



SDG BLOCKCHAIN ACCELERATOR

Project Strategy & Sustainability Guidelines

This document is intended as a guideline for projects to use when defining their go-to-market (GTM) strategy, along with supporting elements such as market penetration, branding, user acquisition, and roadmap for post-accelerator sustainability

1. Go-to-Market Strategy

Purpose: The GTM strategy is the centerpiece of post-accelerator growth. It defines how the project positions itself, attracts users, and launches effectively in the market.

Problem Statement

The LoGIC project currently faces challenges in CRF fund management, including:

- Manual loan approvals by cooperative leaders are causing delays and errors.
- Limited transparency and traceability in fund disbursement.
- Beneficiaries traveling long distances to banks for loan withdrawals.
- Inefficient loan repayment monitoring delays subsequent fund access.

Our blockchain-enabled solution aims to digitize this process, ensuring faster, more transparent, and equitable fund disbursement.

Target Customer Segments (BlackFrog):

- Beneficiaries: Small- and medium-scale mining operators and refiners in critical raw materials (e.g., cobalt, tantalum, niobium, rare earths) who lack access to international financing.
- Decision-makers: Cooperative leaders, mining associations, and local refiners seeking pre-financing and compliant access to global markets.
- Institutional partners: UNDP Istanbul Regional Hub, European Union, Government stakeholders in Kazakhstan and Central Asia, and national mining regulators.

- Donors & Development financiers: Entities such as KfW Development Bank, DEG, IFC, and EU programs supporting sustainable mining and supply chain transparency.
- Investors & financial service providers: Institutional investors, pension funds, ESG funds, and digital asset investors seeking tokenized real-world assets (RWA) with verified ESG compliance.

Unique Value Proposition (UVP – BlackFrog)

- A blockchain-enabled investment and tokenization platform that ensures transparent, efficient, and ESG-compliant financing of critical raw material projects, reducing reliance on informal capital and enabling sustainable resource development.
- For Beneficiaries (miners/refiners): Access to pre-financing through tokenized bonds and digital wallets, without reliance on predatory or informal financing channels.
- For Mining Cooperatives/Operators: Automated and transparent investment flows with on-chain yield distribution, reducing administrative burden and ensuring compliance with international standards.
- For Institutional Investors & Donors: Real-time traceability of funds and impact reporting (SDGs, ESG metrics), ensuring accountability, credibility, and long-term confidence.

- For Governments & Multilateral Partners: A scalable model aligned with EU regulations (MiFID II, eWpG) that can integrate into national strategies for sustainable resource management and supply chain transparency.

Positioning Statement (BlackFrog)

For institutional investors, development banks, and governments, BlackFrog provides a transparent, automated, and ESG-compliant investment platform that channels capital into critical raw material projects. The platform ensures efficient fund deployment, traceability of capital flows, and real-time impact reporting, while offering sustainable pre-financing access for miners and refiners — powered by blockchain tokenization and integrated with regulated EU financial licenses.

Acquisition Channels:

- Launch Plan (BlackFrog)
- Pilot launch with one verified mining/refining project in Kazakhstan, serving as the first benchmark for tokenized bond issuance.
- Onboarding sessions with project operators, local mining associations, and institutional investors to ensure adoption and compliance.
- Demonstrations and knowledge-sharing workshops with government agencies, UNDP, and development finance institutions to highlight transparency and ESG benefits.
- Visibility & outreach through UNDP Istanbul Regional Hub, EU programs, and partner communication networks to attract global investor interest.

Partnerships:

- Technical: Cladfy (blockchain solution), local vendors (API integration).
- Financial: bKash (MFS integration).
- Institutional: UNDP Bangladesh, Government of Bangladesh, LoGIC Project.
- Donors: EU, Sweden, Denmark.
- Advisory: UNDP AltFinLab, Blockchain for Good Alliance, EMURGO Labs.

Launch Plan:

Pre-Launch:

- Finalize prototype and platform testing
- Obtain EU custody license, brokerage license, and eWpG (STO tokenization) approval
- On board existing partners for the issuance of STOs

Pilot Implementation:

- Pilot implementation with one verified mining project in Kazakhstan as anchor case.
- Structuring support by a banker with experience in development finance and multilateral institutions.
- Institutional investor participation to provide first capital inflows and validate the financing model.
- Partnership with a refiner for specific critical minerals (e.g., cobalt, tantalum) to ensure market integration and verified offtake.
- Continuous feedback loop from all stakeholders (miners, investors, refiners, institutional partners) to refine the tokenization and compliance model.

Post-Launch Growth:

- Collect continuous feedback from miners, investors, and refiners to refine system performance and compliance.
- Showcase pilot results (ESG metrics, repayment rates, SDG impact) to donors, UNDP, and government partners for validation.
- Onboard additional development banks and DFIs (e.g., KfW/DEG, IFC, AfDB) to expand financing capacity and credibility.
- Establish BlackFrog as a recognized RWA financing partner for critical minerals in Central Asia and Sub-Saharan Africa.

2. Market Penetration Strategy

Niche-first (start small, then expand):

The demand for critical raw materials is rapidly increasing, especially in the energy transition. While large-scale industrial mines take up to a decade to develop, mid-size mining operations face an urgent financing gap to expand production responsibly.

BlackFrog will start by targeting pilot projects with mid-size mines in Kazakhstan, focusing on copper, cobalt and other critical minerals. These pilots will demonstrate milestone-locked financing, investor protection through tokenized bonds, and transparent fund flows.

Once validated, the platform will expand to adjacent stakeholders such as traders and refiners, securing the broader mineral supply chain. This phased approach creates both credibility with institutional investors and resilience in supply security.

Scaling Plan:

Phase 1 (0–6 months) – Settlement & structuring:

- Settle tokenized \$100M investment into the D.R. Congo between a European pension fund and the German development bank.
- Establish cobalt certificates, modeled after CO₂ certificates, to offset critical mineral consumption (e.g., batteries).

○ Phase 2 (6–12 months) – Expansion:

- Expand financing to 3–5 additional mining/refining projects across Central Asia and Sub-Saharan Africa.
- Integrate cobalt certificate trading with international corporates to ensure adoption and supply chain compliance.
- Broaden investor base by onboarding additional pension funds, DFIs, and ESG-focused funds.

○ Phase 3 (12–24 months) – Scale:

- Build a diversified portfolio of 10–15 ESG-verified investors.
- Position BlackFrog as a recognized marketplace for critical mineral financing and offset instruments.
- Extend certificate model to other minerals (e.g., tantalum, niobium) and align with EU taxonomy.

Operational readiness:

- Licensing & Compliance: EU custody, brokerage, and eWPG (STO tokenization) licenses secured to enable fully regulated issuance.
- Technical readiness: Smart contract deployment on Cardano.

- Partner network: Established relationships with institutional banks, international commodity traders, refiners, and mid-size mines, including operators in conflict-affected areas under strict ESG compliance.
- Partner network: Established relationships with institutional banks, international NGOs and associations in mid-cap mining, as well as refiners focused on ESG-compliant sourcing.

KPIs (Key Metrics – users/market share, not dev milestones):

- Volume of tokenized critical mineral investments. Quarterly growth in Assets Under Custody (AUC), target: \$100M in first 3 months, \$500M+ by year 1.
- Number of financed mining/refining/trader's projects. Scaling to 10–15 projects across Kazakhstan and Sub-Saharan Africa within 12 months.
- Investor adoption: Number of institutional investors onboarded, target: 10 anchor investors in year 1, 30+ by year 2.
- Partnership breadth: Formal partnerships with international NGOs, mid-cap mining associations, and development banks as well as private sector (e.g., KfW, IFC, AfDB).
- ESG compliance validation: Percentage of financed projects passing external ESG due diligence, target: 100%.

3. Branding & User Acquisition

Core Message / Identity:

Energy transition means resource transition. BlackFrog provides transparent, efficient, and ESG-compliant financing for critical minerals — securing supply chains and enabling the global shift to sustainable energy.

Tone of Voice:

- Simple and clear: Communicate complex financing structures in accessible terms for mining operators and mid-cap associations.
- Transparent and accountable: Ensure clarity and traceability for institutional investors, donors, and development banks.
- Collaborative and professional: Engage governments, NGOs, and regulators with a cooperative, compliance-first approach.
- Forward-looking: Emphasize the link between energy transition and resource transition, highlighting ESG and long-term sustainability.

Acquisition channels:

- Growing demand for critical raw materials driven by the energy transition, creating strong investor appetite for sustainable supply chain financing.
- Political and geopolitical uncertainties around access to critical minerals increase the need for transparent, ESG-compliant investment channels.
- Access through mining associations and international NGOs, which are directly connected to cooperatives and mid-cap mining operators at the source.
- BlackFrog offers easy access for small investors to participate in critical mineral financing as an inflation hedge — without the costs and risks of physical storage.
- Partnerships with governments, development banks, and multilaterals to strengthen credibility and enable large-scale adoption.

4. Individual Project Roadmap (Post-Accelerator Sustainability)

Phase 1 (0–6 months) – Settlement & structuring:

- Settle \$100M investment into the D.R. Congo between a European pension fund and the German development bank.
- Establish cobalt certificates, modeled after CO₂ certificates, to offset critical mineral consumption (e.g., batteries).
- Involve further key stakeholders in the critical supply chain.

Phase 2 (6–12 months) – Expansion:

- Expand financing to additional mining/refining projects across Central Asia and Sub-Saharan Africa.
- Integrate cobalt certificate trading with international corporates to ensure adoption and supply chain compliance.
- Broaden investor base by onboarding additional pension funds, DFIs, and ESG-focused funds.

Phase 3 (12–24 months) – Scale:

- Build a diversified portfolio of ESG-verified projects.
- Position BlackFrog as a recognized marketplace for critical mineral financing and offset instruments.
- Extend certificate model to other minerals (e.g., tantalum, niobium) and align with EU taxonomy.