



# Urbanika Regen Marketplace

## Project Charter

February 3rd, 2025

Document Status: Draft | In Review | **Approved**

Created by Alejandra Verde Medina

Approved by Humberto Besso-Oberto

---

### Executive Summary:

We will create and launch a comprehensive blockchain-verified e-commerce marketplace for urban regeneration and circular economy technologies (ecotech), connecting sustainable product providers with conscious consumers.

The long-term vision is to enable decision-makers to create smart, regenerative, and participatory human settlements resilient to the metacrisis by 2030.

### Project Goal

1. Specific: Launch a web3 marketplace with:
  - Ethereum-based sale attestations + NFT material passports
  - Impact verification process to avoid greenwashing in products offered
2. Measurable:
  - 5 circular economy-certified products (e.g., solar tiles, recycled concrete).
  - Smart wallets for 10+ suppliers/construction clients.
  - 80% supplier onboarding completion rate.
3. Achievable: The MVP will be launched to start gathering users' feedback.
4. Relevant: Directly ties to MTP via traceable circular products.
5. Time-bound: The MVP will be launched on March 17th, 2025 as latest.

## Deliverables

### Core Platform Deliverables

- Fully functional e-commerce platform
- User dashboards (buyers and providers)
- Smart wallet integration
- Payment system (fiat and crypto)
- Product registration and validation system

### Impact Assessment Deliverables

- Regen Score methodology documentation
- Impact validation workflow
- Stamp-based assessment system
- Verification protocols and tools

### Blockchain Deliverables

- Smart contracts for product verification
- NFT generation system
- Automated marketplace fee processing

### Technical Documentation

- System architecture documentation
- API documentation
- Security protocols
- Maintenance guides

### User Experience Deliverables

- User guides
- Onboarding documentation
- Support materials for impact validation

## Business Case / Background

### Why are we doing this?

The global environmental crisis, coupled with diverse settlement challenges, demands a transformation in how human communities of all scales function, adapt, and

regenerate. Current challenges include accelerating climate change, inefficient resource use, fragmented adoption of sustainable technologies, and limited community participation in development.

This marketplace addresses these challenges by:

**1. Enabling Smart, Regenerative Human Settlements**

- Facilitates access to scale-appropriate sustainable construction technologies
- Supports transition from extractive to regenerative community systems
- Bridges urban-rural technology divide

**2. Fostering Participatory Development**

- Democratizes access to sustainability solutions for all communities
- Creates transparent mechanisms for community engagement
- Supports indigenous and traditional communities

**3. Building Community Resilience**

- Provides verified solutions adaptable to local contexts
- Strengthens local circular economy systems
- Enhances infrastructure appropriate to settlement size

**4. Catalyzing Settlement Transformation**

- Accelerates adoption of regenerative technologies at all scales
- Connects innovative solutions with community stakeholders
- Supports bioregional development approaches

The platform serves as critical infrastructure for scaling regeneration technologies across all human settlement types - from rural communities to megacities - enabling their transformation into smart, regenerative, and participatory settlements while creating economic opportunities in the growing market for sustainability solution providers.

## Benefits, Costs, and Budget

### Benefits:

#### STRATEGIC BENEFITS

- Accelerates adoption of sustainable technologies through verified marketplace
- Enables data-driven decision-making for urban sustainability
- Builds community resilience through improved access to solutions

- Supports long-term vision of smart, regenerative settlements

## **OPERATIONAL BENEFITS**

- Reduces transaction costs and friction in sustainable tech market
- Ensures transparency through blockchain verification
- Creates scalable and replicable marketplace model
- Automates impact assessment and verification

## **STAKEHOLDER BENEFITS**

### *For Providers:*

- Verified credentials for environmental claims
- Access to targeted customer segments
- Reduced marketing costs
- Competitive differentiation

### *For Buyers:*

- Households: Easy access to verified sustainable products
- Organizations: Bulk purchasing and impact tracking
- Government: Streamlined procurement and compliance documentation

### *For Communities:*

- Access to verified sustainable solutions
- Enhanced environmental awareness
- Local economic development opportunities
- Improved urban resilience

## **ENVIRONMENTAL BENEFITS**

- Direct: Reduced emissions, improved resource efficiency
- Indirect: Accelerated innovation, strengthened standards
- Long-term: Enhanced adaptive capacity for metacrisis

### **Costs:**

- Team (Developers, UI/UX, impact evaluation specialists, Product owner, Project manager)
- Web domain
- smart contracts and blockchain integration

- External legal advisor for commercial contracts

**Budget needed:**

- \$35,000

## Scope and Exclusion

**In-Scope:**

E-commerce platform development with:

- User registration (buyers/sellers) with smart wallet creation
- Product listing and management
- Impact validation system (Regen Passport)
- Fiat and crypto payment processing

**Out-of-Scope:**

- In-person sales or support services
- Third-party logistics integration
- Physical product storage
- Direct product shipping services

## Project Team

**Project Sponsor:** Urbánika

**Product Owner:** Humberto/Urbánika

**Project Manager :** Alejandra/Urbánika

**Project Team:** Sofi/Urbánika (UI, Branding), Dorian/Ángulo Ambiental (Impact evaluation method and system), Irwing (frontend), Irthu/Atlantis (backend)

@

## Measuring Success

**Technical Performance**

- MVP is launched and completely functional for real sales

- Smart contracts execute without failures
- User data remains secure with zero breaches
- All impact validations are verifiable on blockchain

### **Market Adoption**

- Minimum of 5 verified providers
- At least 1 product per provider registered and validated
- Repeat purchase rate exceeds 30%

### **Impact Assessment**

- Impact validation process completed within 7 days
- All registered products have verified impact claims
- Zero cases of greenwashing

### **User Engagement**

- User satisfaction rate above 60% for the first MVP iteration
- Support tickets resolved within 48 hours
- Community feedback rate above 50%