



SDG BLOCKCHAIN ACCELERATOR

MENTORSHIP FEEDBACK FORM

Project / Initiative: Traceability-as-a-Service (Taas) – Winter Protocol APIs

Use Case Focus: Digital traceability APIs for e-trace platforms (starting with SERA Bangladesh)

Mentor: Ahmed Amer (EL CEO) - GTM & Pitching

Dates: August – October 2025

Number of Sessions: 2

Executive Summary

This mentorship engagement focused on translating the Traceability-as-a-Service (Taas) platform into a market-ready offer with crisp positioning, a practical launch plan, and an investor-and-donor grade pitch narrative. The sessions concentrated on (1) segmentation and value proposition clarity for e-trace providers, exporters, donors, and regulators; (2) an acquisition strategy combining bottom-up integrations (SERA Bangladesh) with top-down donor distribution; and (3) a scalable pricing and sustainability model (base subscription + usage credits). The result is a sharpened GTM storyline, prioritized launch motions, and a metrics framework that links pilot outcomes to replication and financing.

Session 1 – GTM Foundation & Positioning

Session Details

Date: August 2025

Session #:1

Discussion Points (What we worked on):

- Refined problem framing for cloud-first, non-blockchain-native e-trace platforms (complexity, transparency, interoperability gaps).
- Clarified primary/secondary customer segments: e-trace providers, exporters/processors, smallholder networks; regulators, donors, FIs.
- Tightened the positioning statement and UVP for a developer-friendly API layer that abstracts blockchain complexity while delivering immutable records and compliance value.

- Defined a niche-first → scalable later motion anchored in SERA Bangladesh, then expansion across donors and value chains.

Challenges Addressed:

- Avoiding “infrastructure laundry list” pitches; moving to outcome language (compliance, buyer trust, finance access).
- Preventing audience confusion across segments; mapping benefit statements per persona (provider, exporter, donor/regulator).
- Ensuring the GTM shows replication mechanics (Bangladesh → Africa/LatAm/South Asia) instead of a single-pilot story.

Key Takeaways:

- Lead with proof of value in SERA Bangladesh; show how APIs drop into existing e-trace flows without re-platforming.
- Articulate the two-channel acquisition play: e-trace onboarding + donor/distribution networks.
- Use a laddered proof path: MVP → pilot metrics → donor replication commitments → FI sandbox pilots.

Recommendations (Strategic & Messaging):

- Adopt a one-slide positioning triad by persona:
 - *Providers*: faster integrations, lower cost of blockchain capabilities.
 - *Exporters*: compliance & buyer trust (EUDR/FDA reporting).
 - *Donors/Regulators*: governance through transparent, queryable datasets.
- Anchor the narrative in SERA workflows (winter vegetables & fruit) and publish pilot outcomes on an open dashboard.
- Keep pricing simple: Base subscription + usage credits with donor-funded credits for onboarding.

Risks / Cautions Highlighted:

- Over-indexing on tech terms in the pitch; must keep benefit-first for non-technical stakeholders.
- Execution risk if KPIs aren't pre-committed; define pilot success upfront (events on-chain %, exporter reports accepted, time-to-integrate).

Action Items Before Session 2:

1. Draft a 3-slide persona value map (Providers / Exporters / Donors-Regulators).
2. Finalize Phase 1 KPIs ($\geq 70\%$ priority events on-chain over 60 days; ≥ 2 exporter compliance reports accepted; integration ≤ 4 weeks).
3. Prepare launch plan v1 (pre-launch, immediate partner integration, post-launch growth).
Traceability-as-a-Service_ GTM ...

Mentor Feedback (Strengths):

- Clear market insight; pragmatic plug-and-play APIs story; credible donor/regulator angle.

Areas to Improve:

- Sharpen persona-specific outcomes; compress technical detail in the main pitch and move it to appendix.

Engagement & Openness (1-5): Openness 5 | Preparedness 5 | Responsiveness 5 | Implementation 4 | Team Cohesion 5

Session 2 – Pitch, Launch Motions & Metrics

Session Details

Date: October 2025

Session #: 2

Discussion Points (What we worked on):

- Rebuilt opening narrative: problem → TaaS API solution → SERA pilot → replication engine.
- Reviewed acquisition channels: platform onboarding vs. donor networks; mapped next 3 donor showcases and UNDP comms assets.
- Staged launch plan: pre-launch tasks, immediate partner integration, growth, and financial-integration phase with FIs.
- Finalized pricing talk track (base + usage credits + donor credits) and replication proof points (Zambia honey, Nigeria cocoa from Palmyra Pro line as forward pipeline references).

Progress Since Session 1:

- Persona value map completed; pitch trimmed to 10–12 slides with appendix for tech detail.
- KPI set confirmed; dashboard case-study outline ready for post-pilot publication.
- Drafted partner sequence (SERA → Bangladesh fisheries/shrimp → regional replications).

Recommendations (GTM & Pitch Mechanics):

- Open with outcomes: compliance acceptance, reduced time-to-integrate, donor replication, FI sandbox.
- Insert a “Why Now” slide (policy mandates, buyer compliance pressure, donor digital agendas).
- Add one governance slide explaining data auditability and admin tooling (comforts donors/regulators).
- Commit to a 90-day pilot scoreboard: weekly events-on-chain %, exporter report acceptance, mean time to integrate.

Risks / Cautions:

- If the pitch mixes pilots & global vision without a clear bridge, it can sound speculative. Keep the laddered path explicit.

- Pricing should remain predictable for small providers; reinforce usage-credit caps/alerts to avoid anxiety.

Action Items (Next 4–6 Weeks):

1. Rehearse persona-specific pitches (provider / exporter / donor) with tailored leads.
2. Publish pilot KPI baseline and agree reporting cadence with SERA.
3. Line up two donor showcases and one exporter roundtable (buyer compliance focus).
4. Prepare FI sandbox brief linking immutable datasets to risk models (credit/insurance).

Mentor Feedback (Strengths):

- Compelling dual-channel acquisition story; credible replication model; strong ops readiness plan.

Areas to Improve:

- Add 1–2 customer quotes (SERA/exporter) in the deck; tighten the “multi-chain” mention to avoid distraction—keep the focus on value, not chains.

Engagement & Openness (1–5): Openness 5 | Preparedness 5 | Responsiveness 5 | Implementation 5 | Team Cohesion 5

Overall Mentor Evaluation

- A. Session Context: First mentorship session → Follow-up session
- B. Progress: Strong Progress — narrative sharpened, KPIs set, launch plan sequenced.
- C. Trajectory & Continuation Outlook: Very Strong — clear path from pilot to replication, compelling donor/FI angles.
- D. Mentor’s Additional Observations:

- Keep technical depth in the appendix; lead with outcomes and replication.

- Treat the SERA pilot as a public case study—your growth engine.
- Maintain pricing transparency and integration simplicity as brand pillars.

Post-Accelerator Continuation

The team and mentor agreed to continue with post-accelerator GTM support across:

- Donor showcases & exporter roundtables (pipeline building).
- Pilot KPI publication & case-study packaging.
- FI sandbox brief and partnership targeting (credit/insurance).
- Ongoing pitch tuning by audience (providers / exporters / donors / regulators).