



Tomorrow's education platform – Today!

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Prepared by:

Christian Husum, CEO at FLIXUCATION

Contributor:

Stefan Larsen – COO FLIXUCATION

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SUMMARY OVERVIEW

Welcome to FLIXUCATION – a global education platform to give everyone, everywhere access to education of all levels - across borders.

Imagine a new platform, where teachers, professors, course creators, skilled professionals or someone who just knows “how to” are able to meet students of all levels, entire schools or whole classrooms or anyone who just wants to learn, to offer paid and free – or donated – access to video-based education – at the click of a button.

This platform is called FLIXUCATION, and the online education advances have made it possible for the FLIXUCATION team to carry out this project. It is an education platform to fill a gap in the global multi-billion-dollar e-learning market.

Check out our progress on www.FlixUcation.com

Online Learning or E-learning is the process of acquiring knowledge through structured electronic technologies and resources. A rise in the number of internet users has increased the market demand for sophisticated online learning courses.

Online learning typically includes a range of elements such as pre-recorded lectures, videos, simulations, quizzes, activities and interactive features and is provided on electronic devices such as a computer, mobile, and other handheld devices.

According to a recent study, the global E-learning Market was estimated at USD 144 Billion in 2019 and is expected to reach USD 374.3 Billion by 2026. The global E-learning Market is expected to grow at a compound annual growth rate (CAGR) of 14.6% from 2019 to 2026*.

Important factors for the rise in online learning and its adoption rate such as the telecommunication revolution due to penetration of internet services, development of multimedia by use of images, videos, and graphics have played important role in increasing the engagement of pupils. Online learning also became popular due to affordable digital

devices like smartphones, which played an important role to strengthen the pull factor. All these factors have made Online learning a popular mode of education.

At the same time, the economic divide on our planet is getting larger, and there is a growing demand for access to education online in both developed and particularly in less developed countries.

Our vision is to make FLIXUCATION a closed network online education platform, which will offer both free and paid education as well as facilitate donations of education and education supplies to those in need.

In the short term, the platform will offer students payment in international and local currencies as well as at a reduced rate if the payment is made as a direct USD to FLIX token transaction (without the use of a Crypto Wallet). In the long term, the platform will accept payment in FLIX Tokens as well as common cryptocurrencies from private cryptocurrency wallets directly.

We will set up a Charitable Trust to try to offer the maximum allowable tax deductions on donations towards the scholarships and donations of school supplies on the FLIXUCATION platform. We aim for online education to be available for the good of all people – especially those who do not have access to good public education.

We have a wonderful team of experienced entrepreneurs, digital content professionals, Blockchain experts, and external advisors with relevant experience.

MISSION

Our mission is to launch the FLIXUCATION - a closed network online, video-based education platform as a central element in the FLIXTOKEN Universe. We will offer both free and paid courses in the form of single or multiple videos, live or recorded, with

corresponding notes and books to students of all ages and means across the planet, without borders. Furthermore, we will launch a course creator toolbox, where our course creators can access a myriad of content for their courses as well as professional online learning software and in-course add-ons. Lastly, we are proud to be presenting the opportunity to sponsor or donate education, school supplies etc. to provide individuals and corporates with a chance to help exactly where it is needed in a fully transparent way.

THE FLIXUCATION MARKETPLACE

The FLIXUCATION Marketplace is the central element in FLIXUCATION. It is where most users will have their interface with each other and our products. All other elements of FLIXUCATION are connected to the Marketplace.

Features of the Marketplace

On the marketplace, students will be able to access a world of education on all levels, and if they cannot find what they are looking for, they can request courses.

Course creators will be able to market and sell online courses, communicate with alumni, start the next level courses and build a portfolio of active and passive income.

FlixUcation will use all platforms to publish student and course creator rankings, ratings and to market the courses.

The FLIXUCATION Marketplace will include an automatic match function, where new courses, course requests and students are immediately matched with FLIXUCATION users.

Specifically, the user groups of the Marketplace have the following advantages:

Students

Students across the world can access courses on all levels and potentially in all languages in one place.

There will be free as well as paid courses and the students and/or their teachers or guardians can request donations to pay for the education. Likewise, there will be scholarships and a donor/student match database.

Course Creators

Course creators will be able to sign up for 5 levels of course creation with different options for offering paid and unpaid courses, number of students, maximum price, number of free places as well as student interaction, upsale and alumni marketing.

Our easy software solution for getting started makes signup a breeze and we will of course provide support and access to materials about how to become a better online educator.

Angels (Donators)

People with big hearts who, like us, think that education is one of the (if not the most) important factors in the future of our planet, will be able to donate online education to either named individuals, a group of individuals, schools, or just a number of scholarships or even school supplies.

We can ensure that the donations go straight to where they are needed and we will not be shy about letting the world know who our angels are – unless they want to stay anonymous of course.

The FLIXUCATION Platform has already been launched, offering thousands of 3rd party online courses. We expect to expand with original and individual course creator courses in September 2021.

FLIXUCATION COURSE CREATOR TOOLBOX

We want to help course creators to achieve the best learning experience and environment for their students.

To ensure this, we will provide course creators access to a library of materials, e-books, video content, test-functions and student communication options.

The toolbox will include both tools for becoming a better educator as well as tools for facilitating online education.

We expect to introduce the FLIXUCATION course creator toolbox with the introduction of the wider platform format in September 2021.

THE FLIXUCATION SCHOOL SUPPLY DEPOT

The school supply depot will sell books and school supplies. We will offer everything from pencils to blackboards, tables and chairs as well as supplies for school sports.

Donors will be able to donate an entire classroom or support a school sports program.

THE FLIXUCATION EBOOK DISTRIBUTION PLATFORM

As a part of the educational efforts and to strengthen the business model of the FLIXUCATION platform we will offer free as well as paid eBooks for download from the platform as well as hardcopy books that can be ordered from the school supply depot.

The markets for eBooks particularly in underdeveloped countries are largely neglected, despite the popularity of smartphones and the distribution of eBooks on the platform will potentially contribute significantly to the business of FLIXUCATION as well as generate further demand for the courses offered on the platform.

The Global E-Book market is expected to reach \$28.73 billion by 2026 growing at a CAGR of 6.8%.

Factors such as the increasing number of portable readable devices such as smartphones & tablets, the emergence of digital education and interactive learning systems, and rising environmental concerns over cutting trees are propelling the market growth. Moreover, low internet and mobile penetration in developing nations is expected to provide new growth opportunities to the market.

THE CHARITABLE TRUST

FLIXUCATION will set up an officially registered as well as regulatory and tax compliant charitable trust to support the continued educational purposes of FLIXUCATION.

The primary purpose of the trust is to allow donations from private individuals, corporates or content owners to facilitate individual or group-based scholarships, thematic based

scholarships and/or courses or course creator toolbox contents. These contributions can, over time, be significant, and the trust will be able to facilitate important global education progress, and due to the philanthropic nature of the donations, these can potentially provide tax deductions for the individuals, corporates and content owners, depending on where in the world they are located and the nature of their business*.

The trust will be able to support the production of content for specific purposes as well as free access to otherwise paid courses.

The Trust will also accept donations towards school supplies for individuals and/or groups, classes or even whole schools through the FLIXUCATION School Supply Depot.

We expect to have the charitable trust set up before the end of Q4 2021.

TEAM AND ADVISORS

One of the core strengths of our team is that we have many years of professional experience with global as well as local production, sales and distribution of feature films.

We will use this core strength as well as our personal and corporate networks in the entertainment industry to grow the FLIXUCATION platform.

Christian Falkenberg Husum – *Founder and CEO*

Christian is the founder and primary ideologist of FLIXUCATION. He has been a serial entrepreneur for the past 15 years, and he has been involved with many startups and asset types including commercial ships, property, intellectual property, Filmmaking etc.

Christian is a former lawyer and has specialized in strategy execution for businesses. He has in-depth knowledge of the thought processes and business of all layers of a modern global company. He is a firm believer in the ability to move mountains when the right people work together with the right strategy.

Stefan Steen Larsen - *Co-founder and COO*

Stefan has worked in the film industry for ten years as an executive producer, international sales agent, and with rights portfolio management specializing in digital rights exploitation. Stefan has worked on some international productions including Oscar Winning *Ida* by Pawel Pawlikowski.

Stefan's experience and expertise covers a wide range of the film industry value chain, and with unique insights into the world of digital film distribution and aggregation, he knows what opportunities lie in the introduction of Blockchain technology as well as the challenges faced by the industry.

Fraser Stevens - *Digital Strategist*

Fraser is a digital strategy and transformation consultant. He is a trained business analyst and holds a number of BCS qualifications. His experience spans a variety of industries, including publishing, education, emerging technologies and federal government. Past clients include Oxford University Press, Pearson Education and the Australian Government Department of Health.

Gabriela Y. Rios – *Marketing Manager*

Gabriela is an Online marketing professional that has worked for different start-up companies translating, writing and producing multimedia promotional content.

With a bachelor's degree in media advertising and film studies from the University of Texas at El Paso and a master's degree in film direction, she has also produced short films, documentaries, and music videos. She's worked for more than ten years in different media in the US, México, and Spain.

PARTNERSHIPS

An essential factor in our market growth, as well as sourcing local educational content for the toolbox and gaining access to local educators, is the establishment of a network of regional partners.

The regional partners of FLIXUCATION can be local educators with contacts in public TV. We are envisioning 1-2 local partners in all countries throughout the world as well as a regional network of 6-7 coordinators. If you are interested in working with us, send your ideas and resume to partnerships@flixucation.com.

MARKETING

The selected markets for the platform consist of users with a high percentage of access to social media. We envisage that our message will primarily go out via social media as well as through local partnerships in each market. We intend to be present on all current social media platforms, including YouTube and we will use referral campaigns as well as other social media-driven campaign tools.

The free and paid courses on FLIXUCATION will be available on the platform side by side. Our ambitions for both markets are equally high, and there will be natural cooperation between the two which will benefit our market share positively.

As part of the FLIXTOKEN Universe, FLIXUCATION will be able to benefit from its forthcoming FLIX driven sister projects, and we will use every angle of the personal and corporate networks of our team to get the message out to all corners of the developed and underdeveloped countries.

We will search for and introduce FLIXUCATION Ambassadors in every country as well as internationally to support and represent the educational initiatives of the FLIXUCATION Platform as well as the Charitable trust.

CHARITY OPTIONS

If there are token contributors who wish to buy tokens and donate these directly to charity, this will be possible, and we will create a wallet to hold the tokens until the Charitable trust is set up. The trust will be fully compliant, and it will be fully able to deliver the documentation needed for tax purposes.

For the team and advisors behind FLIXUCATION, the trust and the fixed donation to the trust is an integral part of the FLIXTOKEN Universe because it helps fulfil the genuinely worthy cause of education.

In time, we would like to see the trust develop into a vehicle for permanent change, which can accept donations, generate content and support the cause.

CONCLUSION

The good news is that the FLIXUCATION Platform is already up and running. Also, the FLIX Token was deployed 3 years ago and already has almost 11.000 token holders.

FLIXUCATION will offer a unique use for the FLIX Token, which makes FLIXUCATION a particularly exciting project.

The FLIXUCATION growth and market possibilities are basically limitless.

- We have already secured thousands of online education courses for the platform and there is a plan in progress for the further development of the platform, which we have the experience, network and inside knowledge to execute.
- We have a plan to generate the incentives for the industry needs to switch to cryptocurrency payments and how we and the blockchain technology can drive this.
- We will have superior technology to set new industry standards.
- We have a safe, listed (as per May 2021), liquid and functional utility token to support it

AND

We have a brilliant, dedicated and competitive team that is ready for growth and challenges.

FLIXUCATION ® 2021

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