

Business model canvas

⊕ Key partners

Who are your most important partners?

- Crypto exchange.
- Real Estate Builders
- Financial institutions that invest in property and real estate
- Other DeFi platforms

What key resources do you acquire from partners?

- From the crypto exchanges I make myself known as a project.
- From the real estate construction companies I can promote and build my own projects or private capital projects
- From financial institutions that invest in property and real estate I obtain long-term relationships to create a stable and sustainable economy
- Other DeFi platforms collaborations and implementations in other networks to make the Libertum protocol more compatible

What key activities do your partners carry out?

- The crypto exchanges are mainly dedicated to publicizing new projects to make supply and demand of those crypto along with those they already have on their list
- The real estate construction companies are dedicated exclusively to the business of goods and real estate, for which they have a consolidated market
- The financial institutions work in the intermediation between users – surplus and deficit – through a technical work that allows managing, in a correct way, the risks inherent to this activity.
- Other DeFi platforms are dedicated to creating protocols focused on exchanges, loans and financial innovation

⌚ Actividades clave

What are the activities you do every day to create and deliver your value proposition?

- Liquidity management and management of monetary transactions between savers and borrower
- Strategic association for the growth of Libertum within the DeFi ecosystem and real estate
- Marketing and sales management

⌚ What key activities do your partners carry out?

What are the resources you need to create and deliver your value proposition?

- Liquidity for project development
- Liquidity for the operation of the Libertum protocol
- Key partnerships with real estate investors and builders
- Blockchain legal consultancy and blockchain consultancy
- Create strategic partnerships with other DeFi protocols

♡ Value propositions

What is the value you deliver to your customer?

- Cryptocurrency loans at more competitive interests than what banks offer through real collateral.
- Simplify the DeFi platform so that it is understandable for everyone
- Marketplace to buy, sell and invest in goods and real estate easily
- Launchpad for projects that want to undertake in DeFi

Which of the customer problems are you helping to solve?

- Difficult access to financing
- Simplify the field of investments in crypto and real estate
- Support traditional businesses and startups that incur towards the DeFi world

What is the customer need that your value proposition addresses?

Find an alternative place to traditional options where you can finance your projects at a competitive and secure cost.
Search for investment opportunities that are simple to learn and at the same time safe

What is your promise to your customers?

Create opportunities, protect private property and improve the living conditions of each individual.

What are the products and services you create for your customers?

Loans DeFi 2.0, Marketplace for the purchase, sale and investment of real estate and cryptocurrency loans with real collateral.

⌚ Relationships with customers

What relationship do you expect each customer segment to establish and maintain?

A massive business relationship with most clients and a personal relationship with Startups, ventures and investors looking to expand and improve the crypto ecosystem

★ Channels

What relationship do you expect each customer segment to establish and maintain?

Through the web platform and the app together with the emails for commercial relations with the client.
And for personal relationships, communication channels will mostly be face-to-face when possible.

⌚ Customer segments

Who are you creating value for?

- Investors in Real Estate
- Investors in cryptocurrencies
- Miners
- Businesses dabbling in digital assets
- Cryptocurrency exchanges
- Institutional Investors
- Bancarization of the unbanked

What are the customer segments that pay, receive or decide on your value proposition

- Investors in Real Estate
- Investors in cryptocurrencies
- Cryptocurrency exchanges

⌚ Cost structure

What are the significant costs you incur to create and deliver your value proposition?

- Expenditure on personnel
- Marketing
- Software maintenance expense
- Infrastructure spending
- Legal Blockchain and Blockchain Mentoring
- Purchase of patents to operate

⌚ Revenue streams

How do customers reward you for the value they provide? What are the different revenue models?

- Fees for exchanging cryptocurrencies within Libertum
- Fees for making or contracting a DeFi 2.0 loan
- Fees for making or contracting a DeFi loan with real collateral
- Purchase, sale and investment rate within the Marketplace of goods and real estate
- Crypto to stablecoin conversion fees
- Commission for being the liquidity market of the DeFi projects that are launched within Libertum