

Mission

:

The Open Campus Protocol is a decentralized solution for educators, content creators, parents, students, and co-publishers designed to address the major challenges in education today. Despite the critical role of educators in shaping the future generation, they are often undervalued and underpaid. Additionally, parents frequently lack control over their children's educational content.

At its core, the Open Campus Protocol is a community-driven initiative that harnesses the power of blockchain technology to create a fairer education system. By decentralizing the creation and distribution of educational content, the Open Campus Protocol empowers students to access more diverse educational content while providing educators with new opportunities to earn revenue and gain recognition for their contributions. The ultimate goal of the Open Campus Protocol is to revolutionize the US\$5 trillion Education industry by returning control to educators and learners.

The Open Campus Protocol employs the \$EDU token, a fungible token that powers the Open Campus Protocol. The \$EDU token facilitates novel forms of collaboration, incentivizes high-quality content creation, and promotes the long-term growth of the protocol. Designed with educators and learners at the forefront, the Open Campus Protocol aims to foster a thriving, inclusive ecosystem through the \$EDU token.

Vision

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The Open Campus Protocol aspires to forge a vibrant, collaborative ecosystem that unites educators, learners, publishers, and co-publishers, drawing upon its distinguished launch partners' education and web3 expertise. With a strong emphasis on fostering synergy among these dynamic community members, the Open Campus Protocol empowers them to create, develop, and share valuable educational content that not only addresses learners' diverse needs but also fuels the sustained growth and evolution of the ecosystem. In this thriving environment, innovation, creativity, and knowledge-sharing are celebrated and nurtured, fostering a brighter future for education.

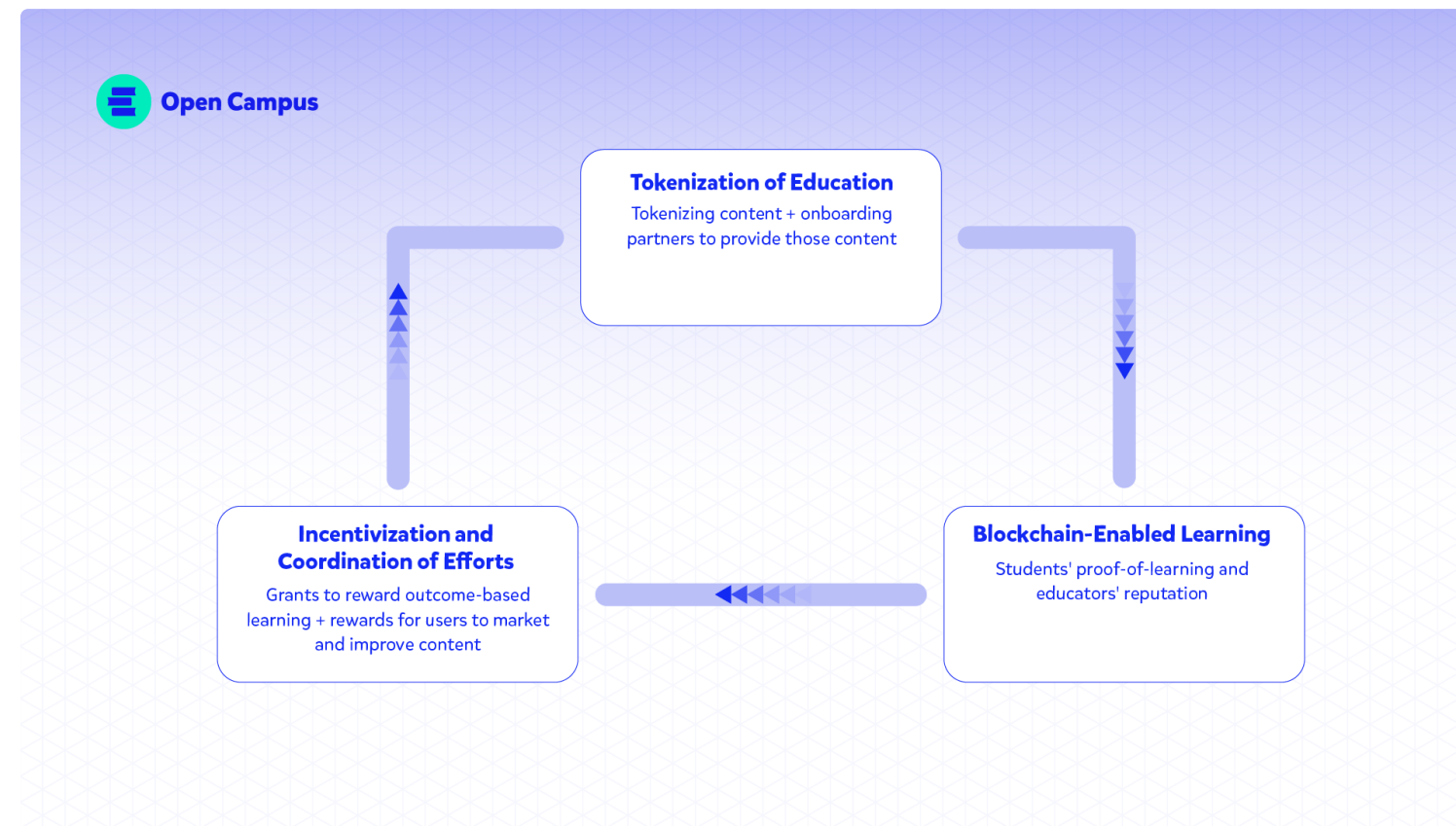


Figure: 1.1: Open Campus Protocol Vision

Web3 Model

Open Campus Protocol harnesses the power of blockchain technology to revolutionize the traditional education system. The protocol fosters an ecosystem that rewards quality and innovation by enabling direct community support for meaningful educational content. This empowers individuals to shape the future of education and challenges the status quo, ultimately delivering a more diverse, accessible, and dynamic learning experience for all.

- **Digital rights and participation:** Tokenizing education content as Non-Fungible Tokens (NFTs) enables a broader community to participate in alternative, decentralized education. Teachers can access new funding sources by selling co-publishing rights to their educational content, benefiting from the new partnerships.
- **Independence:** Decentralization allows users to operate independently, creating, curating, and consuming educational content that matters to them.
- **Permanent and transparent learning records:** Blockchain technology ensures that certificates and qualifications are easily verifiable through an immutable record. The immutable record provided by blockchain means that all certificates and qualifications are easily verifiable.
- **Platform-agnostic and user-owned:** Blockchain-based assets create opportunities for partnerships with various platforms, enabling creators to share content more broadly across a range of distribution channels and ensuring that users retain ownership of their work.

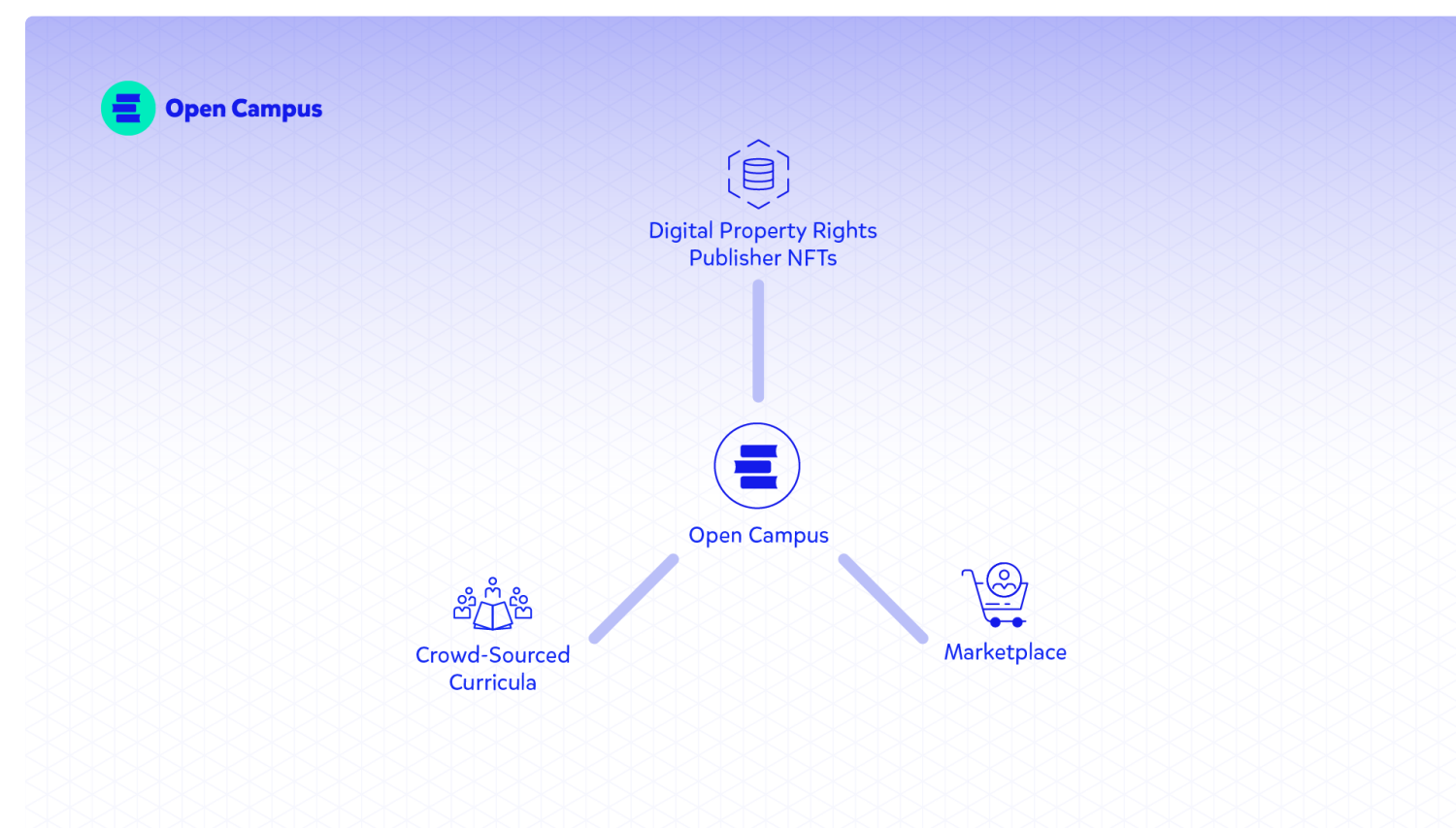


Figure: 1.2: Open Campus Protocol underlying pillars

Digital property rights in the form of Publisher NFTs:

- The Open Campus Protocol fundamentally believes in digital property rights, which empower content creators to maintain ownership of their intellectual property (IP) and monetize their content based on its performance. The foundation of this community-owned educational system is the Publisher NFT. Each Publisher NFT grants the owner the right to market, promote, and earn a portion of the revenue generated by the owner's promotional efforts of the educational content. Content creators have the flexibility to determine the portion of their content's revenue they wish to sell. By leveraging Publisher NFTs, the Open Campus Protocol fosters an environment where creators can benefit from their work while retaining control over their IP.

Publisher NFT Marketplace:

- Content creators or the Creator Collective can create Publisher NFTs, which are then available for purchase by co-publishers via a marketplace. Co-publishers are responsible for promoting the content, and in return, they receive a percentage of the revenues generated by subscriptions to the content. This revenue is shared among content creators, co-publishers, and partner platforms. It's important to note that while KYC is not required to purchase a Publisher NFT, co-publishers must satisfy KYC through Blockpass before receipt of any share of the revenue from the owner's promotional efforts. Publisher NFTs may not be available to users in certain jurisdictions

Crowd-sourced curricula:

- To facilitate the transition of web2 users to web3 and harness the power of the Open Campus Protocol community, the platform enables content creators (individuals or publishers) to launch educational curricula by offering co-publishing rights to supporters through Publisher NFTs. Partners, content creators, and co-publishers collaborate to promote the content, with each party earning revenue based on their contributions.

\$EDU Token

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The \$EDU token underlies the Open Campus Protocol. \$EDU will be a BEP-20 token on BNB Chain with a total fixed supply of 1,000,000,000 tokens.

\$EDU Token Utility

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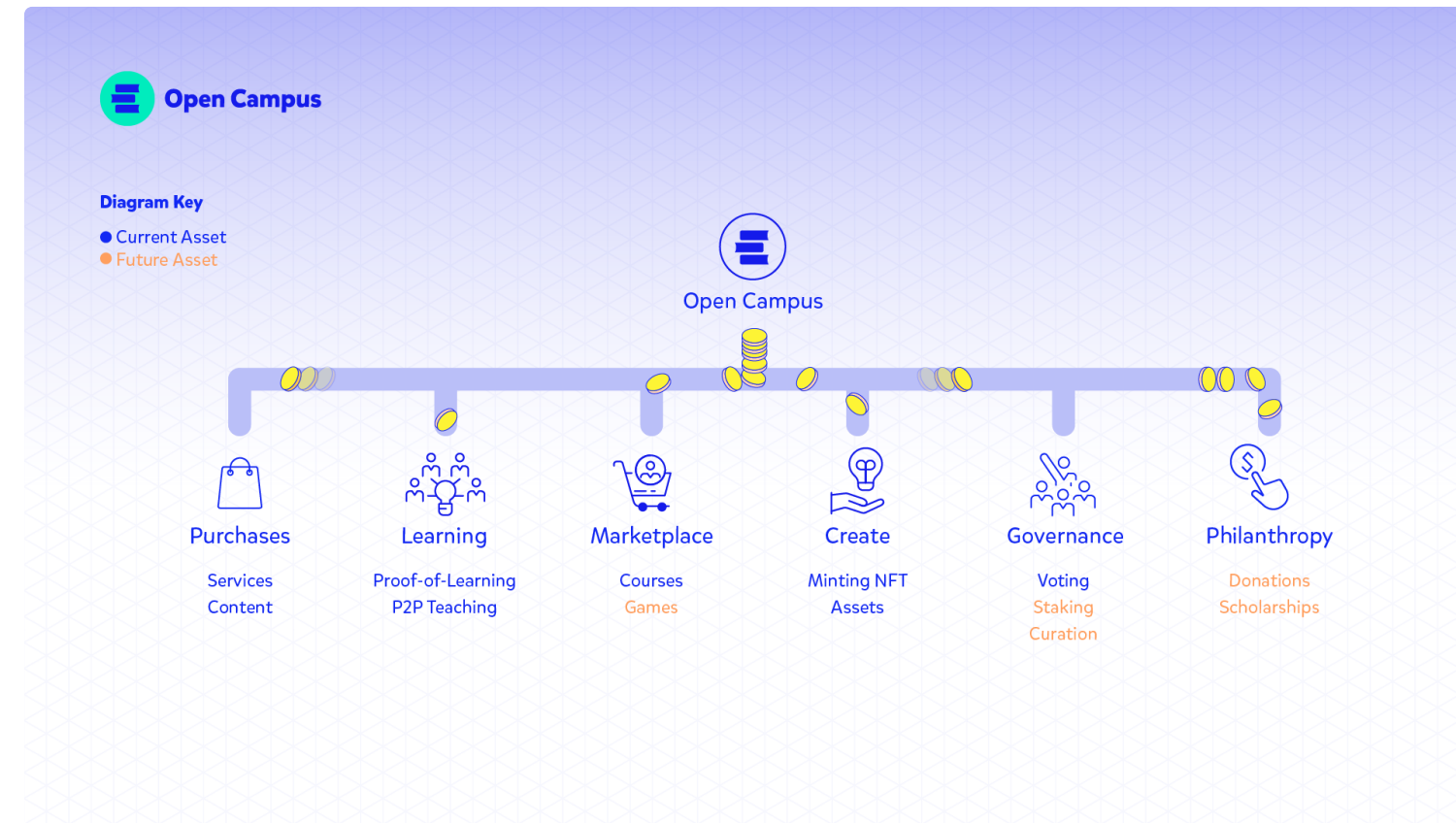


Figure: 1.3: \$EDU token utility

Current use cases

- Payment to reward content creators and co-publishers for their revenue share.
- Minting educational content as an NFT.
- Payments to access partner educational platforms of Open Campus.
- Voting rights within EDU governance.

Future potential use cases:

- Buying and selling on the Open Campus Protocol marketplace (for example, co-publishers buying Publisher NFTs).
- Grants and scholarships via Smart Donations.
- Decentralized peer-review system.
- Future Educational partners (e.g. Publishers such as Oxford University Press and Schools, GEMS Education) adopting the Open Campus Protocol.

These (and other) uses can be proposed by the Open Campus Protocol community and approved through the protocol's governance process.

Stakeholders

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There are multiple stakeholders within the Open Campus Protocol ecosystem:

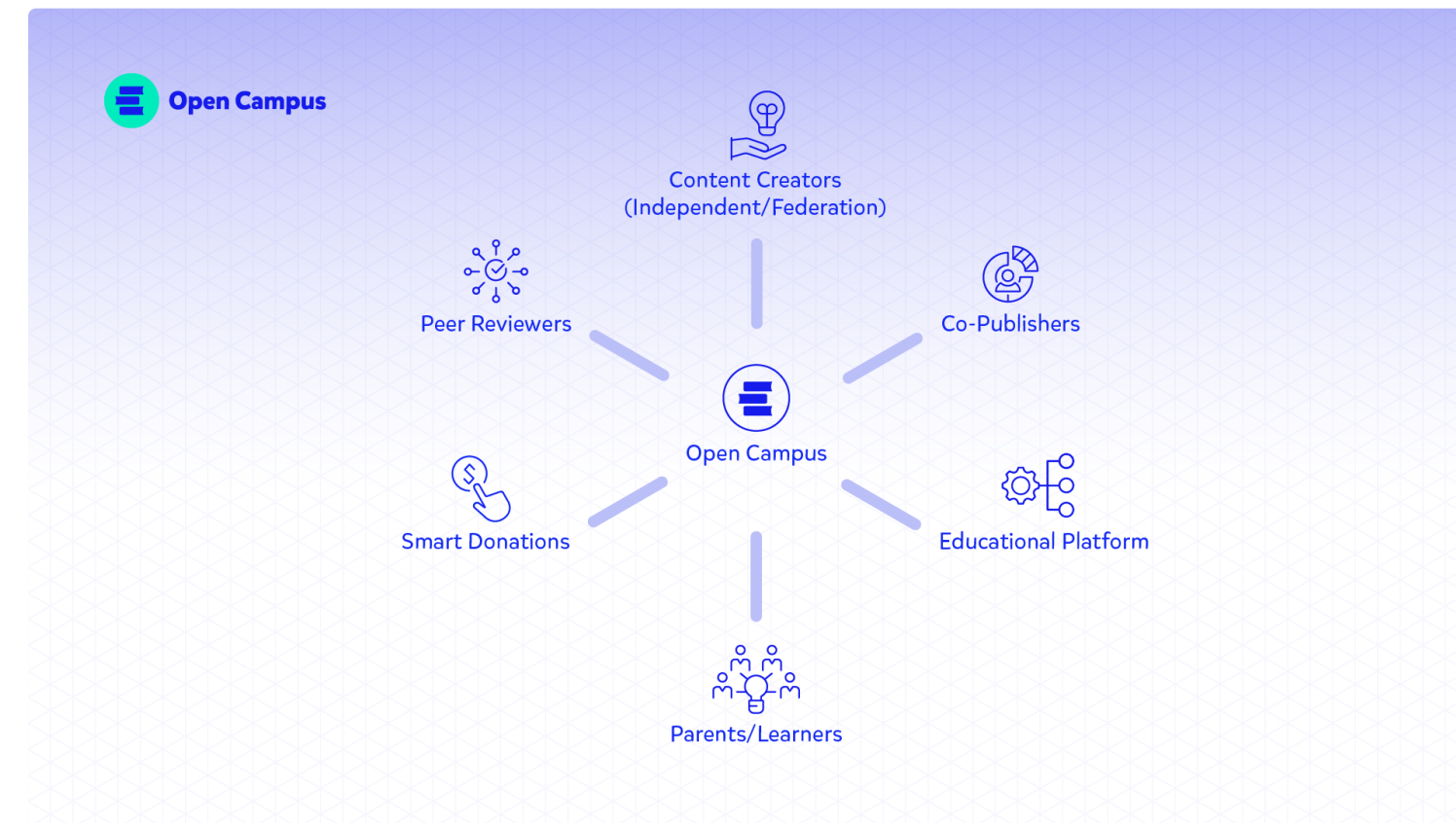


Figure: 1.4: Open Campus Protocol stakeholders

Table: 1.1: Different ways stakeholders can spend and receive \$EDU tokens

Personas	Spends	Receives
Content creators (independent/collective)	Spend \$EDU to mint content into Publisher NFTs	Receive \$EDU by selling Publisher NFTs ownership.
		Receive \$EDU from revenue generated by Publisher NFTs content.
		Secondary royalties from the resale of Publisher NFTs.
Co-Publisher	Purchase Publisher NFTs ownership.	Receive \$EDU from revenue generated by Publisher NFTs content.
	Marketing costs for the Publisher NFTs.	
Educational platform	% to the Foundation for the use of services and infrastructure.	Subscriptions, fees and transactions on the platform.
Foundation / Treasury	Ecosystem rewards and grants.	Marketplace fees.
		Minting Publisher NFTs fees.
		% from all \$EDU transactions for the use of services and infrastructure.
Parents / Learners	Purchase subscriptions.	
	Purchase additional services via the educational platform.	
	Discounts for purchases using \$EDU.	

Ecosystem diagrams

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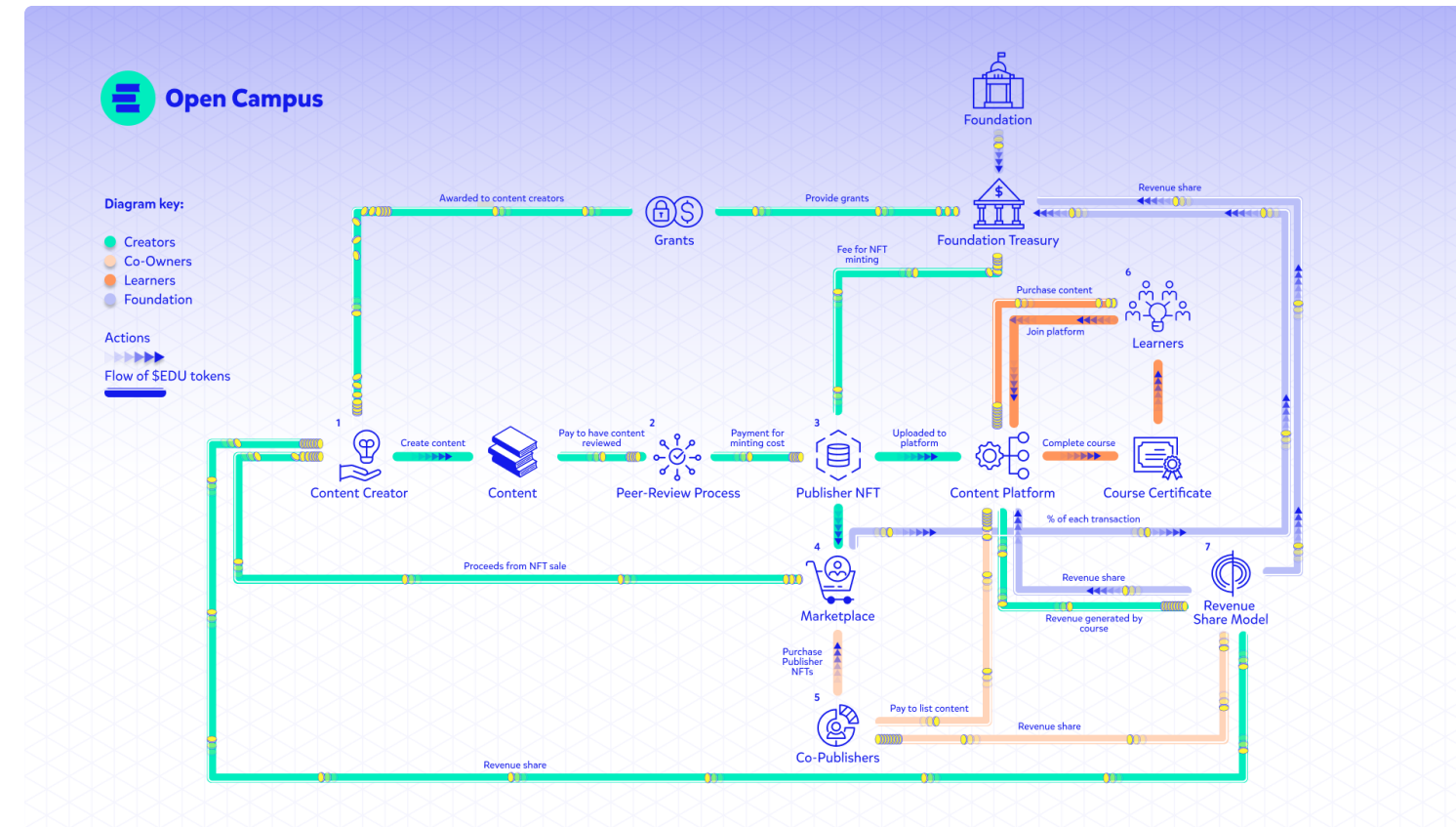


Diagram 1.5: Open Campus Protocol overview

Steps:

1. Content creators or creator collectives generate educational content
2. Content creator pays \$EDU tokens to have their content reviewed.
3. Once the peer reviewers approve the content, the content creator can pay to mint their content into a Publisher NFT.
4. The creators can then sell Publisher NFTs on the marketplace to receive the proceeds minus the marketplace fees (which go to the EDU foundation treasury). These Publisher NFTs are bought by the buyers (or co-publishers).
5. Co-publishers are (solely) responsible for promoting the content.
6. Learners can sign up for the platform, purchase courses, and receive certification once they complete the course.
7. Co-publishers, content creators, the education platform, and the EDU Foundation treasury share the revenue from Publisher NFTs.

The EDU Foundation



The EDU Foundation oversees the protocol, aiming to establish a collaborative ecosystem that connects educators, learners, publishers, and marketers by leveraging the education and web3 expertise of its initial launch partners. The Foundation will be responsible for setting up web3 infrastructure and ensuring the daily operations of the protocol are maintained. It will also be reasonable for future functionality to be decided by EDU governance. The EDU Foundation will charge a percentage fee for all transactions denominated in \$EDU, including customers' payments for content and services (e.g. tutoring), minting Publisher NFTs, and marketplace transactions. Holders of \$EDU tokens can vote on governance proposals to decide on the direction of the Open Campus Protocol.

Creator Collective

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The Open Campus Protocol employs a decentralized approach to generating and distributing educational content. Initially, individual content creators or a creator collective (collection of content creators) produce high-quality educational materials. This content undergoes a review process and is subsequently minted as Publisher NFTs, representing the ownership rights of the published materials. Content creators can then sell these Publisher NFTs on the Open Campus Protocol marketplace, receiving the sales proceeds minus a marketplace fee that is sent to the Foundation treasury. Co-publishers purchase Publisher NFTs and assume the responsibility of promoting the content within their respective communities.

Future Open Campus Protocol initiatives

All future Open Campus Protocol initiatives will go through the EDU governance procedure, where \$EDU token holders can propose defining the mechanism and structure of any new initiative.

Peer-review system



At the core of the Open Campus Protocol is a peer-review system that ensures the quality of content created by its creators. This system rewards peer reviewers in \$EDU tokens for their work and incentivizes creators to produce high-quality content.

Smart donations



Donors can contribute to educational causes with complete transparency and traceability. Leveraging blockchain technology, the Open Campus Protocol enables donors to track their donations on-chain, eliminating the opacity and complexity commonly associated with traditional forms of philanthropy. Smart donations can take the form of either a scholarship or a grant.

Scholarships



The Open Campus Protocol includes a scholarship system to support learners accessing specific educational content. The scholarship system supports the Open Campus Protocol's mission of making high-quality education accessible to everyone. Scholarships are created using donations from institutions and foundations and are set up based on specific conditions established by the donor.

Grants



The Open Campus Protocol grant system provides a way for creators to receive funding for their educational content and courses, which fulfills a particular specification set by the EDU governance.

Token Allocations

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\$EDU will be a BEP-20 token on BNB Chain, with a total fixed supply of 1,000,000,000 tokens.

Allocation	% of allocation	Number of tokens
Binance Launchpad	5.0%	50,000,000
Operational Expenses	4.0%	40,000,000
Liquidity	10.0%	100,000,000
Early Contributors	7.5%	75,000,000
Ecosystem Fund	25.0%	250,000,000
Treasury	10.0%	100,000,000
Strategic Sale	13.0%	130,000,000
Advisors	15.5%	155,000,000
Team	10%	100,000,000
Total	100.0%	1,000,000,000

Institutional holders (strategic sale, team, advisors, and operational expenses) will receive 42.5% of the total token allocation. Other participants (ecosystem, early contributors, liquidity, treasury and Binance Launchpad) will receive 57.5% of the total token supply.

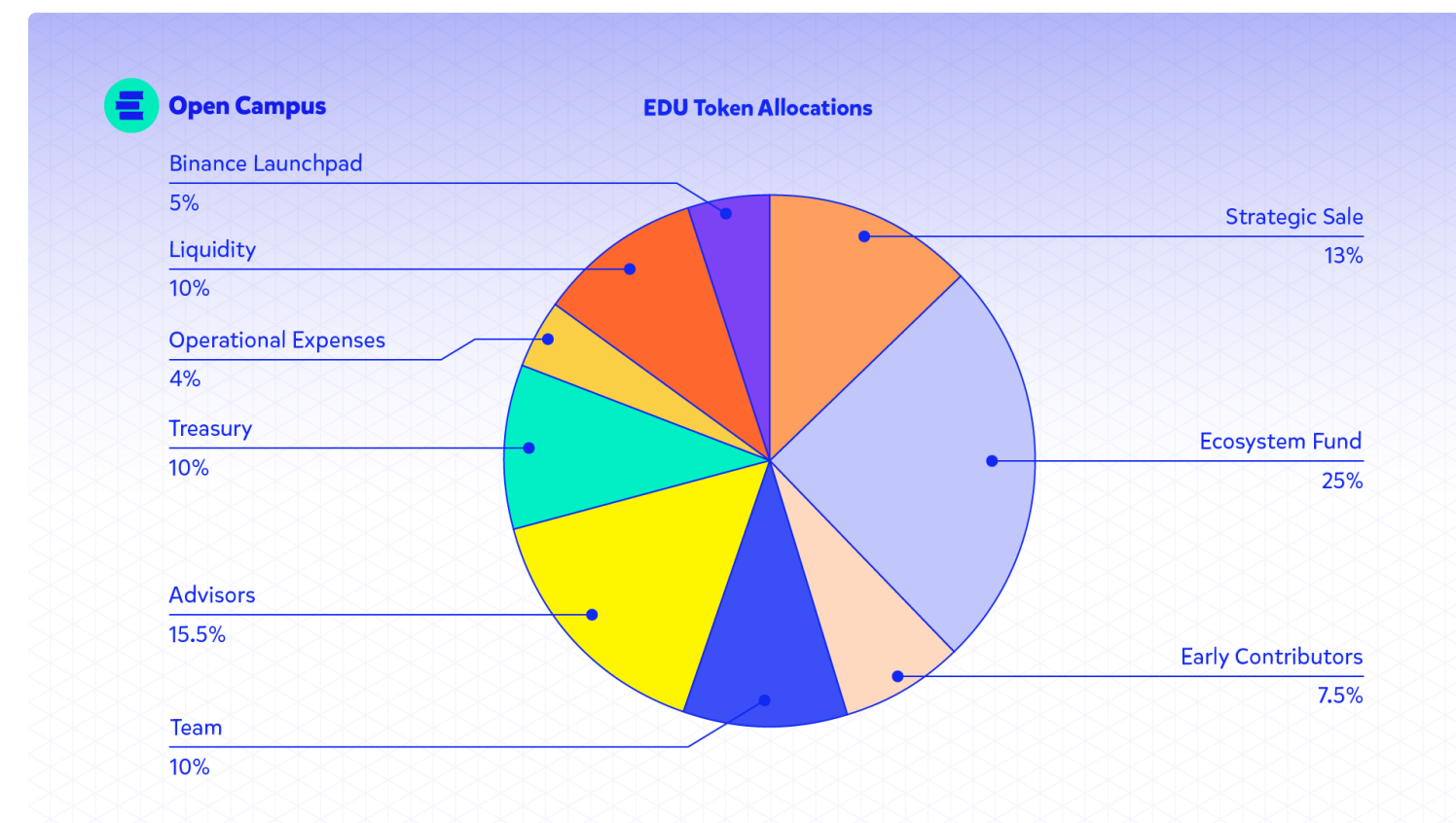


Figure: 1.6: \$EDU Token Allocations

Tokens allocated for the ecosystem fund will incentivize content creators to produce high-quality content and engage users to remain active on the platform. The ecosystem fund will also be used for grants, scholarships, and promotional incentives. This allocation aims to encourage the growth and adoption of the Open Campus Protocol by new content creators and partners, while rewarding active community members and supporters of the ecosystem.

Release Schedule

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\$EDU tokens will be distributed over a minimum of 5 years, with 14.5% of the supply released at TGE (Token Generation Event).

Table 1.3: \$EDU token vesting schedule

Allocation	% of allocation	Cliff	Total # of months vested
Binance Launchpad	5.0%	0	0
Operational Expenses	4.0%	0	24
Liquidity	10.0%	0	12
Early Contributors	7.5%	0	6
Ecosystem Fund	25.0%	0	48
Treasury	10.0%	12	24
Strategic Sale	13.0%	18	30
Advisors	15.5%	18	30
Team	10%	24	36
Total	100%		

Liquidity operations receive a 10% allocation of the total \$EDU token supply. At the Token Generation Event (TGE), 50% of this allocation will be unlocked, and the remaining will be released linearly over 1 year. The EDU Foundation treasury and operational expenses will provide any additional liquidity required.

The ecosystem fund accounts for 25% of the total token supply. This allocation will be unlocked with 5% released at TGE, and the remaining released linearly over 4 years to support the ongoing development and growth of the Open Campus Protocol.

The treasury is allocated 10% of the \$EDU token supply, with 5% unlocked at TGE. The remaining allocation is locked for 1 year and is then released linearly over 2 years.

Early contributors are rewarded 7.5% of the total token supply for their contributions. 10% of the token allocation will be unlocked at TGE, and the remainder will be released linearly over 6 months.

Strategic sale is allocated 13% of the total \$EDU token supply, and advisors receive 15.5%. These allocations will be locked for 1.5 years after TGE and released linearly over 2.5 years.

5% of the \$EDU token supply is allocated for public sale via Binance's Launchpad, with these tokens being unlocked at TGE.

Operational expenses receive 4% of the \$EDU token supply — 50% of the allocation will be unlocked at TGE. The remaining token allocation will be unlocked linearly over 4 years.

The team will receive a 10% allocation of the total token supply, locked for 2 years and released linearly over 3 years.

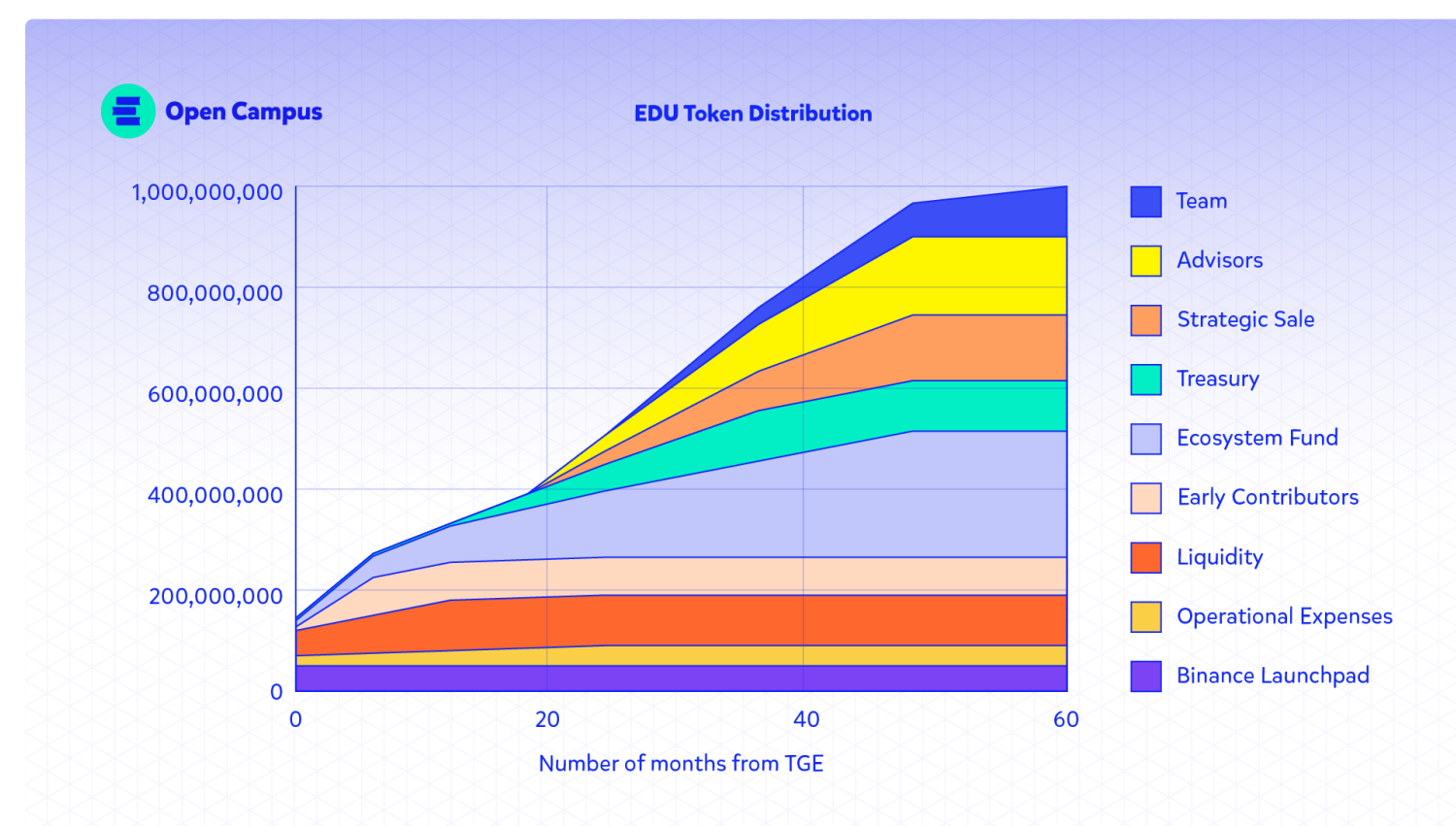


Figure 1.7: \$EDU token distribution

EDU governance overview



The EDU governance is a key component of the Open Campus Protocol and creating a decentralized, community-driven educational curriculum that provides value to all stakeholders in the ecosystem. In addition, it enables \$EDU token holders to submit proposals and suggest new initiatives to advance the protocol's vision.

EDU Governance Council Members :

The EDU Foundation will establish a council comprising 5 members who will adhere to the EDU governance documents. The council will have two main responsibilities: the first is to verify and validate any proposals sent to the council by \$EDU token holders to ensure they meet the guidelines stated in the EDU governance documents, which can then be presented to \$EDU token holders for voting. The second responsibility is acting as an administrator to ensure the passed proposal is executed.

Each initial council member has a limited term of 9 months. After this period, \$EDU token holders and former council members can nominate themselves as council members for the next term. All new council members must be voted in by \$EDU token holders during the annual elections, with all future council members serving for 12 months. Council members may be removed from office by other council members if they are not acting in accordance with the bylaws and the best interest of the Open Campus Protocol.

\$EDU token holders

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\$EDU token holders can participate in the decision-making process of the Open Campus Protocol by voting on future proposals. \$EDU token holders can vote using [SnapShot](#), with one token equating to one vote. Each proposal will have a 7-day voting window. \$EDU token holders can propose ideas for new initiatives, changes to the Open Campus Protocol, and other developments.

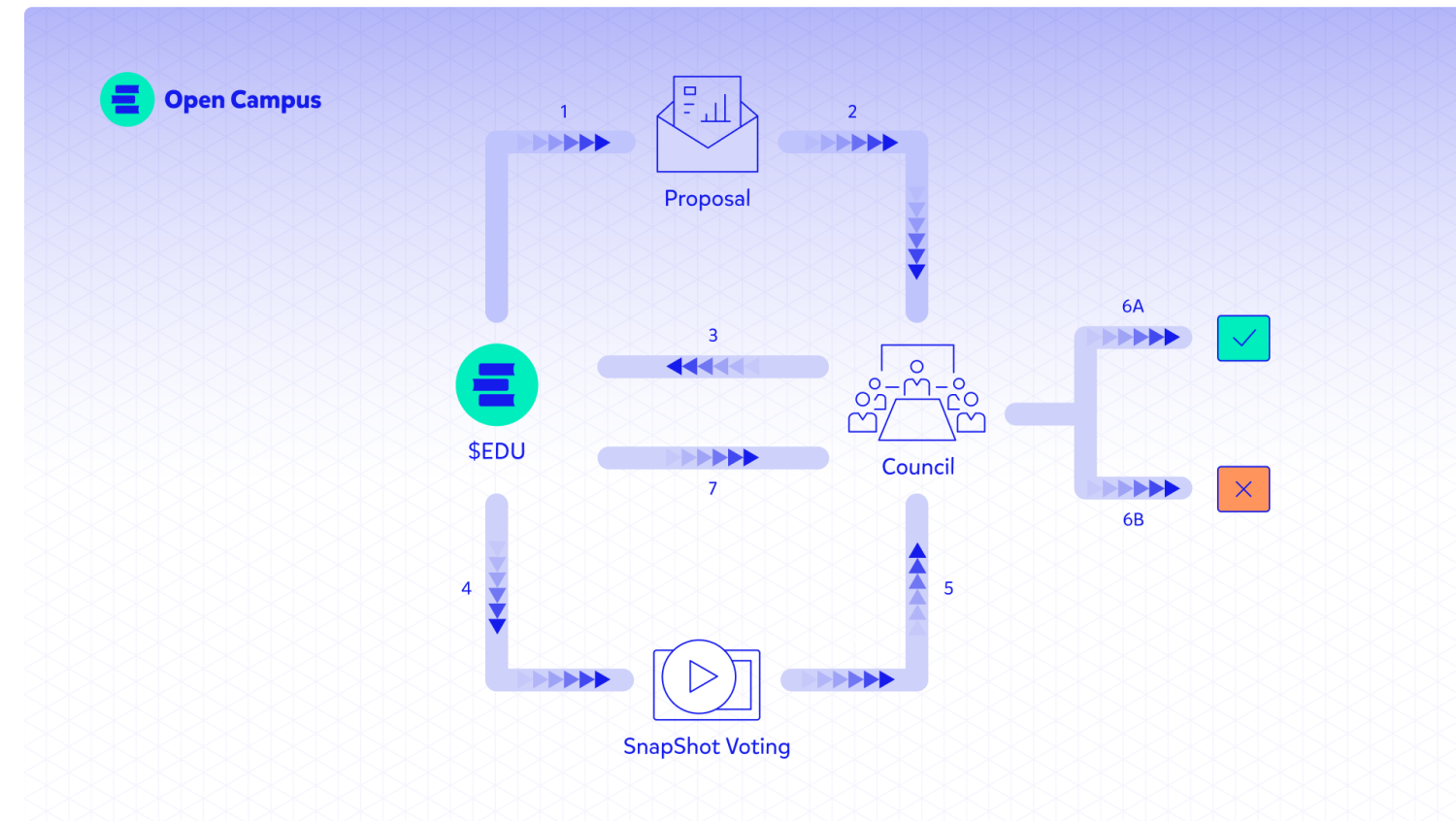


Figure: 1.8: EDU Governance

Steps:

1. \$EDU token holders can submit proposals to the council for review
2. Council members validate proposals to align with the Open Campus ethos and mission.
3. Validated proposals are submitted to \$EDU token holders.
4. \$EDU token holders can then vote on the proposals.
5. The EDU council is responsible for implementing the vote outcome.
6. If the proposal vote is:
 - A: Successful - administering the execution of the proposal.
 - B: Unsuccessful - no changes implemented.
7. \$EDU token holders can submit themselves to be council members. \$EDU token holders vote on council members during annual elections.

Vision



TinyTap is a company based in Tel Aviv, Israel, and was founded in 2012 by Yogev Shelly and Oren Elbaz. It provides a use case for the implementation of Open Campus Protocol.

TinyTap offers a unique proposition to educators, providing a code-free platform to easily create and share interactive educational games and lessons without technical knowledge. Educators have free access to the creation platform and all its content, which they can use in their classrooms free of charge, and they can earn additional revenue by sharing subscription profits with content creators.

As an established Web2 company, TinyTap is introducing 100k+ educators and 9m+ of students and families to a new model of independent learning and community-contributed education on the blockchain. TinyTap aims to build a global curriculum — a comprehensive library covering all required skills from early childhood to university.

TinyTap's business model empowers educators to create engaging learning activities that can reach millions of people directly and enable them to earn based on the success of their creations.

TinyTap was one of the initial adopters of the Open Campus Protocol.

TinyTap as an initial adopter of the Open Campus Protocol

TinyTap expects to be one of the first adopters of the Open Campus Protocol. TinyTap plans to use the Open Campus Protocol to create a decentralized educational curriculum designed and curated by teachers and other content creators. Using the Open Campus Protocol will allow TinyTap to expand its offerings to include blockchain-based educational content and help grow the Open Campus Protocol ecosystem. TinyTap will access grants and scholarship funding from the Open Campus Protocol's community of users.

Integrating the \$EDU token into the TinyTap platform is a significant milestone in developing the Open Campus Protocol. In addition, it is a testament to the potential for blockchain technology to revolutionize the education industry. Through this collaboration, the Open Campus Protocol is now accessible to a wide audience of educators and learners, paving the way for more widespread adoption of the protocol.

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Genesis NFTs FAQ

This page lists out the answers to the frequently asked questions around the Open Campus Genesis NFT collection, if you have questions outside of the list, drop them in our Discord!

What are Open Campus Genesis NFTs?

The Genesis NFTs are rewards given to our most loyal and long-standing supporters. There are two tiers: Golden Backpacks (rare) and Silver Notebooks (common).

What is the utility of Golden Backpacks and Silver Notebooks?

Each of these NFTs gives their holders added perks and benefits within the Open Campus ecosystem to varying degrees depending on tier. They are also stack-able, which means holders with multiple Genesis NFTs will enjoy a multiplier effect on benefits & rewards!

As a holder, you will get:

- early access to our future Publisher NFT sale(s)
- if you become a holder of a Publisher NFT, boost your revenue share by bringing them along to our Campus!



Golden Backpack



Silver Notebook

When mint and where?

The mint will take place sometime in early June on the [Open Campus website](#).

What is the mint price, structure and total supply?

Total supply: 6,666

Mint price: Free

Mint structure:

- Mint will only be available to mint list holders.
- There will not be a public mint stage.
- Unminted NFTs will be minted and sent to the Open Campus treasury.

How can I get on the mint list?

The mint list will freeze on June 5, 2023, but don't worry! The Open Campus team and other community partners will be running regular promotional campaigns to give anyone a chance to become a part of the Open Campus movement before the mint date.

Follow us on Twitter and join our Discord to keep up to date so you don't miss out on the next opportunity!

How do I check if I am on the allow list?

You can check at opencampus.xyz/eligibility.

What chain will the Genesis NFT be launched on?

The Genesis NFTs will be launched on BNB Smart Chain as its native chain.

How do I connect my wallet to BNB Smart Chain?

Please refer to this [article](#) to learn more about how to connect to BSC.

How were people selected to be included on the allow list?

The Golden Backpacks and Silver Notebooks were introduced in early April, they were given out in campaigns and giveaways on Twitter & Discord to reward early adopters - which included raffle, project/subject suggestions, partnerships giveaways (e.g. Mocaverse, Kudasai, Sandbox, etc), AMA surprise drop, Surprise & Delights for active users, etc.

Do I need to pay gas fees?

No, this is a gasless mint. You simply need to connect your wallet and ensure you are connected to BNB Smart Chain and your NFT(s) will be airdropped to your address.

However, please note if you need to transfer your NFTs to another wallet after minting, you will need to ensure that your wallet is funded with BNB to pay for gas.

How many Backpacks and Notebooks are there in the collection of 6,666 NFTs?

There will be 1,333 Golden Backpacks and 5,333 Silver Notebooks.

I submitted my ETH wallet address on the allow list but the mint is on BNB Smart Chain. Do I need to resubmit a BSC wallet address?

If your wallet address is accessible through MetaMask, Coinbase Wallet, OKX Wallet or other EVM-compatible wallets, you are good to go! You will be able to mint by connecting your wallet that has access to the original ETH address and [switching the wallet's network to BSC](#).

On the off chance that your original ETH wallet address on the allow list is a smart contract address, you will not be able to access the mint per the instructions above. If you think this applies to you, please create a ticket in our #support-ticket channel on our Discord and our support team will gladly assist.

My eligibility on the website is not correct, help?

Please head to Discord to create a ticket in #support-ticket channel and make a request with the "Eligibility" type. Our mods and core team will look into it for you! Remember to confirm your eligibility before June 5!