

Kadet University

Kadet Wallet's vision is to make sending and receiving multi-chain tokens and NFTs simple for crypto consumers, as well as to make blockchain accessible and easy to grasp for both new and expert users interested in utilizing crypto, Web3.

Kadet University is a special section of Kadet (and Kadena?) dedicated to facilitating this vision by introducing and guiding users through the world of cryptocurrency, transactions, NFTs, blockchains, (and blockchain explorers?) through a series of free resources curated together in short digestible formats that users can easily grasp irrespective of their experience level.

Per their level of experience, Users will be able to start their learning path from the very beginning at "What is —————?" or jump on to learn more advanced subjects and how to make the best decisions in their crypto adventure.

As users advance on the learning path, Kadet university material will act as a tool to get Users excited about the Kadena ecosystem, the roadmap for Kadena, what it provides, the community, and how they may maximize their experience on the Kadena landscape.

Finally, a portion might be dedicated to criticism and alternative viewpoints on Kadena, and what it could be doing better, allowing enthusiastic Web 3 engineers, designers, and product managers to join the conversation and perhaps contribute to the open-source Kadet community.

Most Preferred Learning Platform users Love

Basing the criteria on reliable information, and popularity here is a list of highly rated crypto learning resources on the internet that users enjoy

Beginner - Just starting

- Binance Academy
- TokenTuber

Intermediate - Solid Foundation

- Coinbase Earn

Advanced - Crypto Traders and Academics

- Ivan on Tech

Competitive Analysis

Resources	Platform	Link	Access	About	Learning Method	Model for keeping Users engaged	Gamification
Binance Academy	Binance Academy Website Binance Academy App	https://academy.binance.com/en https://www.binance-vision/	A Binance Account	Binance Academy is Binance's free instructional arm specifically aimed at educating cryptocurrency newbies. <i>"One of the reasons for initiating the project was that the team thought if Binance was the place people learned about cryptocurrency and Blockchain, they are more likely to use the services offered in the future."</i> Binance Academy prioritizes an ordered learning framework to assist crypto newbies in sorting through the world of cryptocurrency in a clean and straightforward approach. Users are provided with thoughtful tools and resources like a • crypto glossary to help them understand crypto terms, • Live Bitcoin halving tool, and information educating users on what it is and how it can be a useful tool for crypto trading. Binance Academy content is divided into five categories: Cryptocurrency, Blockchain, Trading (Economics of crypto), Investing, Privacy & Security. Learning articles include an estimated reading duration as well as an animated video of the lesson.	Read Lesson Articles. Watch the animated videos for each lesson. Take the lesson Quiz at the end Watch Lessons, Interviews on the Binance Academy Live Stream	Community Binance creates opportunities to bring its global community together both online to pursue their passions for crypto, meet and network through their; Explore Meet-ups & Events Binance Angel Programs Rewards System: Pays Users to learn about new cryptocurrency projects. Expanding freemium learning content Users can suggest new topics they would like to learn about alongside Binance-produced content on the Academy,	Partially

				Recent revisions of Binance academy's learning platform (March 2022) have introduced its new Learn and Earn incentive for Learners on the Binance academy platform.			
TokenTuber *** Needs more research - seems to have been discontinued recently - not sure *** Appears as untracked listing on CoinMarketCap explorer ***	Tokentuber Video streaming site Telegram Community	www.token tuber.com Telegram community https://t.me/tokentuber	A Tokentuber Account	Tokentuber is a crypto-specific video content platform built by blockchain enthusiasts for the blockchain/crypto community. Tokentuber caters to blockchain newcomers and crypto traders all over the world by offering a variety of video-based crypto courses complete with interactive quizzes to test their knowledge. Tokentuber has partnered with several cryptocurrency exchanges to provide users with the opportunity to earn TUBER Tokens as a reward for completing the quizzes.	Watch videos. Take short 10-Questions quizzes to access knowledge	Rewards System: Tokentuber rewards users with TUBER Tokens in exchange for demonstrating their knowledge of digital assets and receiving tokens and an achievement certificate. At the start of the 10-question quiz, learners are given 1,000 TUBER tokens. (1 TUBER token = \$0.00079892 at 4:45 EST 30th October 2022 on https://www.coingecko.com/en/coins/tokentuber CoinGecko). For each incorrect answer, tokens are deducted (like losing points). Learners who pass will be given a badge of 'Accredited Crypto Holders,' while those who fail will be recommended additional courses to take on Tokentuber's website.	Yes
Coinbase Earn	Coinbase App Coinbase Website	https://www.coinbase.com/earn?clickId=TIp3-dVT1xvLUo1wUx0Mo3EqUk-B1DbvpEvFDS80&utm_source=i mpact&utm_medium= growthp&utm_campaign=rt_p_m_w_d_a c q_imp_gro_aff_Finodes%20Lrd&utm_content=552039&utm_creative=Online%20Tracking%20Link&irgwc=1	Via referral Or Directly applying from Users established Coinbase Account (Users must meet the eligibility criteria)	Formerly Earn.com before it was purchased by Coinbase in April 2018. An interactive learning platform that allows users to earn cryptocurrencies while learning about them in a simple engaging way Coinbase believes that learning and earning go hand in hand because the best way to acquire knowledge about something is to utilize it and engage with it, which is the purpose of the earn-style tasks.	Watch short videos. Take short quizzes or assignments to access User knowledge	Rewards System: Pays Users to learn about new cryptocurrency projects. However, these rewards are spread across several lesson modules, meaning users will have to finish all the courses in a module to earn the tokens.	Partially

Ivan on Tech	YouTube videos Youtube Live streams Ivan on Tech Academy on Teachable (For Web3 Developers)	https://www.youtube.com/c/IvanonTech/streams https://ivanontech.teachable.com/	YouTube Account University-level degree in cryptocurrencies and blockchain. An ideal platform to go knee-deep in the crypto space. Aims to make learning and development of blockchain, cryptocurrencies, and smart contracts, accessible to all. Courses here include a good amount of content on maintaining the security of digital assets.	Watch videos Attend Live YouTube Sessions	Reliable freemium information: Live sessions for decoding the market trends, offering the latest crypto news and industry updates, and performing in-depth market analysis	No
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Kadet Academy’s Objectives

[Research Team Exploratory Research Findings](#)

Vision

- To provide trustworthy, understandable educational content on cryptocurrencies, NFTs, and blockchains for users of all experience levels.
- To guide users around the Kadena world while inspiring excitement for the Kadena ecosystem, its community, and how they may make the most of the tools and resources on the Kadena landscape.

Metric

- No of learners joining Kadet University
- No of Users finishing
- No of Users downloading the Kadet Web extension from the Kadet UniversityPage
- No of Users joining the Kadet/Kadena community from the Kadet UniversityPage
- User Reviews/Feedback

Personas

- Crypto Users with 0-2 years experience
- Crypto Enthusiasts
- Crypto Traders (Buyers/Sellers)

Assumptions

- Newbie Crypto users want to learn about cryptocurrency and blockchain in a simple way without leaving their wallet
 - Kadet wallet users will be have access to K-Uni resources right from their wallet
- Crypto users are curious about Kadena but don't have an engaging way to discover and learn about the Kadena blockchain and its community
 - Kadena has a Discord community where a lot of enthusiasts are, however, Kadena will serve as a tool for a more interactive and engaging way to learn about the ecosystem as it will give users an opportunity to learn and implement as they take the course

User Value

- Breaking down cryptocurrency, blockchain, NFTs education into simple digestible formats accessible to even the most inexperienced crypto users
- Simplifying the Kadena Ecosystem for newbie crypto users to enable them to navigate and maximize their experience on Kadena

User-Stories

- As a new crypto user I want to be able to learn about cryptocurrency and blockchain in a simple way so that I can understand it better.
- As a crypto user I want to learn about Kadena so that I can make informed decisions and maximize my experience of the Kadena Ecosystem.
- As a user I want to have access to everything crypto and knowledge about the blockchain all in one place.

Why might Kadet University not work? What are the opportunities we can identify from this?

- There are other tried and tested resources for learning about cryptocurrency and blockchain in a simple way.
 - Opportunities:
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References

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