

# Course Chain (CC) Whitepaper

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### Revolutionizing Education Through Blockchain Technology and NFT Credentials

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#### Executive Summary

Course Chain is a revolutionary decentralized educational platform that bridges the gap between traditional learning management systems and Web3 technology. Built on blockchain infrastructure and integrated with Moodle LMS, Course Chain transforms online education by providing verifiable, transferable, and valuable educational credentials through NFTs.

Our platform introduces three key innovations:

- **Verifiable Credentials:** Blockchain-based certificates that are tamper-proof and globally verifiable
- **Modern Course Builder:** Intuitive course creation tools with diverse activity types for streamlined course development
- **NFT-Based Access Control:** Course tickets and certificates as tradeable digital assets

Course Chain will follow a proven platform-first approach, launching with stable coins or widely accepted tokens such as USDT, USDC, BTC, or ETH to establish market traction before introducing the native CC (CourseChain) token. This strategy ensures real utility and sustainable tokenomics backed by an established user base and proven business model.

#### Key Metrics (by year 2):

- Target: 40,000+ students
- Goal: 2,000+ verified educators
- Vision: 60,000+ verifiable certificates issued

#### Problem Statement

The current online education landscape faces critical challenges that hinder its full potential:

## 1. Credential Verification Crisis

- **Diploma Mill Industry:** 400+ active diploma mills in the US alone, generating \$200M+ annually in fake degree sales
- **Verification Costs:** Employers spend \$500-5,000 per professional hire on comprehensive credential verification
- **No Universal Standard:** Certificates from different platforms cannot be cross-verified

## 2. Course Creation Complexity

- **Technical Barriers:** Educators struggle with complex course creation tools
- **Time-Intensive Process:** Traditional course building takes weeks or months
- **Limited Activity Types:** Restricted options for engaging learning experiences
- **No AI Assistance:** Manual content creation without intelligent support

## 3. Monetization Challenges for Educators

- **High Platform Fees:** Traditional platforms charge 20-50% commission
- **Limited Pricing Control:** Platforms dictate pricing strategies
- **Geographic Restrictions:** Payment limitations in emerging markets

## 4. Student Experience Issues

- **No Proof of Investment:** Students cannot demonstrate course purchases as investments
- **Fragmented Learning Records:** Achievements scattered across multiple platforms
- **No Incentive for Completion:** Minimal rewards for finishing courses

## Solution Overview

Course Chain solves these fundamental problems through a comprehensive Web3 education ecosystem that combines the reliability of traditional LMS with

the innovation of blockchain technology.

## Core Solution Components

### 1. Modern Course Builder (AI-Enhanced)

Intuitive course creation tools with rich activity types:

- **Diverse Activity Types:** Interactive videos, simulations, quizzes, assignments, discussions
- **Template Library:** Pre-built course structures for rapid deployment
- **Rich Content Support:** Video, documents, presentations, multimedia integration
- **User-Friendly Interface:** Drag-and-drop course building with instant preview
- **Blockchain Integration:** Seamless NFT creation and credential management

### 2. Blockchain-Verified Credentials

Every certificate issued on Course Chain is minted as an NFT on the blockchain, providing:

- **Immutable Proof:** Cannot be altered or faked
- **Global Verification:** Instantly verifiable by anyone, anywhere
- **Permanent Storage:** Stored on decentralized networks, never lost

### 3. Flexible Educator Ecosystem

Educators operate through a transparent, fair system:

- **Subscription-Based Pricing:** Multiple tiers based on course limits and active students
- **Low Transaction Costs:** Only minimal gas fees for blockchain operations
- **Creative Freedom:** No platform censorship or content removal
- **Global Reach:** Access to a worldwide student base

### 4. NFT-Based Access Control

Innovative access management through NFTs:

- **CourseTicket NFTs:** Grant access to courses, tradeable on secondary markets
- **CourseCertificate NFTs:** Proof of completion with embedded achievement data
- **EducatorCard NFTs:** Verification system for course creators and moderators

## Value Propositions

### For Students:

- Verifiable, permanent credentials
- Engaging, interactive learning experiences
- Transferable course access through NFT tickets
- Future token rewards for learning achievements (post-token launch)

### For Educators:

- **Flexible Revenue Models:** Earn from course sales, or offer free courses and monetize through certificate issuance fees
- **Competitive Pricing:** Plans from free to enterprise level, with blockchain advantages
- **Zero Processing Fees:** Only minimal gas costs for blockchain operations
- **Modern Course Builder:** Intuitive tools with diverse activity types for engaging content creation
- **Global Market Access:** Reach students worldwide without geographic restrictions
- **Transparent Operations:** Blockchain-based credential issuance with permanent records

### For Employers:

- Instant credential verification
- Reduced hiring costs
- Access to a skilled talent pool
- Fraud-proof qualifications

# Market Analysis

## Global E-Learning Market

The blockchain technology adoption is experiencing unprecedented growth, creating the perfect timing for Course Chain's launch:

### Market Size & Growth:

- 2022: \$399.3 billion global e-learning market
- 2032: Projected \$1 trillion (CAGR: >14%)

Source: Global Market Insights (<https://www.gminsights.com/industry-analysis/elearning-market-size>)

### Blockchain Adoption Timing:

- 2024: \$31.28 billion global blockchain technology market size
- 2030: Project \$1,431.54 billion (CAGR: 90.1%)

Source: Grand View Research (<https://www.grandviewresearch.com/industry-analysis/blockchain-technology-market>)

### Why Now Is the Perfect Time:

The convergence of mature blockchain infrastructure, growing acceptance of digital credentials, and post-pandemic acceleration of online learning creates an optimal market entry window.

## Target Market Segments

### 1. Individual Learners (B2C)

- **Size:** 1.77 billion online learners globally
- **Spending:** Average \$500-2,000 annually on courses
- **Opportunity:** \$685+ billion market segment

### 2. Educational Content Creators (B2B2C)

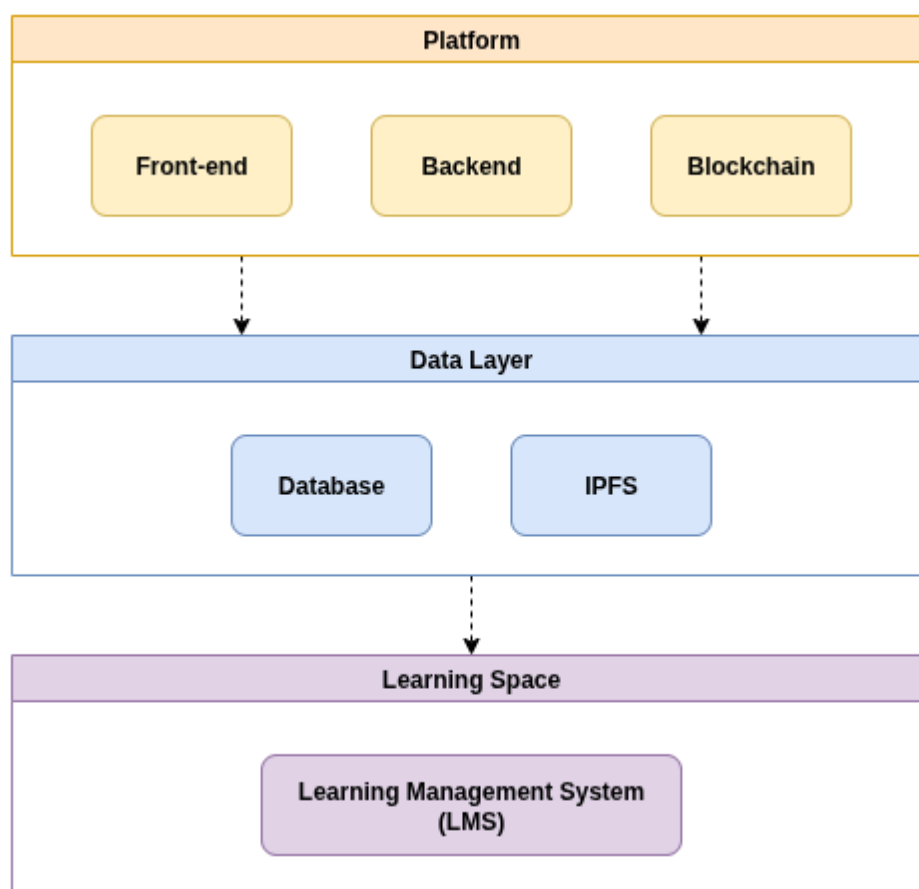
- **Size:** 57+ million course creators worldwide
- **Pain Points:** Complex creation tools, high platform fees, and limited verification
- **Opportunity:** Capture market share with superior tools and blockchain credentials

### 3. Corporate Training (B2B)

- **Size:** 370,000+ companies with formal training programs
- **Growth:** Corporate e-learning is growing at a 12.40% CAGR
- **Driver:** Increased demand for verifiable skill credentials and measurable ROI

## Technical Architecture

### High-Level System Architecture



### Core Components

**Frontend Layer:** User interfaces for students, educators, and administrators with integrated Web3 wallet support.

**Backend API:** Microservice architecture handling authentication, course management, payment processing, blockchain event monitoring, and all the other features.

**Blockchain Layer:** Smart contracts on the Solana network manage CC tokens, NFT minting, and payment processing. Solana was chosen for its low transaction costs and fast processing speeds, essential for affordable certificate fees and a seamless user experience.

**Data Storage:** PostgreSQL for application data, IPFS for decentralized content storage.

**Moodle Integration:** Custom plugins enabling blockchain features within the established LMS environment.

## Educator Pricing Model

### Subscription Tiers

*Competitive pricing structure designed to support educators at every stage of their journey*

#### Explorer Plan - \$0/month

- **Students:** Up to 50 students across all courses
- **Courses:** 1 active course maximum
- **Transaction Fee:** 10% transaction fee + gas fees
- **Features:**
  - Basic course builder with essential content types
  - Blockchain credential issuance (CourseTicket & Certificate NFTs)
  - Course hosting and delivery via Moodle integration
  - Basic student analytics
  - Community forum access
- **Revenue Options:** Sell courses directly or offer free courses with certificate fees

#### Creator Plan - \$39/month

- **Students:** Up to 100 students across all courses
- **Courses:** Up to 3 active courses
- **Transaction Fee:** 5% transaction fee + gas fees

- **Features:**

- All Explorer plan features plus:
- Advanced quiz and assessment tools
- Student progress tracking
- Basic marketing tools (coupons, promotions)
- Priority community support

## **Professional Plan - \$79/month**

- **Students:** Up to 500 students across all courses
- **Courses:** Up to 10 active courses
- **Transaction Fee:** 0% (gas fees only)
- **Features:**
  - All Creator plan features plus:
  - Advanced course builder with rich media support
  - Comprehensive student analytics and reporting
  - Affiliate program management
  - Advanced marketing automation
  - Bulk student enrollment
  - Certificate customization tools

## **Scale Plan - \$159/month**

- **Students:** Up to 2,000 students across all courses
- **Courses:** Up to 25 active courses
- **Transaction Fee:** 0% (gas fees only)
- **Features:**
  - All Professional plan features plus:
  - Advanced integrations
  - White-label course delivery
  - Advanced student segmentation



- Compliance and reporting tools
- Priority email support
- Advanced NFT marketplace features

## Enterprise Plan - \$399/month

- **Students:** Up to 10,000 students across all courses
- **Courses:** Up to 100 active courses
- **Transaction Fee:** 0% (gas fees only)
- **Features:**
  - All Scale plan features plus:
  - Dedicated account manager
  - Phone support priority
  - Advanced API access
  - Custom integrations
  - Enterprise-grade security features
  - Advanced governance and admin controls

## Custom Enterprise Plans

### Starting at \$799/month - Contact for Quote

For large organizations, educational institutions, and enterprises requiring:

- **Unlimited everything:** Students, courses, custom features
- **White-label solutions:** Complete platform customization
- **Dedicated infrastructure:** Private cloud deployment options
- **Custom integrations:** LMS, HR systems, existing platforms
- **Advanced compliance:** FERPA, GDPR, industry-specific requirements
- **Professional services:** Implementation, training, ongoing support
- **Service level agreements:** Guaranteed uptime and response times

## Revenue Model Options for Educators

## Option 1: Course Sales Model

- Create paid courses with one-time purchase fees
- Students pay for course access and receive a CourseTicket NFT
- Automatic Certificate NFT upon course completion
- Transaction fees apply based on subscription tier

## Option 2: Free Course + Certificate Fee Model

- Offer courses for free to maximize enrollment
- Charge separate fees for certificate issuance
- Students can audit courses without certificates
- Pay for verified completion certificates as NFTs
- Lower barrier to entry, monetize serious learners

## Option 3: Hybrid Model

- Combine both approaches within your course catalog
- Some courses are paid, others are free with certificate fees
- Maximum flexibility for different content types
- Optimize revenue based on course value and audience

# The Course Chain Ecosystem

## Ecosystem Participants

### 1. Students

**Role:** Primary consumers of educational content

**Benefits:** Verifiable credentials, engaging content, rewards for achievements

### 2. Educators (Course Creators)

**Role:** Content creators and teachers

**Types:**

- **Creator Educators:** Hold Creator EducatorCard NFT

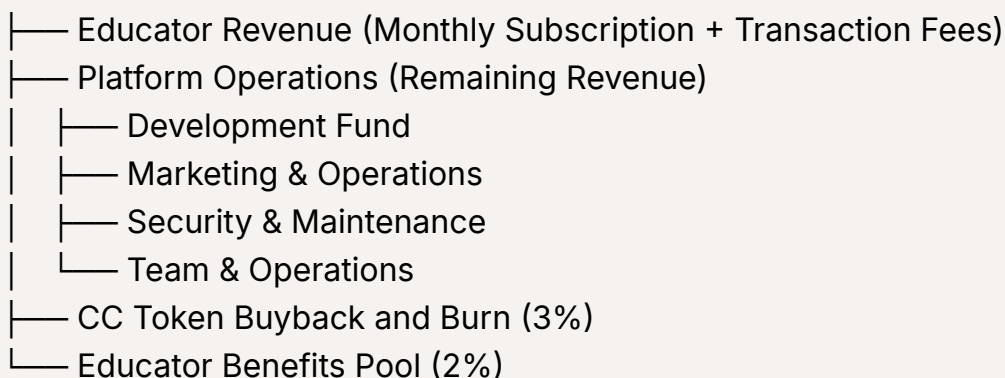
- **Moderator Educators:** Assigned by Creators, hold the Moderator EducatorCard NFT

### 3. Platform Administrators

**Role:** Ecosystem governance and maintenance

### Revenue Distribution Model

Student Payment (100%)



## CC Token & Tokenomics

### CC Token Overview

The CourseChain (CC) token is an SPL utility token that powers the entire ecosystem.

#### Token Details:

- **Name:** CourseChain
- **Symbol:** CC
- **Standard:** SPL (Solana Program Library)
- **Total Supply:** 1,000,000,000 CC (Fixed supply)

### Token Utility

#### 1. Payment Utility

- **Educator Fee Discounts:** Reduced monthly subscription and transaction fees (if applicable) for educators

- **Course Payments:** Students can pay for courses using CC tokens at a discount
- **Premium Features:** Access to advanced platform features

## 2. Staking & Governance Utility

- **Educator Benefits:** Staking CC tokens reduces platform transaction fees by up to 50%
- **Governance Rights:** Voting power on platform upgrades, fee structures, and ecosystem proposals
- **Staking Rewards:** Earn additional CC tokens from the platform revenue-sharing pool

## 3. Ecosystem Rewards

- **Course Completion:** Earn CC tokens for finishing courses and achieving high scores
- **Quality Content:** Bonus rewards for creating highly-rated courses
- **Referral Program:** Earn tokens for successful student and educator referrals
- **Community Participation:** Rewards for course reviews, forum participation, and platform engagement

## Token Distribution & Vesting

**Total Supply:** 1,000,000,000 CC (Fixed - No Future Minting)

- **Public Sale (25%):** 250,000,000 CC
  - *Use:* Community distribution and initial liquidity
  - *Vesting:* 20% at TGE, then 20% quarterly over 12 months
- **Team & Advisors (18%):** 180,000,000 CC
  - *Use:* Core team compensation and strategic advisor rewards
  - *Vesting:* 6-month cliff, then linear over 30 months
- **Platform Development (15%):** 150,000,000 CC
  - *Use:* Ongoing development, security audits, and technical infrastructure
  - *Vesting:* Linear release over 24 months tied to development milestones

- **Ecosystem & Rewards (20%):** 200,000,000 CC
  - *Use:* User incentives, course completion rewards, staking rewards
  - *Vesting:* Released based on platform activity and user milestones
- **Marketing & Partnerships (12%):** 120,000,000 CC
  - *Use:* User acquisition, strategic partnerships, community building
  - *Vesting:* Quarterly releases based on growth targets
- **Treasury & Liquidity (10%):** 100,000,000 CC
  - *Use:* DEX liquidity, exchange listings, market stability, future opportunities
  - *Vesting:* 50% for immediate liquidity, 50% reserved for future use

## Token Economics & Sustainability

### Revenue-Driven Token Support

#### Platform Revenue Sources:

- Educator subscription fees (\$39-\$799/month tiers)
- Transaction fees (0-10% based on subscription tier)
- Traditional payment processing fees (for non-crypto payments)
- Enterprise licensing and custom solutions

#### Token Value Accrual Mechanisms:

1. **Quarterly Buyback Program:** 3% of net platform revenue used for CC token buybacks from the secondary market
2. **Deflationary Mechanism:** Purchased tokens are permanently burned, reducing total supply over time and creating scarcity
3. **Revenue Sharing:** 2% of platform revenue distributed to CC token stakers
4. **Utility Demand:** Growing platform usage drives organic demand for CC tokens through:
  - Payment discounts incentivizing token use
  - Staking requirements for reduced fees
  - Governance participation

## Long-Term Scarcity Model

With a fixed 1 billion token supply and no future minting capability:

- **Deflationary Pressure:** Regular token burns from buybacks permanently reduce circulating supply
- **Increasing Scarcity:** As the platform grows and more tokens are burned, remaining tokens become more valuable
- **Sustainable Rewards:** Ecosystem rewards come from allocated reserves, creating a predictable distribution timeline
- **Economic Incentive:** Fixed supply encourages long-term holding and platform participation

## Governance Framework

**Voting Power:** 1 CC token = 1 vote (with delegation options)

**Governance Scope:**

- Platform fee structure adjustments
- New feature development priorities
- Ecosystem partnership approvals
- Token burn rate modifications
- Community grant distributions from remaining reserves

**Proposal Process:**

- Minimum 100,000 CC tokens to submit proposals
- 7-day discussion period
- 14-day voting period
- 51% majority required for passage

## NFT System

### Three-Tier NFT Architecture

#### 1. EducatorCard NFT (Verification & Access)

**Purpose:** Verification and role management for course creators

**Types:**

- **Creator EducatorCard:** Full platform privileges
- **Moderator EducatorCard:** Limited management rights assigned by Creators

## 2. CourseTicket NFT (Access Control)

**Purpose:** Course access management and secondary market enablement

**Features:** Transferable course access, enrollment period validation, secondary market support

## 3. CourseCertificate NFT (Proof of Achievement)

**Purpose:** Verifiable credentials and achievement proof

**Features:** Completion data, grade information, skill verification, employer integration

# Platform Features

## Modern Course Builder

### Content Creation Tools

- **Rich Activity Types:** Interactive videos with clickable elements, simulations, quizzes, assignments, and discussion forums
- **Template Library:** Pre-designed course structures for quick deployment
- **Multimedia Support:** Video, audio, documents, presentations, and external integrations
- **Preview & Testing:** Real-time course preview with student perspective view
- **Blockchain Publishing:** Automatic NFT creation and credential setup

### Course Creation Workflow

1. **Course Setup:** Define objectives, target audience, and pricing
2. **Content Development:** Build lessons using diverse activity types
3. **Assessment Design:** Create quizzes, assignments, and completion criteria
4. **Preview & Optimize:** Test course flow and user experience
5. **Blockchain Deployment:** Publish with automatic NFT ticket and certificate creation

*Note: AI-powered content assistance will be integrated in Phase 2 to further streamline course creation*

## Student Experience

- **Seamless Onboarding:** Web3 wallet integration with educational guidance
- **Course Discovery:** Advanced search and AI-powered recommendations
- **Learning Management:** Unified dashboard for all courses and progress
- **Credential Portfolio:** Digital wallet showcasing achievements

## Educator Experience

- **Streamlined Onboarding:** Quick verification and setup process
- **Advanced Course Tools:** AI-powered builder with rich activity types
- **Subscription Management:** Easy plan upgrades and usage monitoring
- **Revenue Analytics:** Real-time earnings and student engagement data

## Security & Compliance

### Smart Contract Security

- **Professional Audits:** Multiple security firms review all contracts
- **Multi-Signature Wallets:** Require multiple signatures for critical operations
- **Emergency Procedures:** Pause mechanisms for security incidents

### Platform Security

- **Infrastructure Security:** DDoS protection, encryption, network segmentation
- **User Security:** Web3 wallet integration, secure session management
- **Data Protection:** GDPR compliance, minimal data collection

### Regulatory Compliance

- **Financial Compliance:** KYC/AML procedures for high-value transactions
- **Data Privacy:** GDPR and CCPA compliance
- **Educational Standards:** Quality assurance and content review processes



# Roadmap

## Market Timing Advantage

**The blockchain adoption wave is accelerating across industries.** Educational institutions are increasingly recognizing blockchain credentials. This creates an optimal window for Course Chain to establish market leadership as the premier Web3 education platform.

## Phase 1: Platform Foundation (Q3 2025 - Q1 2026)

### Q3 2025: Core Development

- Smart contract development and testing for NFT credentials
- Frontend development, including information pages, course catalog, and comprehensive dashboards for students and educators
- Backend API with token payment infrastructure
- Learning Management System integration for course building and content management

### Q4 2025: Beta Launch & Token Introduction

- **CC Token Launch:** Initial token distribution and staking system activation
- Token Payment System: Allow students to pay to enrol in a course using the list of available tokens specified by educators.
- NFT system (EducatorCard, CourseTicket, and CourseCertificate)
- Closed beta with 50+ educators
- Token utility integration for educator benefits and governance

### Q1 2026: Public Launch & Traditional Payments

- Traditional Payment Integration: Credit card and bank transfer processing added (with additional fee)
- Full platform functionality with both token and traditional payment options
- Professional security audits completion
- All subscription plans activation (Free to Enterprise)
- Marketing campaign and community expansion

- Enhanced token-based educator incentives and rewards system

## Phase 2: AI Integration & Growth (Q2 2026 - Q1 2027)

### Q2 2026: AI-Powered Features

- **AI Course Assistant:** Content generation and course outline suggestions
- **Smart Assessment Creation:** Automated quiz and test generation from course content
- **Content Optimization:** AI-driven course improvement recommendations
- **Personalized Learning Paths:** AI recommendations for student course sequences

### Q3 2026: Ecosystem Expansion

- Advanced AI features for course optimization
- Cross-chain NFT compatibility (Ethereum, BSC)
- Enterprise solutions for corporate training
- Mobile application development

### Q4 2026: Market Leadership

- University and institution partnerships
- International market expansion
- Advanced token utility features (governance, DeFi integration)
- Enhanced AI tutoring capabilities

### Q1 2027: Platform Maturity

- Multi-language platform support
- Advanced analytics and reporting
- Employer verification dashboard
- Token economics optimization based on usage data

## Phase 3: Complete Ecosystem (Q2 2027+)

## **Q2 2027: Job Marketplace Integration**

- Direct employer-learner job matching system
- Blockchain-verified work history tracking
- Industry skill gap analysis and course recommendations
- Advanced AI-powered career guidance

## **Q3 2027: Advanced Features**

- VR/AR learning experiences
- Advanced AI tutoring and personalized learning
- Cross-platform credential recognition
- Global education consortium partnerships

## **Q4 2027+: Ecosystem Leadership**

- Complete learner-educator-employer integration
- Next-generation learning technologies
- Global standard for blockchain education credentials
- Market dominance as the largest blockchain education ecosystem

## **Phase 4: Innovation & Future (Q2 2028+)**

### **Next-Generation Learning**

- VR/AR integration with advanced AI tutors
- Immersive learning experiences

### **Global Education Network**

- Worldwide credential verification system
- Cross-institutional recognition

### **Ecosystem Maturity**

- Complete decentralization
- Community governance

- Self-sustaining token economy

## Team

Course Chain is built by a passionate and experienced team of professionals who bring together deep expertise in educational technology and blockchain development. Our core development team consists of seasoned engineers with 8-10 years of experience in EdTech platforms, having worked on large-scale learning management systems and educational content delivery platforms. Additionally, our blockchain specialists bring 3-5 years of focused experience in smart contract development, DeFi protocols, and Web3 infrastructure, ensuring that our technical implementation meets the highest standards of security and scalability.

We are fortunate to be supported by a distinguished group of advisors who have been instrumental in the success of multiple blockchain projects, including several that achieved significant market adoption and valuation milestones. These advisors provide strategic guidance on tokenomics, ecosystem development, and market positioning, drawing from their experience in building sustainable Web3 communities and navigating the complex landscape of blockchain technology adoption.

Above all, our team is united by an unwavering passion for innovation, a deep sense of responsibility to our users and the education community, immense pride in the transformative work we're creating, and an absolute commitment to never give up in the face of challenges. We are driven by resilience in overcoming obstacles, dedication to continuous learning and improvement, integrity in all our interactions, and a shared vision of democratizing quality education through blockchain technology. This combination of technical excellence, strategic wisdom, and passionate commitment positions Course Chain to become the leading Web3 education platform and establish new standards for verifiable, accessible learning worldwide.

## Conclusion

Course Chain represents a paradigm shift in online education, combining the ease of modern AI-powered course creation with the trust and verifiability of blockchain technology. By addressing the critical challenges of complex course creation, credential verification, and fair educator compensation, Course Chain creates a sustainable ecosystem that benefits all participants.

## Key Innovations

**Modern Course Creation:** Intuitive course builder with rich activity types that streamline the development process while enabling engaging, interactive learning experiences.

**Verifiable Credentials:** Blockchain-based certificates that provide permanent, tamper-proof verification for students and instant validation for employers.

**Competitive Educator Economics:** Subscription model aligned with industry standards, but with blockchain benefits and zero processing fees.

**Perfect Market Timing:** Launching during the blockchain adoption acceleration phase when educational institutions and enterprises are actively seeking Web3 credential solutions.

## Market Opportunity

The global e-learning market's growth toward \$1 trillion upcoming years, combined with increasing demand for AI-powered educational tools and verifiable credentials, positions Course Chain to capture significant market share while establishing new industry standards.

## Vision for the Future: The Complete Education Ecosystem

Course Chain's ultimate vision extends beyond a single platform to become **the largest education ecosystem in blockchain**, creating a seamless three-way integration between learners, educators, and employers.

## The Complete Ecosystem Vision

### Learner-Educator-Employer Integration:

Our long-term roadmap includes developing a comprehensive ecosystem where:

- **For Learners:** Complete blockchain-verified skill portfolios that directly connect to job opportunities
- **For Educators:** Access to industry insights and employer skill demands to create market-relevant courses
- **For Employers:** Instant verification of candidate skills with direct access to qualified talent pools

## Future Ecosystem Features (Phase 3+)

**Integrated Job Marketplace:**

- Direct job posting and application system within the platform
- AI-powered skill matching between verified learners and employer requirements
- Blockchain-verified work history and performance tracking

**Employer Dashboard:**

- Real-time access to candidate skill verification
- Bulk employee training and certification management
- Industry-specific skill gap analysis and course recommendations

**Career Pathway System:**

- Complete learning-to-employment journey tracking
- Industry-recognized certification pathways
- Professional mentorship and networking opportunities

**Seamless Verification Infrastructure:**

- One-click employer verification of any credential or skill
- Cross-platform compatibility with HR systems and job boards
- Global standard for blockchain-based professional credentials

This integrated approach will create the most comprehensive education-to-employment pipeline in the Web3 space, making Course Chain the definitive platform for skill development, verification, and career advancement in the blockchain era.

The future of education is AI-powered, blockchain-verified, and seamlessly connected to career opportunities. Course Chain makes that future accessible today while building toward the complete ecosystem tomorrow.

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**Legal Disclaimer:**

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