SDG BLOCKCHAIN ACCELERATOR

Project Strategy & Sustainability Guidelines

Purpose and Context

This document defines the strategic direction for project growth and sustainability following participation in the SDG Blockchain Accelerator. It focuses on the development of a clear **go-to-market (GTM) strategy**, supported by well-defined plans for **market penetration, branding, user acquisition**, and **long-term resilience**.

The strategy aims to bridge innovation and impact — transforming blockchain-based solutions into scalable systems that advance the **UN Sustainable Development Goals (SDGs)** while delivering measurable, verifiable outcomes for communities, partners, and investors.

1. Go-to-Market Strategy

Purpose

The go-to-market strategy outlines how the project positions itself, builds trust, and secures growth through targeted engagement with ideal partners, donors, and users. It defines the pathway from pilot validation to widespread adoption, balancing **impact credibility** with **commercial scalability**.

Target Customer Segments

Atlas Ledger focuses on organizations and networks that prioritize transparent, data-backed social and environmental impact. The initial target segments are:

Segment	Profile	Key Motivation
Mid-Market EU/UK Companies (100–2,000 staff)	Firms with annual CSR budgets of €50k–€500k and active African supply chains in	Require credible, traceable CSR impact aligned with ESG and SDG reporting standards.

	agriculture, apparel, or consumer goods.	
African Telcos, Fintechs, and Banks	Large-scale consumer institutions seeking climate-positive branding opportunities.	Desire visible, measurable sustainability projects for customer engagement and brand differentiation.
Global Tech & SaaS Companies	Corporations with employee-giving or matching programs focused on climate action.	Need automated, auditable donation mechanisms with transparent impact verification.
Corporate Foundations	Organizations funding sustainability, livelihoods, and climate adaptation projects.	Expect accountable and measurable project outcomes without opaque intermediaries.
Impact-Oriented SMEs Led by the African Diaspora	Purpose-driven enterprises with strong local connections and quick decision cycles.	Seek accessible, mission-aligned platforms to fund community-level climate projects.

Unique Value Proposition

Atlas Ledger enables **milestone-locked donations** on the Cardano blockchain — ensuring that funds are released only when independently verified milestones are achieved.

Donors gain **on-chain proof**, **real-time transparency dashboards**, and **credible stories** from the field, while local projects receive sustained funding tied directly to verified progress.

"Turning pledges into programmable, verifiable outcomes — bringing trust, accountability, and traceability to global climate finance."

Positioning Statement

"For CSR and ESG leaders seeking measurable, transparent climate action in Africa, **Atlas Ledger** provides a blockchain-based donation platform that transforms pledges into verified outcomes. Every milestone is validated, every euro is traceable, and every story is backed by proof."

Acquisition Channels

Organic Growth

- Thought-leadership campaigns by founders on LinkedIn, sharing real-world milestone progress and lessons learned.
- SEO-optimized case studies and blog content targeting high-intent keywords such as *"CSR tree planting Africa"* and *"transparent corporate donations."*
- Educational webinars and fireside chats co-hosted with sustainability partners like UNDP, Emurgo, and Climate-KIC.
  Monthly newsletters featuring project impact data, validator insights, and partner achievements.

Paid Campaigns

- **LinkedIn Account-Based Marketing (ABM):** Targeted campaigns reaching sustainability and CSR executives in specific industries.
- **Google Search Campaigns:** Intent-driven ads targeting phrases like *"corporate reforestation program"* and *"milestone-based philanthropy."*
- **Retargeting Ads:** Engaging past visitors, webinar attendees, and newsletter subscribers with case studies and live proof assets.

- **Sponsored Content:** Collaborations with sustainability-focused media and CSR networks.

Strategic Partnerships

- **Established Partnerships:** UNDP (impact validation), Emurgo/Cardano (blockchain credibility), Climate-KIC (ecosystem expansion), Orange Money (secure disbursement).
- **New Alliances:** Employee-giving platforms, African business associations, corporate foundations, and remote sensing companies for satellite verification.

Launch Plan

Phase	Timeline	Activities
Pre-Launch	Months 0–3	Secure 3–5 pilot partners with pledged donations. Publish two live project pages (e.g., Burkina Faso reforestation) featuring validators and proof-of-progress mockups. Grow a waitlist of 500+ corporate CSR leads.
Launch	Months 4–6	Announce first funded milestones and verified disbursements via a live webinar titled *"Programmable CSR for African Reforestation."* Launch coordinated PR and LinkedIn campaigns featuring founding donors and partners.
Post-Launch Growth	Months 6–12	Publish case studies with validator testimonials and satellite proof. Launch the quarterly *Impact Ledger* report.

		Establish referral programs and integrate with employee-giving platforms to expand reach.

Key Performance Indicators

- **10+ corporate partners** onboarded within the first year.
- **€500k in verified milestone-locked donations** processed.
- **≥70% milestone completion rate** for all funded projects.
- **≥50% repeat donor rate** after initial pilot cycle.
  20+ third-party media features or conference engagements.

2. Market Penetration Strategy

Strategic Approach

Atlas Ledger adopts a **niche-first, scale-later** model — validating its impact and operational integrity with select early adopters before expanding across geographies and categories.

Scaling Plan

Phase	Duration	Strategic Focus	Expected Outcomes
Phase 1 – Proof & Publish	0–6 months	Launch five forestry pilots in Burkina Faso, processing €250k–€500k in milestone-locked donations. Publish	Build donor confidence and establish

		public dashboards and case studies with verified satellite data.	validator credibility.
Phase 2 – Land & Expand	6–12 months	Convert pilots into long-term CSR partnerships. Expand to 10 active projects in West Africa and integrate with employee-giving platforms.	Grow recurring donations and institutional visibility.
Phase 3 – Scale & Diversify	12–24 months	Extend to East and Southern Africa and introduce new project categories (e.g., agroforestry, clean cooking, mangrove restoration).	Strengthen regional presence and expand donor ecosystem.

Operational Readiness

- Standardized milestone templates for project setup and verification.
- Validator network with automated reporting and independent reviews.
- AI-based monitoring integrating satellite and field-level data.
- Local payout playbooks ensuring compliance, reliability, and transparency. Comprehensive CSR partner kits with reporting, storytelling, and co-branding assets.

Performance Metrics

- Number of active partner corporations and donor renewals.
- Total donation throughput (€) and verified disbursement ratio.
- Milestone completion rate per region and category.
- Geographic footprint (countries, projects, and validators).
- Partner referrals and ecosystem-led acquisition rate.

3. Branding and User Acquisition

Core Identity

> "Turning CSR promises into verified climate outcomes — bringing climate finance to those who need it most."

Atlas Ledger's brand communicates **proof, accountability, and optimism**, positioning the platform as the standard for measurable, verifiable climate action in Africa.

Tone of Voice

- **Evidence-led:** Data before narrative, proof before promise.
- **Local-first:** Elevating community ownership and validator visibility.
- **Transparent:** Open sharing of progress, methodology, and lessons learned.
- **Optimistic and pragmatic:** Focused on results, measurable outcomes, and achievable next steps.

Acquisition Ecosystem

1. **Proof-Based Assets**

   - *Live Proof Pages*: Public dashboards displaying validator details, milestone timelines, and blockchain transaction links.
   - *Impact Ledger (Quarterly)*: Visual reports summarizing KPIs, methods, and verified outcomes.

2. **Thought Leadership**

   - Co-branded webinars with organizations like UNDP and Climate-KIC.
   - Speaking at international events such as **Impact Days Vienna**, **Cardano Summit**, and **GITEX Africa**.

- Joint publications with validators and NGOs showcasing verified project outcomes.

3. **Community and Advocacy**

- *Donor Councils*: Quarterly roundtables allowing CSR leaders to co-design milestone templates and share best practices.
  Field Stories: Short, authentic video updates from project owners, providing firsthand insight into community impact.
- *Expert Visibility*: Transparent validator and project-owner profiles highlighting methodology and data sources.

4. Post-Accelerator Sustainability Roadmap

Short Term (0–6 Months)

- Secure 5–8 corporate partners and deliver €250k–€500k in milestone-based funding across 5 forestry projects in West Africa.
- Launch the **Proof Library** and **Impact Ledger**, providing full transparency on methods, metrics, and results.
- Introduce 3 CSR product tiers - Starter (€10k), Program (€35k), and Portfolio (€50k+), with standardized deliverables and reporting formats.
- Establish **Donor Councils** for co-development of future funding cycles and maintain engagement through shared insights.

Medium Term (6–18 Months)

- Convert 60–70% of pilot partners into long-term CSR programs.
- Expand to two additional regions (East and Southern Africa) and new verticals (e.g., apparel, consumer goods).
- Commission third-party audits and publish independent assurance summaries.
- Launch **Monitoring & Reporting retainers** for recurring revenue and continuity.

- Develop and publish an **Ethical Funding Policy** aligned with CSRD, GRI, and SDG reporting frameworks.

Long Term (18+ Months)

- Establish Atlas Ledger as the recognized category leader in **Programmable CSR**.
- Publish open milestone templates and a public validator directory.
- Partner with 10–15 enterprise CSR programs across 8 countries, integrating into 3+ employee-giving platforms.
- Achieve **B Corp certification** and institute an **Impact & Integrity Board** to ensure independent oversight.
- Expand payout and validation infrastructure for regional resilience.
- Co-author international guidance on milestone-based climate philanthropy, defining global standards for transparent impact funding.

Sustainability Pillars

- **Financial Sustainability:** Revenue through CSR partnerships, validation services, and long-term reporting retainers.
- **Environmental Sustainability:** Verified reforestation, adaptation, and circular economy outcomes recorded on-chain.
- **Social Inclusion:** Empowering local project owners and validators as active beneficiaries of climate finance.
- **Governance Integrity:** Independent validation, open data, and third-party assurance mechanisms ensuring accountability.

Conclusion

Atlas Ledger's strategy aligns market opportunity with measurable climate impact. By combining **technological credibility**, **transparent governance**, and **sustainable funding mechanisms**, it establishes a new paradigm for accountable CSR — one where every milestone, euro, and tree planted can be verified and celebrated.

Through this model, Atlas Ledger aims to become the reference point for **transparent, milestone-based philanthropy** and a catalyst for more equitable, data-driven climate finance across Africa and beyond.