

# Kaafila

## White Paper

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## Abstract

Kaafila is a media and education platform, built using blockchain technology. At the core is a new video sharing platform, which will enable Kaafila to provide useful content and learning resources, including a wide range of courses, tests, and certifications, to Users of different learning needs, backgrounds and age groups.

The focus is on offering various learning resources either free or at a very affordable cost, so that people across the world can benefit irrespective of their current income level. The focus is also on creating a large network of people worldwide who are constantly learning to progress in their career and life.

Kaafila's motto is: Knowledge for Lifetime. Over the next 10-20 years, Kaafila may have millions of Users, who are also alumni of the courses offered through the site.

Kaafila will also support a wide range of Independent Content Creators, in the areas of music, films, arts, crafts, sports, news, and will aim to promote their content, and create growth opportunities for them through our platform.

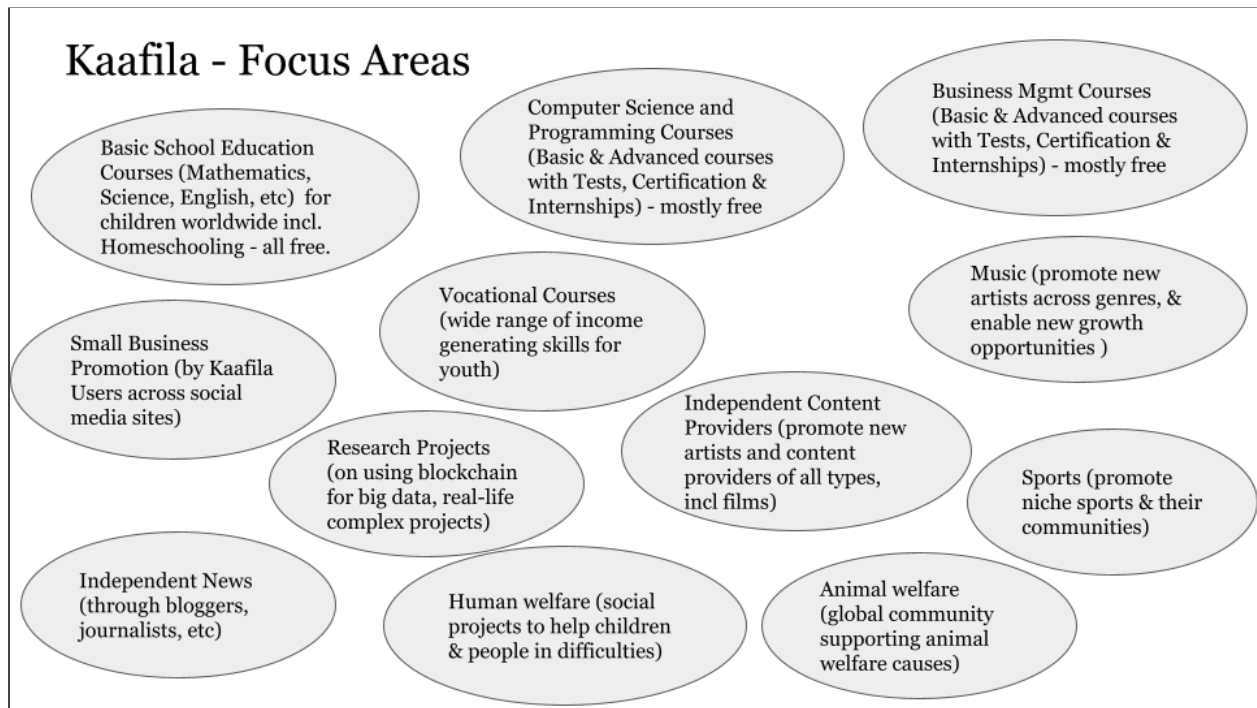
Storing and sharing data is a cornerstone of business in the connected world and it boosts innovation for public and private sector organizations. Using IPFS and the Algorand Blockchain, businesses and connected machines can trust the security and privacy of the data. Kaafila is a decentralized platform for all forms of media including Video, Audio, Images and PDFs. With the power of blockchain technology, media providers will have full access to a network that will be corruption-free and transparent.

# 1. Introduction

Kaafila is a new video sharing platform, built using blockchain technology. Using this video sharing platform, Kaafila aims to provide useful content and learning resources, along with exams and certifications wherever possible, to a wide range of users of different age groups. The focus is on offering useful learning and professional development resources either free or at very low cost, so that people across the world can learn and benefit, irrespective of their current income level and background. The focus is also on creating a large network of people worldwide who are constantly learning to progress in their career and life.

# 2. Vision

Kaafila aims to provide useful content, which can improve the lives of its Users, and help our Users progress in their career and life. Our vision is to use our technology platform for delivering high quality education at very low cost to youth worldwide. We want to encourage individual content creators with best possible rewards for their content. We aim to create a fully self-governed video-sharing platform using blockchain technology and IPFS technology. Kaafila will be a decentralized video sharing platform, which means: transparency, efficiency, and support for independent content providers.



### 3. Why Kaafila?

There are over 1 million searches per month on Google for various online courses with certifications and within that at least 500K searches for affordable or free online courses with certification. Currently, there is a huge unmet need for affordable/low-cost/free learning resources with testing and certification, so that people from all economic backgrounds can improve their knowledge, and find work to increase their income. There is also a huge unmet need for internships for high-school and university students, who are learning subjects of their choice, but unable to know whether their learning is useful in the practical world.

Kaafila aims to help students and youth worldwide with either free or very low cost courses with testing and certifications, and also internships where possible, to give them the useful knowledge and experience of working in real-life business conditions.

Video is the best medium for any kind of remote learning, and therefore, Kaafila has chosen video as the primary medium for all courses. We also expect our video platform to help a wide range of professionals in diverse industries/niches, including music, arts and entertainment, and independent news/content providers who struggle for visibility.

Content providers have no choice but to choose the existing alternative pay-to-use low revenue model. In fact, many Content providers have taken their stance against the pay-to-use model by pulling tracks out of streaming services as a way to send a message. Unfortunately, this often results in friction between content users and content providers. Content users today have to manage numerous different platforms, while Content providers struggle for fair compensation. Kaafila will empower small Content providers and pose a new paradigm shift in the way people listen to and pay.

We also believe that sites operating with short-form videos that are mostly light-hearted content, will not be able to make a long term impact, and they will also not be a competition to Youtube. Copying of content is rampant in such sites, and it finally harms genuine content creators.

Kaafila with its blockchain based content storage and distribution can block content piracy, which can be a significant attraction for Content Creators once we reach a critical mass of Users, somewhere in the range of 1-10 million Users.

## 4. Video Content Industry Research

Current video sharing platforms run on advertising, and the income is directly distributed from advertisers to platforms. Content creators and content providers do not receive a fair share of the advertising revenue unless they have a special arrangement with the advertiser or the social network.

YouTube is the industry leading platform for video monetization. An estimated 50 million people are actively creating content on YouTube. However, 99% of content providers earn less than \$100 monthly. The distribution of revenue for content creators and content providers is also increasingly uneven, with the top 3% of YouTubers receiving 90% of all views and earning 90% of ad revenue.

Can non-YouTube video sites survive and thrive? Yes, but it needs clear focus, so that the Users see value in the content on the website, which they can use again and again. For example, by offering 25-50 high quality courses in popular learning topics, with certifications, we can maximize the usefulness of the Kaafila platform, because video is the best possible medium to learn, and we can reach people worldwide.

## 5. Needs of Content Providers

On other video platforms, content creators require approximately a million views to generate a decent income, or need 1000 subscribers or 4000 hours of watch time with past 12 months to be eligible for advertisement and earning from it, but we will allow monetization right from the first content (if the content is compliant with guidelines).

Small Content providers often lack a way to promote their content/media. Traditional marketing channels involve large upfront payments and obtrusive direct advertising, which do not correlate with any potential revenue. On the platform, Content providers can engage with content users with digital marketing activities. Content providers can share a part of their revenue with content users, when the content user responds to the offer, the content user's wallet address is added to the list of addresses to receive the content provider's KFL tokens.

We wish to ensure that everybody is fairly treated so that popular and reputed curators can generate revenue when media are played from within their custom playlists. Regarding content user royalty distribution, it is possible to set up a smart contract that would automatically distribute part of the content provider's revenue to the selected content users. Engaging our community is something we take very seriously and want to do as much as possible. The implementation of both functions will depend on extensive tests we will carry out after the release of the platform and the subsequent reaction of

our users. Artificial Intelligence & Machine Learning will sort as per genre or certificate to recognize an adult content.

Rising Content Providers are inclined to release media because it allows them to take home maximum of the revenue they generate and track where their revenue is going transparently. It also allows Content providers to diversify into a new audience, and revenue streams traditionally not available through existing platforms. These less established Content providers will be relieved to learn that they do not need to sign long-term deals or pay. Unlike existing streaming platforms that take up to 70% of the revenue, our system takes only a small percentage for maintenance. In addition, there is no possibility that media will be delisted from the platform or banned due to government restrictions. The fact that the underlying protocol and infrastructure can be used by any API player around the world means that the content will be visible worldwide.

## 6. Needs of Content Users

Users need affordable options for learning and career advancement, which Kaafila aims to offer through free courses including tests and certification. Users need a simple interface to access content, and save favorites in readily available lists.

Users will also need acceptability for the courses and certificates they earn from Kaafila. Therefore, we will aim to make Kaafila a widely accepted, and useful, knowledge-sharing platform in the next 5 years, which is recognized for its quality by employers worldwide.

Background notes: User experience is the key to the successful term for the growth of a business. Amazon's CEO Jeff Bezos invested 100 times more in customer experience than marketing in the first 5 years, and Airbnb's CEO Mike Gebbia credits UX with building the company to be worth \$10 billion. Excellent user experience is necessary to make the business thrive. Studies show that companies that invest heavily in UX see a significant increase in user uptake and adoption rates compared to similar products with a lower emphasis on UX. The Kaafila project team has taken this input seriously.

Currently, in the blockchain world, many user interactions are crude with complicated hoops and non-intuitive interfaces. We want to be much better with an infrastructure and UI/UX experience that is intuitive and responsive.

To implement modern, democratic governance we believe in transparency of rules, data immutability, and cryptography-based data integrity ideas that stand behind the blockchain. Implement a successful marketing plan to ensure long-term growth after

ensuring all the infrastructure is in place, our team will promote the platform through both sponsorships and indirect advertising.

Our plan is to onboard Content providers while at the same time promoting the platform to content users. There are many new markets, particularly in countries with no established platforms, for example, China. Unlike many blockchain projects focusing only on a core concept, the primary goal is to shine a light on the technology to a mainstream audience.

## 7. Needs of Advertisers

While the benefits of online advertising include the ability to reach a large audience, and the ability to measure results in real-time, online advertising currently also has some disadvantages/limitations as follows: Customers Ignore Ads (saturated with repetitive ads), Expensive Ad Prices (for genuine customer segments), Too Many Ad Options (for different ad locations on multiple platforms).

Kaafila aims to offer a simple solution for online ads, with 15-30 second video ads, which will be shown in the target category videos. For example, a stock trading brokerage can show its video ads in the various videos and courses related to financial markets. Kaafila aims to attract serious Users of all ages, who want to learn from the videos/courses on the site, to grow in their life and career. Based on inputs from Advertisers, such Users are a very desirable segment for showing "relevant" ads in a limited way.

Kaafila will not depend on Ad income, and there is no pressure to maximize Ad income, because some of our courses will have a nominal fee to cover the course creation and delivery costs. In addition, there will be ongoing income from NFT Marketplace. This position of self-reliance will enable Kaafila to select and approve relevant ads, and work with high quality Advertisers, who see value in our knowledge/content focused approach. Advertisers will have their own dashboard to upload video ads, and set the ad rates, and fund their account with Kaafila (KFL) or Algorand (ALGO) tokens.

## 8. Kaafila - Core Principles & Values

- **Focus on Useful Content** — better to have few useful videos than thousands of videos that don't help viewers in their life or career.
- **Give free what you got free** — most of our courses will be free, including tests and certification. There will also be paid internships for top performers.
- **Reward for Knowledge, Time and Effort** — Content Providers and Content Users (jointly called Users) deserve credit and rewards for their time and effort.
- **Effort is equivalent to Mining** — the effort by Users and Team Members will release Kaafila tokens from their frozen state, and get allocated to Users and Team Members, some of which may become available to Investors through sale.
- **Transparency** — in all transactions with Users, Team Members, Investors.

We want to make basic/foundation education free through our free courses with free certificates (unlike the situation today where some courses are free but certificates are not given without significant payment).

We want to provide practically useful education to learners/students worldwide, so that they can build their income irrespective of their current economic background or current education level.

And we want to support and motivate talented youth and top-performers by providing Scholarships, Awards and Internships, using KFL tokens.

Innovation is critical to stay in tune with rapidly changing technologies, and the various ongoing Research Projects will provide a base for innovation and launching new products and services that will keep the Kaafila project useful and relevant for users even after 10-20 years, because the project is set up for 20 years timeframe.

## 9. Kaafila Project Goals

Following are our project goals for the first 4 years, from June 2021 to June 2025. These goals are like sub-projects that will be funded by Kaafila (KFL) tokens.

**1. Core Education for Children of age 5 to 15:** 20+ courses in Math, Science, English, with at least 10 free courses with certificates. The same courses can also be used for the education of adults. All courses will be free or low cost.

**2. Computer Science Education for All:** 10+ courses in computer science, software programming, data analytics, cybersecurity with at least 5 free courses with certificates.

**3. Business and Financial Education for All:** 20+ courses in business management, sales & marketing, business communications, financial management, entrepreneurship, contracts, financial markets, equity investing, and trading, with at least 10 free courses with certificates. All courses will be free or low cost.

**4. Vocational Education for All:** 10+ courses on Business Support Services, Social Media Management, Real Estate projects, Organic Farming, Horticulture, Naturopathy, etc with at least 2 free courses with certificates. These courses will constantly evolve with market trends.

**5. Help Small Businesses:** Register 2000+ Small Businesses from different industries on Kaafila, and promote them through our users and team members. Some services will be free and some services will be paid with KFL tokens. The learnings here will set the stage for next phase of small business marketing, which can be 10x bigger.

**6. Promote Independent Content Providers** (Artists, Musicians, Film Makers, Sports, Veterans Affairs, etc): Register 500+ Content Providers on Kaafila, and promote their work through our team members and users.

**7. Support Independent News Providers** (Journalists, Bloggers, etc): Register 100+ Independent News Providers on Kaafila, and promote their work through our team members and users.

**8. Research Projects:** Research projects are very important for the long-term success of Kaafila, because they will drive future innovation -- in areas that are not very clear today but still important to understand and participate in some way -- to fully understand the impact of new technologies in solving problems that we all face today.



**Kaafila will fund at least 7 research projects on the following topics:**

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- (a) How to use blockchain to deliver lowest cost education to children worldwide?
  - (b) How to use blockchain for computer science education worldwide?
  - (c) How to use the Internet/blockchain to promote local businesses more effectively?
  - (d) How to involve online communities to conserve nature and natural resources?
  - (e) How to use the blockchain to create large-scale alert/broadcast systems for the safety of children/people, and for help in disaster relief situations?
  - (f) How to create a “Universal Payment System” using Algorand (ALGO) and Kaafila (KFL)? The research goal here is to study how to create a simple and widely usable payment system that is similar to PayPal in simplicity, but with much lower transaction costs, and a much wider usage despite prevailing challenges for crypto payments.
  - (g) How to create a new programming language, with easy syntax that can be learned rapidly by more people across industries, including school students? The groundwork is in progress, and this will be a key research project at Kaafila during the initial four years from 2021 to 2025. Any success here will be a major achievement, because it will make software programming much more accessible than it is today, and it will enable the creation of many new software applications that nobody has thought of yet.
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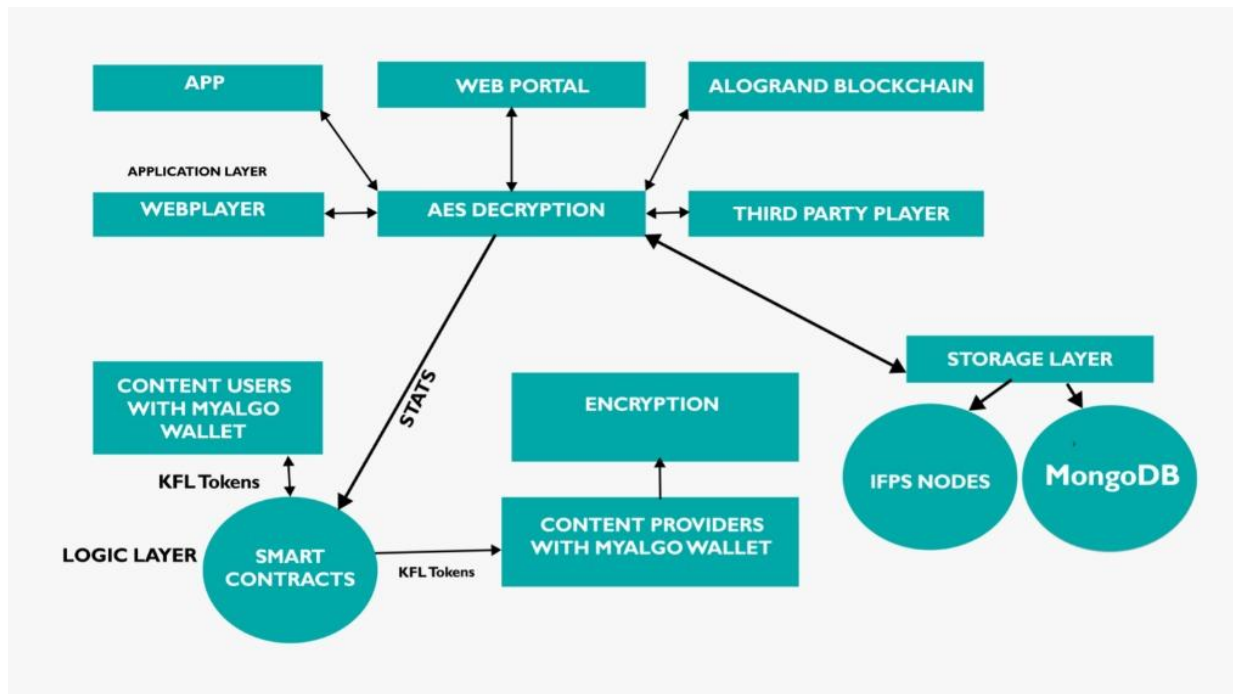
**Notes on Research projects:** Kaafila project has started with a few focus areas related to education, learning, professional development and digital media. They can drive the Kaafila project growth for next 5-10 years, but unless we are constantly working on newer and bigger problems, the Kaafila project will become stagnant, or even irrelevant, within a few years, whereas the project is set up to operate for 20+ years. Therefore, we will fund several research projects, using KFL tokens, in which suitable people based worldwide can participate.

At the core, each research project is an experiment, and not all experiments can deliver tangible gains, otherwise they are not experiments in the first place.

However, each research project will give valuable insights into the challenges and opportunities involved in the chosen area, which can provide the base for further efforts. Even if one research project is successful in delivering tangible output, the downstream gains will be very significant for Kaafila.

## 10. Technology & System Architecture

Technologically, the Proof-of-Work blockchain is not suitable for handling transactional systems (high frequency and volume of data). Kaafila has tested the block chain-only solution and found it to be too costly, too slow, and to have a lack of privacy in storing decryption keys – and that is why we use a hybrid stack: the smart contract on Blockchain, payments, and governance; and the already established SQL database with a Node.js application server providing the API for transactional operations between the players and the core platform. We observe the growth of side-chain systems technology and look forward to its readiness for business.

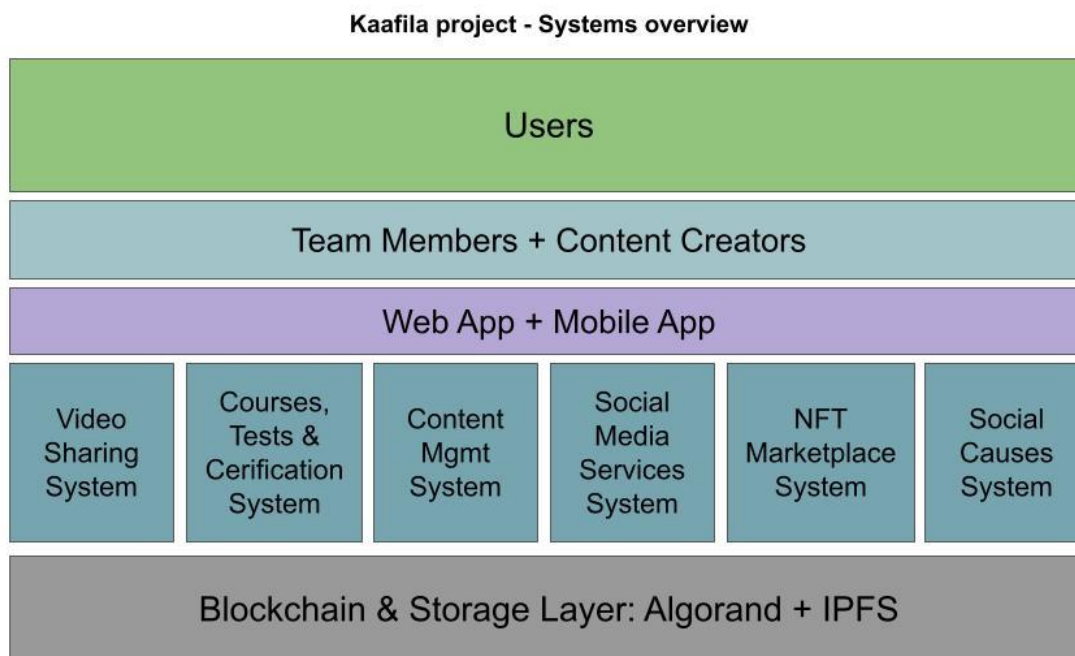


We want to design an enterprise-grade solution that is scalable and reliable. We plan to use a 4-layer system that utilizes IPFS as a file storage layer, an off-chain database as a transactional and directory layer, smart contracts as a finance logic layer, and an API and applications as the front-end application layer.

Due to the emerging state of blockchain technology, with high fees for collecting real-time data and effectively responding to users' requests, we designed our own system to currently use an established layer for transactional operations.

All the data is collected there and the hash statistics are periodically sent to the blockchain; thus, we can deliver real-time user experience balanced with rational costs, and utilize the blockchain to the greatest possible extent, primarily for payments.

The following diagram describes the key systems of the Kaafila project.



The above systems are under design and development phase as of October 2021. Most of the above systems will go-live by June 2022.

The “Video Sharing System” will be the first to go-live within Q4, 2021. It will have the ability to reward both Users and Content Creators for their time and effort using KFL tokens.

The “Courses, Tests & Certification System” is a key system for the Kaafila project, and it will keep improving in its capabilities every quarter.

In line with today’s Internet usage trends, we expect most of the Kaafila Users to access and use the Kaafila systems via the Mobile App. Therefore, the Mobile App will need ongoing improvements to ensure seamless access to all Kaafila systems within one App.

In addition to the above systems, there will be systems for User Registration and Website Security, which are necessary to ensure a safe and positive User experience.

# 11. Benefits of using Algorand Blockchain

(a) **DECENTRALIZATION:** The Algorand blockchain is entirely decentralized, which means there is no powerful central authority or single point of control. A unique committee of users is randomly and secretly selected to approve every block. Nodes are run by entities representing diverse backgrounds across many different countries.

- **Fair & Transparent:** Control is distributed among all individual network participants
- **Accurate:** No risk of data being manipulated, lost or destroyed
- **Secure:** Fault tolerant with no special group of users for an attacker to target

(b) **PERMISSIONLESS**

- **Public & Open to All:** Users do not need the approval of a trusted authority to use the Algorand blockchain. There is a single class of users and no gatekeepers. Every participant can read every block and have the opportunity to write a transaction in a future block.
- **Low Cost to Participate :** The Algorand platform requires minimal processing power and modest IT resources to join. All online users who possess algos are automatically eligible to participate in block consensus.

(c) **OPEN SOURCE:** The Algorand node repository is open sourced and publicly available for anyone to audit, use, and build upon. The platform is founded on principles of transparency, inclusivity, and collaboration and maintained by a dedicated community with a shared vision of a decentralized, borderless future.

(d) **NETWORK-LEVEL SECURITY: PARTITION RESILIENCE**

The Algorand protocol is secure against an adversary who may achieve complete control over the network and dictate which users receive which messages and when. Even when the network is partitioned into multiple non-connected networks, Algorand's blockchain does not fork and users' balances remain secure. An adversary is never able to convince two honest users to accept two different blocks for the same round. All transactions that appear on the blockchain are always final. Algorand is able to recover after a partition is resolved and guarantees that new blocks will be generated at the same speed as before the partition.

(e) **SCALABILITY**

- No computation resources wasted solving cryptographic puzzles.
- Only a small subset of users are selected to participate each time a new block is generated, and users do not need to communicate with others to determine whether they are selected.

- Number of selected users doesn't change as the total number of network users increases.
- Total communication cost of the network scales linearly.
- Blocks typically finalize within seconds.

## 12. System Security

Developers are turning to decentralized storage as a way to avoid censorship, server outages, and hacks. With decentralized systems, connections can dynamically find the most efficient pathway through the Internet and route around congestion or damage.

The Algorand blockchain provides a decentralized, scalable and secure protocol making it an excellent medium to share information, however the current maximum note size for an Algorand transaction is 1KB limiting the amount of transferred data. Large files cannot be efficiently stored on blockchains. On one hand, the blockchain becomes bloated with data that has to be propagated within the blockchain network, and on the other hand, since the blockchain is replicated on many nodes, a lot of storage space is required without serving an immediate purpose.

IPFS is a file sharing system that can be leveraged to more efficiently store and share large files. It relies on cryptographic hashes that can easily be stored on a blockchain. Nonetheless, IPFS does not permit users to share files with selected parties. This is necessary, if sensitive or personal data needs to be shared. File-content encryption before uploading to IPFS protects sensitive data from unauthorized access. Algorand blockchain technology is then utilized for keeping track of the file hashes and file names, guaranteeing transparency and speed. Thus, Algorand-IPFS integration allows us to create decentralized applications with secure digital content.

By creating a cryptographic hash of the document at the source with IPFS Network and Algorand Blockchain, you have a method of proving that the data is unchanged. Besides, you may also want the data to remain private and allow only authorized content users to view it as well as be able to revoke this authorization when needed. By using any standard encryption method, the data can be secured and only visible to those with the corresponding decryption key. When you use the Algorand Blockchain and IPFS Network for data storage, your data is immutably secured.

# 13. Tokenomics

Token Name: Kaafila

Token Ticker: KFL

Total Supply: 100 billion

Token Price (base)0: \$0.0001

Token Type/Role: Utility Token

Development Status: Prototype/MVP

Organization Structure: Decentralized

Open Source: No

Consensus Mechanism: Not Mineable

Algorithm: Pure PoS (Algorand Blockchain)

Smart Contracts: Content Users, Content Providers, Token Holders, Advertisers

## Token Distribution Plan

### Token Release Mechanism:

- Total 100 billion tokens -- premixed and frozen.
- Tokens will be "released" from their frozen state by User effort and Team effort. So it is the effort of Users and Team members that releases tokens from their frozen state, and this may be considered the equivalent of mining.
- Some of these unfrozen tokens may become available to Investors for buying.
- Investors can buy tokens that come for sale from Users and Team Members. This will help liquidity and price stability for tokens, and benefit all stakeholders.

### Token Release Schedule:

Tokens will be released on a four-yearly "halving schedule", to ensure enough supply of tokens to reward future efforts to maintain and grow the Kaafila project. This gradual token release schedule has been adopted from Bitcoin, which has demonstrated clear benefits of limited and controlled supply of tokens over a long period of time.

Tokens Released	Timeframe
50% tokens will be released in first 4 years	2021-2025
25% tokens will be released in next 4 years	2025-2029
12.5% tokens will be released in next 4 years	2029-2033
6.25% tokens will be released in next 4 years	2033-2037
3.125% tokens will be released in next 4 years	2037-2041
<b>96.875% tokens will be released in 20 years</b>	<b>2021-2041</b>

<b>Kaafila Tokens Distribution Plan</b>	
<b>Tokens Distribution (Users)</b>	
Content Providers	40.00%
Content Users	10.00%
<b>Sub-Total</b> (some of these tokens may come up for sale, which Investors can buy)	<b>50.00%</b>
<b>Tokens Distribution (Team)</b>	
Founders	25.00%
Other Team Members	15.00%
Allocated to Investors (these tokens will be sold by Team, which Investors can buy)	10.00%
<b>Sub-Total</b>	<b>50.00%</b>
<b>Total</b>	<b>100.00%</b>

<b>Tokens Distribution</b>	<b>Early Stage (estimate)</b>
Users	50%
Team	40%
Investors	10%
<b>Total</b>	<b>100.00%</b>

<b>Tokens Distribution</b>	<b>Growth phase (estimate)</b>
Users	40%
Team	40%
Investors	20%
<b>Total</b>	<b>100.00%</b>

<b>Tokens Distribution</b>	<b>Steady State (estimate)</b>
Users	33%
Team	34%
Investors	33%
<b>Total</b>	<b>100.00%</b>

**Disclaimer:** Kaafila (KFL) token is a utility token meant for the working of the Kaafila project. The KFL token does not represent any asset or security, and there are no guarantees of any type regarding the token price appreciation over any timeframe.

## 14. Project Economics

Kaafila project will receive ongoing effort from Users and Team Members, which will create income from products/services bought by Clients/Advertisers. And the Users and Team Members will be rewarded/compensated for their effort in KFL tokens.

Income (Inflow)	Expenditure (Outflow)
<ul style="list-style-type: none"> <li>● Income from Ads in Videos/App</li> <li>● Income from Social Media Services</li> <li>● Income from Paid Courses</li> <li>● Income from NFT Marketplace</li> <li>● Sale of NFTs developed inhouse</li> <li>● Tokens released from freeze</li> <li>● Income from Intellectual Property developed in Research projects</li> <li>● Income from Software projects done by Team Members &amp; Interns</li> </ul>	<ul style="list-style-type: none"> <li>● Rewards/Bonus payment to Users</li> <li>● Awards to Top-performers in Courses</li> <li>● Payment to Content/Course Creators</li> <li>● Payment to Team Members</li> <li>● Admin/ Project Operating Expenses</li> <li>● Scholarships for Research projects</li> <li>● Payment for Internships</li> <li>● Industry Events and Awards</li> <li>● Social Causes, including donations for deserving causes worldwide</li> </ul>
Total: 100	Total: 100

Note: Kaafila project will operate on a “not-for-profit” model, and net income at the end of each year must be zero. Therefore, all income will be used for admin/project operating expenses, and any remaining income will be distributed among the Token Holders, Users and Team Members. We believe that if the Kaafila project is doing useful work, our Users and Team Members based worldwide will enable the creation of new income every year, and therefore, there is no need to accumulate any income.

The project income may be in the following three tokens: KFL, ALGO, USDT.

The project expenses may be in the following two tokens: KFL, USDT.

Users and Team Members can exchange their KFL tokens on an exchange or swap site.

The aim is to maximize the adoption of KFL token, through useful applications for industry, and ongoing support for social causes.

## 15. Technology Roadmap for 2021-2022

Kaafila project team is currently working to build the system from ground-up in a network-efficient manner with minimum latency. The core development team includes blockchain developers, system architects, analysts, and project managers.





Website development



API development



Transactional Databases



Completing the development of content provider and content user web panels



Research for scalable and cost-effective blockchain-based transactional systems



IFPS and Algorand Blockchain



Finalising the development of web, android, and IOS

## Engineering Projects & Systems for Go-Live during 2021-2022

EN01	Kaafila Website Design & Development
EN02	Mobile App Development - Android and IOS
EN03	Smart Contracts Development (Video, Audio, Images, Files)
EN04	Courses, Tests, and Certification System
EN05	Social Media Marketing System
EN06	Content Management System
EN07	NFT Marketplace System
EN08	Social Causes System

Kaafila project team will work with a mix of developers to complete the above projects, some will be full-time/ongoing basis, and some will be part-time/short-duration basis. There may be about 25-30 developers of diverse skills in the pool, for doing the necessary work based on their skills and availability.

## 16. Kaafila Team Roles & Responsibilities

Kaafila project team will require multiple roles and team effort to achieve the goals stated in section 9, and to create an organization that is able to grow and deliver high quality content, and learning resources to millions of people worldwide, either free or at very low cost, over the next 20+ years.

There will be four groups in Kaafila project team:

- Engineering
- Operations
- Business Development
- Trust & Safety

The team is currently focused on developing the MVP, and then beta version, which can be used to onboard the initial 25,000 Users and Content Providers. The following Roles will be filled gradually along with the project's growth.

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**Engineering**

- =====  
1. Director of Engineering  
2. Blockchain Development Lead  
3. Blockchain Development Engineer  
4. System Architect  
5. System Development Lead  
6. System Testing Lead  
7. System Performance Analyst  
8. System Integration Lead  
9. System Data Manager  
10. System Security Manager  
11. Cybersecurity Lead  
12. User Experience Lead  
13. System Infrastructure Lead  
14. Scaling and Automation Engineer  
15. Special Projects Lead

=====  
**Operations**  
=====

1. Director of Operations
2. Knowledge & Training Programs Manager
3. Testing & Certification Manager
4. Basic Education Courses Lead
5. Computer Science Courses Lead
6. Business Education Courses Lead
7. User Support Manager
8. Content Provider Support Manager
9. Advertising Services Manager
10. NFT Marketplace Manager
11. Online Marketing Manager
12. Customer Support Manager
13. System Availability Manager
14. Research Projects Lead
15. Special Operations Lead

=====  
**Business Development**  
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1. Director of Business Development
2. User Engagement Manager
3. Social Media Marketing Manager
4. Content Provider Engagement Manager
5. Computer Science Courses Coordinator
6. Business Courses Coordinator
7. School Education Courses Coordinator
8. Small Business Marketing Lead
9. Corporate Accounts Manager
10. Blockchain Industry Partnerships Manager
11. Industry Events Manager
12. Market Research Lead
13. Product Marketing Manager
14. New Applications Lead
15. Special Projects Lead

=====  
**Trust & Safety**  
=====

1. Director of Trust & Safety
2. Content Quality Control Manager
3. Copyright Operations Manager
4. Terms and Policy Control Manager
5. Regulatory Compliance Manager
6. User Safety Lead
7. User Safety Analyst
8. Audit & Security Lead
9. System Data Backup Lead
10. Copyright Operations Manager
11. Third Party Mobile Apps Reviews Lead
12. Media & Communications Manager
13. Social Causes Support Manager
14. Special Projects Lead

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To learn more, please visit: [www.Kaafila.org](http://www.Kaafila.org)

For any questions, comments or suggestions, please email us at: [team@kaafila.org](mailto:team@kaafila.org)

Thanks for your time and interest in our project.  
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