SDG BLOCKCHAIN ACCELERATOR

Project Strategy & Sustainability Guidelines

Thallo <> Tanzania

1. Go-to-Market Strategy

Problem Statement

Tanzania has set ambitious net-zero and climate goals, but it lacks the infrastructure to issue, track, and retire carbon credits in a transparent and trusted way. Without a national registry and marketplace:

- Government oversight is limited, making it difficult to comply with international frameworks such as Article 6.2 of the Paris Agreement.

- Investor confidence is needed. Currently lack of viable projects is slowing climate finance inflows into forestry, clean cooking, and other projects.

- Risks of double counting and misreporting undermine Tanzania's credibility in global carbon markets.

- Local communities, especially women and youth, cannot easily verify whether promised benefits from carbon projects are reaching them.

As global carbon markets grow toward $50 billion by 2030, Tanzania risks being excluded from international opportunities and missing critical finance for national development if these gaps are not addressed.

Target Customer Segments:

The Tanzania registry and marketplace has multiple user groups, each with different goals but connected by the need for transparency and credibility in carbon markets. The primary customer is the Government of Tanzania, which needs centralised oversight of issuance, sales, and retirements to comply with Article 6.2 and manage its NDC commitments. Secondary customers are project developers, who benefit from a transparent system to bring credits to market and attract finance. Tertiary

customers include domestic corporates and international buyers, who gain confidence that credits purchased are traceable and verifiable. Communities and NGOs are indirect beneficiaries, gaining trust that climate finance is reaching the ground.

Primary: Government of Tanzania (Ministry of Environment, Vice President's Office) as regulator and system owner.

Secondary: Carbon project developers (forestry, clean cooking, e-mobility, conservation).

Tertiary: Domestic corporates, international buyers, and UNDP development partners who need trusted credits.

Unique Value Proposition (UVP): A government-owned registry and marketplace that makes Tanzania's carbon credits transparent, traceable, and compliant with Article 6.2. Built on Cardano blockchain for low-cost, tamper-proof credibility.

Positioning Statement:

ositioning this project is about emphasising trust, transparency, and readiness. The system is designed for governments and development partners who need credible, country-owned registries. By anchoring the registry on the Cardano blockchain, the project differentiates itself from generic databases, offering **tamper-proof verification at low cost**, tailored for emerging markets like Tanzania.

"For governments and project developers in emerging markets, Thallo provides a blockchain-powered registry and marketplace that ensures every carbon credit is traceable from issuance to retirement. Unlike fragmented systems, our platform gives Tanzania full oversight, international credibility, and readiness for climate finance flows."

Acquisition Channels:

The pathway to adoption reflects the structure of the Tanzanian carbon market. Government engagement is achieved directly through UNDP and ministry workshops. Project developers are brought in through national climate programmes, forestry networks, and clean energy initiatives. International buyers are engaged via climate finance forums, donor roundtables, and targeted content on professional platforms like LinkedIn. By combining UNDP's convening power with Thallo's technical credibility, acquisition is driven by trust and institutional alignment rather than mass marketing.

- Organic: UNDP networks, climate finance events, policy roundtables, and word-of-mouth within the carbon market ecosystem.
- Paid: Targeted digital campaigns (LinkedIn, industry newsletters) focused on international buyers and donors.
- Partnerships: UNDP, Tanzanian government ministries, project developers, Cardano ecosystem partners, and donor agencies (e.g., Green Climate Fund).

Launch Plan:

The launch of the pilot is not a public consumer event but a stakeholder milestone. Success comes from demonstrating a working registry in partnership with the Government of Tanzania and UNDP. This will be done through a controlled rollout: pilot issuance of credits, on-chain traceability demos, and a publicised joint announcement. Post-launch, the focus shifts to onboarding developers and showcasing quarterly reporting outputs to donors and buyers, positioning Tanzania as Article 6.2 ready.

- Pre-Launch: Pilot testing with Tanzanian government, issuance of test credits, stakeholder alignment workshops.

- Launch: Public announcement with UNDP and Government of Tanzania, demo of live issuance and retirement, publication of pilot report.

- Post-Launch Growth: Onboard 2–3 project types, expand user base to 50–100 active participants, quarterly reporting to attract donors and international buyers.

KPIs for GTM Success :

- 50,000 credits issued in Year 1, 10,000 retired (assuming availability)

- 50+ active users (developers, buyers, government staff).

- At least 3 project types onboarded.

- Two international buyers engaged within the first year.

2. Market Penetration Strategy

Market penetration begins with a **niche-first approach**. Early focus is on existing Tanzanian forestry projects, which are highly visible and directly aligned with Tanzania's SDGs. Proving transparency and liquidity in these sectors builds credibility before scaling to agriculture, conservation, and e-mobility. By starting small and demonstrating trust, Tanzania can establish itself as a credible carbon market actor, reducing the risk of over-promising and under-delivering.

Market Entry Approach:

- **Niche-first**: Begin with Tanzanian forestry and clean cooking projects (high visibility, measurable SDG impact).
  - Validate trust, usability, and Article 6.2 readiness before expanding to broader project types and markets.

Scaling Plan:

- Phase 1: Pilot in Tanzania (forestry + clean cooking).
- Phase 2: National rollout across sectors (e-mobility, agriculture, conservation)
- Phase 3: Regional replication (position Tanzania as a model for other African countries preparing for Article 6.2).

KPIs:

- Pilot completion: Successful end-to-end registry lifecycle demonstrated.
- National: 250,000+ credits onboarded, 250+ active users.
- Systematic usage within Government and across various private sector counterparts

3. Branding & User Acquisition

Branding must signal both **trust and innovation**. For the Tanzanian government, the platform represents national ownership and sovereignty. For developers and buyers, it represents credibility and simplicity. The identity combines Thallo's clean digital aesthetic with Tanzanian and UNDP branding to reinforce legitimacy. User acquisition is not volume-driven but **quality-driven**, focused on early adopters who can validate the system and act as champions.

Branding:
Core Message / Identity: Transparent, credible, and inclusive carbon markets for Tanzania and beyond.

- ○ Tone of Voice: Professional, trustworthy, but approachable for diverse stakeholders.
- ○ Visual Identity (logo, style, colors): Blend of Thallo's Orange palette with Tanzanian national branding and UNDP SDG visuals.

User Acquisition Channels :

- ○ **Government and Developers**: Direct engagement via UNDP and Ministry workshops.
- ○ **Buyers/Investors**: Thought leadership content, climate finance events, LinkedIn campaigns.
- ○ **Communities and NGOs**: Awareness through UNDP field programmes, emphasising traceable benefit-sharing.

4. Individual Project Roadmap (Post-Accelerator Sustainability)

The roadmap shows how the pilot grows into a national system. In the **short term (0–6 months)**, the goal is a working MVP, tested by government staff and developers. In the **medium term (6–18 months)**, more project types and Article 6.2 reporting are added, alongside donor engagement. In the **long term (18+ months)**, Tanzania positions itself as a regional model, with the system replicated across other African countries. The roadmap balances **pragmatism (pilot outputs)** with **vision (scalable regional leadership)**.

- ● **Short Term (0–6 months):**

  - ○ Deliver working MVP with issuance, marketplace, and retirement.
  - ○ Conduct government and developer training sessions.
  - ○ Report early KPIs (credits issued, users onboarded).
  - ○ Launch first project via registry function

- ● **Medium Term (6–18 months):**

  - ○ Expand to multiple project types (forestry, clean cooking, e-mobility).
  - ○ Integrate Article 6.2 compliance reporting.
  - ○ Secure donor co-financing and attract international buyers.

- **Long Term (18+ months):**
  - Full national rollout across all eligible project sectors.
  - Establish Tanzania as a model for transparent, government-owned registries in Africa.
  - Regional replication supported by UNDP and Cardano ecosystem.

4. Business plan

Overview

The project aims to develop and scale a **government-led, blockchain-powered carbon credit registry and marketplace** for Tanzania. The system will enable the government to issue, track, and retire carbon credits transparently, while providing a trusted platform for developers and buyers. This will help Tanzania build institutional readiness for Article 6.2 of the Paris Agreement, attract climate finance, and create a replicable model for other countries in the region.

Phase 1: Pilot Development (Months 1–6)

Objective:

- Establish a functional prototype that demonstrates the core capabilities of a national carbon credit registry and marketplace.
- Build trust with key institutional stakeholders, including the Government of Tanzania and UNDP, through a transparent, traceable demonstration of credit issuance and retirement.
- Prove technical feasibility of integrating blockchain infrastructure with a user-friendly front-end dashboard.
- Lay the foundation for national climate market infrastructure that can scale with growing project activity.

Funding:

- Source: Project Catalyst grant and UNDP Accelerator support
- Target: **$38,875**

Use of Funds:

- Core platform development (UI/UX, back-end integration, blockchain functionality)
- Hosting and software licenses
- Lean project team (engineer, developer, PM)
- Basic government engagement and training

Phase 2: Pilot Expansion & Live Deployment (Months 7–12)

Objective:

- Move from a prototype to an operational pilot capable of supporting real-world use by government administrators and project developers.
- Expand platform functionality to handle a wider range of project types and users, ensuring flexibility and security.
- Strengthen institutional alignment between UNDP, the Government of Tanzania, and technical partners to support long-term market infrastructure.
  Demonstrate that the system can operate reliably in a live environment and provide the transparency required for climate finance.

Funding:

- Source: Donor and institutional financing, impact investors, carbon market innovation funds
- Target: **$120,000–$150,000**

Use of Funds:

- Technical expansion (bulk issuance, automated retirement, role-based access)
- Developer onboarding and early buyer engagement
- Increased server capacity and improved system security
- UNDP Country Office support and coordination

Phase 3: Growth & Monetisation (Years 2–3)

Objective:

- Transition from donor-supported operations to a financially sustainable model.
- Expand the platform's reach to additional project categories, stakeholders, and users.
- Establish operational structures, policies, and processes that support scale and credibility.
- Position the registry as a trusted national climate finance infrastructure.

Funding:

- Source: Donor finance, development finance institutions, private sector partnerships
- Target: **$300,000–$500,000**

Use of Funds:

- Scaling technical capacity and operational infrastructure
- Integration with MRV providers and other data sources
- Strengthening cybersecurity and long-term hosting
- National communications and stakeholder onboarding

Revenue Model:

- Transaction fees on credit sales
- Subscription contracts for enhanced access and reporting features
- Hosting and platform service fees for third-party integrations
- Consulting and advisory services for Article 6 readiness support

Phase 4: Profit making - Long-Term Sustainability (Year 3 and Beyond)

Objective:

- Position Tanzania as a **regional model for transparent, government-led carbon market infrastructure**.
- Create a replicable system that can be adapted to other African countries, enabling cross-border collaboration and scaling climate finance.

- Build a steady revenue base that allows the platform to operate independently of donor funding.

Revenue Streams:

- Transaction fee growth as credit volume scales
- Technology licensing and white-label deployments in other countries
- Advisory and consulting services for governments and climate finance institutions
- Strategic partnerships with MRV and blockchain verification providers

Strategic Goals:

- Strengthen Tanzania's capacity to participate in Article 6.2 markets.
- Support sustainable climate finance flows into priority project sectors.
- Expand the platform to a regional level to maximise impact and financial sustainability.

Thank-you for your time and consideration,

Joseph Hargreaves,

CEO & Founder