



Macroheart

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Keypoints



INFORM.



EDUCATE.



EXCHANGE.

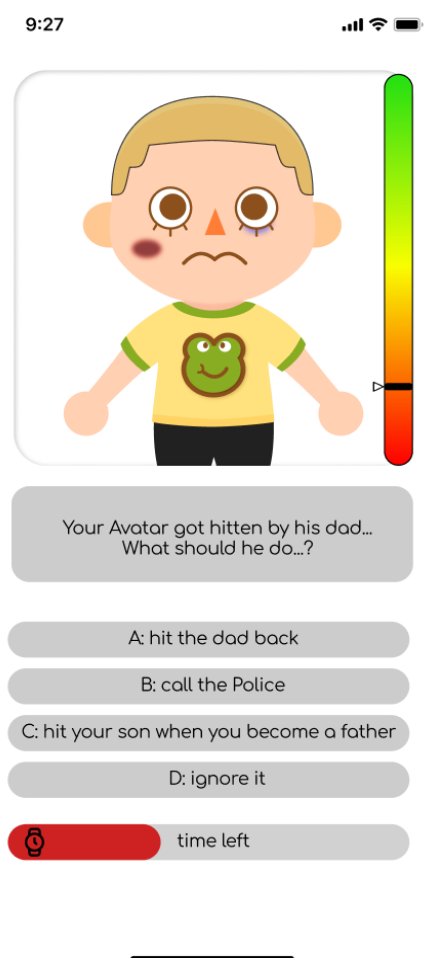
Content



Article by Experts

Community feed

Learning by doing



Customizable avatar

Tasks and Situations

Happiness bar

Mood of avatar depends on bar

Business Model Canvas

Key Partners

- Microsoft Azure
- Spring ACT
 - Sophia
 - Dots

Key Activities

- Creating an information hub for global injustice

Key Resources

- Information
- User generated content
- App

Value provided

- Giving advice
- Provide information
- Educate

Customer Relationship

- Mediator
- Linking information

Channels

- Articles
- Posts

Customer Segments

- victims of social injustice
- offenders
- Anyone interested in learning face against social injustice

Cost Structure

Fix costs:

- Maintenance
- Support
- Server
- Authors

Variable costs:

- Initial expense
- Marketing

Revenue Streams

- Advertisement
- Foundations
- Crowd funding



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Thank you!