

Donly: Web3-Powered Local Charity Marketplace

Business Objective: Donly aims to **bridge the gap between traditional (Web2) donors and the emerging Web3 ecosystem** by creating a user-friendly marketplace for local charities. The platform leverages blockchain to **increase transparency and trust** in donations, ensuring contributions reach their intended local causes[1][2]. Our goal is to empower community donors (both crypto-curious and crypto-savvy) and grassroots nonprofits with an intuitive interface that demystifies cryptocurrency giving.

MVP (Minimum Viable Product): A simple web/mobile application where users can: - **Browse and support local charities:** View verified local causes and projects in need of funding. - **Donate via crypto or fiat:** Connect a wallet or use an on-ramp (e.g. credit card) to donate. (We'll abstract wallet complexity for Web2 users.) - **Track donations on-chain:** See each donation recorded on a public ledger, reassuring donors that funds are used as intended[1][2]. - **Basic donor dashboard:** Provide receipts or NFT "badges" to recognize contributions and engage donors (inspired by crypto fundraising practices[3]).

Business Model Canvas

Key Partners <ul style="list-style-type: none"> - Local charities and NGOs - Blockchain networks (e.g. Ethereum, Polygon)- Crypto payment/fiat on-ramp providers (e.g. MoonPay)- Wallet providers (e.g. MetaMask) - Local businesses and community groups 	Key Activities <ul style="list-style-type: none"> - Develop and maintain the web3 platform - Onboard and verify charities - Integrate wallets, crypto payments and smart contracts - Market to donors and charities - Provide user support and education 	Key Resources <ul style="list-style-type: none"> - Development team (web and blockchain engineers) - Cloud servers & blockchain infrastructure- Partnerships (with nonprofits, tech vendors) - Brand, design and UX assets- Seed funding or grants
Value Propositions <ul style="list-style-type: none"> - <i>Transparent, traceable giving:</i> Every donation is recorded on a blockchain ledger, so donors can track funds in real time. - <i>User-friendly Web2 experience:</i> A familiar interface hides crypto complexity, easing the “one of the biggest hurdles... the onboarding of Web2 users to Web3”.- - <i>Local impact:</i> Donors support causes in their own communities, increasing personal engagement. - <i>Donor incentives:</i> Optional NFT badges or digital rewards for contributions, leveraging Web3 trends. 	Customer Relationships <ul style="list-style-type: none"> - Community-centric: Foster trust by regularly updating donors on project outcomes and maintaining open communication. - Education & support: Provide guides and quick help (chat/email) to onboard non-crypto users, building trust through transparency. - Automated feedback: Dashboards and notifications (via email/app) show donors the impact of their giving. 	Channels <ul style="list-style-type: none"> - Digital platform: Responsive web app and eventual mobile app. - Social media & content: Use blogs, tutorials, and community channels to educate and attract users. - Partnerships: Leverage charity networks and local organizations to spread the word. - Events and PR: Engage crypto influencers and local events to demonstrate benefits.
Customer Segments <ul style="list-style-type: none"> - <i>Individual donors:</i> Community-minded people (age 25–50) who care about local causes; includes both crypto-curious Web2 users and crypto-enthusiasts. - <i>Local nonprofits and charities:</i> Small to mid-size organizations seeking transparent, low-fee fundraising options. - <i>Corporate/CSR donors:</i> Local businesses and philanthropists aiming to support community causes (and possibly earn branding benefits). 	Cost Structure <ul style="list-style-type: none"> - Development & maintenance: Engineering team salaries, hosting, blockchain nodes. - Transaction costs: Blockchain (gas) fees for processing donations; on-ramp payment fees. - Marketing & outreach: Costs of content creation, ads, community building. - Compliance: Legal, KYC/AML checks, and audit expenses to ensure nonprofit/crypto regulations are met. - Operational overhead: Office, tools, customer support. 	Revenue Streams <ul style="list-style-type: none"> - Transaction fees: A small percentage (e.g. 1–3%) charged on each donation to sustain the platform. - Subscription or listing fees: Premium plans or featured listings for charities to increase visibility. - Corporate sponsorships: Partnerships with local businesses for matching gifts or CSR programs. - NFT sales/commissions: Minting custom NFTs for donor rewards or charity merchandise. - Grants and donations: Seed funding from philanthropic grants or blockchain foundations.

Value Proposition

Donly offers **unique advantages** to both donors and charities by blending Web2 usability with Web3 benefits. In traditional fundraising, **lack of transparency** often undermines donor trust[1]. By contrast, Donly's blockchain ledger creates an **open, tamper-proof record** of every donation[1][2]. Donors gain peace of mind knowing they can trace funds to the actual projects they support. One study notes blockchain "guarantees donations are noted in real-time... allowing greater accountability and transparency"[7], which directly underpins Donly's promise to rebuild confidence in giving.

- **Transparent tracking:** All donations are visible on-chain. Donors "can track where their funds are going" on a public ledger[2], ensuring resources reach the intended local projects.
- **Automated integrity:** Smart contracts enforce distribution rules automatically, minimizing fraud. As experts observe, smart contracts transfer funds per predefined conditions "without any human oversight and [with] fewer opportunities for fraud"[2].
- **Enhanced trust:** By eliminating centralized control, Donly reduces the chance of mismanagement[8]. Transparency and decentralization together "enhance trust and accountability" in the donation process[3].
- **User-friendly onboarding:** Recognizing that "the onboarding of Web2 users to Web3" is a major barrier[4], Donly provides simple guides and familiar interfaces. This lowers the entry hurdle, encouraging donations from users who might otherwise shy away from crypto.
- **High donor potential:** Crypto philanthropy is booming. In 2024 over **\$1 billion** was donated in crypto, with 70% of top charities accepting digital assets and an average crypto gift around **\$11,000**[9]. This demonstrates large fundraising upside. Donly connects local causes to this growing pool of generous crypto donors.

Together, these value propositions matter because they address core pain points: donors get **visibility and recognition** (even NFT-based mementos), and charities gain **new funding sources** with lower overhead. The transparency, combined with gamified incentives, can attract more engagement than conventional channels.

Target Group

Donly is built for **two primary audiences**:

- **Community donors (Web2 and Web3 users):** Tech-savvy and less tech-savvy individuals alike who want to support local initiatives. This includes millennials and Gen Z who hold crypto as well as older donors comfortable with online giving. By supporting "both Web3 and Web2 users," Donly taps a wide market[10]. Simplified education and support make crypto donations accessible to first-time users[4].

- **Local charities and nonprofits:** Community organizations (food banks, shelters, local causes) that need fundraising tools. These groups often lack crypto expertise, but they stand to benefit from blockchain's low fees and global reach. Donly offers them a turnkey way to accept modern donations while retaining control over their projects.

Additional segments include **local businesses/CSR programs** that want to give back, and **grantmaking bodies** interested in innovative platforms. Through partnerships and clear UX, Donly creates a friendly experience tailored to local interests. As one similar platform notes, targeting both **charities and donors who value transparency, security, and privacy** is key to adoption[11], and Donly's design reflects that insight.

Revenue Streams

To ensure sustainability, Donly leverages a mix of income sources:

1. **Transaction fees:** Charge a modest percentage of each donation (e.g. 2%). Given the high average crypto gift (≈\$10k[9][5]), even small fees generate significant revenue. This is the primary model (common in donation platforms).
2. **Premium services:** Offer subscription plans to charities for added exposure or analytics (e.g. featured listings, donor analytics). Charities may pay for tools that help them run campaigns more effectively.
3. **Corporate partnerships:** Coordinate matching gift programs or sponsorships with local businesses. Companies may pay to sponsor community drives or advertise support of certain causes.
4. **NFT/Token initiatives:** If launching a charitable NFT series or token, collect minting/transaction commissions. For example, limited NFT releases tied to local events can both incentivize donors and bring platform revenue.
5. **Grants and donations to platform:** In early stages, philanthropic grants (e.g. blockchain foundation funds) or angel donors may cover initial costs. Though not a stable revenue, it can seed the project.

These streams balance user-friendliness (low fees for donors/charities) with sustainability. The huge growth in crypto giving (>\$1B in 2024[9]) indicates ample room: even if Donly captures a small slice, the income from fees and partnerships can fund ongoing development.

Costs

Major cost drivers include:

- **Development & Infrastructure:** Building and maintaining the app, smart contracts, and blockchain nodes. Engineering staff salaries and cloud hosting are significant fixed costs.
- **Blockchain fees:** Transaction (gas) costs for donations and on-chain operations[6]. On networks like Ethereum these can be high. Donly might mitigate this by using a Layer-2 or more efficient blockchain.

- **Payment processing:** Fees for fiat on/off ramps (credit card or bank fees) when users convert money to crypto for donating.
- **Marketing & Outreach:** Budget for content creation, educational materials, and community events to attract users.
- **Compliance & Legal:** Any KYC/AML processes and audits to meet charity and crypto regulations. Research warns that blockchain charity platforms face “scalability, regulatory, and high transaction (gas) fees” challenges[6]; addressing these requires investment.
- **Operational overhead:** General administrative costs (legal, office, support staff).

Careful cost management will involve leveraging open-source tools, seeking grants, and choosing scalable tech. For example, using a blockchain with low fees can greatly reduce expense. Overall, the investment in transparency, security, and ease-of-use is expected to pay off by unlocking much larger donation flows.

Sources: Industry reports and academic research highlight the advantages of blockchain for charity (transparency, trust, accountability[1][2]), the challenges of Web2→Web3 adoption[4], and the explosive growth of crypto philanthropy[9][5]. These insights inform Donly’s strategy and validate its market opportunity.

[1] [2] [6] [7] [8] A Blockchain Based Solution for Transparent Charity Donations – IJERT

<https://www.ijert.org/a-blockchain-based-solution-for-transparent-charity-donations>

[3] [10] [11] GitHub - Juan-LukeKlopper/PhilanthropyMatrix: This is a Secret Network Platform that is used to donate to charity by purchasing tokenized donations.

<https://github.com/Juan-LukeKlopper/PhilanthropyMatrix>

[4] [5] Web3 marketing guide: 6 winning elements

<https://web3creator.beehiiv.com/p/web3-marketing-guide-6-winning-elements>

[9] The 2025 Annual Report on Crypto Philanthropy - The Giving Block

<https://thegivingblock.com/annual-report/>

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