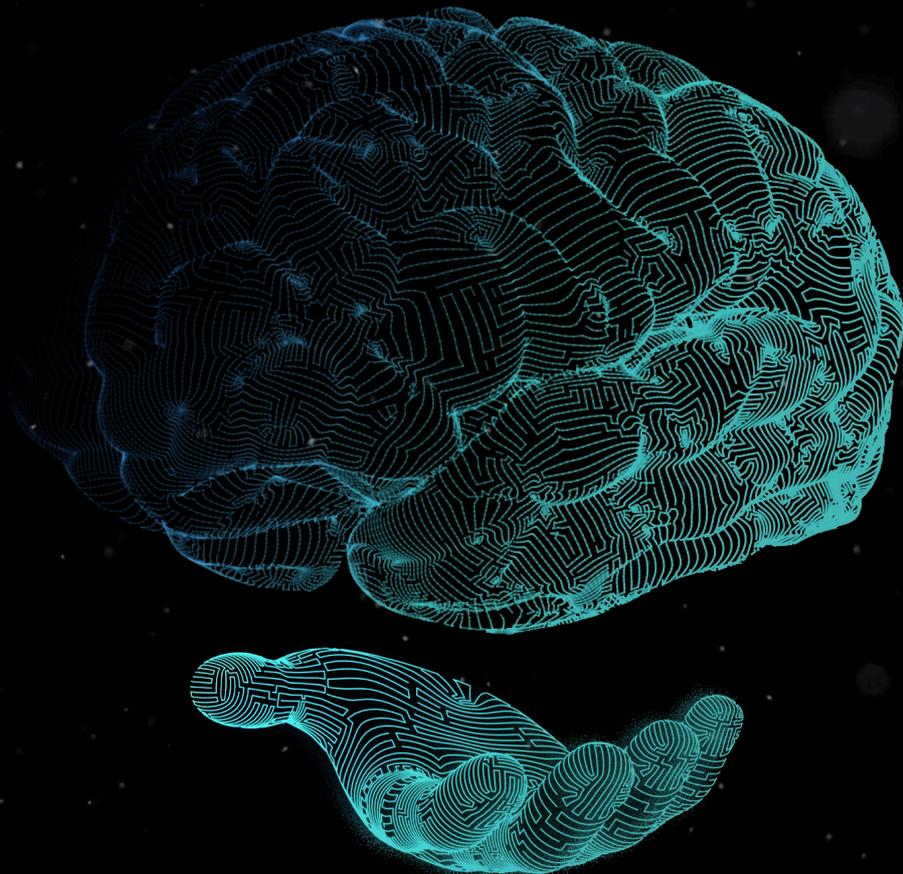




\$CRX

WHITEPAPER



Tokenized AI for **Human Growth**

CereBree: An Operating System for Human Growth

The dawn of generative artificial intelligence marks one of the most profound shifts in human history, a force unleashing \$2.6 to \$4.4 trillion in annual global economic value, rivaling the GDP of a major nation. From processing 9,000 tokens per minute in early 2023 to over 100,000 by mid-year, gen AI has exploded, empowering 78% of enterprises to integrate it across functions and boosting productivity by 20-30% in tasks that once consumed hours. Yet, amid this revolution, a silent crisis emerges: fragmentation. Workers juggle 11 apps daily, up from six in 2019, wasting precious time, fueling 82% burnout rates at a staggering \$438 billion global cost, and leaving 63% of professionals grappling with skill gaps in an AI-driven world. What if, instead of scattered tools, there was a single intelligent system that wove together every stage of life, turning chaos into seamless growth?

CereBree is that system, the first unified platform spanning the human lifecycle, powered by proprietary gen AI and blockchain sovereignty. It integrates five interconnected pillars in a self-reinforcing cycle:

The story begins in **STUDY** with **CereKids**, where young learners (ages 3–9) enter a collaborative AI environment. Parents and teachers assess progress, emotional health, and milestones in real time, generating tailored activities and reports. For neurodivergent children, **CereAura** seamlessly integrates: AI-supported autism diagnosis, therapy plans, and connections to shadow teachers, all encrypted via decentralised identifiers (DIDs) for family control.

As maturity dawns, the platform advances the journey (grades 4–12). The verified profile flows forward; AI adapts learning experiences, grades in real time, and maps skills to future industries. Chatbot companions explain concepts, detect fatigue, and celebrate achievements, building a credential portfolio that endures.

Graduation ignites **GROW** through **Vertex (B2C)**. AI analyzes the lifelong profile (CV, skills, aspirations) against market trends, crafting a dynamic roadmap of courses and certifications to achieve dream careers. Emotional coaching hones interpersonal strengths; \$CRX tokens reward milestones, fueling continuous advancement.

The professional chapter unfolds in **WORK** with **Vertex (employees)** and **Cortex (for managers/C-levels)**. Employees track performance and upskill via Vertex, with AI flagging burnout and opportunities. Cortex empowers leaders with predictive hiring and retention insights, drawing anonymised data from the ecosystem to bridge talent gaps. Companies pay in \$CRX, sustaining the cycle.

RETIRE completes the arc. AI optimizes pensions, lifelong learning, and legacy sharing, drawing from decades of data for personalized fulfillment. The memoir, secured by DIDs, inspires the next generation.

HEAL augments every pillar, delivering **instant medical access** via certified doctors and therapists, **child safety gadget** alerts for real-time protection, and **CereAura's** lifelong wellness support for neurodivergent minds. From emergency consultations to preventive check-ins, HEAL ensures no life stage is left vulnerable.

This is no disjointed suite. It is **one intelligent continuum**: STUDY seeds GROW with foundations; GROW fuels WORK with capabilities; WORK sustains RETIRE with security; HEAL safeguards every step; RETIRE refines future AI through consented insights. Every phase compounds value.

The CereBree Advantage

Three principles set us apart:

- 1. Human-in-the-Loop Intelligence** Agentic AI anticipates but defers to users, with transparent reasoning and verification.
- 2. Decentralised Data Ownership** DIDs and smart contracts grant immutable control, ensuring GDPR compliance.
- 3. Tokenised Incentive Alignment** \$CRX rewards engagement, aligning users and enterprises in a sustainable ecosystem.

With early pilots and strategic partnerships, CereBree is primed for scale. We invite strategic partners to shape this future.

To realize this vision, CereBree harnesses AI and blockchain in ways that address the core challenges of today's fragmented landscape.

Building an Operating System for Human Growth with AI and Blockchain

AI has developed at an exponential pace over the last few years. In the case of generative artificial intelligence (gen AI^[1]) alone, when it was introduced in March 2023, Anthropic's gen AI Claude could process 9,000 tokens of text per minute. By May 2023 this figure reached 100K^[2].

The economic potential of AI in general and gen AI in particular, is similarly compelling. McKinsey's latest estimate places the economic potential of gen AI at \$2.6 trillion to \$4.4 trillion – comparable to the GDP of a developed country^[3]. Across banking alone, the impact would be around \$200-340bn/year^[4].

Businesses are already working to capitalise upon this, with organisations' use of AI accelerating markedly over 2023-24 when compared with years prior^[5]. In its latest state of AI survey, McKinsey found that the percentage of organisations which used AI in at least one business function climbed from 55% to over 78% over 2023 through July 2024, while the respective figures for gen AI usage were 33% to 71%^[6]. Additionally, organisations were shown to be deploying AI across more functions, with the percentage of organisations that used AI across five or more functions climbing from 3% in 2023 to 8% over 1H24 and 16% over 2H24^[7].

[1] Generative artificial intelligence (gen AI) refers to a technology which uses algorithms to create new content, including audio, visual and text. Related concepts are artificial intelligence – getting machines to mimic/exceed human intelligence to perform tasks – and machine learning – a way to develop artificial intelligence from training models on data in some way. See: <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

[2] <https://medium.com/version-1/analysis-of-upgraded-claude-ai-assistant-9k-to-100k-tokens-75ada4e0345>

[3] <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#key-insights>

[4] <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#key-insights>

[5] <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

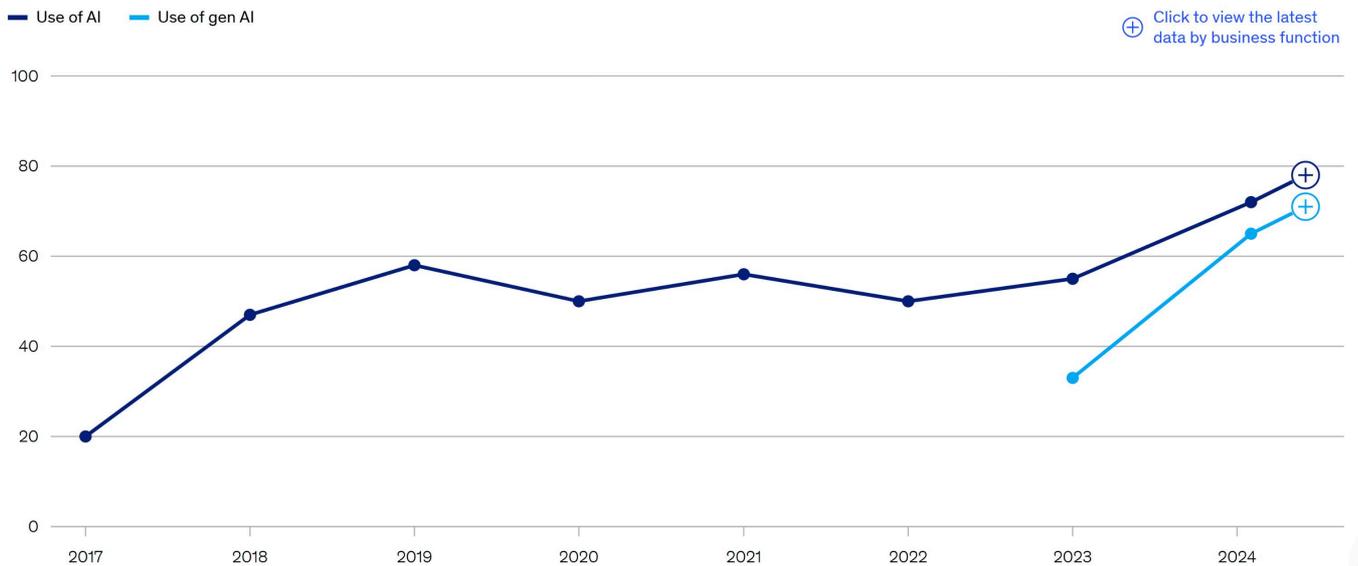
[6] <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

[7] <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

Diagram 1: Gen AI usage accelerating, outpacing general AI usage

Organizations' use of AI has accelerated markedly in the past year, after years of little meaningful change.

Organizations that use AI in at least 1 business function,¹% of respondents



In 2017, the definition for AI use was using AI in a core part of the organization's business or at scale. In 2018–2019, the definition was embedding at least 1 AI capability in business processes or products. Since 2020, the definition has been that the organization has adopted AI in at least 1 function.

Source: <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

Much of the gain is expected to come from improving workplace efficiencies. In 2023, McKinsey expected that 60-70% of time spent by employees could be saved through automation^[9], revised up from its earlier figure of 50%^[10]. The upward revision was due to gen AI's improved ability to understand natural language, a requisite in activities accounting for 25% of total work time^[11].

[9] <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#key-insights>

[10] <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#key-insights>

[11] <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#key-insights>

Generative AI has been shown to improve issue resolution and reduce dissatisfaction. Research on a company with 5,000 customer service agents found that introducing gen AI increased resolution by 14% per hour and decreased average time spent handling an issue by 9%, while requests to speak to a manager fell by 25%[\[11\]](#).

In talent and organisation alone the impact across the banking and tech industries will range from \$60-90bn for each industry[\[12\]](#). Additionally, there appears to be ample opportunity for third-party service providers to offer plug-in solutions, especially in the fields of HR. A July global 2024 survey of 1,491 employees by McKinsey found that while organisations leaned towards a fully centralised approach to compliance & risk, as well as for data governance for AI (57% and 46% opting for fully centralised deployments, respectively), the actual AI solution adopted, as well as the management of related tech talent were areas where organisations were most open to a non-centralised solution (77% and 71% respectively)[\[13\]](#).

Similarly, KPMG surveyed 130 US-based C-suite executives and business leaders and found that 67% of organisations intended to purchase pre-built AI solutions while 27% sought a combination of externally and internally built solutions[\[14\]](#).

[11] <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#business-value>

[12] <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#industry-impacts>

[13] <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

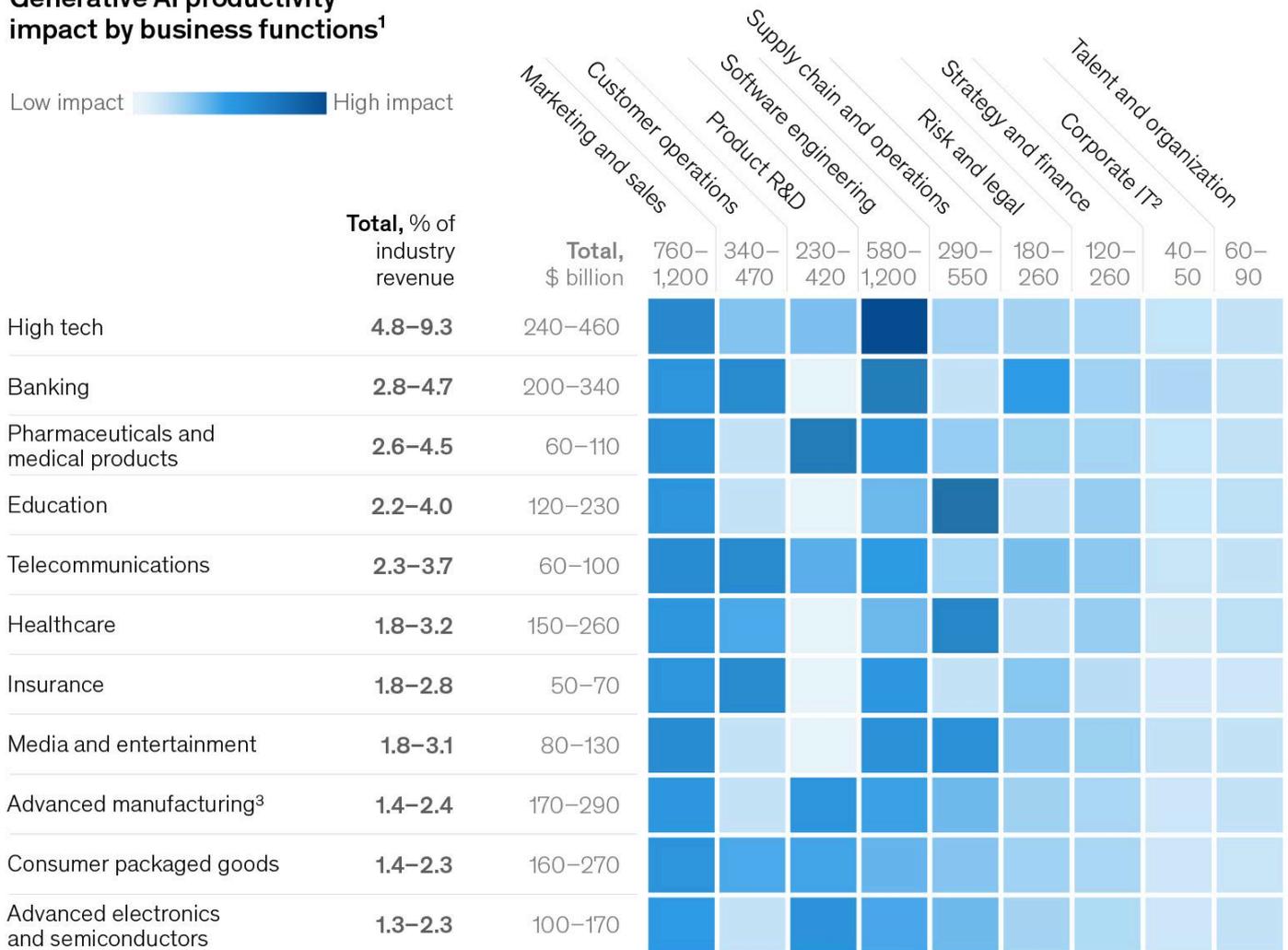
[14] <https://kpmg.com/us/en/media/news/q1-ai-pulse-2025.html>

Diagram 2: Economic impact of gen AI across industries and organisational functions

Generative AI use cases will have different impacts on business functions across industries.

Generative AI productivity impact by business functions¹

Low impact  High impact



Note: Figures may not sum to 100%, because of rounding. ¹Excludes implementation costs (eg, training, licenses). ²Excluding software engineering.

³Includes aerospace, defense, and auto manufacturing. ⁴Including auto retail.

Source: Comparative Industry Service (CIS), IHS Markit; Oxford Economics; McKinsey Corporate and Business Functions database; McKinsey Manufacturing and Supply Chain 360; McKinsey Sales Navigator; Ignite, a McKinsey database; McKinsey analysis

McKinsey & Company

Source: : <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/the-economic-potential-of-generative-ai-the-next-productivity-frontier#industry-impacts>

Challenges in applying – and living with – gen AI in the workplace

Hallucinations

There are limitations to AI that require human guidance, or at least human verification. Training the AI itself requires human-generated data, often from experts (e.g., a scientific paper used to train Google's Med-PaLM 2 project was written by 31 co-authors[16]), or at least a lot of prompt-led training. Additionally, once the gen AI model has been trained, its outputs still require humans to sign off on them. For example, gen AI could lead to 'hallucinations' – information being generated that seem plausible but is false[17], and human feedback would be needed to verify an AI's work.

Remarkably, of the respondents whose organisations regularly used gen AI, 30% said 20% or less of the gen AI outputs are reviewed before usage, more than the 27% who stated their organisations reviewed all such outputs[18]. At the same time, inaccuracy from gen AI content was the risk for which, between April 2023 to July 2024, organisations stepped up their monitoring of the most[19]. Together, these findings paint a picture of organisations being wary of inaccuracies from using gen AI, but lacking the resources to exhaustively screen for them.

As more scrutiny is applied to gen AI content, platforms which could internally **ensure the accuracy of its content (e.g., avoid hallucinations), without requiring as much client oversight, would set themselves apart.**

[16] <https://hbr.org/2023/07/how-to-train-generative-ai-using-your-companys-data>

[17] <https://mitsloan.mit.edu/ideas-made-to-matter/6-ways-businesses-can-leverage-generative-ai>

[18] <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

[19] <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

Challenges in applying gen AI in the workplace

Incentivisation

It is also worth noting that while organisations wish to increase gen AI integration in their businesses, only a small fraction has established incentives for employees to do so (11% for organisations with \geq \$500mn in annual revenue, and 12% for the remaining group)[\[20\]](#).

Companies are stepping up employee reskilling, with the proportion of organisations planning to reskill more than half their employees over the next three years being 19%, up from 9% in the year leading up to July 2024[\[21\]](#).

Fragmentation

The portals through which individuals could reskill or upskill themselves are also increasingly fragmented. A 2023 Gartner survey found that the average office worker relied on 11 applications to complete their jobs, up from six in 2019, where much of the struggle stemmed from finding data or information needed[\[22\]](#).

The biggest platforms tend to focus only on one aspect of human development or one stage of the human life cycle. For example, edX offers accredited high-quality courses, but its focus is exclusively on learning[\[23\]](#). LinkedIn Learning, while seeking to bridge the gap between learning and recruitment, has been criticised for its lack of accreditation and high-level courses[\[24\]](#).

[20] <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

[21] <https://www.mckinsey.com/capabilities/quantumblack/our-insights/the-state-of-ai>

[22] <https://www.gartner.com/en/newsroom/press-releases/2023-05-10-gartner-survey-reveals-47-percent-of-digital-workers-struggle-to-find-the-information-needed-to-effectively-perform-their-jobs>

[23] <https://www.edx.org/>

[24] <https://www.bitdegree.org/online-learning-platforms/linkedin-learning-review>

Beyond learning, individuals do not receive the same level of support through their professional life cycles. Notably, many workers do not benefit from healthcare or post-work retirement benefits. In the US, of 64.7% of uninsured workers worked for employers who did not offer health benefits[[25](#)], suggesting lack of access was a major impediment. Similarly, per the latest available data, 41.4% of Americans working full-time lack access to retirement planning[[26](#)].

Lack of access to these services hurt workers. E.g., the Pew Research Center's latest survey found workers without access to retirement benefits (including savings plans) struggle to plan for the future and to build wealth[[27](#)].

CereBree's vision is to be a platform that allows individuals to develop and grow with the platform through his entire life cycle, and where companies could concentrate its efforts to find quality employees with relevant skills.

[25] <https://www.kff.org/uninsured/key-facts-about-the-uninsured-population/>

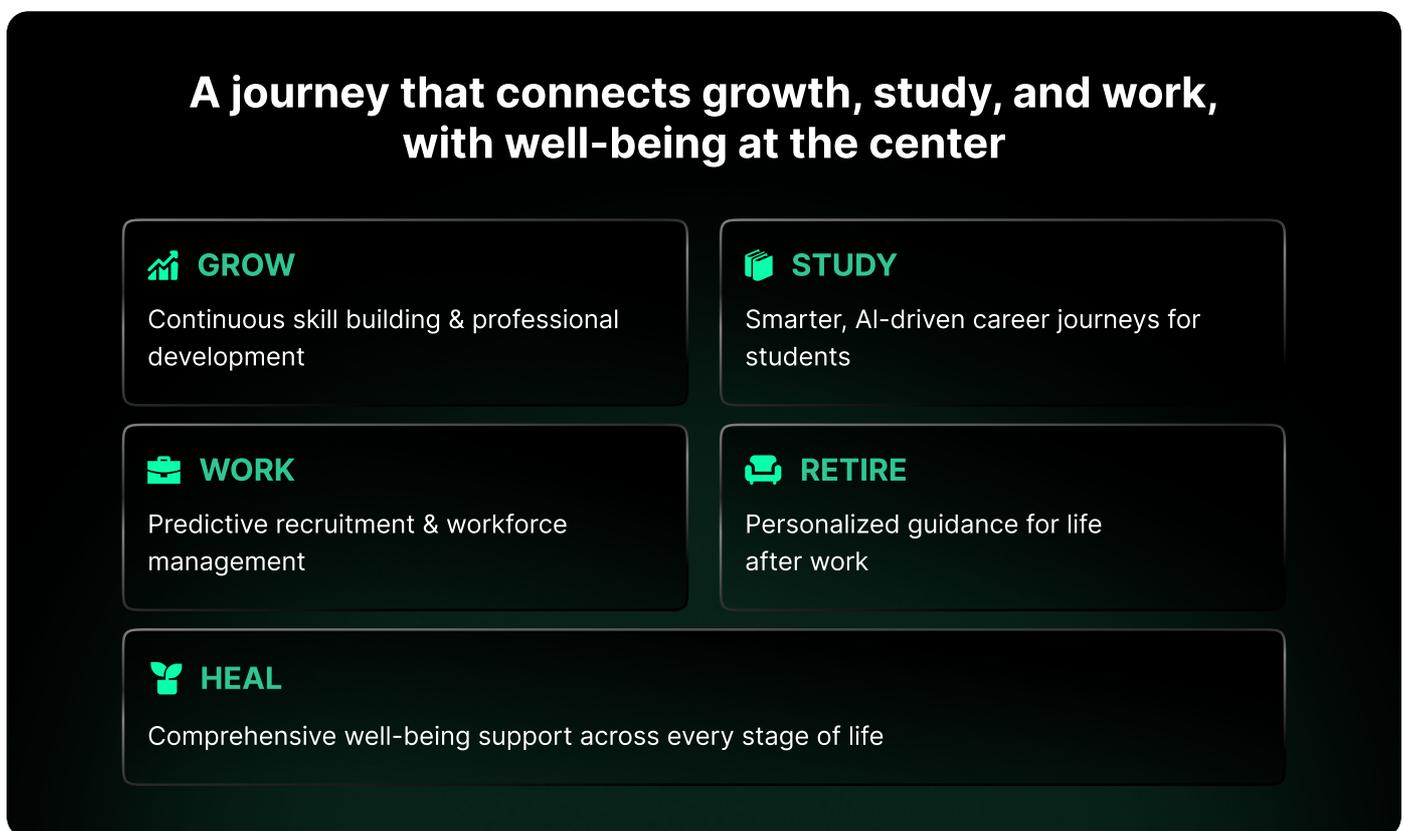
[26] <https://eig.org/whos-left-out-of-americas-retirement-savings-system/>

[27] <https://www.pew.org/en/research-and-analysis/issue-briefs/2025/06/workers-without-access-to-retirement-benefits-struggle-to-build-wealth>

CereBree – an all-inclusive ecosystem of gen AI tools for human capital development

CereBree is a platform offering both consumer-facing (B2C) and enterprise (B2B) health and workplace tools developed from its proprietary gen AI models. For its B2C users, CereBree offers a journey that connects growth, study and work, with well-being at the centre.

Diagram 3 – CereBree’s USP



Under the **grow** and **study** suites are B2C products that allow individuals at different stages in their lives to access high-quality training targeted to their long-term career goals.

The study suite contains modules aimed at students. Here, course recommendations are powered by real job market demand – sourced internally from CereBree’s jobs market and externally. Moreover, modules track skill levels, not just completion, allowing the students to be connected to internship and career opportunities appropriate to their skill levels.

For those already in the workforce, the grow suite offers access to even more learning resources, personalised skill roadmaps tailored to the employee's intended growth journey, smart networking driven by real-time analytics (e.g., engagement, promotion). In recognition of the fact that employability and workplace satisfaction depend upon more than skills, but also on interpersonal dynamics and one's ability to navigate them, CereBree's study and grow modules also offer an emotional intelligence coaching solution. For example, EQ.AI, is a gen AI assistant/workplace counsellor to help individuals work on their emotional regulation, empathy and self-awareness. This is a gap not currently filled by traditional education institutions. In a 2025 US-based survey of 800 HR leaders, Hult International Business School found that 90% thought it was important for colleges to provide personalised career and development mentoring vs. the 36% of the 800 graduates surveyed who said they received such help[28].

Work modules are B2B modules aimed at enterprises looking to streamline hirings and improve employee performance. For example, **Cerecruit**, uses AI-powered automation to significantly reduce time to hire, and forms a core part of the tokenomics which incentivises B2C users. Moreover, its predictive hiring function pre-emptively screens for the best candidates as a star performer approaches promotion or retirement. Similarly, early burnout detection allows for a preventative approach that protects employee health and productivity. More general performance tracking is enabled through **Performa**, which employs gen AI-assisted data analysis to understand attendance, work patterns, etc. in real time.

CereBree aims to provide ergonomic solutions for both its B2C and B2B users, with each user type directed to a type-specific UI that compiles analytics from the relevant modules. The Vertex UI is effectively a cockpit for employees, allowing them to track their progress on various modules and their emotional scores. Cortex is a command centre for employers, to engage predictive hiring functions, track employee performance and even retention rates.

It should be noted that there exists great synergy between CereBree's B2C and B2B solutions. For example, Cerecruit utilises data from study modules to short-list candidates.

[28] https://www.hult.edu/blog/wi_skills_survey/

True to CereBree's ethos that the true potential for gen AI is unlocked through engaged and informed human participation, all the tools require individual consent for their data to be shared with the application, but also, most of the tools requires active human participation – a notable exception being I2 Agent.

Through CereBree's reinforcement learning algorithm being fed company/industry data, a self-evolving AI agent will predict skill gaps and shortages within a client's industry, alerting the client to the need to hire/train today to ensure it retains competitive advantage in tomorrow's environment.

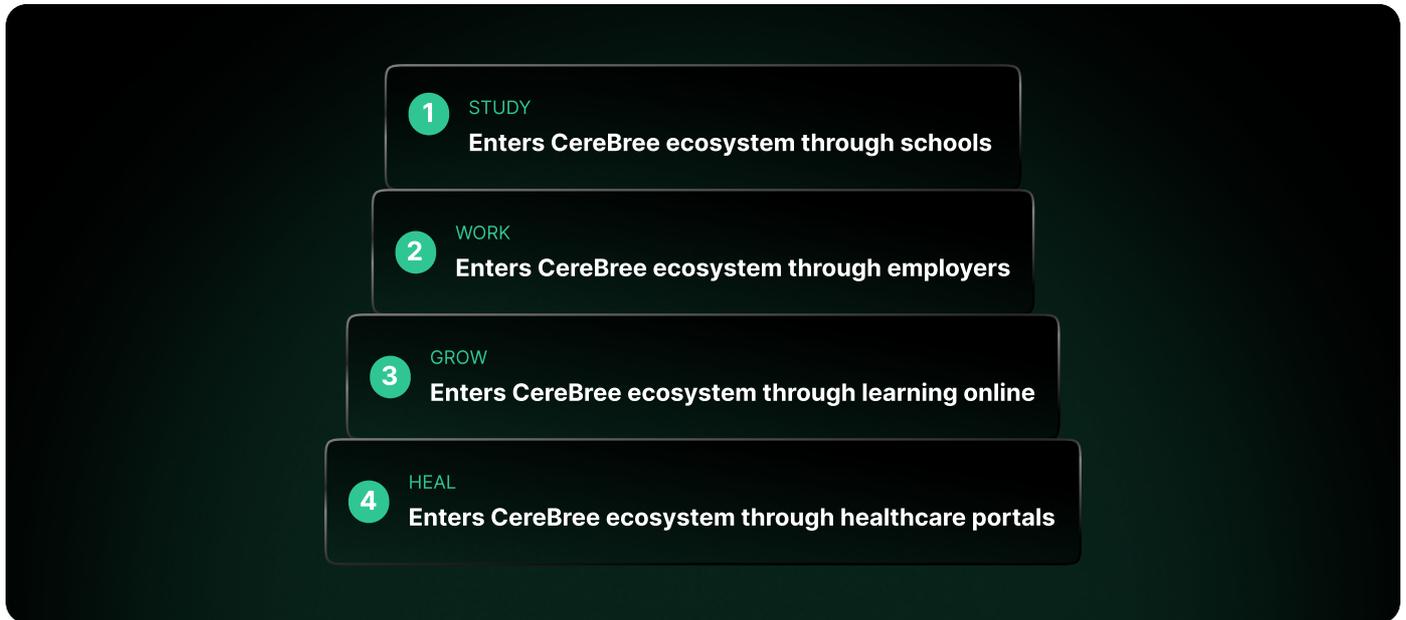
Retire modules provide AI-powered planning for pensions, savings and lifestyle goals, as well as continued support for health and life-long learning goals. This capitalises on two long-term socio-economic trends. Firstly, that of the ageing society – the United Nations expects that in Asia Pacific alone, those aged 60 or older will comprise 26% of the total population by 2050, up from 14% in 2022[29]. Secondly, it has been noted that the advent of AI could lead to increased prevalence of early retirement, especially amongst less skilled workers[30].

Heal modules go beyond CereBree's products which target work or retirement-related well-being, to encompass general health – autism and neurodivergence being the first areas of focus. Through heal modules, individuals could directly book certified doctors and therapists, receive ongoing support for their needs. A flagship product is CereAura, which provides AI support for families navigating autism, from early diagnosis to therapy tools.

[29] <https://www.unescap.org/our-work/social-development/ageing-societies>

[30] <https://link.springer.com/article/10.1007/s10663-024-09613-3>

Diagram 4: CereBree's product ecosystem with four entry points



CereBree's unique selling point (USP)

Beyond being an all-inclusive life cycle platform – arguably the first of its kind – CereBree leverages blockchain technology to achieve three major improvements from de facto corporate gen AI applications: ***decentralised data ownership, token-based incentivisation and on-chain reputation tracking.***

Data ownership

Specifically, an employee may be hesitant to use a gen AI personal development tool lest their sensitive personal details could be accessed without their consent, either through a service provider's database being hacked or through unscrupulous third-party sharing agreements.

This has been shown to be especially true when employees could conceivably feel particularly vulnerable. For example, a 2021 survey of 1,000 employees across UK and Ireland found that while 68% were likely or very likely to participate in data collection, the figure fell to 44% of LGBT+ employees and to a mere third for ethnic/racial minorities and those with cognitive, mental or physical disabilities^[31].

[31] <https://www.hrmagazine.co.uk/content/news/employees-dont-trust-organisations-enough-to-share-personal-data/>

This suggests that at least some employees would have reason to be extra guarded in sharing their data with – and therefore using – a gen AI platform that would map out specific EQ traits and/or personal development goals, lest those very sensitive data be shared without their consent.

B2C users of CereBree's platform do not have to worry about their personal data being compromised as all their data would be stored through a blockchain-integrated decentralised storage solution with smart contract regulated access.

DeStor is one such third-party solutions provider that facilitates enterprise data storage with simple drag-and-drop UX[32]. Access to each full user profile could then be associated with decentralised identifiers (DIDs), unique to each user, such that only the employee himself could grant a company access to his profile. This allows for trackability of data usage, as well as fair compensation for it.

Providing reliable data protection is also critical for securing B2B clients. In the latest KPMG AI Quarterly Pulse survey, data privacy and security were the most important factors for executives when considering a gen AI provider, increasing to 73% from 43% over the end of 2024[33]. In the same survey, 63% of organisations listed only using agents from trusted providers and requiring human oversight for sensitive data access (52%) as the biggest preventative steps[34].

Token-based incentivisation

There is considerable evidence that monetary compensation increases willingness to share at least some type of personal data. For example, a 2023 study of 600 testers for an augmented reality (AR) app found even the smallest compensation markedly increase willingness to share personal contacts. Specifically, from only 35% of participants being willing to do so, when 20 cents were offered, the percentage increased to 57.5%[35].

[32] <https://destor.com/decentralizedstorage>

[33] <https://kpmg.com/us/en/media/news/q1-ai-pulse-2025.html>

[34] <https://kpmg.com/us/en/media/news/q1-ai-pulse-2025.html>

[35] <https://www.mdpi.com/2078-2489/14/6/325>

Willingness to share data for monetary compensation varies by type of data. A 2022 study of 522 individuals in Norway found 45% would at least consider sharing their home address for a discount on an app, while only 12% would share the content of their phone call[36]. Regression analysis by the authors found that indeed, willingness to share data for a discount decreased with the sensitivity of data[37]. Moreover, for the most sensitive information, e.g., credit card numbers, phone call content, the biggest factors affecting willingness to be paid for said data were general trust in data-collecting institutions, and the specific trust in the vendor collecting the data (e.g., local internet company), each increasing the propensity to share data[38].

Through the traceability discussed above, users could be less concerned that their most sensitive data would be unscrupulously shared by CereBree or third-party vendors, in which case the findings suggest that said users would be more open to being paid to share said data. Specifically, CereBree could incentivise users with its CRX token.

Tokenisation allows CereBree to provide additional incentive for employee participating in its upskilling solutions. Many of CereBree's B2C applications, which are geared toward providing long-term development for individuals, require consistent participation over periods of time for their full benefits to be realised. Examples range from EQ.AI to Skill Sphere.

Allowing individuals to earn CRX tokens provides them with extra incentive to participate, where reward tokens could be partially/wholly subsidised by the companies benefiting from the resultant upskilling. For instance, as an individual completes targeted modules along his Skill Sphere roadmap, he could be awarded CRX from the Community Pool, whereby upon his completion of the full course and being hired through CereBree's job matching service, the hiring company reimburses CereBree for some of the CRX the latter paid out to the hired user.

[36] https://www.researchgate.net/publication/361858198_A_market_for_digital_privacy_consumers'_willingness_to_trade_personal_data_and_money

[37] https://www.researchgate.net/publication/361858198_A_market_for_digital_privacy_consumers'_willingness_to_trade_personal_data_and_money

[38] https://www.researchgate.net/publication/361858198_A_market_for_digital_privacy_consumers'_willingness_to_trade_personal_data_and_money

Additionally, tokenisation allows for greater non-monetary incentivisation. For example, with the Success Roadmap (bespoke and dynamic career planning tool[39]), an individual's progress could be recognised with soulbound (i.e., non-transferrable) NFTs[40]. As well as being a source of personal pride, such a badge would let an individual signal long-term vision and commitment to personal development to potential employers.

On-chain reputation tracking

Through their journey with the grow and study modules, students and employees help CereBree build more comprehensive profiles of their skillsets, in turn allowing the platform to better match candidates with prospective jobs. Individuals would be notified when jobs fitting their roles become available, while companies could be shown the most eligible, pre-screened candidates. In the latter case, companies would only be shown a limited profile for each candidate – per prior specifications – and it would be up to the latter to grant a company partial/full access to his or her profile.

Boosting visibility, and moreover, allowing users to display skills acquired should help them in their job search. A 2023 regression study of the Indian IT market found that candidates who obtained a widely recognised software engineering certification have ~25% higher chance of landing a job after[1]. It should also be noted that the researchers found that long-term job market outcomes are largely unaffected by one-time certifications, suggesting that more continuous learning/upskilling processes are needed.

[39] Compared to Skill Sphere, with the Success Roadmap individual development would be broader and less targeted, and consequently the benefits accrue more to the individual than a hiring firm, as such it could be more challenging to arrange firm-sponsored CRX rewards. Nonetheless, rewards could be paid out from the Community pool.

[40] <https://www.coindesk.com/learn/what-are-soulbound-tokens-the-non-transferrable-nft-explained>

[41] <https://www.sciencedirect.com/science/article/abs/pii/S0167624523000525>

Such reputation tracking, facilitated by tokenisation and blockchain in general, benefits not just the individuals, but also businesses working with CereBree. Academic research has long shown that a company's reputation matters in attracting candidates, and more so for more qualified ones. E.g., a study published in the March 2013 issue of the MIT Sloan Management Review found that amongst white collar workers, an individual would, on average, give up 3.4% of the total value of a job offer to secure a job at a company with the best corporate reputation[42]. Amongst MBA candidates this figure rose to 7.5%[43]. A company's social reputation also mattered, with MBA candidates willing to sacrifice 3.2% of a contract's value to work at the place with top-ranked social credibility[44].

Part of CereBree's work modules aimed at businesses is Cerecruit (recruitment automation solution for shortlisting the best-fitting candidates). Using gen AI to streamline the hiring process substantially reduces time-to-hire. For one, instead of manually sifting through resumes, a company could upload them onto Cerecruit and have a shortlist produced in less than one minute.

Allowing current/past employees as well as past interviewees to give on-chain reputation points for a company would help set the best employers apart and allow them to hire more easily, as an individual would be more willing to share their personal data with a well-rated company. Voting individuals could keep their on-chain votes anonymous through plug-in zk-voting solutions such as Vocdoni[45].

[42] https://www.researchgate.net/publication/289574003_How_Much_Does_a_Company's_Reputation_Matter_in_Recruiting

[43] https://www.researchgate.net/publication/289574003_How_Much_Does_a_Company's_Reputation_Matter_in_Recruiting

[44] https://www.researchgate.net/publication/289574003_How_Much_Does_a_Company's_Reputation_Matter_in_Recruiting

[45] Zero-knowledge approaches allow the original data points to be kept anonymous, and nodes to verify only that the state of the blockchain has been correctly updated given said data being added. <https://www.vocdoni.io/>

Democratising access to certification, education and training

School fees have long been recognised as a big barrier to education. The World Bank noted in its 2004 report on the state of global education that, following the abolishment of school fees across several African countries, there was a dramatic surge in enrolments. The report notes however that such abolishment could not be sustainably done without adequate sources of income for the institutions[46].

More recently, an October 2024 paper in the African Journal of Education and Practice examined the Universal Primary Education policy in Uganda, and noted that the elimination of school fees under the scheme was similarly followed by improved enrolment rates. The study further noted however, that despite wider access, educational quality remained an issue, with overcrowded classrooms, underqualified teachers plaguing students[47].

According to Coursera's 2025 report, only 3% of South Africa's labour force took its courses[48], same as the proportion of the Filipino labour force on the platform[49]. However, according to We Are Social's 2025 study, the two countries led all others globally in terms of the proportion of internet users aged 16 and over who used online videos weekly as a source of learning, at 58.5% and 58.1%, respectively – above all other countries surveyed[50]. Switzerland, on the other hand, had 36.3% of its population learning through videos[51], while 9% of its population utilised Coursera[52].

[46] <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/463611468782348295>

[47] https://www.researchgate.net/publication/385259408_Analyzing_the_Long-Term_Effects_of_Eliminating_School_Fees_on_Access_to_and_Quality_of_Education_in_Uganda_Considering_the_Policy's_Implications_for_Gender_Parity_and_Inclusive_Education

[48] <https://www.coursera.org/skills-reports/global/pdf/gsr-2025>

[49] <https://www.coursera.org/skills-reports/global/pdf/gsr-2025>

[50] <https://datareportal.com/reports/digital-2025-global-overview-report>

[51] <https://datareportal.com/reports/digital-2025-global-overview-report>

[52] <https://www.coursera.org/skills-reports/global/pdf/gsr-2025>

This suggests that the disparity in the participation rates for online certification and courses is not due to differences in desire to learn, but rather, differing abilities to access such resources. CereBree seeks to even the playing field by allowing the most enthusiastic participants on the platform to earn rewards with which they could pay for further training through its grow and study modules.

For students using its study modules, a resource CereBree developed is Genius – a gen-AI powered self-development tool designed in collaboration with teachers, to work in conjunction with feedback from parents, teachers and recruiters to provide timely and continuous career guidance for students. In the context of school-based curriculum, AI could tailor materials to an individual student's needs and flag areas needing extra coaching. Real-time scorecards would also be provided. Broadly speaking, gen-AI models could be used detect and deter plagiarism, as well as to provide real-time transcription of class content for non-native students[53].

Students would also benefit from emotional well-being management tools. E.g., CerePal, an AI study companion providing explanations, even encouragement, as well as monitoring signs of fatigue. A 2023 study from the University of Vienna conducted GEE-regression techniques to find that studying longer than four hours increased medical student's fatigue considerably over the next day[54]. Even studying longer than two hours increased their feelings of distress (compiled from self-reported six-point metrics such as 'nervousness'), the same study found[55].

Another product worth highlighting is the Career Accelerator, where companies provide CereBree with inputs such as requirements for various levels of management at their firms and CereBree's gen AI model provides guidance and the requisite training for employees to qualify for future promotions. The University of Phoenix surveyed 5,000 employees and 500 companies over 2021 through 2022 and found that 49% of employees surveyed wanted to develop their skills but didn't know how to start, while 29% outright reported not feeling hopeful about opportunities they had for training or upskilling[56].

[53] <https://www.ibm.com/think/topics/artificial-intelligence-business-use-cases>

[54] <https://pmc.ncbi.nlm.nih.gov/articles/PMC10298359/>

[55] <https://pmc.ncbi.nlm.nih.gov/articles/PMC10298359/>

[56] <https://www.shrm.org/topics-tools/news/organizational-employee-development/employees-want-additional-opportunities-career-skills-development>

As well as saving on costs on external recruitment while boosting productivity, providing in-house training opportunities helps with retention. In the same survey, 68% of workers stated they would stay with an employer through their career if there was an effort to upskill them^[57].

A 2024 survey by customer service specialist COPC found that 83% of new hires who felt they received training that equipped them to succeed were likely to stay with the organisation over the next year^[58]. For those who disagreed that training was adequate, the figure dropped to 45%^[59].

For the companies, CereBree's blockchain integration facilitates tracking usage of data, as well as various on-chain activities (e.g., hiring contract being signed). This supports the overall transaction-based business model of CereBree. In its survey of 118 C-suite executives over October to November 2024, McKinsey found that while only 7% felt gen AI usage boosted revenues by more than 10%, 14% stated that gen AI-related spendings increased costs by over 10%^[60]. Offering an alternative to costly subscription packages where companies only pay for successful hires would help CereBree stand out amongst competitors.

[57] <https://www.shrm.org/topics-tools/news/organizational-employee-development/employees-want-additional-opportunities-career-skills-development>

[58] <https://www.copc.com/training-and-development-as-an-employee-retention-strategy/>

[59] <https://www.copc.com/training-and-development-as-an-employee-retention-strategy/>

[60] <https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/superagency-in-the-workplace-empowering-people-to-unlock-ais-full-potential-at-work>

CHYMERA-CereBree Hybrid Mesh Reverse Architecture on Blockchain

CereBree's all-encompassing ecosystem means each user would be generating many different types of data, each with varying formats and privacy requirements. For example, an individual may log both his certification test scores, quantitative data which he would be happy to make semi-public, as well as his medical records, a mix of qualitative and quantitative information he should wish to keep private. Reconciling the various types of data necessitates, amongst other things, scalable data management and granular-level privacy controls.

Instead of diverse data sources being compiled into disparate databases, each stored separately across different locations/warehouses, all the data collected across B2C and B2B users will be combined under CHYMERA – CereBree's Hybrid Architecture Mesh on Blockchain. CereBree is in partnership discussions with Snowflake[^] and Oracle[^] to revolutionize the data lake model on Blockchain and focus on reverse incentivization and also data monetizing.

Specifically, CereBree will combine cloud-based infrastructure with blockchain-based verification, which would solve many of the challenges in building a data lake (a repository that stores data of different formats from disparate sources)[\[61\]](#).

Some key features specific to CHYMERA are:

- One unified architecture with master node delegating computations, tasks.
- Blockchain-secured data lake, with decentralised identifiers (DIDs) regulating access.
- Flexible pay-per-use model, in place of costly SaaS licensing schemes.

Through DIDs, individuals have real-time control regarding which data to grant access to, while a multisig setup prevents data loss from accidental or unilateral deletion. At the same time, because the data is not directly stored on the blockchain, it could be deleted in compliance with regulations like GDPR[\[62\]](#). Additionally, smart contract enforcement ensures transparent pricing for access.

[61] <https://azure.microsoft.com/en-us/resources/cloud-computing-dictionary/what-is-a-data-lake>

[^]<https://www.snowflake.com/>

[^]Oracle | Cloud Applications and Cloud Platform

[62] <https://gdpr-info.eu/art-17-gdpr/>

Additionally, general practices for building data lakes will be adopted, from utilising cloud object storage to facilitate management and retrieval[63], to opting for extract, load, transform (ELT) as opposed to extract, transform, load (ETL) processes to allow for improved efficiency from only having to transform data when it is needed (schema-on-read)[64].

Why can't data be stored on the blockchain itself?

Blockchains are not designed to carry large amounts of data. For example, following the implementation of 2017's SegWit soft fork, a Bitcoin block can store up to 4MB of data[65], while Solana can store up to 128MB per block[66]. This means that at a current block height of just over 350mn as of October 2025[67], Solana could store 44,800 terabyte of data. Per a recent World Economic Forum study, a typical hospital produces 50 petabytes of data annually[68] – even the entirety of Solana's block space could not store a single hospital's data for even a year. What blockchain is good for however, is providing traceability and regulating access.

How do decentralised identifiers (DIDs) work?

Let us imagine an employee (Peter) wishes to use CereBree's Grow suite of products but has reservations regarding data privacy. He is prompted by CereBree to create an EVM-compatible DID. CereBree stores data generated by Peter on a cloud, but with access rights exclusively tied to Peter's DID[69].

Each individual's data would be kept in private storage on the cloud, where data generated on CereBree would be encrypted with the public key from Peter's DID and only unlocked when paired when the corresponding private key (i.e., when Peter logs in).

[63] <https://www.ibm.com/think/topics/data-lake>

[64] <https://www.ibm.com/think/topics/data-lake>

[65] <https://research.mempool.space/block-size-report/>

[66] <https://solana.com/news/turbine---solana-s-block-propagation-protocol-solves-the-scalability-trilemma>

[67] <https://explorer.solana.com/>

[68] <https://www.weforum.org/stories/2024/01/how-to-harness-health-data-to-improve-patient-outcomes-wef24/>

[69] <https://blocksurvey.io>

Since the data is not directly managed by CereBree or stored on its servers, only Peter can grant access to his data, in part or in whole as appropriate. Since the data is encrypted, CereBree cannot, without receiving permission from Peter, read his private health data or use it in training its models[70].

In practice a DID is a simple text string with three parts[71]:

1. The URI identifier for the DID (indicating to parties on the internet that the string is a DID),
2. The identifier for a DID method (specifying a network, and implicitly, type of action permissible by the DID),
3. DID method-specific identifier (the specific parameter with which the method is being evaluated, to identify a specific location in a network).

This is shown below:

```
DID : example : 123456789abcdefghi
```

For example, a DID on CereBree could take the form[72]:

```
DID : eth : 0xf3beac30c498d9e26865f34fcaa57dbb935b0d74
```

which allows the DID to be linked to an entity controlling the Ethereum wallet: 0xf3beac30c498d9e26865f34fcaa57dbb935b0d74.

CereBree will utilise DIDs that adhere to World Wide Web Consortium (W3C) standards, whose members include the Ethereum Foundation, the Taiwanese Ministry of Digital Affairs and Visa[73].

[70] <https://blocksurvey.io/how-it-works>

[71] <https://www.w3.org/TR/did-1.1/#did-controller>

[72] <https://github.com/decentralized-identity/ethr-did-resolver>

[73] <https://www.w3.org/membership/list/>

Everything is at the control of the individual. For example, an employee may opt into a burnout monitoring program (or be contractually obligated to through an exogenous legal agreement) and choose to share only the data pertinent to that application (e.g., productivity during work hours) and not unrelated personal data (e.g., medical record of clinically diagnosed depression).

By way of example, an individual wishing to grant data to a third-party user could simply click on a button on the CereBree UI to do so, and through CereBree's smart-contract enabled platform, the following function would be called^[74]:

```
// SPDX-License-Identifier: MIT
pragma solidity ^0.8.0;

contract DataAccessControl {
    // Mapping from dataOwnerDID to grantedDID to hasAccess
    (boolean)

    mapping(string => mapping(string => bool)) private
    accessPermissions;

    // Event emitted when access is granted
    event AccessGranted(string dataOwnerDID, string grantedDID);

    // Function for the data owner to grant access to a specific DID
    function grantAccess(string memory ownerDID, string memory
    recipientDID) public {
        // In a real application, additional checks would ensure the caller
        // of this function is indeed the owner (e.g., using
    message.sender
        // if the DIDs were linked to Ethereum addresses).
```

[74] <https://www.rapidinnovation.io/post/how-to-create-a-smart-contract-on-ethereum#:~:text=When%20interacting%20with%20a%20smart%20contract%2C%20calling,to%20execute%20specific%20logic%20or%20retrieve%20data>

```
accessPermissions[ownerDID][recipientDID] = true;
    emit AccessGranted(ownerDID, recipientDID);
}

// Function to check if a DID has access
function hasAccess(string memory ownerDID, string memory
recipientDID) public view returns (bool) {
    return accessPermissions[ownerDID][recipientDID];
}
}
```

which would grant access to the data with recipient DID above.

Expansion strategy

In line with the above supply gap, the first phase of CereBree's global expansion will target countries that combine latent professional talent with low-income populations facing barriers to education and upskilling (e.g., India). As well as targeting markets where there should be strong B2C customer demand, CereBree will launch in markets where it could leverage its management's relationships with blue chip executives and government officials to build a healthy pool of B2B clients (e.g., the United Arab Emirates), or where it has contacts with recruitment firms that could funnel job openings onto the platform (e.g., India).

Consideration would also be given to markets where gen AI familiarity is high. With respect to this, Asia-Pacific and Latin America emerge as frontrunners. A joint 2024 report from Microsoft and LinkedIn surveyed 31,000 full-time or self-employed knowledge workers^[75] globally, and found 75% used gen AI at work, with the figure rising to 83% and 82% for those based in APAC and LATAM, respectively^[76].

By country, India, Indonesia and Thailand had the most inclined populations, at 92% apiece^[77]. It is also worth noting that, while North America as a region had only 66% of respondents stating they used gen AI, the US had a respectable 71%, which combined with the large population and CereBree management's network mean it qualify as an early target market.

The APAC region is also the most progressive in its interaction with AI, with 52% staying that they treat AI like a thought partner, vs. 46% globally and 39% in North America^[78].

[75] Defined in the survey as simply those who typically work desk jobs, remotely or otherwise. See: <https://www.microsoft.com/en-us/worklab/work-trend-index/ai-at-work-is-here-now-comes-the-hard-part>

[76] <https://www.microsoft.com/en-us/worklab/work-trend-index/ai-at-work-is-here-now-comes-the-hard-part>

[77] <https://www.microsoft.com/en-us/worklab/work-trend-index/ai-at-work-is-here-now-comes-the-hard-part>

[78] <https://www.microsoft.com/en-us/worklab/work-trend-index/2025-the-year-the-frontier-firm-is-born>

Diagram 5: Global expansion plan

Below is a map of CereBree's phase 1 and phase 2 target markets



Across just the five markets from phases 1 and 2 into which CereBree has made a tangible foray (i.e., opened a physical office) – India, United Arab Emirates, Germany, Malaysia and Vietnam – the company expects to capture over 2.7mn B2C users by 4Q30, while targeting at least 40 mid-large B2B clients by then.

Phase 3 will involve launching into more challenging markets (e.g., Latin America), as well as planned forays into DeFi.

Additionally, CereBree will ensure that it hits minimal targets in at least two of the countries under each phase (e.g., MAUs, subscription conversion ratios), before moving onto the next phase of expansion.

Tokenomics

Total supply

CereBree's utility token – CRX – will be an ERC-20 token operating on Ethereum and the token will have a fixed total supply of 1 billion^[79]. The total supply is in line with the most prominent gen AI projects (e.g., the mean total supply across the five biggest gen AI projects on CoinMarketCap as of end of April 2025 was 1.08bn^[80]), but more importantly, it ensures sufficient supply to incentivise the platform's projected B2C users for at least the next two decades.

[79] CereBree's financial model.

[80] <https://coinmarketcap.com/view/generative-ai/>

Beyond that, the total supply was selected to allow reasonable fully diluted valuations (FDVs) to translate to easily trackable token prices (e.g., \$100mn would equate to \$0.1/CRX), to clearly distinguish the project from meme tokens, with some claiming they employ excessive decimalisation to manipulate investor sentiment, exploiting the same investor irrationality observed in equity markets[81].

Features

The CRX token will have the following features:

- Incentivising B2C data sharing
- Paying for in-platform services (e.g., for job market transactions).
- Staking for gated access (e.g., discoverability boost, reputation tracking for B2B customers/companies).
- Staking for yield (i.e., for B2C CRX recipients).
- Voting in gen AI development DAO

As mentioned earlier, CRX will be given out as incentives for participating on the platform. Specifically, individuals will be rewarded with more CRX for tasks which require more effort and/or provide the platform with more data with which to create a jobs market profile, from a single CRX for a low-difficulty activity to 10 for the most difficult achievements such as completing a milestone on one's Success Roadmap.

CRX would have utility as an in-platform currency, such that through the economic value of CereBree's offerings (e.g., employability boost through certification), CRX would derive tangible value. Since users are rewarded with CRX for completing certain tasks, such as being certified for a new skill, the more a user learns through CereBree, the cheaper it is for him to hone his skills further, encouraging a continuous upskilling journey.

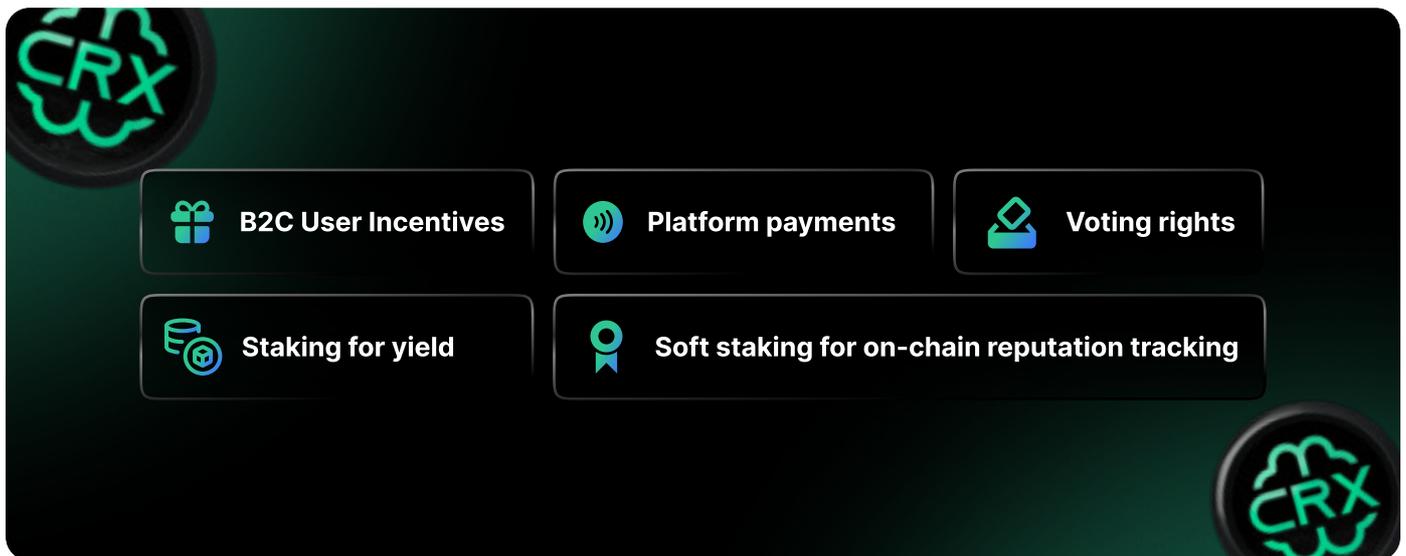
On the other hand, businesses which hire through CereBree would be charged a market-competitive commission (5% annual salary vs. 20-30% levied by headhunters[82]), of which 10% would be charged in CRX. It should be noted that businesses could buy CRX from the market, directly through the platform, or simply pay the full commission in fiat – in which case a portion of the fiat paid by the business is used by CereBree to mint new CRX – thus requiring no familiarity with digital assets on the client's behalf. The client would also bear no hiring-related crypto exchange rate risk, given that no CRX needs to be kept on the corporate balance sheet.

[81] https://www.researchgate.net/publication/366003032_Low_price_anchors_in_equity_market; <https://tokenomics-guide.notion.site/2-5-Supply-Policy-ff3f8ab217b143278c3e8fd0c03ac137>

[82] <https://www.indeed.com/career-advice/finding-a-job/headhunters-fee>

More generally, while CRX would be accepted for payment, individuals and institutions would have the option of paying in major currencies both crypto and fiat, to facilitate access for those unfamiliar with or new to web3.

Diagram 6: CRX features



As part of the long-term vision of CereBree, a decentralised autonomous organisation (DAO) would be set up to further the development of gen AI. This would be separate from CereBree's B2B and B2C business verticals, which would remain under the management of CereBree's management team to ensure business efficiency, with the DAO focused on developing and refining real-world applications of gen AI, particularly as they pertain to the workplace. To truly democratise leadership, CereBree's own input would only be limited to its voting power as exerted through its token holdings.

Voting would be conducted through a contributions-based voting system, whereby individuals receive soulbound NFTs representing their contribution level to the community, which act as multipliers for their votes. Thus, someone who helped label data for training a new iteration of CereBree's gen AI model would be duly rewarded with more say in the direction of the DAO-governed gen AI development.

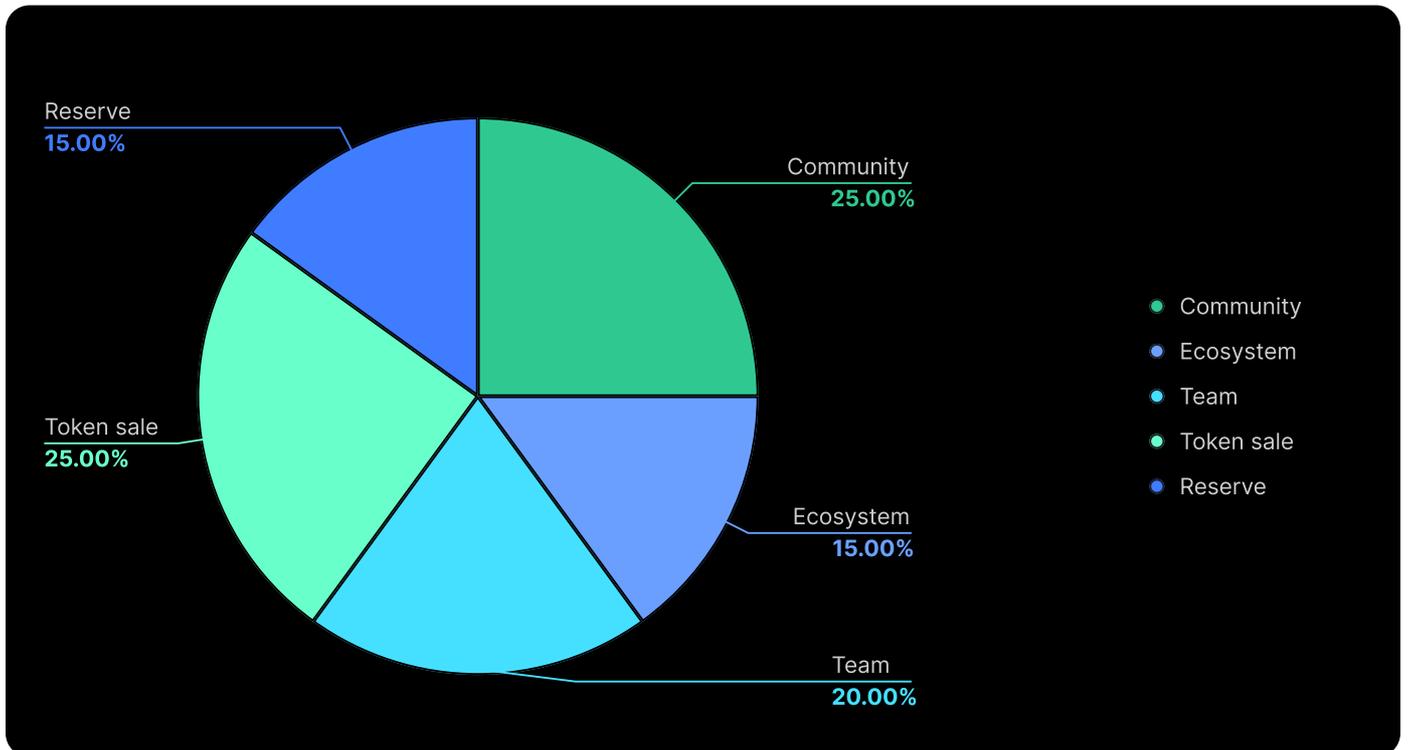
CereBree's work with the DAO and its internal research would help ensure it remains at the forefront of gen AI development in years to come, leaving it well-placed to deploy the latest innovations in future products/upgrades.

Allocation

CRX will be allocated as such:

The largest share has been allocated to the community (25%) to ensure ample rewards for B2C users. This figure is in line with recent figures for the average allocation for rewards by projects[83]. Of the 25% allocated to sales, half is set aside for future rounds, underscoring the long-term commitment of management to drive the valuation of the web3 business[84].

Diagram 7: CRX allocation



[83] <https://www.veradiverdict.com/p/optimizing-your-token-distribution>

[84] CereBree's financial model.

Distribution

In 2023, early-stage VC 6th Man Ventures studied 2,187 public and 4,546 private unlocking events and found that unlocking events representing 0-1% of supply being released into markets have no discernible statistical effect on price, whereas for unlocks releasing more than 1% of supply, there is a more prominent negative relationship[85]. This negative effect holds not just for one-day price changes leading to the unlocking event, but also for windows of three, seven and 15 days before and after the unlocking[86].

The VC firm further distinguished between two buckets of tokens, those with 70% or more unlocked and those with less than 70% unlocked. The authors found that the average coefficient of variation (the standard deviation divided by the mean, which facilitates meaningful comparisons of the variabilities across assets with different mean prices) amongst the former group was considerably lower than for the latter group (13.11 vs. 34.54)[87].

In line with this, most of CRX's total supply will be unlocked sooner vs. later, with all allocations unlocked fully within 12 months of initial distribution. Moreover, net issuance falls below 10%/month for 49 months of the first five years.

Part of the net issuance will go towards rewarding B2C users. CereBree will enact a rewards halving scheme whereby every 12 months the rewards available for completing tasks of certain difficulty level reduces by 50%. This is to incentivise early sign-ups and ensures the platform's earliest supporters are most rewarded. Additionally, to the extent the market capitalisation of CRX grows over time, the dollar value of the reward could still grow as halving occurs.

As presently configured, the B2C rewards scheme is expected to take up 11% of the Community pool through its first five years, underscoring the sustainability of the scheme[88].

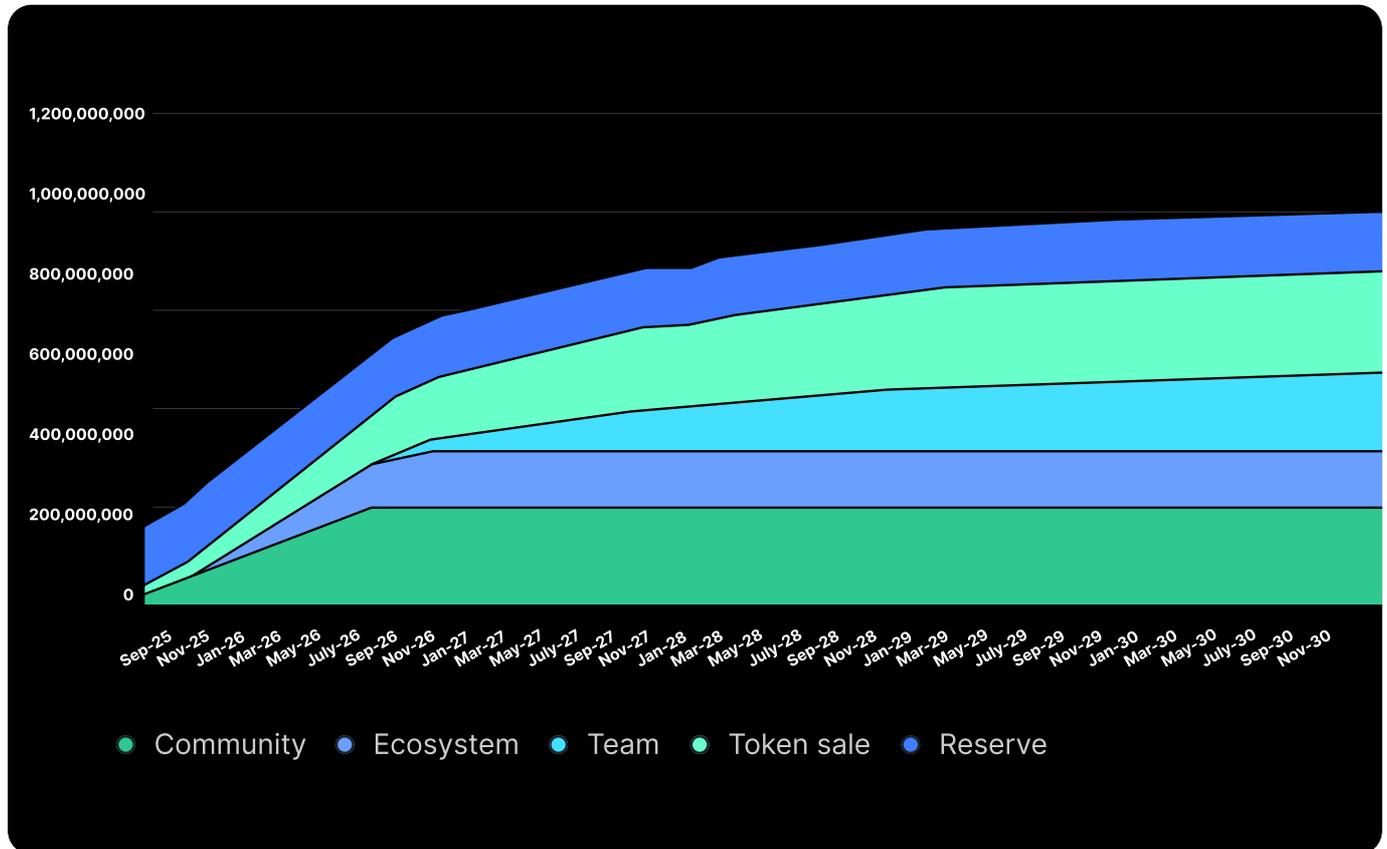
[85] <https://6thman.ventures/writing/we-analyzed-5000-token-unlocks-this-is-what-we-found/>

[86] <https://6thman.ventures/writing/we-analyzed-5000-token-unlocks-this-is-what-we-found/>

[87] <https://6thman.ventures/writing/we-analyzed-5000-token-unlocks-this-is-what-we-found/>

[88] CereBree financial model.

Diagram 8: CRX distribution



Source: CereBree financial model

Buy-pressure through B2B commission

When companies hire through CereBree's platform, a commission is levied. Notably, this is the only fee a company pays to access the majority of CereBree's services. This pivot from a costly subscription-based model to a transaction-based model (i.e., for each hiring/transaction) is another advantage CereBree offers to would-be clients vs. incumbents in the HR industry.

In terms of CRX tokenomics, part of the commission is used to buy CRX, either directly through the company (minting new CRX), or from open market operations once liquid markets for the token has been established through DEXs and liquidity pools, and later, through planned exchange-listings. This would help create buy pressure for the token and allow B2C users to exchange their CRX rewards for stablecoins and BTC/ETH.

To support setting up liquidity pools and market makers, CereBree has allocated 15% of total supply to the Reserve pool.

Diagram 9: B2B transactions create buy pressure for CRX



Technology stack

CereBree's blockchain integration will utilise Ethereum. Specifically, the CRX token will be an ERC-20 token to allow it to access the largest capital pool in web3, at \$64.77bn in total value locked (TVL) vs. \$8.63bn and \$6.43bn for Solana and Bitcoin, respectively[89]. Moreover, Ethereum has the richest decentralised application (DApp) environment, with 5,036 recognised DApps as of July 3rd 2025[90], vs. 538 for Solana[91]. As such, the former allows CereBree access to a greater number of potential partners and more avenues to increase its platform and token utility (e.g., establishing a partnership to allow the CRX token to be used for discounts on a crypto-focused tax solutions platform).

[89] As of July 3rd 2025, see <https://www.coingecko.com/en/chains>

[90] <https://dappradar.com/rankings/protocol/ethereum/2025>

[91] <https://dappradar.com/rankings/protocol/solana/21>

Most importantly, the digital computing environment for Ethereum, the Ethereum Virtual Machine (EVM), benefits from notable cross-chain compatibility. For example, the Filecoin Virtual Machine (FVM) supports EVM-based smart contracts and allows developers to port their preexisting applications onto Filecoin[92]. This would allow for CereBree to store its file through Filecoin's decentralised network while having access regulated through the ERC-20 CRX token or an ERC-721 NFT, for example[93].

More generally, CereBree's technology stack lends itself well to capitalising on the EVM technology stack which allows for a diverse set of operating environments under one roof.

This is because CereBree's various applications have differing operational requirements, in terms of decentralisation, latency, privacy, amongst other criteria. By way of example, Performa, CereBree's solution for automated performance tracking of employees, would function best on low latency for analysing real-time work patterns and with an employer being the sole party privy to much of the data. At the same time, decentralisation may not be so important given the company trusts itself as a custodian of its own data.

On the other hand, professional networking solution Neura would set itself apart from web2 solutions by being fully decentralised and easily scalable, allowing individuals to own a professional network that is not contingent upon any one platform. Indeed, allowing users to "port over existing followers, handle and data" as a result of its decentralisation is one of the key advantages that industry watchers say Bluesky has over X[94]. Here allowing DID-regulated data access through a soulbound NFT would be a valuable feature.

Through setting up on different autonomous verifiable services (AVSs) on EigenLayer, CereBree could leverage the economic security of Ethereum and its L2s to achieve different degrees of decentralisation, scalability and security appropriate to each of its various applications[95].

[92] <https://docs.filecoin.io/smart-contracts/fundamentals/filecoin-evm-runtime>

[93] <https://ethereum.org/en/developers/docs/standards/tokens/erc-721/>

[94] <https://techcrunch.com/2025/04/10/what-is-bluesky-everything-to-know-about-the-x-competitor/>

[95] <https://docs.eigenlayer.xyz/developers/Concepts/avs-developer-guide>

Roadmap

CereBree will launch its B2C and B2B platform in 4Q26, and already has strategic partners in key markets. For example, CereBree has secured a pipeline of over 300,000 jobs listings through its partnership with leading Indian jobs portal TimesJobs[96] with the projection of 3 million+ with external integrations with key job portals like LinkedIn, Stepstone, Monster Jobs, and more. CereBree is also launching pilot programs with partner organisations, e.g., enterprises in the United Arab Emirates, to test its grow and work modules. For its health and wellness modules, one of CereBree's launch partners is NASOM – the National Autism Society of Malaysia[97], a country where an estimated 500K+ are estimated to have autism[98].

Gen AI algorithms improve as they can train on more abundant and richer data sets. As CereBree grows its user base, and as expected improvements in reinforcement learning techniques are made, the universe of possible product offerings will expand. For example, by 2027, after 18 months of learning B2C user preferences through the Career Accelerator module and helping institutions expedite hiring processes through Cerecruit, CereBree should be well-placed to launch an autonomous job matching service, whereby a predictive model anticipates a company's hiring needs and reaches out with high-potential candidates even before an official job posting is made. Such predictive and hyperpersonalised customer experience would foster brand loyalty amongst B2B users.

As well as new products being deployed, CereBree will continuously refine its present offerings as richer data and algorithmic improvements allow the company to offer users ever more ergonomic solutions. For example, CereBree expects to launch a mobile version of its chatbot that links to gaming applications by 2026, to gamify the learning experience for students. Given that access to the chatbot in a web-based classroom setting would be easier to regulate, and any anti-social behaviour of AI agents more readily censured than in a mobile setting, the gradual rollout allows CereBree to refine the agent ahead of it being used widely.

[96] <https://m.timesjobs.com/>

[97] <https://www.nasom.org.my/>

[98] <https://data.worldbank.org/indicator/SP.POP.TOTL?locations=MY>; <https://worldpopulationreview.com/country-rankings/autism-rates-by-country>

The Heal healthcare product suite is tentatively slated for a 2026 launch, centred around gen AI-assisted patient care, as well as blockchain-enabled storage of medical data. Some of the products would be leveraging pre-existing CereBree products, calibrated to specifically serve medical professionals. For example, CereCulum, integrated with OneHealth, is envisioned as an adaptive online learning resource for medical students and professionals. Similarly, Neura will be a professional networking tool specific to those in the medical industry, with especially high verification requirements.

Further down the line, CereBree has its sights set on decentralised finance (DeFi). At present, much of DeFi borrowing is largely driven by speculation seeking outsized returns^[99], while there remains a huge untapped market of needs-based borrowing. Many of those individuals utilising digital asset markets do not have access to adequate traditional financial services, and consequently cannot access lines of credit for consumption smoothing, investments, etc. Armed with information on employment history, skills levels, routines, CereBree has ample information with which, with the individual's consent, it could develop profiles against which it could lend.

CereBree Product Roadmap

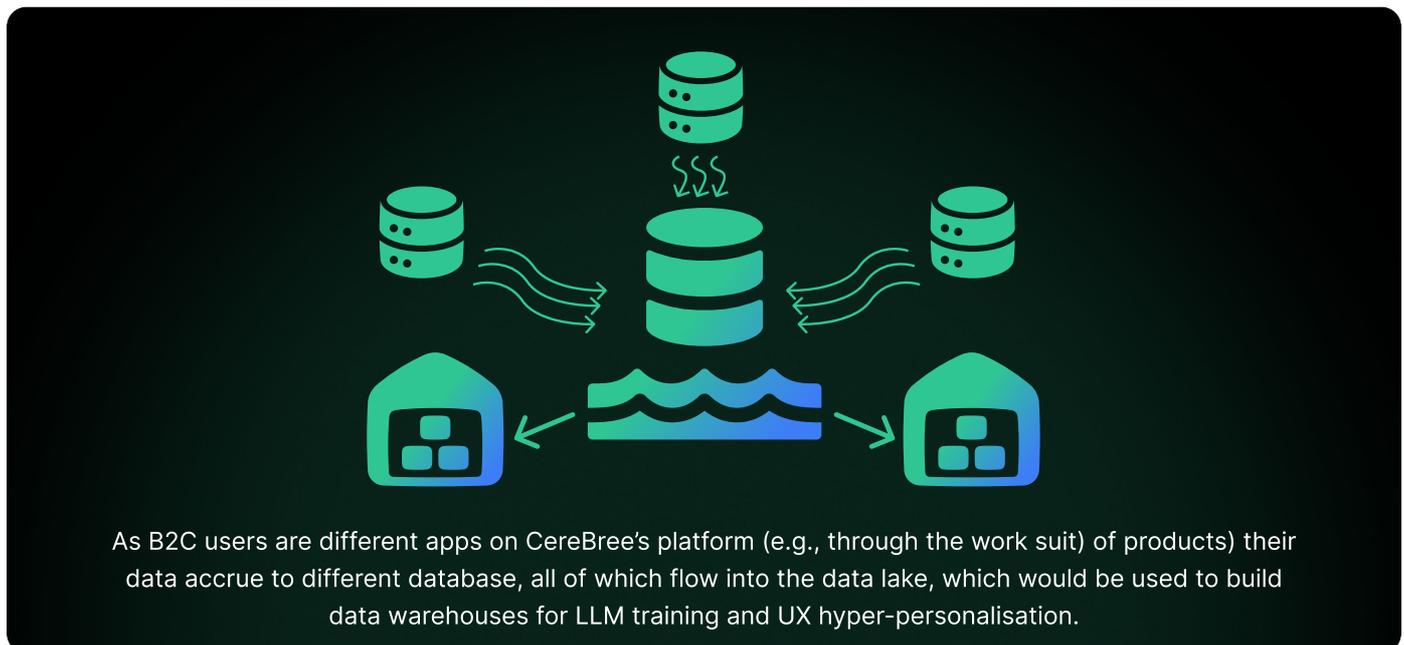
Ecosystem	Product Suite	ETA
Heal	CereAura	2026 Q2
Grow	VerTex B2C	2026 Q2
Work	VerTex B2B	2026 Q4
Work	CorTex B2B	2026 Q4
Study	CereKids	2027 Q2
Study	CereCulum	2027 Q2
Heal	OneHealth	2027 Q4
Retire	CereTire	2028 Q2
Heal	Guardian	2028 Q4

[99] <https://www.bis.org/publ/work1183.htm>

Data lake flywheel

As noted earlier, the biggest advantage CereBree has stems not from any one application/service it is offering, but the fact that it will offer all of them together, and that user growth will create a flywheel of more users > more data > better services > (higher CRX price) > more users.

Diagram 10: From databases to a data lake and data warehouses



Source: CereBree technical documents; Monte Carlo Data.

The data lake will allow increasingly rich profiles to be built for anyone individuals, and for learning to be enacted over larger numbers of such profiles, which would not only improve the efficacy of the models but increase the possibility for other AI models being deployed on the same data, including those for DeFi-focused applications.

Risks

An overarching risk for a platform handling sensitive personal data is a **data breach** that would compromise users' trust in the platform. CereBree mitigates this risk by not storing the data directly on its servers, but on cloud servers operated by reputable service providers who have the most impeccable records^[100]. Amazon, which has experienced high-profile hacks on its AWS servers^[101], would not make the cut.

[100] <https://www.cloudwards.net/which-cloud-storage-has-the-best-security/>

[101] <https://www.twingate.com/blog/tips/AWS-data-breach>

While smart contracts collectively represent a potential point of failure, regular code audits (i.e., for every infrastructure-level upgrade) mitigate this risk. For the most sensitive data (e.g., health data), CereBree will utilise biometric two-factor authentication tied to DIDs to provide an additional level of security[102].

Another key risk is the **client-specific risks** a B2B-focused revenue model is invariably exposed to. However, CereBree mitigates this with minimum length service contracts (i.e., one year or longer in all cases, two years for many), as well as planned diversification into B2C subscription-based revenue (e.g., from its retirement products) and industry diversification (i.e., through **Heal modules**).

Conclusion/Towards meaningful and useful applications of gen AI

In its 2025 global study of attitudes and uses of AI, Melbourne Business School surveyed 32,000 workers across 47 countries and found that 58% consciously used AI regularly (i.e., at least once every few months) at work[103], with those who did so reporting that what they used most were general-purpose gen AI tools (73%) [104]. At the same time, 47% of those who used AI admitted that they have done so in ways that could be considered inappropriate, and 63% reported that they had seen others doing so[105].

Equally alarmingly, in a 2025 survey of 1,000 full-time Gen Z employees, 30% of respondents admitted to “using AI to generate fake work in an effort to look more productive”[106].

Such uses of AI could be seen as not merely unethical, but also wasteful from a resource management perspective. CereBree’s suites of applications are designed to use gen AI to guide human productivity and ultimately enhance it, while still requiring human effort and interaction. Tokenised rewards along with on-chain reputation monitoring help ensure that the correct incentives are in play.

[102] <https://www.dock.io/post/heres-why-digital-id-credentials-must-be-tied-to-biometrics>

[103] <https://theconversation.com/major-survey-finds-most-people-use-ai-regularly-at-work-but-almost-half-admit-to-doing-so-inappropriately-255405>; <https://mbs.edu/faculty-and-research/trust-and-ai>

[104] <https://mbs.edu/faculty-and-research/trust-and-ai>

[105] <https://mbs.edu/faculty-and-research/trust-and-ai>

[106] <https://resumegenius.com/blog/career-advice/gen-z-and-ai>

Gen AI holds huge promise in boosting global productivity and unlocking human potential, but only if it is used in the right way – collaboratively with humans, with full transparency and the appropriate incentives. Similarly, applications are meant to aid productivity, but increased fragmentation of useful applications undermines this goal. CereBree’s comprehensive platform catering to an individual’s entire lifecycle is the new paradigm for improving the human condition with AI – where one can study, work, grow, retire and heal with AI.

The Future of Human Potential Starts Here

In an era where **gen AI promises \$4.4 trillion in value** yet leaves workers fragmented, burned out, and underserved, CereBree delivers the **missing infrastructure**—a **single, sovereign, intelligent continuum** that begins in childhood and ends in legacy.

From **CereKids** connecting parents, teachers, and AI to nurture young minds... To **CereAura** empowering neurodivergent families with diagnosis and support... To **Vertex** mapping dream careers and **Cortex** transforming enterprise talent... To **RETIRE** securing lifelong fulfillment... And **HEAL** safeguarding health at every step, **CereBree is the only platform that grows with you.**

Backed by **DIDs for unbreakable privacy, \$CRX for aligned incentives**, and a **data flywheel that compounds with every user**, CereBree is not just another AI tool. It is the **operating system for human growth.**

Strategic investors are invited to secure allocation in our structured presale and shape the next chapter of human-AI partnership.

The era of fragmented lives ends now. The era of CereBree begins.



**On a mission to build the world's first
human operating system**