## The Certified Digital Asset Advisor (CDAA) industry certification is the first on-chain certification in the financial services industry. And it's powered by Unlock.

The Certified Digital Asset Advisor (CDAA) designation is the only community-owned designation in the financial services industry. To earn the CDAA designation, financial advisors go through in-depth training and education in the core concepts of cryptocurrency, blockchain technology, and decentralized finance. This knowledge enables certified advisors to provide their investor clients with an elevated level of service and education related to cryptoassets.

Once a financial advisor completes the required coursework and passes a rigorous final exam, they receive the CDAA Certification Token. CDAA is an on-chain professional credential, powered by Unlock Protocol, that provably shows the advisor has achieved this distinction.

The CDAA is the first on-chain professional credential for financial advisors
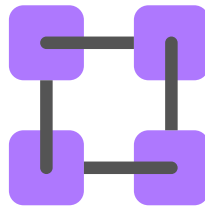
The CDAA is managed by PlannerDAO, the first decentralized organization in the financial services industry
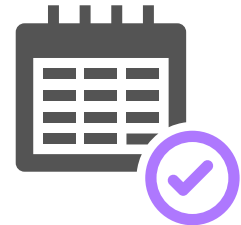
CDAA NFT-based credentials are verifiable, and are valid for one year

> "The CDAA certification, powered by Unlock, is our biggest opportunity to grow participation in the community and bring power back to the financial planners on the front lines working with clients."
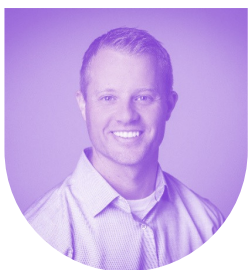
- Steve Larsen, Founder of PlannerDAO

About the CDAA

The CDAA is a professional designation for financial professionals focused on helping individuals manage digital assets such as cryptocurrency and tokens. CDAA is poised to become the leading provider of digital asset education for financial advisors globally.

First created in 2020 by Interaxis, ownership and oversight for the CDAA program was transferred in 2021 to PlannerDAO.

PlannerDAO is a global community of 700+ financial professionals committed to bringing the digital asset revolution to all people. PlannerDAO contracts with education providers in the financial services community to create educational materials on topics important to financial planners and their clients. PlannerDAO Working Groups manage certification and endorsement programs for planners, including the Certified Digital Asset Advisor designation.

Objectives

All financial service providers have certifications and designations, which are usually denoted with an entry in a database and a paper certificate which might hang on a wall or sit in a box.

PlannerDAO wanted to provide verifiable proof of members' knowledge via a digital certification, using the very technology on which the financial planners were being certified. Beyond merely providing proof of the certification and designation, CDAA also wanted to ensure the certification itself had utility beyond being a "piece of paper in a frame on the wall."

Challenges

Before using Unlock, CDAA explored several options for providing an on-chain, verifiable, and time-bound certification proof. However, even though some of the solutions CDAA initially explored did write to a public blockchain for transparency and immutability, those solutions didn't have the utility CDAA sought.

Additionally, CDAA was looking for a solution that was based on the technology taught as part of the certification. As such, they wanted to deliver the certification as an NFT for practical reasons — if the certificants couldn't figure out how to navigate a process that was based on NFTs and manage their certification via their crypto wallet, they shouldn't be Certified Digital Asset Advisors.

Results

The CDAA community of advisors and the broader PlannerDAO organization are both growing rapidly. To date, the CDAA has certified over fifty financial advisors, many of whom are now prominently featured in the CDAA directory.

The CDAA has conclusively shown that a multi-century old industry can evolve. They have shown that an industry historically known for being slow and centralized is capable of delivering valuable solutions that are decentralized and that are created and collectively managed by their members and stakeholders, instead of legacy gatekeepers.

CDAA

CERTIFIED**DIGITAL**

GOVERNED BY PLANNERDAO