

Business Model Canvas for team: Binary Soul

App Name: Decentralized Land



Key Partners



- Moralis, IBM and MTN
- Ubuntu Land Owners, Sebokeng Community Land Group, Pam and Golding Properties.

Key Activities



- Land sales on the blockchain.
- Virtual land sales.
- Customer engagements.

Key Resources



- 3 Key Employees/Directors.
- Blockchain technology e.g Smart contracts.
- 3 nodes
- 9 computers.

Value Proposition



- Collateralize your land on the blockchain.
- Be a liquidity provider.
- Staking of Ubuntu Land Token native to the Decentralised Land environment for Land buyers and sellers.
- Own Virtual Land.

Customer Relationships



- Land sale and transfer to and from friends, family and business partners.
- Proof of Land

Channels



- Social media campaign
- Place product on marketplace
- App Store
- MultiChannel Digital Marketplace.

Customer Segments



- LSM
- People with no bank accounts
- People looking to leverage of the value of their assets.

Cost Structure



- R1 000 000 stake for 10% of the Decentralised Land token sale for the 3 Directors.
- R100 000 for advertising
- R 200 000 for employees salaries.

Revenue Streams



- Blockchain sales, Online sales.
- Staking
- Direct sales of the product to customers
- Monthly service fee
- Direct and Native Advertising