

<div>PROBLEM</div> <div>Climate Action</div> <div>Coastal ad Marine ecosystem(like mangroves, seagrasses &amp; salt marshes)</div> <div>Biodiversity and human livelihoods.</div>	<div>SOLUTION</div> <div>Restoration &amp; conservation of Coastal Blue Carbon Ecosystem</div> <div>Carbon Credit generation &amp; market access</div> <div>Blended Finance &amp; Investment mobilization</div> <div>Community Empowerment and benefit sharing</div> <div>Digital tools for capital MRV(Monitoring, reporting, verification)</div> <div>Technical support &amp; capacity building</div> <div>Policy support &amp; legal framework development</div> <div>Knowledge exchange and colloborative platform</div>	<div>UNIQUE VALUE PROPOSITION</div> <div>Conservations and restoration of coastal ecosystem</div> <div>Policy Integration and governance</div> <div>Finance and Market-based mechanisms</div> <div>Science, technology and MonitoringCo</div> <div>munity and Capacity building</div> <div>Regional and Global Collobration</div>	<div>UNFAIR ADVANTAGE</div> <div>Exclusive Network of llobal partners Proprietary Knowledge &amp; Technical expertise monitoring Blue for print for scalable, investable project models</div> <div>Blue for print for scalable, investable project models</div> <div>Access to blend &amp; catalytic capital</div> <div>Long-term local trust and social licenses</div> <div>Policy Influence &amp; government by-in</div> <div>Built-In Impact multiplier</div>	<div>CUSTOMER SEGMENTS</div> <div>Carbon Credit Buyers(Corporate Offtakers)</div> <div>Costal communities &amp; indigenous peoples(IPLCs)</div> <div>Project developers &amp; NGOs</div> <div>Investors &amp; funders</div> <div>Governments &amp; policy makers</div> <div>Carbon market platforms &amp; standards bodies</div> <div>Academic, Research &amp; Innovation Institutions</div>
	<div>EXISTING ALTERNATIVES</div> <div>Verra(VCS Blue Carbon Methodologies)</div> <div>Blue Carbon Initiative</div> <div>UNEP Blue Carbon Hub</div> <div>Ocean Risk and Resilience Action Alliance(ORRAA)</div> <div>The Nature Conservancy (TNC)- Blue Carbon Program</div> <div>Conservation International-Blue Carbon</div> <div>Plan Vivo-Coastal Ecosystem Standards</div> <div>Mangroves Breakthrough(by global Mangrove Alliance)</div>		<div>KEY METRICS</div> <div>Ecosystem &amp; carbon impact metrics</div> <div>Finance and investments metrics</div> <div>Project Development &amp; scaling metrics</div> <div>Technology &amp; MRV metrics</div> <div>Policy style and Advocacy metrics</div>	
<div>COST STRUCTURE</div> <div>Project Development costs</div> <div>MRV(Monitoring, Reporting &amp; Verification) costs</div> <div>Finance and transaction costs</div> <div>Community-Development &amp; benefit-sharing costs</div> <div>Platform operations &amp; Management</div> <div>Marketing, communciations &amp; Partnerships</div> <div>Policy &amp; legal support</div>		<div>REVENUE STREAMS</div> <div>Carbon Credit sales</div> <div>Project Developement &amp; management fees</div> <div>MRV &amp; Data services</div> <div>Investment returns from blended finance structures</div> <div>Platform access &amp; membership fees</div> <div>Training, workshops &amp; capacity-building program's</div> <div>Toner &amp; Philanthropic grants (bridge revenue)</div>		

