The Village - GTM Strategy

Section	Details
Company Name	The Village (Homewood Children's Village - Community Reinvestment & Revitalization Tooling)
One Sentence Value Proposition	The Village turns local service into on-chain community power by converting verified service hours and contributions into transparent funding for real neighborhood investment and revitalization..
Unique Selling Proposition	The Village gives trusted community organizations a single operating system that links volunteer service, small contributions, and project funding directly to real properties and families in their neighborhood, with all flows verifiable on Aptos. Instead of separate tools for tracking hours, managing grants, and funding repairs, The Village connects them into one transparent loop that residents, staff, and funders can all see and trust.
Product Description	The Village is an Aptos based toolkit that Homewood Children's Village will use to connect three things that are usually siloed: volunteer engagement, community funds, and neighborhood revitalization. For the initial Homewood pilot, the product provides: ● A service ledger where HCV defines activities such as food distribution, tutoring, or block cleanups and staff approve resident hours. Approved hours mint an on chain credit (Time Dollars), issued only when staff validate participation. ● A community reinvestment fund that accepts those credits and, in later phases, stable assets, and attributes them as impact shares in specific projects. ● Simple dashboards and project views for staff, residents, and homeowners that show how service and contributions are flowing into concrete projects with clear goals and visible progress. Over time, this suite becomes a full stack community economic operating system that blends real world assets, time based incentives, charitable giving, and shared ownership into a coherent model aligned with community values.

Key Differentiator	● **Anchor first, protocol second:** Built with and for Homewood Children's Village, a long-standing institution with deep neighborhood trust, not as a speculative DeFi product in search of users. ● **Full loop, not a point solution:** Most tools handle either volunteering, fund distribution, or housing finance. The Village is designed to support all four pillars of community stability in one system: 　○ Immediate emergency stability (aid and micro grants) 　○ Ability to serve and contribute (time based earning) 　○ Long term wealth building (fractionalized projects and impact shares) 　○ Shared governance and power (modular DAO layer) ● **On chain transparency with off chain practicality:** Sensitive identity and program logic stay off chain while all economic flows and project states are recorded on Aptos for auditability and trust. ● **Template for other communities:** Contracts and patterns are designed so other neighborhoods, faith networks, and nonprofits can adopt the same architecture with their own branding and governance.
Market Positioning	Initial market: ● **Primary:** Community based organizations in disinvested neighborhoods that already coordinate volunteers and support distressed households (Homewood Children's Village, community development corporations, multi service nonprofits). ● **Secondary:** Faith based organizations, housing ministries, and local coalitions that combine service programs with informal mutual aid or housing stabilization efforts. Why this is the right place: ● These organizations already track service hours, manage grants, and make ad hoc funding decisions for families, but they lack infrastructure to connect those actions into a transparent reinvestment loop. ● They have legitimacy with residents and funders, but not internal technical capacity to build on chain systems themselves. ● A successful pilot with HCV becomes a credible proof point that can be reused with similar organizations in other cities.
Positioning Statement	The Village empowers community based organizations to turn community service and contributions into transparent, on-chain neighborhood investment using Aptos powered credits, community funds, and impact share tracking.
Problem Statement	*Community organizations struggle to connect participation to tangible community progress. Volunteers contribute time, businesses offer support, and homeowners face urgent needs, yet the value created across these efforts remains disconnected, untracked, and hard to channel into revitalization. Without tools that unify service, rewards, and reinvestment, staff feel overwhelmed, residents feel unseen, and neighborhoods struggle to build sustained momentum.*

Metrics & KPIs

North Star Metric	Number and value of community activities and initiatives that reach funding and execution milestones using The Village
Leading Input Metric	Approved service hours logged on chain • Proxy for resident participation and program fit. Total Time Dollar credits and USDC staked or contributed into projects • Measures how much earned value flows back into community reinvestment. Number of active community members and staff creating wallets • Indicates early adoption and platform stickiness.

Ideal Customer Profiles for Customers

Customer Type 1	
Who are they?	Community based organizations and multi service nonprofits in disinvested neighborhoods that: • Run volunteer programs (food distribution, tutoring, cleanups, caregiving). • Provide emergency support or stabilization for families. • Have some involvement with housing, property, or neighborhood revitalization (directly or through partners).
What are some tangible characteristics?	Annual operating budget: roughly $500k+. Staff size: 3+. Mix of foundation, government, and individual donor funding. At least one active program tracking service or stipended roles. At least one initiative related to community development (economic, academic, social, residential).
Why do they want your product?	They struggle to tie service, aid, and developmental outcomes into a single story for residents and funders. Staff are drowning in spreadsheets, siloed systems, and manual reporting.

	They want to show that participation is building something tangible in the neighborhood, not just servicing short term needs. They need transparent, auditable flows for future RWA or blended finance experiments.
How can we reach and activate them?	Warm introductions via HCV's networks (similar orgs like Harlem Children's Zone, urban ministry, education and housing coalitions). Presentations at community development, philanthropy, and faith based conferences. Co-marketing and case studies with Aptos Foundation and ecosystem partners. Targeted outreach to CDCs and nonprofits in other Opportunity Zone neighborhoods. Faith & Cryptocurrency Book Tour
How will we track if they were activated?	Organizational Deployment with live project and set of activities configured. Threshold metrics per org: ● 25+ verified users, ● 100+ hours logged, ● at least one project receiving contributions through The Village.

Business Development Targets

Targets can be varied:
- *Web3-native infrastructure partners (e.g., Aptos, wallet providers)*
- *IRL product & manufacturing partners (e.g., toy companies, apparel brands)*
- *Distribution platforms (e.g., NFT marketplaces, event platforms)*
- *Etc.*

Joint Product Partnerships/Strategic Alliances		
Targets	**What benefits are there for YOU if you partner?**	**What benefits are there for THEM if you partner?**
Aptos Foundation	Benefits for us: funding, technical guidance, distribution within Aptos ecosystem, legitimacy with other partners.	Benefits for them: a production ready impact and RWA reference project with a trusted nonprofit anchor and replicable architecture.
Wallet providers	Benefits for us: smoother	Benefits for them: new non

	onboarding, familiar wallet UX for residents who progress from abstracted to direct wallet use.	speculative users, including residents and staff in underbanked communities.
Identity / KYC partners	Benefits for us: secure onboarding, reusable compliance rails.	Benefits for them: real world impact use case and volume from community finance projects.
USDC / stablecoin partners	Benefits for us: reliable stablecoin rails for future capital pools and donor contributions.	Benefits for them: narrative and volume around community reinvestment and RWA on Aptos.
City agencies and redevelopment authorities	Benefits for us: pipeline of properties, alignment with existing revitalization plans.	Benefits for them: transparent infrastructure to track community co investment and participation.
Regional foundations and faith based networks	Benefits for us: funding for replication in other neighborhoods.	Benefits for them: measurable, on chain evidence of impact and community ownership. Tooling to fulfill their missions.

Business Model and Monetization

Short term, this is funded through grants and philanthropic capital with HCV as the anchor operator. Long term, The Village's business model looks like:

Implementation and training fees:
- One time onboarding and configuration fees for new partners (data migration, activity design, governance setup).

Transactional or AUM style fees on managed capital pools (later phases):
- Small basis point fees on external capital flowing into community funds or fractionalized projects, aligned with impact outcomes.

Sponsored deployments:
- Foundations or civic partners fund the rollout of The Village to entire city ecosystems, with per organization or per neighborhood pricing.

Channels and Initiatives

Initiatives Overview	
Homewood Pilot	Deploy The Village with HCV in Homewood, complete at least one

	full loop from service to project funding and document it as a case study.
Key Result 1	100+ validated hours, 1–2 projects funded to milestone, 50+ unique wallets interacting with contracts.

Initiatives Overview	
Ecosystem Story and Playbook	Turn the pilot into a reusable playbook and content series for Aptos communities, foundations, and DAOs.
Key Result 2	100+ validated hours, 1–2 projects funded to milestone, 50+ unique wallets interacting with contracts.

Initiatives Overview	
Faith and Community Network Expansion	Target churches, faith based nonprofits, and community coalitions who resonate with service based economics and shared ownership.
Key Result 3	3–5 pilots outside Pittsburgh.

Initiative 1 Deep Dive
Homewood Pilot

Description of initiative	*1–2 sentences summarizing what the initiative is.*	Deploy The Village with Homewood Children's Village as the first "lighthouse" implementation, proving the full cycle of service, credits, and project funding in one neighborhood.
Why focus on this, and reasoning as to why it's important?	*Strategic reasoning:* ● *Why now?* ● *Why this audience?* ● *How does it directly help grow your North Star Metric?* ● *How will you track what worked?*	HCV already has programs, staff, and distressed homeowners ready to participate; timing aligns with their Housing Circle initiative. Aptos Assembly funding and technical support make this the ideal moment to move from architecture to live deployment. A successful pilot gives Aptos a concrete, story rich example of RWA aligned impact. Every completed project and stabilized household in Homewood counts directly toward the North Star: projects reaching funding and execution milestones through The Village on Aptos.

		Quantitative:
		• active users, • validated hours • Funded projects reaching at least one milestone on chain. Qualitative: • HCV staff satisfaction, • resident stories • funder feedback
Target Customer	*Which group is this meant to engage?*	HCV staff, volunteers, and participating community members in Homewood.
What are the tangible goals and metrics - what does success look like?	*What success looks like.* *Example: "1,000 new wallets created, 300 bounties completed, 20% contributor activation."*	At least 2 projects funded to milestone, 100 validated hours, 75 Time Dollar redemptions, 50 unique wallets interacting, and a documented case study ready to share with other organizations.
Channels	*Best channels to run*	Direct field work with HCV programs. Community meetings and listening sessions. Co branded communications with Aptos (blog posts, AMAs, demo day).
Partners, Dependencies, and Risks	*What tooling, infra, co-marketing, or integrations do you need?* *Risks that could delay or limit success.*	Tooling/infra: Aptos RPC and indexer, wallet providers, Privy/Persona for identity, USDC on Aptos for later phases. Risks: staff bandwidth, resident skepticism of "crypto," regulatory questions if financial returns are introduced too early. Mitigation: start with program credits and impact shares, frame Aptos as accountability infrastructure rather than speculation.

Product Roadmap & Business Model

Roadmap

Summary of your timeline/roadmap

Over the next 90 days, we will focus on getting the core infrastructure live and proven in the field. That means completing the initial Move modules and deploying them to Aptos testnet, integrating Privy, KYC, and the essential frontend flows, and then activating a controlled Homewood pilot with HCV staff and a small group of residents so we can observe the full loop in a real program context.

After that first launch, we will shift our attention to refinement and scale. We will iterate on the user experience and data models based on what we learn from HCV's staff and families, extend the governance and fractionalization modules to better support shared decision making and project ownership, and begin onboarding one to three additional organizations while pursuing sponsored city or network deployments that allow The Village to operate as shared infrastructure across multiple neighborhoods.

Major Launch Phases & Key Metrics

Highlight the major public dates people should track

Architecture & Testnet Phase (Assembly period)
- Metric: Technical Architecture doc delivered, contracts deployed to testnet, basic flows working end to end.

Mainnet MVP Deployment
- Metric: Core modules live on mainnet, ≥50 on chain transactions, ≥50 unique wallets interacting.

Homewood Pilot Activation
- Metric: ≥100 signed in users, ≥100 hours logged, ≥75 validated hours, at least 1–2 projects funded to milestone.

Replication & Network Building
- Metric: 3–5 new organizations in the pipeline, 2 additional pilots in design.

Critical Dependencies

List anything that must happen before a phase can start

Stable Aptos mainnet and indexer access.
HCV staff capacity and alignment with program calendars.
KYC partner integration and basic compliance review.
Clear communication around non-speculative nature of the pilot.

Traction / Metrics

Show evidence of progress or validation. If pre-launch, outline upcoming milestones (e.g., alpha, beta, partnerships).

- Current usage, volume, or revenue.
- Growth rates, retention, or engagement metrics.
- Early partnerships, pilots, or feedback from key users.

Competitive Landscape

Competitors / Comparables

- Web3 impact platforms like ImpactMarket, Gitcoin Grants, and some Celo ecosystem initiatives.
- Donation platforms like The Giving Block or Endaoment that route crypto philanthropy to nonprofits.
- Traditional volunteer and case management tools (Salesforce NPSP, proprietary nonprofit CRMs).

Key Differentiation

- Unlike donation platforms, The Village ties service, credits, and project funds together rather than just routing money.
- Unlike generic DAO tooling, it is designed around neighborhood revitalization and distressed homes, not protocol governance.
- Unlike traditional CRMs, it uses Aptos to provide verifiable, on-chain evidence of participation and reinvestment, while remaining adoptable by non-technical staff.