CFI

Key Partners

1. **NGOs:** For social good campaigns.
2. **Startups and Businesses:** For equity-based crowdfunding.
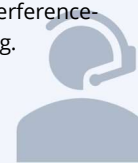3. **Aptos Ecosystem Partners:** To leverage the blockchain's network.
4. **Regulatory Bodies:** To ensure compliance with laws.

Key Activities

1. **Platform Development:** Building and maintaining the decentralized crowdfunding platform.
2. **Partnership Management:** Onboarding and managing collaborations with NGOs and businesses.
3. **Community Engagement:** Running campaigns, hosting AMAs, and building trust with users.

Key Resources

1. **Technical:** Blockchain developers, UI/UX designers, and smart contract auditors.
2. **Human:** Marketing, legal, and community management teams.
3. **Financial:** Initial capital for platform development and operational costs.
4. **Partnerships:** Collaborations with NGOs, startups, and investment firms.

Customer Relationships

1. **Social Campaign Donors:** Interaction is community-driven, with regular updates on campaign progress, impact reports, and transparent transaction records available on the blockchain. The process is straightforward, so interactions are minimal but focused on building trust.
2. **Business Campaign Creators and Investors:** Interaction is high-touch and professional, with dedicated account managers providing guidance on campaign creation, marketing

Value Proposition

1. **For Donors:** Transparent, tamper-proof giving.
2. **For Businesses:** Seamless funding with minimal fees and blockchain-based equity management.
3. **For Campaign Creators:** Secure and interference-free fundraising.

Channels

1. **Digital Marketing:** Social media, email campaigns, and influencer marketing.
2. **Community Platforms:** Discord, Telegram, and Reddit groups.
3. **Partnerships:** Collaborations with NGOs and businesses for targeted outreach.

Customer Segments

1. **Social Campaign Donors:** Socially conscious individuals and organizations seeking transparent ways to contribute to disaster relief and charitable causes.
2. **Business Campaign Creators and Investors:** Startups, small businesses, and investors looking for equity-based crowdfunding solutions with blockchain transparency.
3. **Tech-Savvy Enthusiasts:** Blockchain users and innovation seekers drawn to decentralized platforms for their trustworthiness and cutting-edge technology. By catering to these diverse groups, we create value and ensure a meaningful user experience for all.

Cost Structure

1. **Development Costs:**
   o Smart contract and platform development.
   o Continuous upgrades and feature additions.
2. **Operational Costs:**
   o Server maintenance and hosting.
   o Customer support and moderation.
3. **Marketing Expenses:**
   o Community building and influencer partnerships.
   o Paid campaigns for user acquisition.
4. **Regulatory Compliance:**
   o Legal consultations and audits.

Revenue Streams

1. **Platform Fee**: 2% on funds raised for business crowdfunding campaigns.
2. **Tipping** – While creating campaigns is free, GoFundMe encourages donors to leave a voluntary tip to support the platform. These tips help cover operational costs and are a primary revenue source.
3. **Corporate Partnerships -** Collaborates with corporations for branded fundraising campaigns
4. **Premium Features:**
   o Enhanced campaign visibility.
   o Analytical tools for campaign creators.