



SDG BLOCKCHAIN ACCELERATOR

Project Strategy & Sustainability Guidelines

1. Go-to-Market Strategy

Purpose

The go-to-market (GTM) strategy is the centerpiece of Afrikabal's AXK LEDGER Malaysia pilot. It defines how the solution will be positioned, how we will acquire users (farmers, cooperatives, buyers, logistics companies, and institutional partners), and how we will scale adoption beyond the accelerator into a sustainable national and regional model. Unlike many agri-tech projects that remain siloed, AXK LEDGER positions itself as **programmable infrastructure**: a trust layer that can be embedded into multiple value chains, coops, and buyer systems without replacing their identity, but instead strengthening their efficiency, accountability, and market access.

By rooting our pilot in Sabah's hill paddy ecosystem — an environment with deep cultural value, high market potential, but systemic structural barriers — AXK LEDGER demonstrates how **programmable identity, escrow, and traceability** can turn informal trade into verified, bankable, and export-ready supply chains. This approach ensures that value flows not to intermediaries but directly to farmers and cooperatives, while giving buyers and institutions the compliance assurance they require.

Target Customer Segments

AXK LEDGER's target customers for this pilot can be grouped into **five priority segments**:

1. **Smallholder Farmers (Primary Users):**
 - Over 1,300 indigenous hill paddy farmers in Sabah.
 - Currently excluded from formal financial rails due to lack of verifiable identity, fragmented markets, and limited access to digital tools.
 - Farmers are the primary **data originators**: they generate records of production, custody, and delivery. Their buy-in ensures the integrity of the entire ecosystem.

- GTM strategy: provide **USSD-based onboarding** (for basic phones), farmer incentives for verified delivery, and transparent payout cycles that increase net income.

2. Cooperatives and Farmer Organizations:

- Cooperatives act as intermediaries between farmers and buyers.
- They manage aggregation, enforce quality standards, and handle treasury operations.
- Currently, cooperatives struggle with informal record-keeping, delays in payment distribution, and weak bargaining power.
- GTM strategy: AXK LEDGER empowers cooperatives with **digital dashboards, multi-signature treasury control, and SDG-linked reporting tools**, positioning them as credible, modernized institutions.

3. Buyers and Processors (Domestic + Export):

- Includes millers, distributors, specialty buyers, and sustainability-linked exporters.
- Their primary need is **traceability** and assurance that the product complies with sustainability standards.
- GTM strategy: onboard 10+ buyers during the pilot via **traceability dashboards, escrow-protected purchase orders, and compliance-ready data packs** that reduce their verification costs.

4. Logistics Providers:

- Critical players in ensuring transparent custody of goods.
- Often excluded from blockchain pilots, but in AXK LEDGER they are embedded via Logistics dashboard , iot , **QR and USSD custody confirmations**, making them part of the verifiable supply chain.
- GTM strategy: position logistics companies as **co-beneficiaries**, where participation increases their credibility with both cooperatives and buyers.

5. Institutional Stakeholders (UNDP, Government, Regulators, Financial Institutions):

- UNDP Malaysia, MDEC, MIGHT, and the Sabah Paddy Board are core stakeholders.
- Their interest is in food security, climate adaptation, gender inclusion, and improved livelihoods.

- GTM strategy: AXK LEDGER provides **SDG-aligned reports, compliance dashboards, and field-level data streams** to directly support policy and monitoring objectives.

Unique Value Proposition (UVP)

AXK LEDGER is not an app, not a marketplace, and not another donor-funded data silo. Its value lies in being **programmable infrastructure**: a modular trust stack that allows different actors to plug into a **shared ledger of verified trade events**, while keeping their autonomy.

Key differentiators:

1. **Programmable Escrow:** Farmers and coops are protected by smart-contract based milestone payments. Buyers fund escrow up front, and disbursement only occurs upon delivery confirmation, removing payment delays.
2. **Decentralized Identity (DID):** Every farmer, cooperative, and buyer has a verifiable identity, issued via USSD or mobile. This identity becomes the foundation for accessing finance, insurance, and markets.
3. **Traceability & Metadata Anchoring:** Each lot of paddy is registered with non-personal metadata (e.g., variety, GPS tag, timestamp). Events are anchored to **Cardano transaction metadata**, while sensitive data is secured off-chain with hashes.
4. **Inclusive Access:** Unlike most blockchain pilots, AXK LEDGER is **designed for basic phones**. Farmers can register lots, confirm deliveries, and check balances via shortcodes, ensuring no one is excluded due to lack of smartphones.
5. **Compliance-Ready Reporting:** AXK LEDGER outputs **SDG-aligned reports** that are directly usable by UNDP, regulators, and buyers. This reduces reporting costs while giving credibility to farmer organizations.

Positioning Statement

For smallholder farmers and cooperatives in Sabah seeking fairer payments, and for buyers and regulators seeking trustworthy data, **AXK LEDGER is the programmable infrastructure platform that turns informal trade into verifiable, compliant, and bankable economic activity.**

Unlike traditional agri-digital tools that focus on single functions (marketplace, extension, insurance), AXK LEDGER provides a **multi-layer trust stack** combining identity, escrow, traceability, and compliance. This makes it not just a pilot project but the **financial plumbing for an inclusive, climate-smart food economy.**

Acquisition Channels

AXK LEDGER'S GTM execution will use a **multi-channel approach**, aligned with the realities of rural Sabah and the needs of institutional partners:

1. **Government & Institutional MOUs:** Secure formal agreements with Sabah's Department of Agriculture, Paddy Board, and local district offices to validate onboarding and ensure trust.
2. **Cooperative Onboarding Blitz:** Work directly with cooperatives as the entry point. Train cooperative officers, equip them with dashboards, and incentivize cooperative-driven farmer recruitment.
3. **Embedded Access in Buyer Workflows:** Integrate AXK LEDGER dashboards into existing buyer processes. Buyers will be able to track custody, confirm deliveries, and access compliance reports.
4. **Farmer Incentives:** Provide airtime/data tokens or small financial incentives for early farmer adopters who successfully complete verified trades during the pilot.
5. **Logistics Partnerships:** Engage logistics providers early, giving them visibility tools that increase their credibility and efficiency.
6. **Storytelling & Branding:** Use **impact stories, short video updates, and public dashboards** to build momentum among both local and international stakeholders.

Launch Plan

AXK LEDGER's launch in Malaysia will follow a **three-phase approach**:

Pre-Launch (October – January 2025):

- Secure final MoUs with UNDP Malaysia, Department of Agriculture, and local cooperatives.
- Configure USSD codes with Malaysian telcos.
- Localize UX into Malaysia.
- Publish initial “pilot pages” showcasing milestone plan, expected outputs, and traceability mockups.
- Finalization of Development

Launch (January – May 2026 / September to December): Two Harvesting season pilot

- Announce pilot during the SDG Blockchain Accelerator showcase.
- Onboard 1,300 farmers across 2 districts.
- Execute first 1000+ verified trades anchored on Cardano.
- Release branded impact dashboards and SDG-aligned reports.
- Host a webinar with UNDP + Sabah agencies to demonstrate escrow + compliance packs.

Post-Launch Growth (Q1 2027 and beyond):

- Expand farmer onboarding to 5,000+ across multiple districts.
- Convert initial buyers into repeat participants with annual MoUs.
- Release case studies with validator quotes and on-chain receipts.
- Position AXK LEDGER as the **default digital infrastructure** for Sabah's paddy economy.

3. Branding & User Acquisition

Core Message / Identity

AXK LEDGER is more than a technology platform it is a **trust infrastructure for agriculture**. The brand identity rests on three core pillars:

1. **Evidence-led:** Every claim can be backed by verifiable, on-chain or off-chain data.
2. **Inclusive-first:** Designed for basic phones and local realities, not just urban or tech-savvy users.
3. **Programmable & Scalable:** Built as infrastructure, not a one-off project — enabling any cooperative, buyer, or partner to plug into the system.

Core Message:

"Turning promises into proof — AXK LEDGER makes agricultural trade verifiable, fair, and bankable for farmers, cooperatives, and buyers."

This message appeals to **farmers** (fairness), **buyers** (traceability), **governments** (compliance), and **donors** (proof of impact).

Tone of Voice

The tone AXK LEDGER adopts is critical for user trust and partner credibility:

- **Evidence-led & plain-spoken:** Numbers, results, and examples first; no jargon.
- **Respectful & local-first:** Center indigenous communities, farmers, and women — not savior narratives.
- **Accountable & transparent:** Admit risks, show receipts, publish data openly.
- **Optimistic & pragmatic:** Focus on what works, with clear milestones and next steps.

This tone ensures AXK LEDGER resonates both with **grassroots farmers** and with **global CSR donors and regulators**.

Trust & Proof Assets

To acquire and retain users, AXK LEDGER builds **trust through verifiable proof**:

1. **Live Proof Pages:** Public-facing project dashboards showing:
 - Milestone timeline.
 - Verified on-chain transaction metadata (escrow releases, lot attestations).
 - Evidence such as certificate scans stored on IPFS.
 - SDG tags and compliance metrics.
2. **Impact Ledger (Quarterly):**
 - 6–8 page report of KPIs, milestones, and lessons learned.
 - Third-party validator or UNDP foreword to enhance credibility.
 - Distributed via LinkedIn, newsletters, and UNDP/partner channels.
3. **Short Field Updates:**
 - 30–60 second subtitled videos of farmers, coop leaders, or buyers.
 - Posted on LinkedIn, WhatsApp, and coop channels.
 - Showcasing real voices to humanize the data.

Acquisition Channels

AXK LEDGER's acquisition channels are tailored to **three main user groups** – farmers/cooperatives, buyers/logistics, and institutional donors/regulators:

1. Farmers & Cooperatives

- **USSD Campaigns:** Flyers, posters, and radio programs promoting AXK LEDGER's short code.
- **Coop Champions:** Identify local leaders as early adopters to influence peers.
- **Incentives:** Airtime or digital tokens for first-time verified deliveries.
- **Training Packs:** Short role cards and demonstration days for coops.

2. Buyers & Logistics

- **Dashboards & Compliance Packs:** Give buyers real-time visibility and export-ready documents.

- **Partnership MoUs:** Early agreements with logistics providers to integrate QR/USSD custody tools.
- **Case Studies:** Demonstrate cost savings from reduced verification overheads.

3. Donors, CSR Teams & Regulators

- **Webinars with UNDP:** Joint showcases highlighting escrow, compliance, and impact.
- **LinkedIn Thought Leadership:** Founder-led posts, case study breakdowns, and data-driven storytelling.
- **Speaking Engagements:** CSR/ESG forums, Cardano Summit, GITEX Africa, FAO Science Forum.

Community & Advocacy

AXK LEDGER sustains engagement through **community governance and advocacy**:

- **Donor Councils:** Quarterly roundtables where CSR leaders co-shape milestone templates.
- **Validator Directory:** Profiles of independent validators (NGOs, universities, labs) with methods and SLAs.
- **Field Champions:** Recognition program for cooperatives, farmers, or buyers who consistently uphold quality standards.

Launch & Growth Branding Timeline

1. **Pre-Launch (Oct-Dec 2025):**
 - Branding aligned with UNDP Malaysia.
 - Publish pilot explainer video + “what to expect” dashboard mockups.
 - Farmer onboarding campaigns (radio + coop flyers).
2. **Launch (January - May 2026):**
 - Showcase at SDG Blockchain Accelerator Demo Day.
 - First **Proof Page** goes live with escrow + delivery confirmations.

- Publish case study #1 with farmer voices + SDG metrics.
- 3. **Post-Launch Growth (Q1 2027 onward):**
 - Release first **Impact Ledger** with UNDP foreword.
 - Expand thought leadership to CSR networks and international donors.
 - Onboard new buyers through co-branded compliance packs.

4. Individual Project Roadmap (Post-Accelerator Sustainability)

Purpose

The roadmap defines how AXK LEDGER evolves from a **pilot intervention** in Sabah into a **scalable national and regional infrastructure platform**. It ensures that lessons learned during the accelerator are translated into operational models, financial sustainability, and long-term institutional adoption.

Short Term (0–12 Months) – *Pilot Execution & Proof of Concept*

Objectives:

- Anchor AXK LEDGER in Sabah's hill paddy economy.
- Deliver tangible results for farmers, cooperatives, and UNDP within the accelerator timeframe.
- Establish **trust assets** (proof pages, SDG reports, verified trade events).

Key Actions:

1. Onboard 1,300+ farmers in 2 pilot districts via USSD and coop champions.
2. Deploy 500–1,500 verified trade transactions anchored on Cardano.
3. Release milestone-based escrow and ensure **payout within 48 hours** of delivery.

4. Deliver **compliance-ready SDG data packs** for UNDP Malaysia and Sabah regulators.
5. Publish 2 concise case studies highlighting on-chain proof and farmer voices.

Milestones:

- Escrow contracts executed successfully.
- SDG 2.3/2.4 indicators captured in live reports.
- 10+ buyers/logistics integrated.
- Proof Library launched (public dashboard with receipts and CIDs).

Sustainability Impact:

- Farmers see tangible income uplift (target: +25%).
- Buyers gain export-ready traceability at reduced cost.
- Regulators receive standardized digital reports for the first time.

Medium Term (6–18 Months) – *Expansion & Institutional Anchoring*

Objectives:

- Move from pilot to programmatic adoption across districts.
- Ensure that AXK LEDGER is recognized as the **default digital trust layer** for cooperatives in Sabah.
- Secure multi-year partnerships and financial sustainability.

Key Actions:

1. Expand farmer onboarding to **5,000+ across 6–7 districts**.
2. Convert 60–70% of pilot buyers into repeat annual partners via MoUs.
3. Introduce additional crops (coffee, cocoa, palm oil smallholders) alongside hill paddy.
4. Commission independent validators (universities, NGOs) for third-party credibility reports.
5. Formalize partnerships with Malaysian telcos for long-term USSD provisioning.

6. Release the first **Annual Impact Ledger** with validator foreword.

Milestones:

- Verified GMV reaches \$2M+.
- ≥75% SDG reporting completeness achieved.
- 20+ buyers and logistics onboarded.
- Employee-giving integrations live (CSR funds linked directly to cooperatives).

Sustainability Impact:

- Farmers' average net payout per kg rises by 30% vs baseline.
- Coops operate multi-signature treasuries with reduced disputes.
- CSR donors adopt AXK LEDGER as their **preferred channel for measurable impact**.

Long Term (18+ Months) – Category Leadership & Regional Scale

Objectives:

- Establish AXK LEDGER as the **programmable infrastructure backbone** for agriculture across Malaysia and the wider ASEAN region.
- Build durable revenue streams through service fees, integrations, and institutional contracts.
- Cement AXK LEDGER as a **category-defining standard** for verifiable agricultural trade.

Key Actions:

1. Scale to **10,000+ farmers** across Malaysia, with district-by-district rollouts.
2. Secure **10–15 enterprise CSR programs** integrating AXK LEDGER into annual reporting.
3. Launch regional pilots in **Indonesia, Philippines, and Thailand** using the same modular kit.

4. Publish open **Milestone Templates** for different crop types (hill paddy, cocoa, mangroves, agroforestry).
5. Establish **local validator hubs** in partnership with universities and NGOs.
6. Introduce **B2B service tiers** for cooperatives, buyers, and regulators (SDG reporting, treasury governance, AI-driven insights).

Milestones:

- Verified GMV exceeds \$10M+.
- Afrikabal adopted in 6–8 countries across ASEAN.
- External **Impact & Integrity Board** formed to oversee data ethics and trust.
- Pursue **B-Corp certification** for global credibility.

Sustainability Impact:

- AXK LEDGER transitions from project → platform → ecosystem.
- Becomes the **default trust layer** for agricultural trade in ASEAN.
- Farmers gain sustainable income, buyers gain credible compliance, and governments gain trusted SDG reporting at scale.

Risk & Continuity

AXK LEDGER mitigates risks across all phases with:

- **Connectivity fallback:** USSD + SMS resilience.
- **Financial continuity:** staged escrow and diversified buyer pools.
- **Governance:** signer policies and cooperative role cards.
- **Operational redundancy:** backup validator nodes, API fallback providers, role-based access.

5. Business Model & Long-Term Sustainability

Purpose

AXK LEDGER is not just a pilot or a digital tool; it is a **programmable infrastructure stack** for agriculture. The business model must balance **financial sustainability, ecosystem growth, and affordability for farmers and cooperatives**. The goal is to create **layered monetization pathways** that unlock recurring revenue without creating friction for users.

Layered Monetization Model

1. Escrow & Transaction Fees

- **Mechanism:** AXK LEDGER charges a small fee (0.5–2%) on funds passing through escrow contracts.
- **Target Market:** Farmers, cooperatives, and buyers.
- **Rationale:** Low enough not to burden farmers, but significant at scale.
- **Projection:** With \$10M GMV in 24 months, escrow fees generate \$50k–\$100k in recurring revenue.

2. API & Platform Licensing

- **Mechanism:** Buyers, logistics companies, and regulators pay subscription fees to access AXK LEDGER's APIs (traceability, SDG reporting, credit scoring).
- **Target Market:** Large buyers/exporters, ministries, and financial institutions.
- **Projection:** \$1k–\$5k per institution annually; 20 partners = \$20k–\$100k/year.

3. AI & Analytics Insights (Anhur AI Engine)

- **Mechanism:** Offer premium dashboards with predictive analytics (yield forecasts, climate risk, buyer trust scores).
- **Target Market:** Donors, governments, insurers.
- **Projection:** Tiered SaaS model, with institutional dashboards priced at \$10k–\$50k/year.

4. Insurance & Credit Rail Fees

- **Mechanism:** Small percentage (1–2%) of payouts routed through AXK Insurance and AXK Omni rails.
- **Target Market:** Insurance providers, MFIs, buyers offering input credit.
- **Projection:** With \$5M insured volume by year 2, fees generate \$50k–\$100k annually.

5. Compliance & Certification Packages

- **Mechanism:** Branded, export-ready traceability + SDG reporting packs sold to buyers/exporters.
- **Target Market:** Exporters and CSR-linked buyers.
- **Projection:** \$500–\$2,000 per compliance package.

Revenue Flywheel

AXK LEDGER's sustainability model is **flywheel-driven**:

- **More Verified Trades → More Escrow Fees → More DIDs issued → More analytics & insurance demand → More institutional integrations → Higher TVL locked.**

This creates **infra lock-in** where once a cooperative or buyer is embedded, leaving AXK LEDGER would mean losing their verified identity history, compliance reports, and trust scores.

Partnership Leverage

To sustain post-pilot, AXK LEDGER leverages:

1. **UNDP Malaysia** → Institutional credibility and SDG integration.
2. **Cardano** → Technical rails (escrow, DID, metadata).
3. **Lisk** → Infrastructure funding for AXK Infra modules.
4. **Corporate CSR Donors** → Recurring funding for milestone-locked, verifiable community projects.

5. **Local Governments** → Integration into agricultural policy and digital inclusion strategies.

Scaling Revenue Streams (3–5 Years)

1. **Year 1–2 (Post-Pilot):**
 - \$250k–\$500k verified GMV processed.
 - Revenue primarily from escrow fees + UNDP-backed support.
2. **Year 3–4 (National Expansion):**
 - \$10M+ GMV across multiple districts/crops.
 - Escrow, API licensing, and compliance packages generate \$250k–\$500k annual revenue.
3. **Year 5 (Regional Expansion):**
 - \$50M+ GMV across Malaysia + ASEAN.
 - Multiple revenue layers active: escrow, API, insurance rails, and analytics.
 - Annual recurring revenue potential: \$2M–\$5M.

Long-Term Ownership & Governance

AXK LEDGER sustains itself not only financially, but institutionally:

1. **Community-Governed Treasury:** Coops operate multi-sig treasuries, reducing dependence on donor subsidies.
2. **Impact & Integrity Board:** Independent validators, farmer reps, and CSR partners provide oversight.
3. **Hybrid Model:** AXK LEDGER operates as a for-profit infra provider with **public-good rails** subsidized by grants/CSR.

Sustainability Summary

AXK LEDGER is designed to be:

- **Financially viable:** Multiple low-friction revenue layers.
- **Institutionally embedded:** Anchored in government + CSR reporting systems.
- **Scalable:** Built on modular infra (AXK Infra, Omni, Insurance).
- **Defensible:** Data flywheel + infra lock-in + regulatory trust.

Within 3–5 years, AXK LEDGER evolves from a pilot project into the **default programmable infrastructure for agricultural trade across ASEAN**, sustaining itself through escrow fees, APIs, analytics, and insurance rails — while continuing to deliver **verifiable SDG impact at scale**.