

PRIMER



Digital Natives' Montessori Inspired Schools with Blockchain and AI Technologies



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SEELS DX* International School: Digital Natives' Montessori Inspired Pedagogy

*Social Enterprise Early Learners School - Digital Transformation**

For over a century now, the Montessori school movement has covered more than 8,000 accredited schools by known accrediting centers and more than 14,000 practicing Montessori schools. [1] Testimonies on the impact of Montessori education were told by the so-called Montessori Mafia that include the founders of Amazon and Google who attributed their developed digital business skills from Montessori preschool education. [2]

Market Opportunity

Understanding how and why Montessori education created such an impact is definitely an important Artificial Intelligence (AI) research study to further advance early childhood education. AI's Machine Learning could decode Montessori childrens' classroom experience for further early learners research and studies that will provide deeper understanding and information, usable in making inclusive education for all children.

Our approach starts from providing Montessori Assistant Teachers with a Tablet and Apps to digitally record children's daily classroom activities. These records will be automatically stored at SEELS secured data storage. All gathered data are classified as child Sovereign Identity for SEELS Sovereign Identity Data Management and Protection where parents have free access and full participation in the SEELS blockchain platform development and management. Our app is an open source in order to encourage the participation of accredited and practicing Montessori schools worldwide for more data gathering on children's Montessori classroom activities.

Building and propagating an inclusive Montessori inspired school fuelled by blockchain and AI for every child is our agenda. To realize a social enterprise early learners school solution including school licensing to own and operate will be written on blockchain's smart contracts for owners safekeeping in their digital wallet. Provision to resell the smart contracts from their digital wallet for margin profits is an owner option. Another added value is that, for every new edition of school smart contract, the price will be higher due to blockchain platform development and management cost. This allows the holder to resell the NBG smart contract to another would-be investor at a higher value based on the latest edition price.

The surplus profits from school smart contract sales will be used as a Social Equity Fund (SEF) to help finance eligible school starters. As equity fund provider, SEELS is entitled to 6-8% shares from school gross income as another source for SEF revolving fund for new school starters locally and globally. Another source of revenue for SEELS-SEF will be generated from products and services subscriptions, sales of goods, and from utility crypto coins for projects' internal use.

To summarize, the project provides solutions for early learners education as their preparation in the digital world, creating opportunities for teachers and school owners with social equity funding, AI research studies for the advancement of inclusive early learners education, more social development contributions and passive income from SEF equity share for SEELS.

[1] British Broadcasting Corporation (BBC) Documentary 100 Extraordinary Women, Maria Montessori

[2] Peter Sims, *The Montessori Mafia*, Available on <https://www.livingmontessori.com/the-montessori-mafia/>

Products & Services

At present, our children are digital natives who know technology better than the adults around them but their digitization skills have yet to be reinforced with freedom to grow and be expressed. These human digital creatures are going to discover new job opportunities soon and will develop their own and our common future. At Seels DX International school, our journey is all about the continuous discovery of children's talents for a humane, ethical and sustainable digital world today and in the future.



We are the digital natives' Montessori inspired school, an inclusive school for all where no one should be left alone.



All of our school teachers and staff are locally and internationally trained professionals for two years or so to obtain a customized special diploma and license, issued by Seels Teachers Academy, to ensure parents and the general public with high quality education and a safe nurturing place with tender loving childcare services. English and DX Technology are among our teachers best experiences that blend well with teaching subjects based on Dr. Maria Montessori philosophy and methods - our school's greatest unique passion where others have to be in the same suit.

Instead of using the traditional franchise method to scale, SEELS provides an alternative in the form of Norenwake Blockchain Grant or NBG. Norenwake is a traditional Japanese practice that allows loyal followers to use the company owner's brand for free. Since it has been a practice at Seels Teachers Academy to support its students and graduates to freely use SEELS program brands to start their own school.



The SEELS Norenwake Blockchain Grant (NBG) still bears the same norenwake passion at present and in the future. But, with a Digital Transformation (DX) twist by a) using blockchain technologies for school ownership, b) sovereign identity management of children, c) for AI research for the advancement of early learners education and d) circulation of NBG utility crypto coin.



As a social enterprise, the NBG smart contract surplus profits will enable to establish SEELS Social Equity Fund (SEF) that will help and support the startup of Seels DX International School and SEELS Neighborhood Outreach Programs (*Jolly Phonics Programs, DX Gakudo, Computer Coding, and Montessori Juku*). In short, the NBG smart contract purchased amount is a contribution for school startup owners.

Our Business Model

NBG smart contract initial selling cost starts at 600 USD (77,000 JPY) to be offered to the first 500 of Seels Teachers Academy graduates, as priority buyers from more than a thousand graduates. Unlike traditional franchising where the hardcopy contract agreement serves only the purpose of protecting each signatory, the NBG smart contracts are kept in owners' digital wallets. Also, the NBG smart contract as a license is tradeable between digital wallet owners.

Holding an NBG smart contract could be an advance reservation until the license is ready to be used to start operating a SEELS school. Another possibility is to keep the NBG smart contract until the time when the cost of NBG gets higher. The best to offer yet to owners of NBG smart contracts is the privilege to apply for SEELS Social Equity Funding (SEF) that will enable them to build and operate their own school from SEELS-SEF equity fund.

It is important to note that, the NBG smart contracts are not just for the preparations to own a school but as another wise investment due to the increasing value of NBG. Should there be another new edition of NBG smart contracts to be issued it will have a 50-100% cost increase. This is a reality to reckon with because of the need to augment the blockchain platform operations and maintenance. For example, the second edition of NBG smart contract will be sold from 900-1200 USD giving a 50-100% win for the first edition buyers who bought NBG for 77,000 yen or 600 USD.

All Seels DX International School owners and initiators of Neighborhood Outreach (*Jolly Phonics Programs, DX Gakudo, Computer Coding, and Montessori Juku*) are NBG holders from SEELS Co., Ltd. NBG is synonymous with delivering the highest quality education standards. Indeed, NBG itself is a cutting edge selling point.

In AirBnB, the apartment and condo owners are incentivized by maintaining and operating their owned or rented units. NBG-SEF is in the same AirBnB pattern but in a different form. Owning a school is not like buying a real estate property because it needs a high quality curriculum and professionally trained teachers. This is where the NBG-SEF serves as the alternative by providing equity funding to trained professional teachers to jumpstart their own school business. A win-win opportunity solution for teachers, parents, the community, the society as a whole and for the SEELS-NBG-SEF equity share's endless flow of passive income and revolving fund for SEELS to create tens of thousands more Seels DX International School globally.

Business to Customer (B2C)

Issuing diploma and training certificates is at the core of SEELS Co., LTD. two running academies namely the Seels Teachers Academy and the Tokyo Blockchain Academy. The diploma and certificate programs of Seels are all Work-Based Learning where the curriculum contents and training exercises are going to be applied directly in Seels DX International School and related services.

So far the Seels Teachers Academy has more than a thousand graduates while the Tokyo Blockchain Academy is still in the formation stage and focused in servicing the digital technology training needs of teachers and in designing and maintaining the online platform for the DX schools. Both courses of the twin academies online and offline are bound to be offered in Vietnam, India, Indonesia and the Philippines in order to pave the way in expanding the NBG-SEF and Seels DX International School programs from Japan to overseas.

Business to Business (B2B)

Graduates and students from Seels two academies become B2B clients for NBG and school startup business and who are eligible to apply for SEELS-SEF for equity funding for school startup and operations. Holders of NBG smart contract who are interested to avail of SEELS-SEF are required to enroll and complete SEELS courses.

Market Segments

In Japan, the particular target personas are the over a thousand graduates of SEELS Teachers Academy who are now working as English teachers in public and private schools in the country together with their GenZ children. There is a huge population of foreign GenZ who joined their foreign parents in Japan. In example is the case of 282,798 [3] permanent resident and long term visa holders from the Philippines. Out of the given figure yields tens of thousand Filipino GenZ who could fill the talents needed in the DX industries.

Worth mentioning are the half Japanese-Filipino holders of Japanese passports excluded in the given immigration bureau statistics. Overall, there are hundreds of thousands GenZ'ers personas from the foreign migrant communities that could be tapped as proactive talents to drive Japan's digital transformation programs and projects. Japan's dire need to fully digitize provides the best opportunities for NBG personas to succeed. DX education needs are from early learners onwards in order to be well prepared for the digital world.

SEELS overseas partners in Vietnam, India and Indonesia have ready consumers waiting to be met after Japan's test market and early operation phase results of NBG smart contract implementation. The school curriculum and programs were tested and have been working remarkably well in Vietnam and Japan.

[3] Immigration Control and Residency Management in Recent Year, Japan Immigration, PDF copy available at: <https://www.moj.go.jp/isa/content/001335871.pdf>



TRACTION

From education and training to building of schools

The professional training development on Montessori inspired education was started in 2015 with resource and facilitation under the Pakistan Montessori Council. Today, there are over a thousand diploma holders who are now working in public and private schools. Many of whom are waiting for the opportunity to start and operate their own Seels DX International School.

The SEELS-Vietnam Montessori Bilingual Preschool started its operation in 2017 and reached 140 plus enrolled children before the Covid-19 Pandemic. At the same time, several Montessori Phonics after school programs have started to operate in Japan. At present, we are in continuous experimentation of SEELS customized Montessori inspired education program involving SSSLS-Vietnam and Seels DX International School in Mobara City, Chiba Prefecture and in Fukushima City, Fukushima Prefecture.

A customized natural computer coding course for five years old children and up, the Scalable Vector Graphics (SVG) Sandbox, was introduced in 2021. A series of three months online teachers training on computer coding was provided as teaching preparation in Seels DX International Schools.

The implementation of Norenwake Blockchain Grant (NBG) is the consolidation of all Seels training programs and school building development initiatives in much deeper commitment. A commitment to prepare today's children in having talents and skills that will create new jobs and for our common future in the digital world.

The Blockchain and AI Platform Development as the backend of Seels DX International School was initiated together with the formation of project Team Members and Advisers Formation starting from the middle part of 2022. *(Management Team Members on the next page).*



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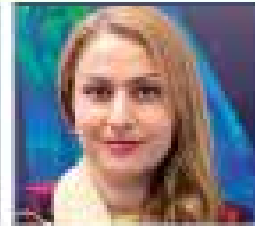
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