FOR IMMEDIATE RELEASE

Blockchain Based Micro Learning Platform to Solve One of the Biggest Problems in Education Today: Motivation to Learn

LOS ANGELES, May 7, 2018 — In 2017, HarvardX and MITx reported that only 5.5 percent of people who enroll in their open online courses complete the classes. Other more optimistic studies looking at the MOOC industry overall list a completion rate of around 6 percent. Companies around the world complain that their traditional training system, with both on-site learning options as well as online courses, is just not producing the expected results. Students complain it's hard to keep up with the volume of information, and overall feel less engaged when learning by themselves in front of their computers. Employers still struggle to find the skill they need. At such rates, it seems the e-learning system is failing at keeping learners engaged and breaks its promise of revolutionizing education and training worldwide.

Enter microlearning, blockchain, token incentives, and a unique concept that puts efficiency back in the education process.

Code of Talent developed the world's first skill-based education blockchain platform integrating short lectures, token incentives, as well as direct interaction between instructors, learners, and employers from around the world. The company's goal is to give free access to education for anyone interested in their career progress as well as train generations for actual skills required by industries.

With **Code of Talent**, students and teachers exchange information and feedback in short 10-minute sessions with up to 40 participants. The "classroom" feel enhances motivation and engagement and helps learners learn not just from instructors but from one another. In addition, students earn CODE tokens as they progress, thus becoming part of the bigger **Code of Talent** mission.

"**Code of Talent** uses a microlearning engine proven to increase the rate of student progress by 300 percent, by matching the brain's working memory and attention span with three to 10 minute chunks of information," says Bogdan Ciubotaru, chief executive officer of Code of Talent.

Code of Talent also brings back competition in a traditional rigid field such is education. On **Code of Talent**, instructors are rewarded based on the feedback and ratings they get from students, thus encouraging them to stay up-to-date with the latest labor market requirements and student needs.

"Our system goes against traditional academia, where classes take too much time to change or be incorporated, and educators are convinced that no matter how slow they are in keeping up with the trends they will simply not be touched by changes themselves," says Ciubotaru. "What we envision is instructors becoming true influencers, with the best one teaching the most sought-after courses."

Code of Talent is also of great benefit to employers who wish to access better qualified workforce. As part of the blockchain structure, companies seeking labor can see the public ledger of skills from all participants and choose those that best fit their needs. Instructors and employers are also in touch to best adapt the training to the market demands that projects 375 million people will need to change occupational categories by 2030.

"There is a huge demand for skilled human resources and recruiters face this challenge of having to select the best candidates based on how impressive their resumes look rather than what they know those candidates can actually do," says Ciubotaru. "Our platform stores the learner's accomplishments on the blockchain making it immutable so that everyone interested can see what their acquired skills are. Thus the platform enables employers to look for and select those best performers according to their skills, also making the recruiting process straightforward and transparent."

Code of Talent is the blockchain initiative of a successful microlearning B2B training platform with the same name and multinational clients from industries such as pharma, automotive, manufacturing, retail, oil & gas and banking. **Code of Talent Blockchain** was built by Co-Factor (www.co-factor.ro), the developer of the micro learning platform, Ascendis (www.ascendisglobal.com), the largest provider of adult learning in CEE, and Ideologiq (www.ideologiq.com), the largest digital innovation agency in CEE.

ABOUT CODE OF TALENT

Code of Talent empowers educators to use micro-learning in the classrooms or as follow-up sessions, while allowing people from all over the world to join, contribute and learn from others. It uncovers the "wisdom of many" to foster bright ideas and purposeful knowledge, by integrating employers, advertisers, sponsors and premium content providers to build a sustainable ecosystem and token economy in the education landscape.

FOUNDERS

BOGDAN CIUBOTARU – Chief Executive Officer
Bogdan is a C-level executive with over 18 years' experience in industries such as IT/Software, Education, Online Market Research and Telecom. He managed multinational, medium-size and entrepreneurial companies and coordinated diverse teams and complex projects, with global footprint.

VLAD GRIGORIU - Chief Strategy Officer
Vlad is a visionary entrepreneur, founder of Co-Factor (www.co-factor.ro) with almost 20 years of executive, entrepreneurial and consulting experience in areas such as strategy, communications, innovation and human capital. He is a Harvard Business School alum with a passion for learning and education and is also the architect behind the Code of Talent micro-learning product.

MARIUS OPRIS - Chief Learning Alchemist
Passionate economist and serial entrepreneur, Marius is convinced that micro-learning and blockchain are able to transform the global education and labor market. Marius has 14 years' experience as trainer and consultant for more than 500 organizations in 20 countries.

ADELA GRIGORIU - Business Development Director
Adela's experience in customer interaction and her involvement with developing the business makes her a key partner in designing and testing the unparalleled engagement of Code of Talent.

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White paper: https://codeoftalent.io/assets/ICO_CoT_Whitepaper.pdf

Short and sweet: https://codeoftalent.io/assets/ICO_CoT_FastFacts.pdf

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BitcoinTalk: https://bitcointalk.org/index.php?topic=3462352.msg36015050#msg36015050

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