



SDG BLOCKCHAIN ACCELERATOR

MENTORSHIP FEEDBACK FORM

Mentorship Report: Genius Tags

Mentor: Zushan Hashmi (TokeoPay, CMO)

Team: Genius Tags

Country: Malawi

Number of Sessions: 2

Dates: September 19, 2025 – October 2025

Executive Summary

The mentorship engagement between *Genius Tags* and *Zushan Hashmi* focused on translating a strong humanitarian prototype into a scalable, financially sustainable Web3 solution. The two mentorship sessions provided structured support around **business model refinement**, **Web3 adoption frameworks**, and **visibility and governance mechanisms** in humanitarian finance.

The first session established a clear understanding of the project's purpose and challenges, particularly the absence of a defined revenue model. The second session concentrated on actionable steps to address this gap, resulting in a more coherent strategy for long-term sustainability, partnership engagement, and operational scaling.

By the end of the mentorship phase, *Genius Tags* had strengthened both its strategic clarity and alignment between humanitarian goals and financial viability.

Session 1 – Strategic Positioning and Model Assessment (September 19, 2025)

Overview:

The first mentorship session introduced the *Genius Tags* platform – a humanitarian solution enabling transparent cash voucher distribution and fund tracking across multiple countries. The mentor reviewed the prototype, commended its usability, and identified key areas for further strategic development.

Key Discussion Points:

- Overview of the platform's humanitarian mechanism and fund distribution logic.
- Discussion on Web3 adoption challenges, including governance and regulatory considerations.
- Identification of the missing revenue model and sustainability pathway.

Key Observations:

- The prototype demonstrated **strong humanitarian alignment** and technical functionality.
- The system offered transparency and ease of use but required better articulation of how it sustains itself financially.
- The team was still navigating the **"Web3 visibility and governance"** aspects critical for trust and adoption.

Mentor Recommendations:

- Define a **clear revenue stream** that complements the humanitarian model (e.g., service fees, institutional partnerships, or data-driven analytics for NGOs).
- Strengthen **visibility and governance features** to enhance donor and partner confidence.
- Map a **scalable go-to-market plan** targeting NGOs, agencies, and governments engaged in financial aid distribution.

Action Items for Next Session:

1. Prepare a preliminary business model draft outlining potential revenue channels.
2. Develop a partnership matrix of possible institutional collaborators.
3. Define governance structures aligned with transparency and accountability principles.

Engagement Evaluation (1–5 scale):

- Openness to Mentorship: 5
- Preparedness: 4
- Responsiveness: 5
- Implementation of Feedback: 4
- Team Collaboration: 5

Session Summary Evaluation:

The mentor highlighted that *Genius Tags* had a strong social purpose and a technically capable platform but needed to establish a viable financial model for continuity. The team's adaptability and willingness to incorporate feedback positioned them well for the next mentorship phase.

Session 2 – Revenue Strategy and Impact Scaling (10, October 2025)

Overview:

The second mentorship session focused on evaluating the team's progress and refining their financial and strategic roadmap. Following prior recommendations, the

Genius Tags team presented an initial draft of their **revenue model**, linking it to humanitarian fund distribution networks and partner engagement strategies.

Key Discussion Points:

- Presentation of revised business model and funding mechanisms.
- Identification of partnership opportunities with NGOs, financial institutions, and development agencies.
- Integration of governance, visibility, and accountability tools into the platform's Web3 infrastructure.

Key Observations:

- The team successfully articulated **three revenue pathways**: (1) transaction-based service fees, (2) NGO subscription models for fund traceability dashboards, and (3) white-label licensing for humanitarian institutions.
- Their understanding of **Web3 governance and transparency standards** improved significantly.
- The mentor commended the clarity of direction and the feasibility of proposed revenue channels.

Mentor Recommendations:

- Pilot one revenue model with a single institutional partner to validate assumptions.
- Develop **impact measurement metrics** (e.g., number of beneficiaries reached, transaction transparency index).

- Strengthen **communication strategy** around how the platform bridges humanitarian value with financial sustainability.

Action Items for Continued Development:

1. Implement the first pilot in partnership with a regional humanitarian agency.
2. Refine the pricing and service structure for institutional clients.
3. Build visibility and storytelling assets to support investor and donor engagement.

Engagement Evaluation (1–5 scale):

- Openness to Mentorship: 5
- Preparedness: 5
- Responsiveness: 5
- Implementation of Feedback: 5
- Team Collaboration: 5

Session Summary Evaluation:

The mentor acknowledged significant advancement since the first session. The *Genius Tags* team demonstrated maturity in business planning and an improved understanding of the intersection between social impact and financial sustainability. Their proactive follow-through on recommendations reflects a strong capacity for growth and adaptability.

Mentor's Overall Reflections

- *Genius Tags* has evolved from a promising concept into a strategically aware, impact-oriented team capable of operating across humanitarian and fintech ecosystems.
- The project's **core strength lies in transparency, scalability, and its relevance to global development contexts.**
- With a now-defined revenue model and improved governance logic, the team is well-positioned to attract partners and scale operations responsibly.
- Ongoing mentorship is recommended to support pilot execution, monitoring, and investor readiness.

Overall Outlook:

Promising – The *Genius Tags* project exhibits strong humanitarian relevance and growing business acumen. The combination of clear social impact and an emerging sustainability model signals high potential for long-term success.

Post-Accelerator Continuation:

The *Genius Tags* team and *Zushan Hashmi* have agreed to maintain **post-accelerator ongoing mentorship**, with a focus on validating the revenue model through pilot implementation, enhancing governance transparency, and deepening cross-sector partnerships.