CORELIA ACADEMY

BUILDING THE WEB3 HUMAN RESOURCES AND EDUCATION ECOSYSTEM IN VIETNAM

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Executive Summary

The technology world is undergoing a historic turning point with the rise of the Web3 decentralized infrastructure. In Vietnam, a top global market in terms of digital asset adoption, the opportunity to rise as a regional innovation hub is extremely clear. However, the domestic Web3 ecosystem is facing a critical bottleneck: a severe shortage of high-quality human resources. Despite possessing a massive IT workforce, Vietnam lacks engineers proficient in next-generation programming languages (Move, Rust) and especially lacks a product-building mindset, resulting in the phenomenon of "code typists" rather than "Product Builders".

This whitepaper outlines the vision, positioning, and execution strategy of Corelia Academy, a closed-loop Web3 education and HR supply ecosystem designed to thoroughly resolve the aforementioned market gap. With the exclusive training philosophy "Digital Assets First - Technology Follows", Corelia removes cognitive barriers by equipping all students with a mindset in finance and decentralized economics (Tokenomics, DeFi) before they enter intensive technical training courses in their native language.

The Corelia ecosystem extends beyond the traditional training center model thanks to two pillar strategies:

- **"Industry Bridge" Model:** Intervening deeply into the higher education system through credit recognition, co-organizing Hackathons and Bootcamps with a "Zero-Burden" criterion for universities, thereby creating an infinite talent pipeline.
- **Breakthrough B2B Solutions:** Matching international-standard human resources for the global Web3 market and supporting Web2 enterprises in digital transformation, highlighted by the all-inclusive "Squad-as-a-Service" HR supply model.

Looking toward the 2026-2030 period, as global and domestic legal frameworks become increasingly perfected, Corelia Academy carries the mission of transforming Vietnam from a passive consumption market into a world-leading exporter of core Web3 technology personnel.

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Part 1: Macro Context and the Global Digital Era Shift

The evolution of the global Internet network is entering a landmark transitional phase, shifting from the centralized model of Web 2.0 to a decentralized, transparent infrastructure that empowers user control, known as Web3. The Web3 era is not simply an upgrade in interface or transmission speed; it represents a comprehensive restructuring of digital ownership, data-sharing mechanisms, and economic models through the support of Blockchain technology, Smart Contracts, Digital Assets, and Decentralized Autonomous Organizations (DAOs). This infrastructure platform is gradually moving beyond experimental applications to become the backbone of a new financial and technological market, demanding a workforce with highly specialized professional capabilities.

In the context of the globalization of the digital economy, Vietnam has quickly emerged as a strategic hotspot and a potential innovation hub for Southeast Asia and the world. According to comprehensive market research data, the scale of the Blockchain market in Vietnam is forecast to experience an explosive growth cycle, increasing from $350 million in 2023 to $925 million by 2029 [1]. Unlike many countries where Web3 technology faces deep skepticism from consumers, Vietnam possesses a young demographic foundation that is tech-savvy and highly responsive to new financial models [2].

The macro indicators demonstrating this position are extremely impressive. As of the 2024-2025 period, Vietnam has consistently maintained its top global position in cryptocurrency adoption, with over 20 million users owning digital assets, equivalent to about 20% of the national population [3]. The capital flow related to crypto assets pouring into the Vietnamese market in one year is estimated to reach the threshold of $120 billion, a massive figure approximating one-fourth of the country's Gross Domestic Product (GDP) [3]. Although the market initially bore a strong retail-driven nature with cash flows primarily focused on speculative activities, indigenous technological development capacity has also been affirmed through globally leading projects in Decentralized Finance (DeFi) and GameFi, typically Kyber Network, Pendle, or Axie Infinity [2].

This breakthrough comes not only from the private sector but is also reinforced by an increasingly clear legal corridor. Recognizing the tremendous potential of blockchain technology, the Vietnamese Government has officially shifted its attitude from cautious to proactive creation. Decision No. 1236/QD-TTg, issued by the Prime Minister in late 2024, approved the "National strategy on the application and development of blockchain technology to 2025, with an orientation to 2030" [4]. The core objective of this strategy is to establish a solid infrastructure foundation, perfect the legal framework, form a globally competitive corporate ecosystem, and transform Vietnam into a leading regional nation in the Blockchain industry. Concurrently, the Digital Technology Industry Law expected to take effect in 2026 will officially legalize and redefine the position of digital assets, creating a launchpad for institutional investment capital to enter the market.

However, behind the brilliant macro growth numbers and expanding legal corridor, the Web3 ecosystem in Vietnam is facing a critical bottleneck capable of weakening the entire growth momentum over the next decade: a severe shortage and structural fracture of high-quality human resources [2].

Part 2: The Reality of Web3 Human Resources - The Paradox Between Scale and Quality

2.1. Tech Workforce Structure and Education Gap

Vietnam currently possesses the largest tech talent pool in Southeast Asia. The total size of the Information Technology (IT) expert workforce has surpassed 560,000 people, continually supplemented by a supply of about 50,000 to 60,000 graduating engineers from universities and colleges each year [2]. This workforce carries an absolute demographic advantage: mostly under 35 years old, with high self-learning capabilities, rapid adaptability to new tech trends, and an extremely solid foundation in mathematics and logical thinking [2].

Yet, a major paradox exists: despite the massive IT workforce scale, the number of programmers truly capable of participating in the core creation process of Web3 projects is incredibly modest (only about over 5,000 active Web3 developers as of 2024) [1]. The root of this paradox stems from the absence of a formal academic education system dedicated to Blockchain technology in most higher education institutions [2].

Universities in Vietnam, despite making efforts to update curricula, still face the stagnation of traditional training frameworks. The innovation speed of Web3 technology occurs on a quarterly basis, with the continuous birth of new token standards, complex consensus algorithms, and next-generation programming languages. Meanwhile, university training programs often take years to appraise and update a new module. This mismatch causes graduating students to only grasp foundational Web2 knowledge, completely bewildered by concepts of applied cryptography, Virtual Machines architectures, or On-chain security.

In the context of lacking formal training, the majority of Web3 developers in Vietnam must self-improve their qualifications through self-learning methods such as watching YouTube videos, analyzing open-source code on GitHub, participating in self-governing communities on Discord (like Open Guild, Solana Superteam), or grassroots educational initiatives [2]. Although the self-learning method proves the progressive spirit and adaptive capacity of Vietnamese personnel, it leaves systemic knowledge loopholes. Self-taught personnel often lack the ability to design overall architecture, lack enterprise-level security mindsets, and especially lack an understanding of the nature of decentralized finance (DeFi) - the core of all Web3 applications.

2.2. The Shift in Programming Languages and Income Gap

A secondary driver increasing the scarcity of human resources is the structural shift in foundational programming languages. During the early stage of Web3 (2017 - 2021), Solidity was the absolute dominant language thanks to the explosion of the Ethereum network.

However, as demands for scalability, transaction processing speed (throughput), and especially safety and security skyrocketed, the global market witnessed the strong rise of next-generation languages, typically Rust (used on Solana, Polkadot) and Move (used on Sui, Aptos).

Move and Rust offer outstanding advantages in resource-oriented management and object-oriented programming models, allowing remote prevention of reentrancy attacks that were the nightmare of projects written in Solidity. However, the learning curve for Rust and Move is incredibly steep and complex, requiring learners to have a highly sophisticated foundation in memory management. According to global surveys, the proportion of developers deterred by the complexity of Rust reaches up to 45.2%, even though it has been honored as the most loved language for many consecutive years [5].

The supply scarcity of developers fluent in Rust and Move has created a massive leverage in income on both domestic and international markets. The table below analyzes the income polarization of Blockchain engineers based on aggregated data for the 2024-2026 period:

Technical / Specialized Role	**Global Average Salary (USD/year)**	**Salaries in Vietnam (USD/year)**	**Notes & Growth Drivers**
Solidity Developer (Mid-Senior)	$125,000 - $200,000	$65,000 - $150,000	Demand is more saturated compared to new languages, but still maintained at a high level thanks to the massive EVM ecosystem.
Rust Developer (Solana/Polkadot)	$150,000 - $226,000	$58,000 - $150,000	The explosion of the Solana ecosystem and demand for high-level security pushed the income ceiling to records.
Move Developer (Sui/Aptos)	$140,000 - $210,000	$60,000 - $120,000	New language, extremely scarce supply. Foundations are willing to pay "premium" salaries to attract talent.

Web3 Product Manager	$120,000 - $160,000	$50,000 - $100,000	Requires a mindset combining Tokenomics and system architecture. Locally scarce in Vietnam.
Smart Contract Auditor	$160,000 - $300,000+	$80,000 - $160,000	The most senior position, requiring comprehensive mathematical and security analysis capabilities. Very few Vietnamese personnel meet this standard.

The above data shows a clear reality: Although the salary of Web3 engineers in Vietnam has far exceeded the general level of the traditional Web2 market (often 15% to 30% higher), there remains a very large disparity compared to global income due to geographic arbitrage and prejudices about core competence [7]. International clients are willing to pay hundreds of thousands of dollars for a staff member who can solve core security problems, rather than just hiring a cheap outsourcing developer.

2.3. The Coder vs. Builder Dilemma

A derivative consequence of the lack of systematic training in Vietnam is the prevalence of the "Code typist" syndrome instead of the "Product Builder". Most programmers entering the Web3 space bring their entire Web2 mindset: focusing entirely on perfecting coding syntax so the software can run, while completely ignoring the macro picture of how that product survives in a decentralized economy.

The essence of Blockchain is not just a distributed ledger used to store information; it is a complex financial infrastructure. A successful decentralized application (DApp) relies not only on a beautiful interface or smooth-running source code, but also depends on how it attracts liquidity, how it distributes rewards to users (incentive models), and the anti-inflation mechanism of the Token (Tokenomics). If a programmer only knows how to write Smart Contracts without understanding why users must buy the project's Token, they cannot contribute to the strategic design process of the product. When participating in global projects, this mindset gap causes Vietnamese engineers to often only be assigned low-level software outsourcing stages, losing the opportunity to advance to architectural leadership positions (Architect/Lead Engineer).

Part 3: Corelia Academy - Vision, Positioning And Unique Creation Philosophy

Recognizing all the cracks in the domestic human resource ecosystem and the thirst of the global market, **Corelia Academy** was conceived and established not merely as an ordinary technology training center, but as a comprehensively connected entity, a closed ecosystem spanning academic education, business mindset development, and the supply of high-quality human resources.

3.1. Name Breakdown and Brand Positioning

The name "Corelia" is not a random title, but an intentional fusion of two foundational philosophical values shaping the academy's entire operating method:

- **"Core" (Foundation):** Represents an uncompromising commitment to building a profoundly deep foundation of technological and economic knowledge for learners. Corelia rejects the educational model of chasing superficial hype or short-term cryptocurrency market bull runs.
- **"Relia" (Reliable):** A manifesto on becoming the most highly vouched human resources and technology solutions partner for domestic businesses and the global ecosystem.

Instead of focusing on a single customer file, Corelia Academy sets the goal of targeting two market segments with distinct strategic ambitions:

- **Global Market:** Positioning the academy as a center for exporting high-quality Web3 Developers. The focus of this block is mastering next-generation programming languages with maximum performance and security such as Move, Rust, and the art of designing complex Smart Contracts.
- **Local Market (Vietnam):** Acting as a pioneer unit, leading the educational process of raising awareness about Digital Assets, incubating Web3 Researchers, and providing digital transformation consulting services (from Web2 to Web3) for financial institutions, banks, and traditional businesses.

3.2. Exclusive Training Philosophy: "Digital Assets First - Technology Follows"

The biggest difference creating Corelia Academy's unique competitive advantage (Economic Moat) compared to hundreds of other tech centers lies in the reverse education philosophy: **"Digital Assets First - Technology Follows"**.

Corelia Academy profoundly recognizes that forcing a student to jump straight into the coding syntax of Solidity, Rust or Move before they understand the nature of a digital currency is a fatal pedagogical mistake. A logical code error in Web2 only causes an app crash, but a flawed financial logic Smart Contract in Web3 can lead to the project being drained of millions of dollars by hackers in just seconds.

Therefore, Corelia's philosophy imposes an immutable rule: Every student enrolling in the academy, regardless of whether they come from a Tech or Non-tech background, must strictly undergo and complete a comprehensive foundational module on Digital Assets and the Nature of decentralized markets before entering programming classes.

The content of this philosophy encompasses:

- **Building a Helicopter View:** Students must understand the evolutionary history of money, what decentralization truly is, and why consensus mechanisms (Proof of Work/Proof of Stake) are important. They must master the operational mechanism of cash flows in cyberspace, clearly understand the fundamental differences between Coins, Tokens, NFTs (Non-Fungible Tokens), and RWAs (Real World Assets).
- **Microeconomics Knowledge:** Students must dissect the business models of a Web3 project, understand how an application attracts users, creates sustainable revenue, and the basic principles of Tokenomics.

The ultimate goal of this philosophy is to completely resolve the "code typist syndrome". Through a financial foundation, a Corelia programmer is capable of asking critical questions: "Why does this project need to use Blockchain? Does storing this data on-chain truly bring benefits in terms of cost and security?". From there, they evolve from a passive software outsourcer into a **"Web3 Product Builder"** - individuals capable of proposing architectural solutions that optimize product ideas, quickly adapting to the culture and business goals of multinational companies.

3.3. Specialized Teaching Methodology

To handle the conceptual complexity of decentralized systems and resolve cognitive barriers for newcomers, Corelia Academy applies a specialized teaching model refined based on three main pillars:

- **Offline-First Approach:** Diverging from the booming E-learning wave, Corelia remains steadfast in organizing in-person classes at educational institutions, Bootcamp spaces, or partner offices. Face-to-face interaction creates cohesion, increasing course completion rates phenomenally compared to online learning. Instructors can provide hands-on guidance, directly correct mindset errors, and train teamwork skills (Agile/Scrum) right from day one.

- **Native Language Instruction:** Core concepts of Blockchain like "Byzantine Fault Tolerance", "Merkle Trees", or "Zero-Knowledge Proofs" are already extremely abstract. Absorbing them in English right from the beginning creates immense cognitive load. Although aiming for the global market, Corelia advocates using 100% Vietnamese during the foundation transmission phase. This breaks the language barrier, helping domestic students "absorb" knowledge naturally and deeply. Specialized English will be subtly integrated and gradually increased in reading materials and project communication during the final stage of the course.
- **Hands-on Centric:** Corelia breaks away from purely theoretical academic learning. Every theoretical concept, from Blockchain Foundation to advanced Smart Contract writing techniques, is immediately tied to a practical case study or mini-project. Students must personally write code, deploy products on a test network (testnet), and face arising errors just like in a real working environment.

Part 4: Closed-Loop Training Ecosystem Architecture

Corelia Academy's education system does not operate on a retail model of short-term courses, but is architected as a closed-loop ecosystem, where technical and business expertise branches continuously interact, support, and rub against each other to create practical products.

4.1. Technical Specialization Track (Tech Division)

Focused on capturing the global market and cultivating a new generation of Web3 Builders, the Tech division at Corelia is designed to guide learners from mastering foundational knowledge to independently architecting and building complex decentralized applications (DApps).

- **Intensive Bootcamps:** These are short-term yet highly demanding programs requiring extreme focus, such as the "1-Week Move Bootcamp." The curriculum centers on Smart Contract development using Solidity, Move, Rust,... diving deep into gas optimization techniques, Web3 Gaming integrations, and the implementation of secure on-chain logic loops. The classroom model combines theory with high-intensity practice, including 1:1 code review sessions with industry experts. Every Bootcamp concludes with a dynamic Demo Day event, where teams present their products directly before a review panel.
- **Privileged Competency Certification:** The outcome for students in the Tech track is the **Corelia Certified Developer** credential. What sets this certification apart is its recognition by major Foundation partners (such as Sui and Aptos), making it a passport of credibility that validates job-readiness for international projects with the highest standards of rigor.

4.2. Business & Operations Specialization Track (Non-Tech Division)

Recognizing the severe shortage of talent capable of deeply understanding the Crypto market in Vietnam, Corelia developed the Non-Tech division to supply professionals for investment funds, banks, and project development sectors.

- **Web3 Researcher Program (Web3 Research Specialist):** A Web3 researcher functions as an analytical engine within the ecosystem. The program trains learners to read and extract on-chain data, analyze the tokenomics structures of competing projects, forecast capital flow trends across market cycles (such as the rise of DeFi, GameFi, or RWA), and produce macro-level investment research reports. Graduates

are prepared to directly fill analyst roles at investment funds or serve as in-house researchers for startups.

- **Digital Asset Knowledge Program:** Targeted at economics students, professionals working in commercial banks, Fintech companies, or individual investors seeking structured knowledge. The curriculum covers the philosophical foundations of Crypto, digital asset portfolio risk management methodologies, legal compliance under regulatory frameworks, and security practices for multi-signature wallets (multi-sig wallets) to mitigate cybersecurity risks.
- **Web3 Operations & Growth Program:** An intensive course on the art of managing global communities across specialized platforms such as Discord, Telegram, and Twitter (X). Students are equipped with strategic thinking for designing Airdrop/Retroactive campaigns to effectively attract early users without undermining long-term token value, along with marketing approaches tailored to the decentralized ecosystem.

The table below summarizes the differentiation between the two core training tracks of Corelia Academy:

Comparison Criteria	**Tech (Programmers / Builders)**	**Non-Tech (Business / Operations)**
Target Audience	Software engineers, IT students, Computer Science students.	Students in Economics, Banking, Fintech, Marketing professionals, and investors.
Target Market	Global Web3 projects (Global Market), ecosystem foundations.	Traditional Web2 companies undergoing digital transformation, investment funds, and the domestic market.
Core Academic Objectives	Proficient in programming languages (Solidity, Move, Rust), Smart Contract architecture, and system security.	Capabilities include on-chain data analysis, project appraisal (fundamental analysis), and community management.

Job Output	Smart Contract Developer, Blockchain Architect, DApp Engineer.	Web3 Researcher, Community Manager, Growth Hacker, Risk Analyst.

4.3. Long-Term Training Structure: The "Web3 Semester" Model

Instead of merely running intensive Bootcamp-style classes that attempt to “overclock” learning (compressing large amounts of knowledge into a short period), Corelia Academy has developed a long-term training model called the "Web3 Semester" for students and career switchers seeking a structured transition. The standardized pathway lasts from 3 to 6 months, providing sufficient space for learners to truly internalize knowledge and build a substantial project portfolio.

The learning pathway is scientifically designed across three stages:

Stage 1: Digital Asset Foundations & Web3 Mindset (1 Month – Mandatory for All Students)

This stage embodies the philosophy of “Digital Assets First.” During the first month, the barrier between developers and economics students is removed. All learners share the same classroom to dissect the history of money, the nature of distributed ledgers, differentiate between Coin, Token, and NFT, and understand how a decentralized economy creates real value.

The expected outcome is that every individual can clearly answer the fundamental question: *“Why does this solution require Blockchain technology?”*

Stage 2: Specialized Tracks (2 to 3 Months)

Based on individual strengths and career orientation, students branch into two professional tracks.

The Tech track enters a fully immersive coding environment conducted entirely in Vietnamese, mastering virtual machine concepts and deploying Smart Contracts on blockchains such as Ethereum, Solana, Sui, Aptos.

The Non-Tech track sharpens skills in reading capital flow charts, analyzing decentralized financial metrics (TVL, DEX Volume), and mastering the art of community building.

Stage 3: Applied Internship (Capstone Project & Incubation – 1 to 2 Months)

This is the pinnacle of the entire program, where academic knowledge meets real-world execution. Students are grouped into “Squads” composed of both Developers (Dev) and Researchers.

Functioning like a miniature technology company, each team independently ideates, applies the product-thinking foundation from Stage 1, and builds a complete DApp from scratch.

The finished product is not only used for graduation assessment but is also submitted by Corelia to compete in prestigious regional Hackathons or presented directly as a professional portfolio to B2B employers.

Through the “Web3 Semester,” students graduate not only with a Dual Certification recognized by the industry, but also gain access to the “Corelia Talent” scholarship privilege and a committed Career Placement support pathway immediately after graduation.

Section 5: University Integration Strategy – The "Industry Bridge" Model

A private educational entity, no matter how strong its curriculum may be, will inevitably face scalability limitations if it operates independently from the national education system.

Recognizing this reality, Corelia Academy implements a deep partnership strategy with universities and colleges, positioning itself as an "Industry Bridge." The objective of Corelia is not to compete with academic institutions, but to complement them in addressing technological gaps.

5.1. Addressing the Core "Pain Points" of Educational Institutions

Universities today are struggling under three major pressures when teaching emerging technologies:

1. **Outdated Curriculum Framework:** Updating a university syllabus in accordance with regulatory standards can take years, while the lifecycle of a Web3 open-source library is measured in months. Corelia addresses this challenge by providing "Plug-and-Play" learning modules that are continuously updated to align with the latest standards from global Foundations.
2. **Shortage of Industry-Experienced Lecturers:** University faculty members are exceptionally strong in theoretical foundations, yet often lack the time and practical exposure required to build commercial DApp projects. The involvement of Corelia's expert mentors (engineers who are actively building real-world projects) fills this practical gap.
3. **Pressure on Graduate Employment Rates:** Educational accreditation frameworks (such as AUN-QA) impose high standards regarding post-graduation employment rates within relevant fields of study. Corelia contributes a strong enterprise network (B2B Talent Pipeline), committing to student outcomes through internship placements and full-time employment opportunities.

5.2. Flexible Academic Partnership Tiers

To ensure smooth adoption without disrupting the core academic framework, Corelia designs three progressively deeper Partnership Tiers:

- **Tier 1 (Initiation) – "Web3 Learning Tour" Event Series**: This is a surface-level engagement model focused on inspiration and awareness building. Corelia directly organizes large-scale seminars introducing Web3 career pathways and conducts

short-term workshops on campus to establish student Technology Clubs. This model has generated significant impact, as demonstrated through event series hosted at institutions such as **Văn Lang University**, **Văn Hiến University**, and **APC College**. For example, the event at Văn Lang University opened entirely new perspectives for students regarding global technology opportunities.

- **Tier 2 (Academic Integration) – Embedding Web3 into the Credit System:** Moving one strategic step further, Corelia negotiates with universities to recognize its training modules as elective courses worth 2–3 academic credits. More boldly, through the "Alternative Internship" model, students who successfully complete a Capstone Project at Corelia may have their performance recognized by the Faculty of Technology or Economics as equivalent to a formal graduation internship. This mechanism encourages students to pursue practical industry exposure without delaying their academic progress.

- **Tier 3 (Sustainable Strategy) – Web3 R&D Lab & Train-the-Trainer Model:** At the highest level of collaboration, Corelia transfers technology expertise directly to the university's full-time faculty members through structured training programs. Simultaneously, both parties collaborate to secure international funding in order to establish Web3 R&D laboratories and on-campus Incubation Labs for startup development within the university ecosystem.

5.3. On-Campus Applied Model Under the "Zero-Burden" Principle

One of the most innovative elements in Corelia's strategy is its co-hosted professional event model built around the **"Zero-Burden"** principle for universities.

Under this model, responsibilities are clearly delineated: the university provides facilities (auditoriums, computer labs) and supports student outreach communications. All remaining complexities are handled entirely by Corelia.

Two core initiatives include:

1. **In-campus Training Bootcamp:** Intensive programs lasting 1–2 weeks or conducted on weekends. Corelia fully delivers the specialized curriculum, provides practice servers, assigns hands-on instructors, and establishes independent evaluation standards so universities can formally recognize extracurricular achievements.

2. **University Web3 Hackathon:** Programming and product ideation competitions spanning 48–72 hours. Corelia designs challenge tracks and bounty structures aligned with real-time market demands (such as DeFi and Gaming), deploys on-site mentors to assist with debugging, and invites industry experts and active Blockchain/Web3 developers to serve as judges.

This university engagement strategy creates a strong win-win dynamic. Institutions elevate their international academic reputation, while Corelia builds a robust talent pipeline, attracting thousands of young talents in preparation for its long-term B2B commercialization strategy.

The presence of blockchain technology in academia extends beyond technical exposure, it also unlocks transformative applications in transparent and tamper-proof credentialing and digital certification systems [8].

Section 6: B2B Solutions – The Revenue Engine and Talent Matching System

The entire training ecosystem and extensive university partnership network of Corelia Academy cannot sustain long-term financial viability without its B2B Solutions division.

This division functions as the bloodstream of the organization, generating recurring revenue while operationalizing the "Relia" philosophy by delivering tangible value to enterprise partners.

Rather than applying a one-size-fits-all approach, Corelia's Go-to-Market strategy segments the B2B market into three target customer groups, each defined by distinct pain points and addressed through tailored solutions.

6.1. Traditional Web2 Enterprise Segment

Customer Profile: Commercial banks, financial institutions, traditional investment funds, Fintech companies, retail conglomerates, or game studios seeking to integrate Blockchain but struggling at the starting line.

Pain Points: Senior leadership lacks accurate knowledge of the Web3 environment, fears legal and cybersecurity risks associated with digital assets, and does not possess an in-house team capable of executing a structured digital transformation.

Corelia's Solutions:

- **C-Level Awareness Workshop (Private Executive Roundtables):** Specialized, closed-door sessions designed to help executive leaders thoroughly understand the nature of digital assets and their real-world applications, dismantle misconceptions, and identify structured risk management frameworks.
- **Industry Reports (Corelia Insights):** Leveraging its Research team to publish in-depth analytical reports (e.g., "Digital Asset Adoption in Vietnam"). These reports function as strategic lead magnets. Once enterprises download the materials, Corelia's Edu-B2B Sales team initiates consultation for in-house training programs or customized technology transformation roadmaps.
- **Collaboration with Business Associations:** Actively partnering with organizations such as the Vietnam Chamber of Commerce and Industry (VCCI) and entrepreneur clubs to integrate Web3 topics into annual business forums and networking events.

6.2. Web3 Project Segment (Global & Domestic Markets)

Customer Profile: GameFi, DeFi, SocialFi projects, and wallet companies in rapid build/scale phases that require continuous team expansion.

Pain Points: Hiring international engineers is costly and inflates burn rate. Sourcing local developers proficient in Rust or Move is extremely challenging. Marketing teams often lack a deep understanding of the native culture within crypto markets.

Corelia's Solutions:

- **Talent Placement (Recruitment Brokerage):** Providing candidates from a verified talent pool. Thanks to the "Digital Assets First" training philosophy, companies save months of onboarding costs related to industry mindset alignment. Outreach is conducted through LinkedIn outbound channels, accompanied by real project portfolios from graduates.
- **B2B Talent Showcase (Demo Day Graduation):** CTOs and HR leaders from Web3 projects are invited to attend Capstone Project defense sessions. This serves as the most direct and compelling way to showcase job-ready talent.
- **Breakthrough Model – "Squad-as-a-Service":** Instead of supplying isolated individuals, Corelia offers a fully packaged operational squad (e.g., 1 Project Manager, 2 Engineers, 1 Researcher) to execute an independent module of a client's project. This model eliminates micro-management pressure for Web3 startups, allowing them to focus on core vision and strategy. It mirrors modern "Virtual Team" structures that are reshaping work models in the digital era.

6.3. Strategic Partner Segment (Web3 Foundations & Ecosystems)

Customer Profile: Major Layer 1 and Layer 2 blockchain foundations and ecosystems such as **Sui Foundation**, **Aptos Foundation**, **Ethereum Foundation**, and **Solana Foundation**.

Partnership Objective: To become an Official Education Partner, integrate Corelia's certification into globally recognized systems, and attract ecosystem grants and funding support.

Strategic Approach: Corelia leverages successful execution case studies such as the "Sui Learning Tour" and "Move Bootcamp" programs as proof of operational capability.

The negotiation narrative is positioned strategically: "We own a large-scale talent pipeline originating from our university network. We are committed to supplying hundreds of Rust/Move-ready developers annually to your ecosystem. In return, we seek financial grant support and expert-level collaboration from your foundation."

6.4. Sustainable Revenue Streams

Based on the segmented market strategy above, Corelia's B2B approach generates diversified strategic revenue streams, ensuring the financial model does not depend solely on individual tuition fees:

1. **Placement Fees:** Partner enterprises pay a recruitment fee, typically equivalent to 1 to 2 months of the candidate's salary, upon successfully hiring a Corelia graduate. Given that Web3 professionals command consistently high compensation levels, this stream delivers strong profit margins.

2. **B2B Training Contracts:** Direct revenue generated from designing and delivering customized digital transformation programs for executive leadership teams or technical departments within corporations and traditional banks.

3. **Educational Grants & Sponsorships:** Funding allocated from ecosystem funds to support Corelia in maintaining free or low-cost Bootcamp programs for the community, aligned with the strategic objective of expanding the sponsoring foundation's technological footprint in Vietnam.

4. **Software Service Revenue:** Recurring income generated through the Squad-as-a-Service model, providing stable and predictable long-term cash flow.

Section 7: Competitive Dynamics & Unique Market Advantage

The Web3 education and talent supply market in Vietnam, though still emerging, has begun to see increasing competition. Notable participants include community-driven nonprofit education groups and academies such as **VBI Academy**, which provide broad-based technology training and organize inter-university hackathons.

Additionally, there are short-term university-affiliated centers and large outsourcing firms such as **SotaTek** and **PowerGate**, which employ hundreds of experienced engineers.

However, Corelia Academy establishes a strong economic moat and a unique selling proposition (USP) that are difficult to replicate:

1. **The Precision of the "Product Builder" Mindset:** While traditional outsourcing companies and academies focus primarily on teaching programming syntax to produce low-cost coders for contract work, Corelia develops builders. Through the "Digital Assets First" philosophy, delivered directly in Vietnamese, Corelia graduates can critically evaluate business models, understand tokenomics structures, and integrate Web3-native thinking. This enables enterprises to save substantial onboarding time and eliminate cultural retraining costs.

2. **Exclusive University Integration Model:** Competitors typically organize standalone events. Corelia, in contrast, integrates deeply into the formal education system through credit recognition mechanisms and the "Alternative Internship" model. This structure provides Corelia with a virtually unlimited inbound talent source while driving Customer Acquisition Cost (CAC) toward near-zero levels.

3. **The Breakthrough "Squad-as-a-Service" Model:** Corelia's talent solution goes beyond supplying individual developers. By deploying fully functional cross-disciplinary squads (Tech & Non-Tech), Corelia eliminates micro-management burdens for Web3 startups, an offering rarely matched by training centers in the market.

By covering the entire lifecycle of talent, from inspiration (Learning Tour), deep specialization (Web3 Semester), product execution (Capstone), to employment matching (B2B Talent Placement), Corelia positions itself not merely as an academy, but as a workforce operating system for the industry.

Section 8: Vision 2026–2030 & Socio-Economic Impact

The global blockchain industry is moving toward a new breakout phase around 2026. The emergence of comprehensive regulatory frameworks—most notably the proposed **GENIUS Act** in the United States, which focuses on stablecoin regulation—has sent a green signal for traditional global financial institutions to enter the Web3 space at scale [9]. When legal hesitation is removed, financial institutions such as banks and global payment networks begin building stablecoin payment infrastructure and tokenized deposit platforms.

The consequence of this macro-level shift is an unprecedented surge in talent demand. The market will not only require developers capable of writing code, but will aggressively compete for elite roles such as Protocol Economists proficient in game theory, Developer Experience (DevEx) Engineers, and Compliance Specialists with deep expertise in cryptography [10]. Ecosystems leveraging high-level languages such as Move or Rust will continue to lead in security standards, pushing talent valuation to new heights.

In Vietnam, with the deep implementation of a National Blockchain Strategy and strong support from newly introduced legal frameworks, the country possesses favorable timing and structural advantages to become a leading R&D (Research & Development) hub and exporter of Web3 talent in Southeast Asia, transitioning from a purely speculative retail market into a nation capable of mastering and building core technologies.

Standing at the forefront of this wave, **Corelia Academy** is not merely a commercially successful education enterprise. With its closed-loop training ecosystem, pedagogy rooted in financial-economic thinking, and expansive integration strategy with universities and a global B2B network, Corelia is carrying out a mission of societal scale: eliminating the structural disconnect between academia and industry demand, cultivating a generation of Vietnamese Web3 engineers and specialists with the mindset of global product builders, and ultimately reshaping the competitive position of Vietnam's digital workforce on the global economic map over the coming decade.

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