



MARKETING DECK BLOCKCERT

Target Industry: **Education** | Target Geography: **Malaysia**

RightCliQ Solutions

PROBLEM WITH COUNTERFEIT CERTIFICATES



- Enormous challenges faced by the education industry due to counterfeit certificates
- 1 out of 20 job applicants in Malaysia have fake degrees (as reported by a fraud investigation agency, 2019)
- Fake certificates from non-existent universities (reported in a daily newspaper in Malaysia, 2016)
- Such fake certificates had the chancellor's signature and seal of the institution
- For many educational institutions, verifying academic credentials is still a manual process
- Malaysia is one of the worst affected countries with such problems due to poor background checking practices.

HOW CAN THAT PROBLEM BE OVERCOME?

WHAT IS THE WAY FORWARD?

- Academic records & certificates **must be universally recognized** and **verifiable**
- Certificates and qualifications stored & issued on a **Blockchain**:
 - ✓ Would be **verified, tamper-proof**, and publicly available
 - ✓ Easily **shareable** with employers, schools and institutions
- The **Blockchain technology** makes it **secure** and **not susceptible** to fraud
- **Blockchain** provides a high degree of **trust & confidence** when verifying official records

**Blockchain-based Digital
Certificates Issuance and
Verification Platform!**

ENTER BLOCKCERT

HOW DOES BLOCKCERT WORK?

- Integrated cloud-based **Blockchain Certificate Platform** (BCP)
- The application is designed to be **integrated** with any existing ILMS system via **customizable API** layer
- Works seamlessly across **Web portal** and **Mobile app**
- The digital records are **registered on a blockchain**, cryptographically signed, tamper-proof, and shareable
- The Blockcert can be used for issuing, viewing and **independently verifying** blockchain-based certificates



PLATFORM FEATURES

Admin Portal Features

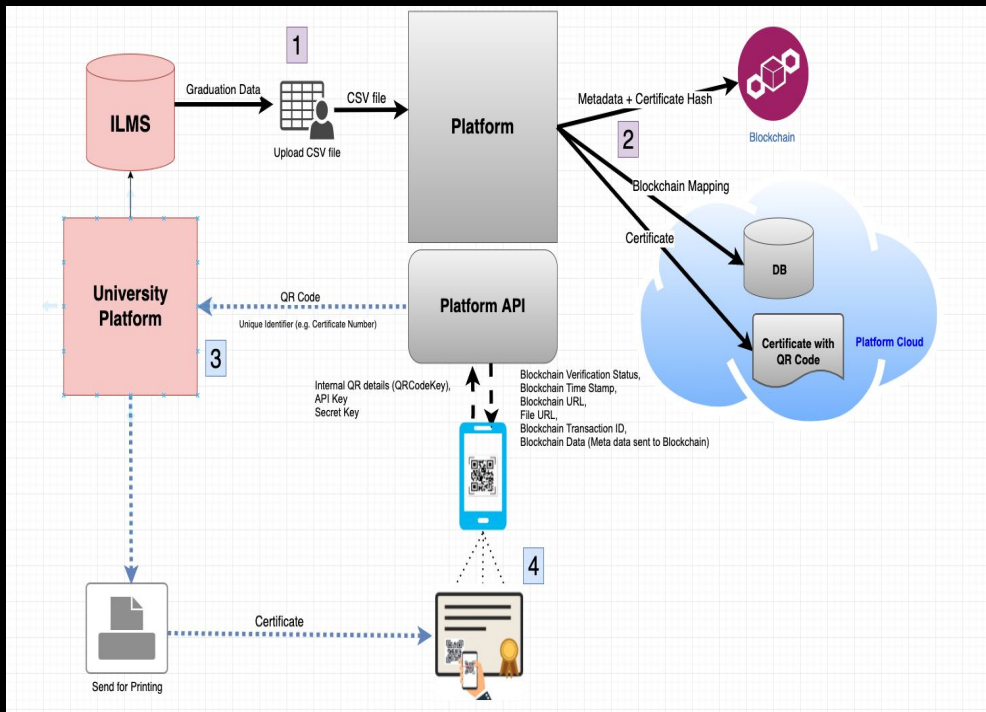
- University Management
- User Management
- API Integration
- Certificate Management
- QR Code Setup
- Blockchain Integration
- Scanning History
- Notification & Reporting
- Security & Caching

Mobile App Features

- QR code reader
- Certificate & Blockchain validation
- Terms & Conditions
- Privacy Policy
- About Us
- Version Numbers
- Splash Screen
- Disclaimer
- Feedback

HOW BLOCKCERT IS ONE-OF-A-KIND SOLUTION?

- Can be adopted by **any educational institution**, large or small .
- Designed for **integration** with any existing ILMS system via **customizable API layer**
- Can be easily integrated into the institution's existing **Mobile app**
- Branded or **custom QR code** scanners can be built for universities as needed
- Low entry cost, due to **subscription-based pricing** model
- The generic cloud-based solution can be **used across industries**.



BLOCKCERT CASE STUDY

HOW A LARGE UNIVERSITY IN MALAYSIA SECURED E-CERTIFICATES USING AN INTEGRATED BLOCKCERT PLATFORM

The Objective

Establish standard blockchain benefits for the education industry.

The Customer

A large University in SE Asia having 20,000+ students.

The Challenges

- No system to **verify or validate** e-Certificates issued
- Needed a **platform** for **issuing** secured certificates
- Finding the right **implementation partner**

The Approach

Integrating new technology adoption with existing ones to bring efficiency to the existing processes

The Solution

Integrated a cloud-based Blockchain Certificate Platform using the VeriDoc global API.

The Outcome

The case study is a testimony to the fact that any educational institute with no any systems in place can **benefit from Blockcert solutions.**

HOW DID RIGHTCLIQ HELP?

The Methodology

- Understanding the challenges in adopting new technology
- Integrating with existing ones to bring more efficiency to the processes.
- Ensuring that the admin web portal & mobile app were integrated in an agile manner.

The Results

- Successful in integrating a cloud-based Blockchain Certificate Platform (BCP)
- Being an API-based integration, no changes were required to the existing systems
- The implementation process was completed within a very short span
- The Blockcert enabled the University to issue 5000+ secured e-Certificates for its students.
- The certificates could now be verified & validated.

BENEFITS OF BLOCKCHAIN/BLOCKCERT FOR THE EDUCATION INDUSTRY

Blockchain is transforming the Education

Industry by:

- Streamlining **verification** procedures
- Minimizing **fraudulent** incidents

Blockchain can be used in the Education Industry to:

- **Increase accountability** between authorities, students, and other stakeholders
- **Minimize fraud** and reduce paper-based & manual processes
- **Secure and share** student records

How Blockcert helps:

- Provides **infrastructure** for the issuance, viewing, and verification of **blockchain-based** certificates
- Streamlines **verification procedures** and minimizes **fraudulent incidents**

Usage of Blockchain Technology in other Educational Institutes:

- Currently **blockchain based certificates** are being tested & used by numerous universities globally.
- The Massachusetts Institute of Technology (**MIT**) has started issuing diploma certificates using **blockchain technology**.



THANK YOU

RightCliQ Solutions