Magical Earth Academy

Ipe City

April 2025

Magical Earth Academy

Proof-of-Value (PoV) Decentralized Community Learning Model

Magical Earth Academy Design Team:

Ramona, Maria and Calvin (Vitalia Hackathon November 2024)

Pop-Up Cities are Emergent, how do you value contributions?

Edge Esmeralda, June 2024

~1,300 people joined, out of which 80 kids
25 expert-led program tracks
551 sessions throughout the month
93% were organized by attendees, with just
7% planned directly by the Edge Esmeralda
organizing team!
167 unique session hosts
3x increase in Bird Bike usage in the town
during the event – and that doesn't even
count the bikes people rented or brought,
separate from Bird, which was a much larger
number!
350 redwood trees funded by donations
from a solar-powered night market,
organized entirely by attendees

Source: https://devonzuegel.com/on-the-edge-of-esmeralda-a-recap-of-june-s-popup-village

Aleph by Crecimiento, August-September 2024
Source: https://www.aleph.crecimiento.build/

Problem Statement

Have you noticed that most often in pop-up cities, it's hard to measure valuable contributions, other than by kudos? Or things get organized at the last minute?

Community engagement is an issue. Sponsorship of events works (free food and drinks), but what if we made it better? What if we could measure it?
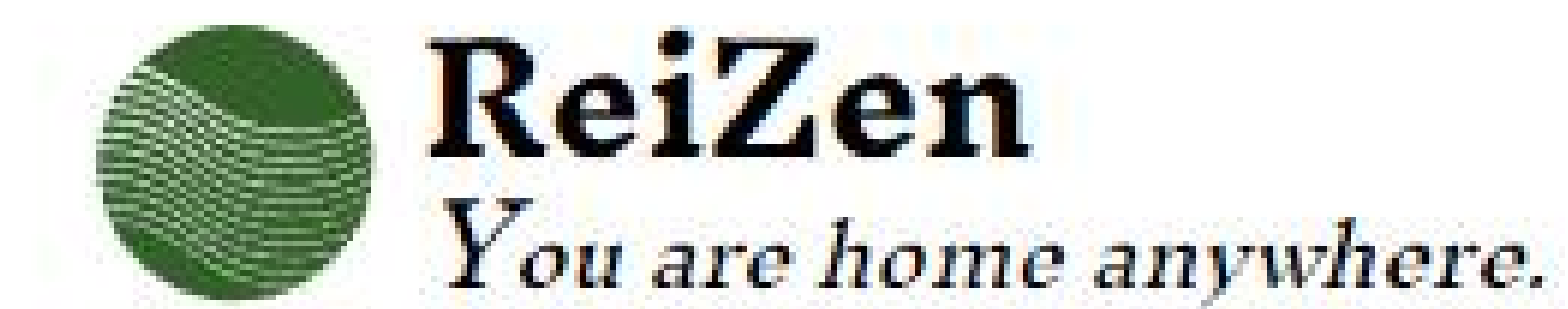
Magical Earth Academy solves this problem, and MORE!

Our Proposal

We designed a framework for a new Proof-of-Value (PoV) model to incentivize and validate multi-dimensional contributions within decentralized ecosystems (DeSci & community-driven learning).

We are working on deploying an MVP, sponsored by:

ReiZen
You are home anywhere.

Our long-term goal is to enable Magical Experiences around Five Core Themes

Biofield and Energy Healing: experimental trials with Reiki and biofield measurements and EMF (electromagnetic field) interactions.

Plant Frequencies, Mindfulness & Consciousness Garden: Plantwave music, plant biofeedback, a living laboratory for plant frequency research and human-nature interaction studies.

Light and Color Healing Pavilion: explore modulation of light, frequency, and color therapy, art installations, and devices for light therapy.

Crystal Lab and Structural Science Zone: A zone to study the structure, resonance, and vibration of various crystals.

Food Science and Nutrition Apothecary: applied food science, including nutrient measurement, pH testing of different foods, and hands-on workshops that demonstrate food's healing potential.

So Many Unique Experiences
could fit into the Magical Earth themes!

Citizen Science Lab

Biofeedback and Data Collection Kiosk

Environmental Monitoring Workshops

Biomimicry and Nature-Inspired Design

Collaborative Art-Science Workshops

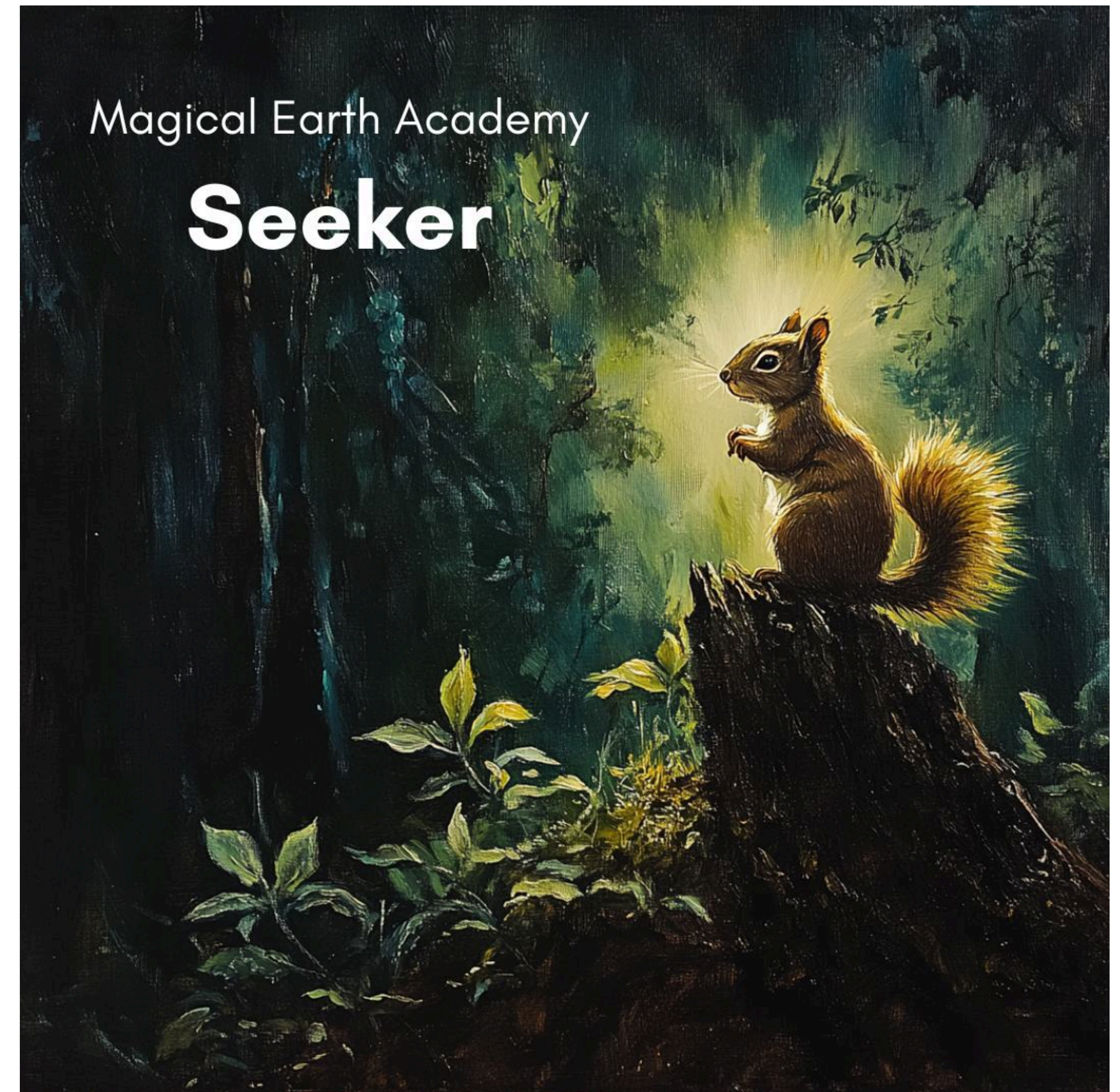**Art Installations Based on Science**

Collaborative Publishing

what if people were able to get NFT collectibles or retroactive funding for all their contributions?
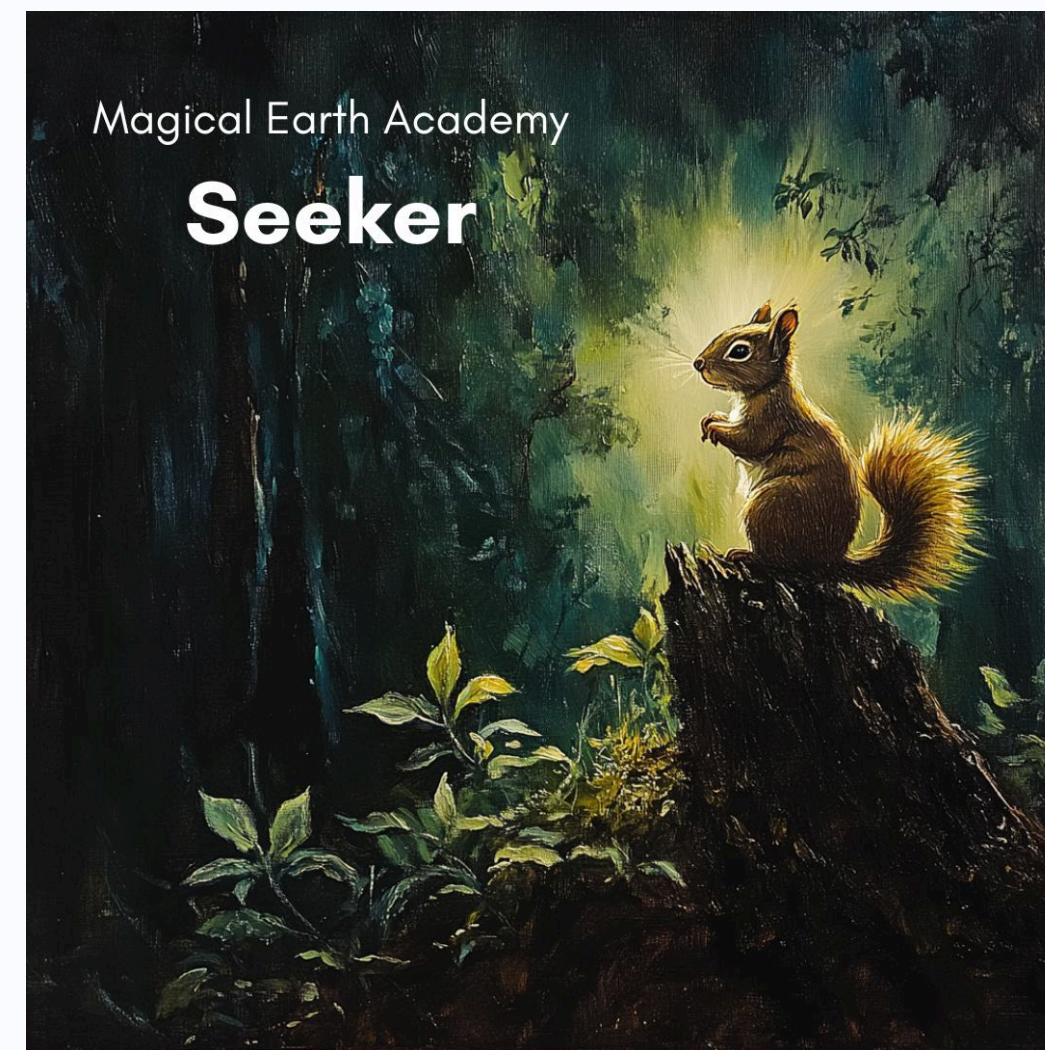
We succeed by:

• designing a user journey that feels like a **guided adventure**, starting with simple, interactive tasks and building up to more complex challenges as users progress.

• creating screens that emphasize the **tangible benefits of participation** early on — like visualizing user contributions and showing the collective impact, so it's clear how their actions are making a difference.

• focusing on elements that demonstrate the potential of a decentralized, community-driven approach to learning and exploration.

Magical Earth Academy
Seeker

Gamified + Collaborative

"Creativity is intelligence having fun."

NFT Collectible Badges

Magical Earth Academy

Green Lady

Magical Earth Academy
dorianart
with Midjourney

Magical Earth Academy

I am actively advocating for a Green Lady alternative to Burning Man. A track or series of events to consider a new Theory of Values, and how Web3 technology can actually enable us to build more effective Nature-inspired business models and corporate and social structures.

Join Me!