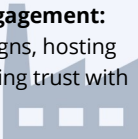

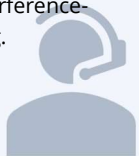








<h3>Key Partners</h3> <ol style="list-style-type: none"> NGOs: For social good campaigns. Startups and Businesses: For equity-based crowdfunding. Aptos Ecosystem Partners: To leverage the blockchain's network. Regulatory Bodies: To ensure compliance with laws. 	<h3>Key Activities</h3> <ol style="list-style-type: none"> Platform Development: Building and maintaining the decentralized crowdfunding platform. Partnership Management: Onboarding and managing collaborations with NGOs and businesses. Community Engagement: Running campaigns, hosting AMAs, and building trust with users. 	<h3>Customer Relationships</h3> <ol style="list-style-type: none"> 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. Business Campaign Creators and Investors: Interaction is high-touch and professional, with dedicated account managers providing guidance on campaign creation, marketing 	<h3>Value Proposition</h3> <ol style="list-style-type: none"> For Donors: Transparent, tamper-proof giving. For Businesses: Seamless funding with minimal fees and blockchain-based equity management. For Campaign Creators: Secure and interference-free fundraising. 	<h3>Customer Segments</h3> <ol style="list-style-type: none"> Social Campaign Donors: Socially conscious individuals and organizations seeking transparent ways to contribute to disaster relief and charitable causes. Business Campaign Creators and Investors: Startups, small businesses, and investors looking for equity-based crowdfunding solutions with blockchain transparency. 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. 
<h3>Business Model</h3> <p>The platform is primarily B2C (Business-to-Consumer), as it allows individuals to create and contribute to campaigns, whether for social good or business funding. The focus is on individual users engaging with the campaigns directly.</p> 	<h3>Key Resources</h3> <ol style="list-style-type: none"> Technical: Blockchain developers, UI/UX designers, and smart contract auditors. Human: Marketing, legal, and community management teams. Financial: Initial capital for platform development and operational costs. Partnerships: Collaborations with NGOs, startups, and investment firms. 		<h3>Channels</h3> <ol style="list-style-type: none"> Digital Marketing: Social media, email campaigns, and influencer marketing. Community Platforms: Discord, Telegram, and Reddit groups. Partnerships: Collaborations with NGOs and businesses for targeted outreach. 	
<h3>Cost Structure</h3> <ol style="list-style-type: none"> Development Costs: <ul style="list-style-type: none"> Smart contract and platform development. Continuous upgrades and feature additions. Operational Costs: <ul style="list-style-type: none"> Server maintenance and hosting. Customer support and moderation. Marketing Expenses: <ul style="list-style-type: none"> Community building and influencer partnerships. Paid campaigns for user acquisition. Regulatory Compliance: <ul style="list-style-type: none"> Legal consultations and audits. 		<h3>Revenue Streams</h3> <ol style="list-style-type: none"> Platform Fee: 2% on funds raised for business crowdfunding campaigns. 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. Corporate Partnerships - Collaborates with corporations for branded fundraising campaigns Premium Features: <ul style="list-style-type: none"> Enhanced campaign visibility. Analytical tools for campaign creators. 		

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