SDG BLOCKCHAIN ACCELERATOR

Project Strategy & Sustainability Guidelines

1. Go-to-Market Strategy

Purpose

The GTM strategy outlines how the project introduces its solution to the market, differentiates itself, and builds traction with early adopters. It connects **product-market fit** with **impact goals**, ensuring a balance between commercial viability and sustainability outcomes.

Target Customer Segments (Summary)

Segment	Profile	Motivation / Need
Urban Youth & Students (18–30 yrs)	Digitally native, environmentally aware, engaged on social media.	Seeking gamified incentives and digital rewards for sustainable actions.
Families & Households	Environmentally conscious consumers.	Desire accessible, visible ways to contribute to waste reduction.
SMEs & Retailers	Businesses producing electronic waste (e.g., cables, printers).	Need compliant, low-cost recycling options and ESG visibility.
Municipal Councils & Regulators	Public institutions driving environmental policy.	Looking for transparent, traceable waste management data.

Unique Value Proposition

ReLoop converts electronic waste (e-waste) into digital value by rewarding individuals and institutions through tokenized incentives on Cardano. Every recycling action generates verifiable environmental impact and financial inclusion opportunities.

> *"Turning waste into wealth through transparent blockchain technology."*

Positioning Statement

"For environmentally conscious communities and organizations, ReLoop is Africa's first tokenized e-waste recycling platform that transforms discarded electronics into digital value, fostering circular economy growth and promoting financial inclusion."

Acquisition Channels

Organic Channels

- Awareness campaigns in schools, universities, and community centers.

- Social media storytelling through the **#ReLoopChallenge** — showcasing user impact.

- Partnerships with sustainability influencers and eco-activists.

- Educational webinars and gamified learning around e-waste impact.

Paid Channels

- Targeted digital ads (Facebook, TikTok, X) focused on youth engagement.

- Retail activations in supermarkets using QR codes for instant wallet setup.

- Incentivized referral programs offering bonus tokens for peer invitations.

Partnership Channels

- **Supermarkets:** Collection hubs and brand visibility points.

- **Schools & Universities:** Recycling drives, competitions, and education programs.

- **NGOs & Environmental Coalitions:** Community legitimacy and outreach.

- **Government Agencies:** Policy alignment and integration with waste management systems.

Launch Plan

Phase	Timeframe	Key Activities
Pre-Launch	Sept–Oct 2026	Awareness teasers ("Turn waste into value"), pilot collection points (1 supermarket + 1 school), waitlist of 1,000 beta users.
Official Launch	Oct 2026	Public event with press release, influencer challenge **#ReLoopOctober**, and early adopter rewards.
Post-Launch Growth	Nov 2026–Mar 2027	Expansion to 5 schools + 3 supermarket chains, onboarding SMEs, launching gamified recycling rewards (leaderboards, NFTs), and introducing DeFi integrations for ReLoop tokens.

KPIs for GTM Success:

- 5,000+ users onboarded by the end of 6 months.

- 20 tons of e-waste collected.

- 10 institutional partners (schools, SMEs, supermarkets).

- 80% active user retention after 3 months.

2. Market Penetration Strategy

Purpose

To define how ReLoop will secure market presence, strengthen its ecosystem, and achieve measurable growth across target regions.

Market Entry Approach:

Start with a **niche market** to build proof of concept and expand strategically.

- **Phase 1:** Schools and supermarkets in **Nairobi** (pilot and awareness base).

- **Phase 2:** Gradual scale to **Kisumu, Mombasa, Eldoret** (regional diversity).

- **Phase 3:** Expansion to **Uganda and Tanzania** through cross-border partnerships.

KPIs:

- % of the e-waste market captured (measured by tons collected).

- Active wallets using ReLoop token.

- Brand recognition (measured by media mentions & surveys).

3. Branding & User Acquisition

Branding:

- **Core Message / Identity:** "Recycling rewarded."

- **Tone of Voice:** Bold, youthful, inspiring, tech-driven but accessible.

- **Visual Identity:** Green (sustainability), Blue (trust/tech), Vibrant Yellow (youth/energy).

User Acquisition Channels (beyond GTM):

- School competitions ("Recycle to Win") → prize pools funded by ReLoop tokens.

- Loyalty partnerships with supermarkets (tokens redeemable for discounts).

- Grassroots environmental events (tree planting + token rewards).

User Retention

- Gamified dashboards showing individual and collective impact.

- Tiered reward system encouraging consistent participation.

- Seasonal campaigns and token bonuses tied to environmental days (e.g., Earth Day).

4. Post-Accelerator Sustainability Roadmap

Short Term (0–6 months):

- Launch MVP on Cardano mainnet.

- Collect 20 tons of e-waste.

- Build 10 institutional partnerships.

- Secure 5,000 users.

Medium Term (6–18 months):

- Expand to 5 cities in Kenya.

- Scale to 50,000 users.

- Integrate ReLoop tokens with local DeFi & wallets.

- Explore carbon credit integration.

Long Term (18+ months):

- Regional expansion (Uganda, Tanzania, Rwanda).

- Onboard corporations for large-scale e-waste.

- Position ReLoop as Africa's leading e-waste tokenization ecosystem.

Timeframe	Objectives	Outcomes

Short Term (0–6 months)	Launch MVP on Cardano mainnet; secure 10 institutional partners; collect 20 tons of e-waste; onboard 5,000 users.	Market validation, user trust, operational readiness.
Medium Term (6–18 months)	Expand to 5 cities in Kenya; scale to 50,000 users; integrate ReLoop tokens into DeFi ecosystems; explore carbon credit certification.	Ecosystem maturity, financial interoperability.
Long Term (18+ months)	Expand regionally (Uganda, Tanzania, Rwanda); onboard large corporations for industrial e-waste; develop ESG analytics dashboard.	Regional leadership, sustained impact, profitability.

Sustainability & Impact Alignment

- **Economic Sustainability:** Token economy generating ongoing incentives for users and partners.

- **Environmental Sustainability:** Verified e-waste reduction metrics on blockchain.

- **Social Sustainability:** Inclusion of youth and informal recyclers in digital economy participation.