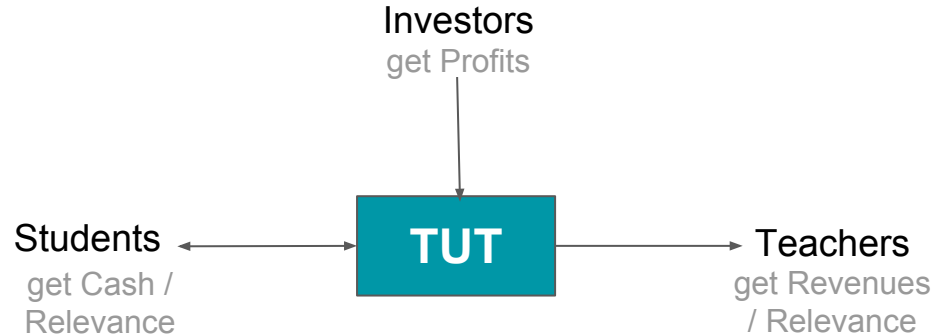




## INTRODUCING THE TUT TOKEN

The TUT is the bridge between students, teachers and investors.

*It is the liquid token tradable that generates value for the Ecosystem*



### INTRODUCING THE STUT TOKEN

The STUT (Smart TUT) is an internal measure of relevance / knowledge.

*It's not liquid neither tradable. It's a representation of the knowledge a user acquires in a skill*



## A DIGITAL ASSET WITH AN HYBRID WORKING MODEL

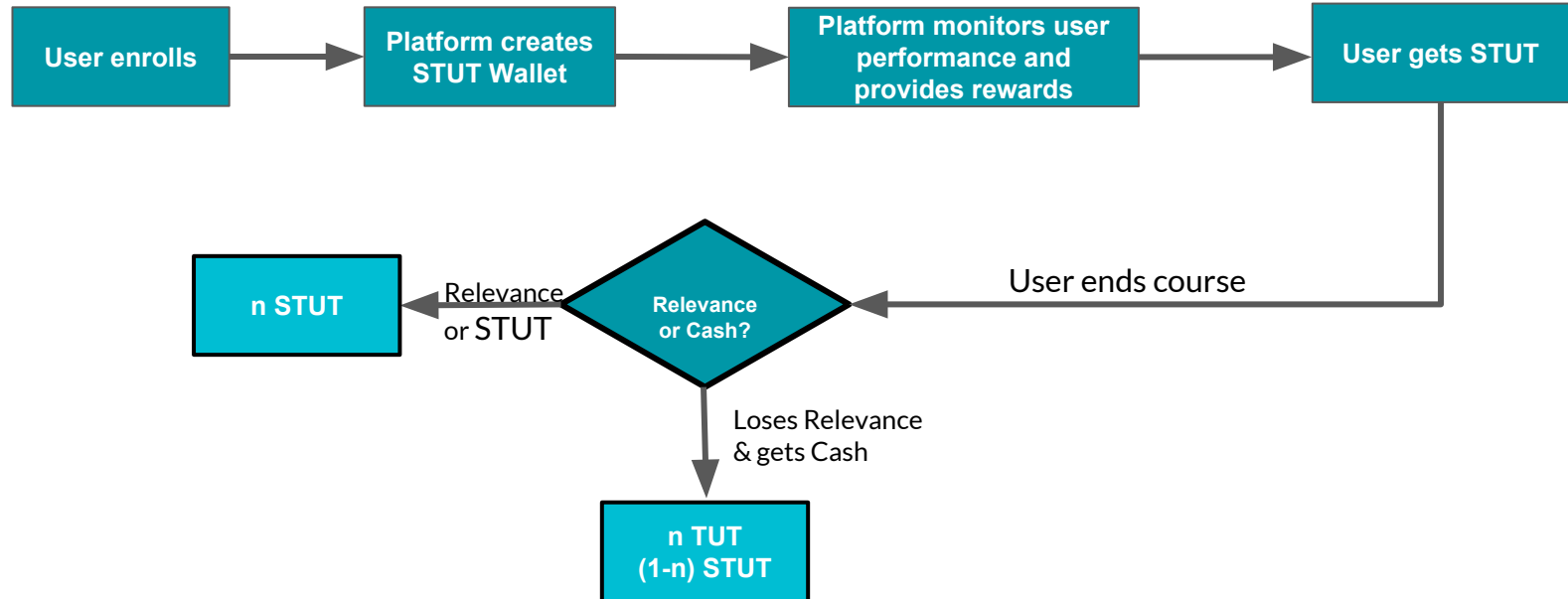
	STUT	TUT
<b>Name?</b>	“Smart TUT”	“TUT”
<b>Where to use it?</b>	Inside	Inside / outside
<b>What represents?</b>	Knowledge	Access + Rights
<b>Benefits?</b>	Reward for using the platform	n% over Revenues
<b>Value?</b>	1 \$ = 100 STUT	Fluctuates by market value

For a deeper understanding download the Whitepaper, in [Tutellus.io](https://Tutellus.io)

## 1. TOKENIZING STUDENTS & TEACHERS' KNOWLEDGE

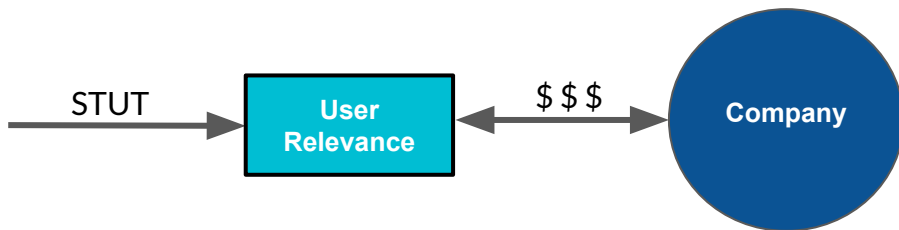
TUT & STUT: the more you learn, the more you earn

*User decides when finishes a course if he chooses Relevance or Cash*



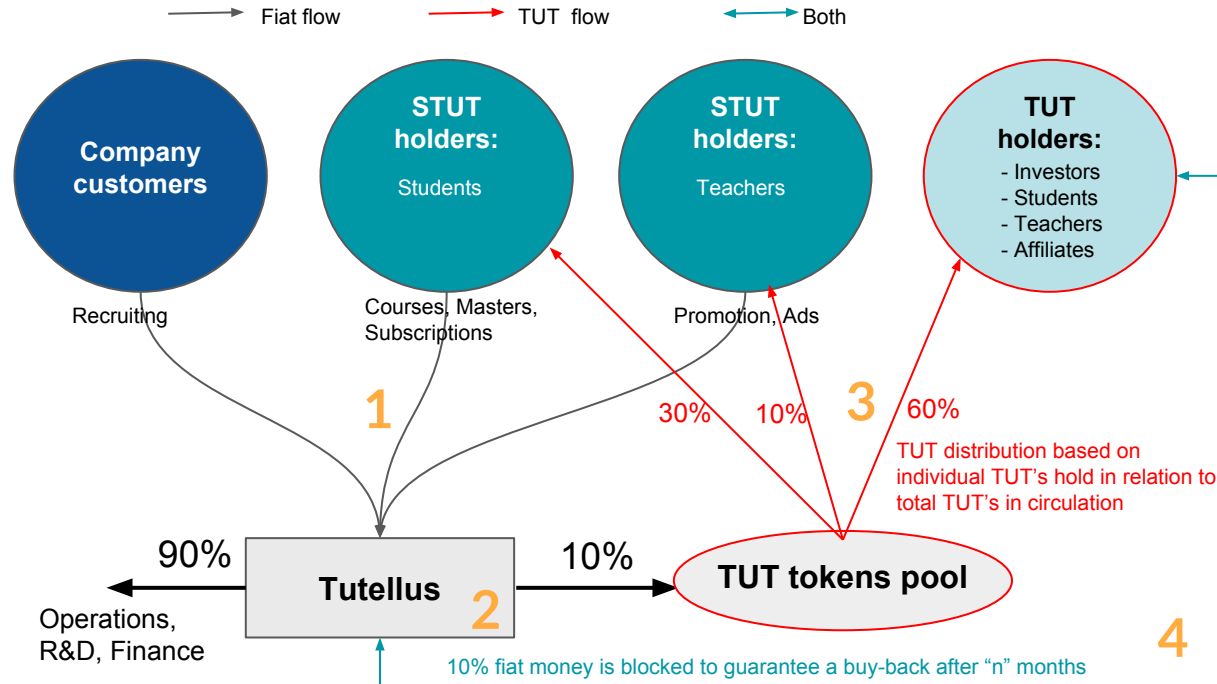
## TOKENIZING STUDENTS & TEACHERS' KNOWLEDGE

People with highest Relevance can be recruited by companies



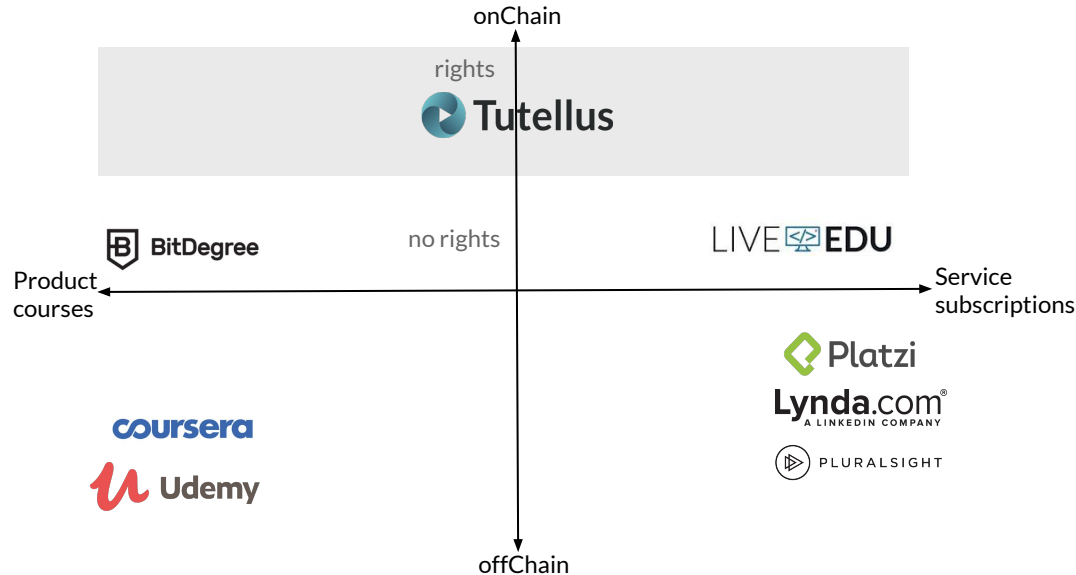


1. We get Revenues from different sources (Companies, Students & Teachers)
2. Tutellus, as "Central Bank", use 10% of Revenues to generate and introduce the same amount of TUT tokens in the pool
3. We share the TUT tokens introduced between the Community and investors
4. We block the 10% fiat money (3) in a found to guarantee a buy-back for TUT investors after 12 months



## WHY NOW?

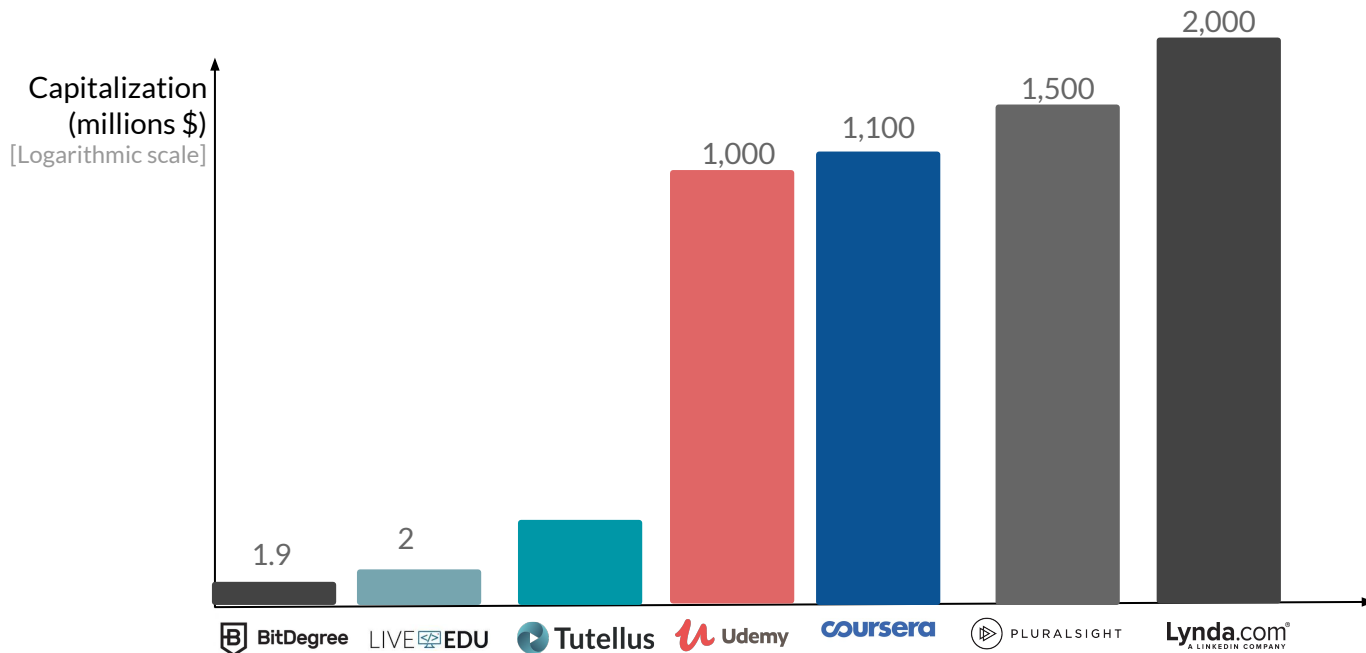
- Time is excellent: we were pioneers in Blockchain industry, 2017
- No big movements from big players, and “*someone will solve this problem*”



## HUGE PLAYERS LOOKING FOR INNOVATION

Big companies compete to get more clients, and small startups to reach the first ones.

We build the token & product that will boost the company to the next level.



## A MULTI-BILLION MARKET WORLDWIDE

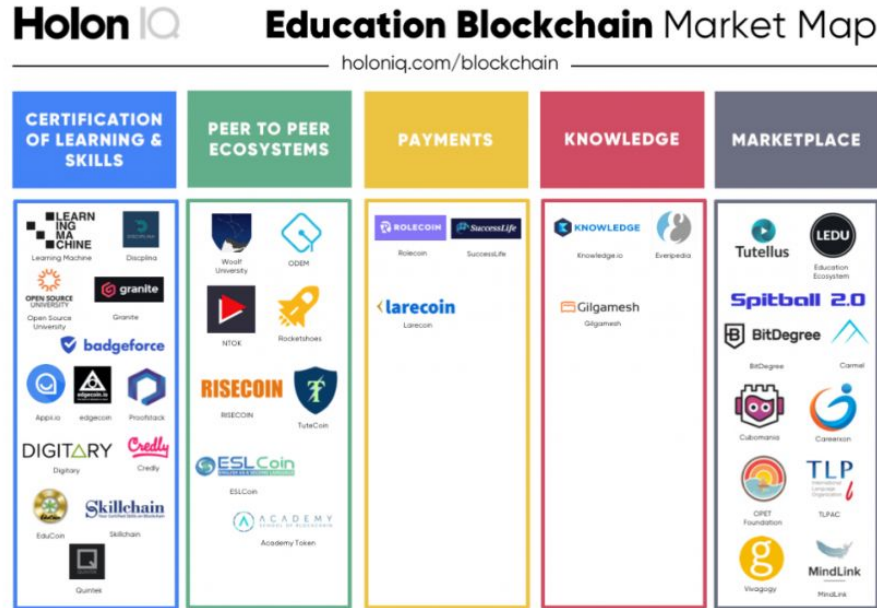
Moving 165b USD in 2016 and directly in EdTech platforms +33b USD in 2016. Hope 2x in 5 years



2016 WORLDWIDE REVENUE FOR SELF-PACED ELEARNING BY THREE PRODUCT CATEGORIES (IN US\$ MILLIONS)



## HoloniQ selects Tutellus as the most impact Blockchain marketplace worldwide



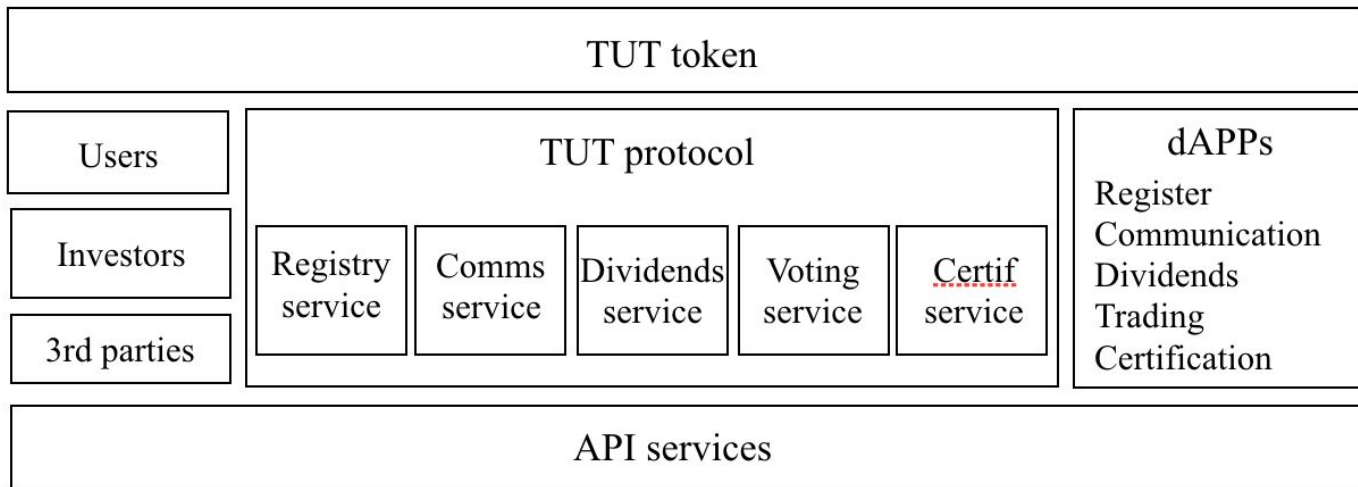
HoloniQ is the most recognized Education analysis platform. More info [here](https://holoniq.com/blockchain).



## INTRODUCING THE TUT PROTOCOL

A set of tokens and smart contracts to decentralize any EdTech project.

*Despite the fact we work now for the TUT token the long term vision includes a much more ambitious plan, where the TUT token can be used for any company as gas to execute our smart contracts for their own tokens. The TUT protocol evolves all the ecosystem.*



For a deeper understanding download the Paper in [Tutellus.io](https://Tutellus.io)

# Working with Communities worldwide

Developing communities worldwide, approaching Tutellus to local crypto projects in America, Europe and Asia



## LET'S BUILD THE FUTURE!



### Tutellus CEO 接受采访：通过区块链打破教育现状

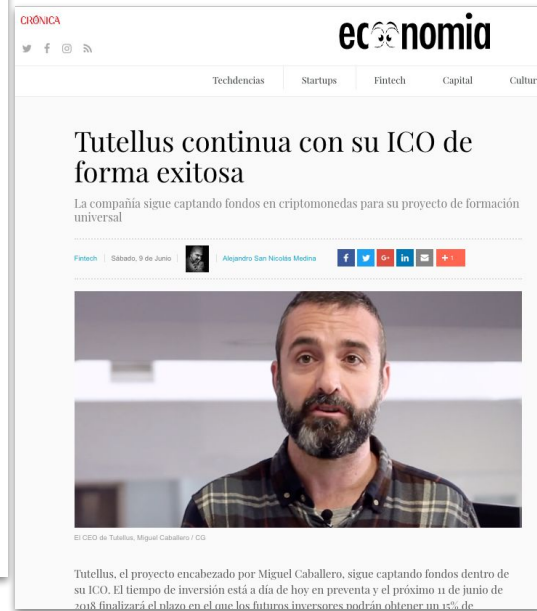
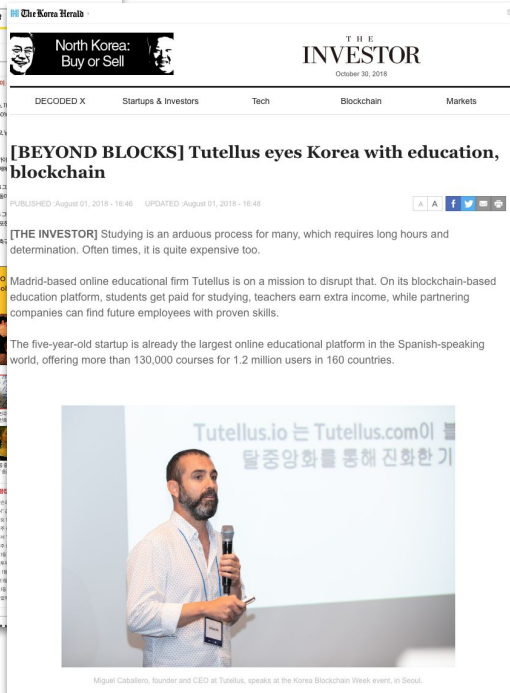
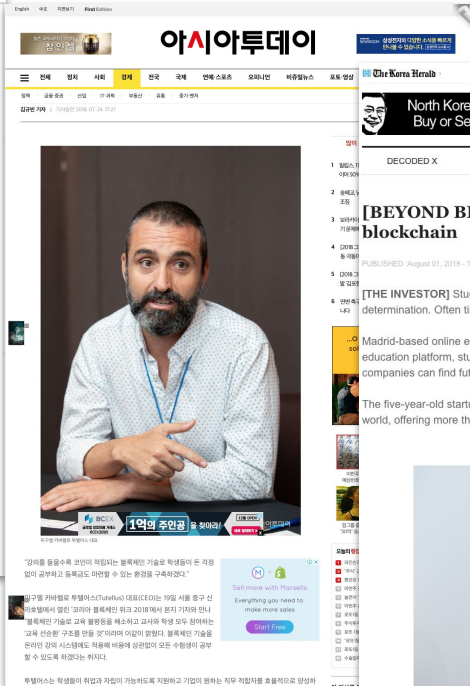


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世界不会停止,它会发展!但教育部门也是如此吗?似乎国家教育机构运行模式从中世纪到现在都没什么变化,我们的在线电子学习平台也与90年代的平台相似。Tutellus首席执行官Miguel Caballero看到了这个机会,并聚集了一支具有相同愿景的专业团队,创造了一个减少失业与教育之间差距的真正工具。

你好,Tutellus团队!学习新东西总是很好的。这一次,让我们更多地了解你的项目和团队。是什么让你们在一起?





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