

MBA credentials • verification • executive learning

## Positioning

w3.mba is positioned as a seven-figure strategic brand asset: category authority + trust signal + competitor differentiation

## Why it wins

- MBA = high-value keyword — Executive education is premium by nature. The domain signals authority and seriousness.
- Verification is the future — Degree verification, tamper-resistant credentials, and portable records fit naturally with Web3 rails.
- Platform-ready — Perfect for program catalogs, admissions funnels, alumni networks, and credential portals.

## Best-fit buyers

- Business schools and MBA program consortia
- Executive education platforms and credential providers
- Degree verification and transcript networks
- EdTech companies building digital credential rails
- Alumni membership and career platforms

## Process

- Terms shared privately under NDA
- Escrow closing (Escrow.com or equivalent)
- Standard registrar transfer