SDG BLOCKCHAIN ACCELERATOR

ROADMAP

zenGate Global

UNDP Bangladesh Office

Challenge Definition

This section sets the foundation for understanding the development problem your solution aims to address. Be clear and concise, focusing on the problem itself, the environment in which it exists, and the intended outcomes of addressing it.

UNDP Challenge Summary

UNDP Bangladesh has identified a critical barrier to blockchain adoption within traceability systems. While platforms like SERA are actively building cloud-first digital tools for sectors such as vegetables and leather, they are not blockchain-native. These platforms lack easy-to-integrate tools for anchoring verified traceability events on-chain, despite understanding the importance of immutability and future interoperability. Without on-chain anchoring; trust, transparency, and future integration with financial services and regulatory compliance (for exports and reporting) are limited.

Local Context

Opaque supply chains burden global economies, particularly hindering growth in EMDEs like Bangladesh. High trade costs from logistics and procedural hurdles create significant market barriers. Complex international transactions involving numerous parties and extensive documentation incur substantial costs. This opacity fuels illicit activities and amplifies external shocks. Trade misinvoicing, a channel for illicit financial flows (IFFs), drains vital resources and impedes Sustainable Development Goals. Insufficient visibility exacerbates disruption impacts, complicating effective responses.

Bangladesh's agriculture and manufacturing sectors are deeply reliant on smallholder producers and MSMEs, which often operate in informal, cash-driven economies. Despite increasing digitalization efforts by government and NGOs, most traceability tools focus solely on data collection. Key stakeholders include traceability platforms (e.g., SERA), farmers processors, NGOs, and the UNDP Country Office. The private sector and regulators are increasingly interested in how verified data can support compliance, financing, and export market compliance.

Relevance to UNDP CO Priorities and Resource Mapping

This project directly aligns with UNDP Bangladesh's efforts to drive digital transformation, strengthen financial inclusion, and promote sustainable value chains. Improving transparency is strategic for Bangladesh's smooth transition following its LDC graduation in 2026. Moreover, a

blockchain enabled supply chain can help the country improve domestic business environment, attract more FDI, and improve trade deficit by reducing import dependency and enhancing export competitiveness. UNDP Bangladesh's ongoing project- Transformative Economic Policy Programme (TEPP)-II project- funded by the UK government, aims to support the Government of Bangladesh in the areas of trade facilitation, export diversification, and increase FDI for economic development, in alignment with key national priorities for a smooth LDC graduation. The blockchain enabled supply chain initiative is aligned with the objectives of the project. It builds upon current traceability and agri-tech initiatives under the SDG Accelerator and can leverage existing networks and technical support from local partners such as a2i and SERA.

Expected Impact (from CO perspective)

(Outline the intended outcomes from the Country Office's perspective. What would a successful pilot enable (e.g., policy change, improved service delivery, community empowerment, systems improvement, or scaled innovation)? Keep the focus on measurable or meaningful change.)

From the Country Office's perspective, a successful pilot of the blockchain-enabled supply chain initiative would unlock measurable and transformative outcomes across multiple dimensions of development. It would enable accelerated integration of blockchain into local traceability tools. The pilot would lead to enhanced trust and transparency of data captured across agri and leather supply chains in Bangladesh. The pilot would also foster community empowerment, especially for smallholder farmers, by reducing exploitation and enabling fairer market access through verified data trails, kick-starting the creation of digital financial identities for cash-paid farmers. Finally, it would demonstrate scaled innovation, positioning Bangladesh as a regional leader in digital trust infrastructure and supporting its smooth transition from LDC status by enhancing export competitiveness, attracting FDI, and aligning with national development priorities.

Target SDGs and SDG Indicators

SDG 8: Advance decent work and export competitiveness in target value-chains - (Indicator 8.3.1: Proportion of informal employment in non-agriculture sectors)

SDG 9: Farmers gain access to modern digital traceability infrastructure, improving access to finance, reducing risk exposure & raising incomes - (Indicator 9.3.2: Proportion of small-scale industries with a loan or line of credit)

SDG 16: Improving governance and institutional strengthening through ensuring supply chain transparency and informing regulatory governance.

User & Problem Mapping

Understanding the users and stakeholders affected by the challenge is essential for building impactful and context-aware solutions. This section helps articulate who the primary users are, what they aim to achieve, and which other actors are involved or impacted.

Primary User Persona

UNDP staff and local traceability platform developers (e.g., SERA engineers). Typically non-blockchain developers, working in resource-constrained settings, focused on stakeholder buy-in, regulatory compliance, and donor reporting. These platforms are already active; they collect data using Web 2 / Cloud solutions - however are looking to put their data on-chain to ensure immutability and increase trust in their value chains.

User Story

As a traceability platform operator, I want to anchor key supply chain data on-chain, so that I can ensure its integrity, improve compliance, and unlock future financial tools for my farmers.

Key Stakeholders/Partners

- *UNDP Bangladesh (donor agencies requesting traceability / transparency reports)*
- *SERA (or similar traceability platforms)*
- *zenGate Global (Winter Protocol developer)*
- *Government and compliance agencies*
- *Financiers, DeFi lenders and digital certification providers (future phases)*

Solution Overview

This section describes your proposed solution in a clear and structured way. Focus on what the solution is, how it works, and how it uses blockchain and Cardano tools to deliver impact.

Solution Summary

The Winter Protocol API Service is a simple, plug-and-play blockchain gateway for traceability platforms. It enables UNDP staff or trace platform users to anchor traceability events on-chain via JSON uploads or backend integration, without needing to understand wallets, keys, or blockchain infrastructure.

This presents a strategic opportunity ***to enable cloud-first traceability platforms to interact*** *with* ***blockchain*** **without changing their core workflows**. *In addition to the backend and API services, we will also provide a simple, user-friendly front-end interface that interacts with the Winter Protocol APIs. This demo interface allows users—particularly potential partners or non-technical stakeholders—to manually create on-chain records. The goal is to demonstrate the system's capabilities and build stakeholder confidence in the traceability and data integrity features enabled by the solution.*

Core Functionalities

- *Simple customer-centric UI for UN staff and traceability platforms to create traceability events via JSON uploads*
- *Backend APIs to integrate with existing cloud-first platforms*
- *Abstraction of blockchain complexities such as wallet and key management, indexing, and metadata formatting*
- *Seamless on-chain data anchoring using decentralized storage (IPFS)*
- *API documentation to support developer adoption and integration*

Tech Stack Overview

- ***Frontend**: Simple UI with payment features and supporting documentation*
- ***Backend**: Go (Golang) service for transaction generation and API orchestration*
- ***Blockchain**: 3 core open-sourced libraries from Winter Protocol for event creation, recreation, and spending*
- ***Storage**: IPFS for decentralized off-chain data anchoring*

Cardano-Specific Elements

- *Smart contracts powering the protocol are open-sourced and available at: Winter-Cardano-Contracts.*
- *The core transaction-building library is Winter-Cardano: Library Repository, which compiles and interacts with the smart contracts*
- *Backend infrastructure responsible for building, submitting, and indexing transactions is hosted here: Winter-Backend*
- *Purpose-built Cardano transaction builder that handles creation, update (recreate), and deletion (spend) of traceability events, while recording protocol version and creation tx hash in each datum*
- *Four exposed endpoints: upload metadata to IPFS, create event, recreate event (update), spend event (delete)*
- *Leverages the eUTXO model to enable event mutability through metadata replacement and secure NFT transfer*
- *Optional ability to burn NFTs to clean up outdated records*
- *All blockchain operations abstracted behind Winter APIs to streamline integration and billing based on usage*

Prototype Plan (Sprint-Based)

This section outlines your team's rapid prototyping plan. The goal is to build a functional and demonstrable version of the solution within 10 working days, with user feedback integrated.

Prototype Goal

*Build a functional demonstration of the Winter Protocol API and front-end interface, allowing users to create traceability events on-chain (**preview net**) via both manual and API-based inputs. Validate that traceability data can be immutably recorded, updated, and optionally removed while preserving usability for non-technical stakeholders.*

Expected Outputs

- *One working interaction via the Winter Protocol API (event creation)*
- *On-chain metadata record referencing IPFS content with SDG-related tagging*
- *Functional front-end UI for manual JSON upload and record creation*
- *Minimum 3 stakeholder feedback sessions and usability testing rounds*

Sprint Timeline

(Break down the 10-day sprint into tasks and outcomes. Use this as a working plan for the team to stay aligned and focused. The table below is just an example. Please feel free to adapt the tasks and outcomes based on your solution's specific needs and development approach.)

Day	Description	Outcome
1	Define scope & SDG indicators (i.e Metadata requirements)	Scope clarity
2	UI implementation	Frontend in place
3	UI implementation	Frontend in place
4	Chain integration	Preview Net Transactions
5	Mid-review & QA	Testing link ready
6-7	Stakeholder testing	Feedback gathered

8-9	Documentation for APIs	Demo-ready version
10	Final submission	All deliverables done

Success Metrics & Milestones

Tracking progress throughout the accelerator is key to building momentum and measuring real impact.
Below is a set of baseline success metrics that all teams are expected to work toward during the sprint, MVP refinement, and pilot-readiness phases. These ensure a consistent level of development and stakeholder engagement across all projects.
Teams are also encouraged to define additional metrics that are specific to their solution, context, and strategic goals. These custom metrics can relate to: social or environmental impact, technical milestones, community adoption, strategic partnerships, innovation outcomes.

Sprint Phase

Focus: Rapid prototyping, initial user testing, and validation of core functionality.

Category	Baseline Metric
Blockchain Interaction	One meaningful blockchain function implemented (e.g., token minting, VC issuance, on-chain hash).
User Interface	At least one working UI screen or flow (e.g., form, dashboard, display screen).
Stakeholder Testing	Minimum 3 live or async testing/feedback sessions with relevant users or stakeholders.
SDG Integration	Incorporate SDG logic or tags into the metadata, user interface, or output, focusing on indicators your solution actively addresses.
Demo Readiness	Demo link or video walkthrough prepared and submitted by Day 10.

Post-Sprint Refinement

Focus: Iterating based on feedback, improving functionality, and aligning with pilot opportunities.

Focus Area	Baseline Metric
Feedback Integration	Minimum two user- or stakeholder-driven changes implemented in logic or UX.
MVP Stabilization	Functional testing completed with consistent results and no major blockers.
Stakeholder Alignment	At least one follow-up session with a CO or stakeholder to discuss next steps.

Pilot Readiness

Focus: Preparing the solution for deployment and scaling.

Goal Area	Suggested Metric
Institutional Buy-In	MoU Signed with Traceability Platform in the local market (Bangladesh)
Solution Readiness	MVP tested in an extended or external environment; improvements implemented.
Sustainability Path	Initial plan for post-program ownership or funding drafted.

Cumulative Tracking

Some metrics me monitored:

- ☑ Sign MoU with existing local traceability platform.
- ☑ 2 feedback sessions and demo sessions conducted
- ☑ All recommended changes integrated in the MVP

MVP Planning Table

After the prototype sprint, you'll begin shaping the full MVP. This table helps identify what's already been built, what needs improvement, and how each component will evolve into a pilot-ready version.

Component	Prototype Status	Improvement for MVP
UI/UX	Basic trace creation templates and workflows - Finished	Add explorer feature and QR functionality
Blockchain	Preview Integration - Finished	Main-net Integration
SDG Tags	Aligned on core metrics and SDG metadata - Finished	Open metadata fields for SDG tracking.
Feedback	2 sessions - Finished	2 demos & pitches

Risk & Assumptions

Risk/Assumption	**Description**	**Risk Level**	**Risk Mitigation Strategy**
Timing for Implementation	Working with quite tight deadlines to deploy the prototype and MVP.	Medium	Align clearly on expectations and deployment outcomes
No clear pilot partner for testing	No clear user of the APIs during prototype phase. SERA has identified but slow to sign NDA and align on what they will do.	High	Coordinate with CO to get SERA onboard as a pilot partner.

Team Profile

This section provides a comprehensive overview of the individuals and organizations behind the development and implementation of the proposed solution. It highlights the complementary expertise of both the Solution Makers and the Challenge Owners, underscoring the collaborative foundation of the accelerator.

Solution Makers

Introduce the team behind the solution, highlighting relevant skills and backgrounds that contribute to your ability to execute this project successfully.

Team Name
zenGate Global Ltd - the builders behind the Winter Protocol.

Team Members & Roles

- *Sam Lambert – [Project Lead - coordinate with UNDP CO and Pilot Partners. Also responsible for managing development timelines]*
- *Luiz Oliveira- [Front End Developer - All front end activities including UX/UX, wallet connect, API integration]*
- *Shishir Pai [Senior Blockchain Engineer - oversees implementation of the system and APIs for the Winter Protocol]*
- *Luca D'Angelo [Senior Blockchain Engineer - oversee architecture and design of the Winter Protocol; also responsible for documentation of APIs and API key creation process].*

Challenge Owners

The Country Office or institutional partners who defined the development challenge and provided critical context, feedback and collaboration throughout the accelerator.

Challenge Owner Organization Name:
UNDP Bangladesh

Team Members & Roles:
(List key representatives and their roles

- *Iffat Anjum, Head of Exploration - Project Lead - Responsible for coordination, quality assurance and reporting*

Area of Focus:
Traceability and transparency

Notes & Insights

Use this section to capture key learnings, challenges, or insights discovered during prototyping. This could include quotes from stakeholders, reflections on usability, or ideas for future iterations.

- *Have an Open Metadata Field for Traceability Events*
- *Explorer page so anyone can look at different traceability logs and events*
- *Add a QR code functionality; ensure that you can download, copy and share the link*
- *Add a "Anchored by Blockchain" or "Anchored by Cardano Blockchain" Tag*
- *Swagger UI for developer documentation*
- *Build a "how to use API" documentation including recommendations for how to design batching and event tracking.*

Pilot Vision & Scalability Plan

This section looks beyond the prototype to outline the long-term vision for piloting and scaling your solution.

Full details here in the Go To Market Report - Traceability-as-a-Service_ GTM Strategy - zenGate Global.pdf

Pilot Vision (6–12 months)

(Describe what success would look like in a real-world pilot. What key outcomes would you aim to demonstrate?)

The launch of the Blockchain-Traceability-as-a-Service platform will be staged to balance pilots, early adoption, and long-term scalability. The plan aligns with the partnership structure,

beginning with **immediate partners** to establish credibility and results, and preparing for **long-term partners** who will sustain and scale the solution.

Pre-Launch (Foundation Building)

- Finalize the SaaS MVP, incorporating Winter Protocol v2 upgrades and developer-ready API documentation.
- Conduct joint design workshops with **SERA Bangladesh** and other institutional partners to align integration with existing supply-chain traceability workflows.

Launch (Immediate Partner Integration)

- Deploy the platform with **SERA Bangladesh** as the first integration, focusing on winter vegetables and fruits.
- Onboard exporters into the pilot, demonstrating how blockchain-backed traceability strengthens compliance and builds trust with buyers.
- Collect and publish pilot results via an open-dashboard as a case study to share with donors, institutional partners, and government agencies.

Target Users or Communities for Pilot

(Indicate who will benefit from the pilot deployment, specific regions, stakeholder groups, or institutions.)

The platform is designed for multiple customer groups across the traceability ecosystem:

- **Primary Customers**
    - **Traceability providers** such as SERA Bangladesh, which require blockchain-backed features without building their own infrastructure.
    - **Exporters and processors** that must prove compliance with EUDR, FDA, and other international standards to maintain market access.
    - **Smallholder farmers and cooperatives** whose production data will be immutably recorded and linked to digital identities, creating opportunities for finance and subsidies in the future (once sufficient data thresholds are met).

- **Secondary Customers**
    - **Government agencies** (e.g., Bangladesh Customs, Ministry of Agriculture) that require verifiable datasets for oversight, compliance, and reporting.
    - **Financial institutions** (banks, insurers, microfinance providers) that benefit from reliable datasets to design credit and risk products.
    - **Donor agencies and international buyers** seeking accountability and traceability across global supply chains.

By addressing the needs of both grassroots users and institutional stakeholders, the platform ensures adoption at multiple levels of the value chain.

Scalability Plan

(Explain how you envision scaling the solution after the pilot. What elements are reusable or adaptable across contexts?)

The market penetration strategy follows a **niche-first** approach: beginning with focused integrations in Bangladesh, proving value in real-world workflows, and then expanding regionally and globally through institutional and donor-led channels.

The first niche will be **SERA Bangladesh's winter vegetable and fruit value chains**, where the TaaS (Traceability-as-a-Service) platform will demonstrate its ability to simplify blockchain integration, provide immutable compliance records, and build trust with exporters. **As mentioned above (in the Go-To-Market strategy report), the model is designed for scale and will be expanded after the pilot phase.** In short, this includes:

- **Phase 1 (0–6 months): Prove & Publish**
    - Finalize TaaS MVP and core modules (API endpoints, user management, billing, compliance dashboards).
    - Pilot with **SERA Bangladesh**, onboarding winter vegetable and fruit cooperatives and exporters.
    - Document outcomes in a **case study** highlighting compliance readiness and transparency, targeting donors, UNDP, and government stakeholders.
- **Phase 2 (6–12 months): Land & Expand**

- Extend to other traceability projects in Bangladesh, such as shrimp and fisheries.
- Onboard additional exporters who require blockchain traceability, encouraging them to push their e-trace providers to adopt the APIs.
- Transition **existing projects (from zenGate Global's Palmyra Pro)** already in operation over to TaaS Platform:
  - **Zambia honey supply chain** with 3,000+ farmers and 30,000 hives.
  - **Nigeria cocoa program** with up to 50,000 farmers.
- These existing projects provide immediate scale outside Bangladesh and validate the platform across multiple commodities and geographies.

- **Phase 3 (12–24 months): Replicate & Scale**
  - Broaden adoption across UNDP projects in Africa, Latin America, and South Asia, particularly in countries where blockchain is part of national digital transformation agendas.
  - Work with donors to integrate the TaaS platform into other funded traceability programs worldwide.
  - Begin engaging **financial institutions** as long-term partners, linking immutable datasets to credit, insurance, and trade finance solutions.

Support Needed

(Briefly outline any technical, policy, or funding support required to move forward with a pilot or scale-up.)

Here is the current budget that has been designed. We will also planning for match funding from external donors and contribution from both zenGate & UNDP Bangladesh. The breakdown proposed as follows:

A. One Time Configuration and Development Budget: The objective is to launch the *Traceability-as-a-Service platform*; following the following workstreams.

Module	Description	Cost (USD)
Winter Protocol v2 Smart Contract Upgrades	*Upgrade and extend Winter Protocol contracts based on feedback from the UNDP SDG Accelerator, ensuring scalability*	**$23,500**

	and support for agnostic use cases.	
Core API Endpoints	*Develop endpoints for traceability data submission, event processing, and transformation of on-chain records into usable outputs.*	**$21,025**
Notification & Event Processing	*Implement job queues, webhooks, and bot notifications for success/failure events to ensure reliability and transparency.*	**$20,050**
Output Builders & Explorer	*Build modules that convert on-chain data into visible, verifiable formats accessible via an open blockchain explorer.*	**$19,575**
User Management & Authentication	*Implement secure authentication, role-based access, and team invitation flows for organizations.*	**$20,500**
API Key Management	*Create tools to generate, revoke, and track API keys for both development and production environments.*	**$12,000**
Pricing & Billing System	*Integrate Stripe for credit card billing, implement usage-based metering, spending alerts, and invoices.*	**$13,775**
Developer Experience (Docs & Portal)	*Build a developer hub with Swagger documentation, quickstart guides, FAQs, and a portal for usage dashboards and logs.*	**$9,500**
Admin & Compliance Tools	*Provide an admin console for oversight of organizations, events, and logs, with basic analytics and monitoring.*	**$21,125**
Total	*For One Time Configuration and Set Up Modules*	**$161,050**

B. SERA Bangladesh Pilot Phase

Module	Description	Cost (USD)
Training & Capacity Building	*Structured training sessions for SERA's technical team and cooperative leaders on integrating and using the APIs.*	**$10,900**
Consultations & Implementation Designing	*Joint design sessions to ensure API workflows align with SERA's current traceability processes.*	**$10,650**
Implementation Support	*Covering costs for initial implementation, testing, and iteration of API integration with live traceability data*	**$30,100**
Feedback & Iteration	*Iteration and collection of detailed partner feedback on usability, scalability, and value, informing improvements ahead of scale-up.*	**$15,100**
Total	*Pilot Phase Budget*	**$66,750**

Sustainability & Business Model (optional)

If relevant, describe how the solution can be sustained over time (financially, operationally, or institutionally).

Business or Funding Model

(Will your solution generate revenue, rely on grants, or operate through public partnerships?)

The Blockchain-Traceability-as-a-Service (TaaS) platform will operate on a **SaaS-based pricing model** designed to balance accessibility for smaller e-trace providers with long-term financial sustainability. The model is deliberately simple and transparent:

- **Base Subscription Fee**
    - Covers fixed costs such as platform maintenance, documentation, compliance tools, and customer support.
    - Ensures that even during off-peak or non-harvest seasons, providers retain access to core features like user management, dashboards, and reporting.
- **Usage Credits (Variable Component)**
    - Billed according to actual on-chain usage, measured in credits linked to data submission and storage events.
    - Enables cost predictability while ensuring fairness: smaller platforms pay less, while larger users scale affordably.
    - Credits can be purchased upfront or on a rolling basis, with alerts and reporting to prevent overspend.
- **Volume Discounts and Donor Onboarding Support**
    - Larger providers and exporters receive tiered discounts as transaction volumes scale.
    - Donor-funded credits can subsidize onboarding for early-stage pilots or cooperatives, lowering barriers for first-time adoption.

This **base + usage credits** approach ensures the platform is financially sustainable while remaining inclusive for diverse partners — from smallholder-focused traceability projects to large-scale export systems. Over time, this model creates the foundation for reinvestment into platform improvements and global replication.

Key Resources & Partnerships

(What ongoing resources (e.g., cloud services, development talent, regulatory access) are needed to maintain and grow the solution?)

- *Technology - cloud and on-chain transaction fees*
- *Development talent - outlined costs in the budget (small tactical delivery team of 1 Technical Lead, 2 blockchain engineers, 2 full stack engineers).*

Long-Term Ownership / Maintenance

(Who will manage and maintain the solution after the pilot, your team, a partner, or a public agency?)
This will leverage a SaaS style monthly billing model - ensuring long term sustainability. This also means that deployment into new projects keeps implementation costs minimal and pay-as-you-go.

Deliverables Checklist

Use the checklist below to ensure all relevant final materials are prepared and submitted for review.

These are the suggested key outputs from the prototype sprint, not all items may apply to every team or solution, so please adapt as needed based on your project's scope and stage.

Please link all deliverables in a dedicated shared folder for your team for easy access by the program team and stakeholders.

- ☐ Prototype demo link: https://zengate-traceit-dev.web.app/

- [ ] Source code / GitHub repo
  - [ ] **Winter-Cardano-Contracts**
    Aiken-based Plutus V2 smart contracts for Cardano. Provides the on-chain logic for creating, updating, and retiring stateful traceability events.
    Repo: https://github.com/zenGate-Global/winter-cardano-contracts
  - [ ] **Winter-Cardano (Library)**
    A TypeScript/JavaScript library that compiles and consumes the contracts. Exposes safe builders to instantiate events, pin metadata to IPFS, mint singleton tokens, recreate/update event state, and spend/retire events.
    Repo: https://github.com/zenGate-Global/winter-cardano/tree/main
  - [ ] **Winter-Backend (Cardano Service)**
    A backend service (PoC/MVP) that wraps the library into APIs. Handles IPFS pinning, transaction building, signing, submission, and indexing into a relational database. Includes retry logic, monitoring, and integration guides.
    Repo: https://github.com/zenGate-Global/winter-backend-cardano
- [ ] Documentation / ReadMe - in the github
- [ ] Impact Measurement Framework – zenGate Global (2).pdf
- [ ] Prototype (PoC) Report – zenGate Global (1).pdf
- [ ] Technical Architecture Document – zenGate Global (1).pdf
- [ ] Proposal for Post Accelerator Phase:
  Traceability as a Service Draft v1.0 - Slides-zenGate-UNDP.pdf

Team Reflection

Use this space to share key takeaways and reflections from both the Challenge Owner and Solution Maker teams. This dual perspective helps document alignment, evolution of understanding, and mutual growth during the accelerator journey.

Challenge Owner's Perspective

(Examples from the Challenge Owner's Perspective:

- *We gained a deeper and practical understanding of how blockchain can be applied in strengthening governance and ensure supply chain transparency*

- *Collaborating with the technical experts and organizations working on the ground helped us gain nuanced insights to refine our challenge statement and prioritize localized context for maximum impact."*

- *The accelerator programme experience equipped us with practical knowledge to engage in policy dialogues on issues related to digital governance*

Solution Maker's Perspective

(Examples from the Solution Maker's Perspective:

- *Dedicated face time with UNDP and Emurgo leaders has been the highlight for me. Their input has been invaluable in shaping our approach and opening doors we didn't expect.*
- *Having a QR code with an "Anchored by Blockchain" was a really important piece for the consumers and users - to be able to download, and share it.*
- *Open standard for metadata creation - allows anyone to upload whatever template and trace events that they want.*
- *Allowed us to build on top of some existing infrastructure we have been working in and showed us a new product path for scaling impact.*