

Releaf Business Model

It is an application aimed at enhancing tree-planting efforts and increasing green spaces in Egypt

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer segments
<ul style="list-style-type: none">Local Authorities: To provide barren land data and permissions for planting.Environment-Focused Businesses: To provide funding and support for green projects.Environmental organizations promoting sustainability.Beginner and seasoned gardeners.Homeowners with gardens, balconies, or rooftop spaces.	<ul style="list-style-type: none">Develop and maintain the interactive map for targeted planting.Community participation and awareness campaigns.Create engaging educational content about Trees care.Partner with organizations for data and support.	<ul style="list-style-type: none">Promotes tree planting to increase green spaces and fight climate change.Tracks contributions and educates users on tree care and sustainability.Encourages community participation with rewards and challenges.Provides an interactive map to highlight areas needing trees and track planting effortsSimplified home gardening with tailored tips.AI-driven plant health diagnosis (using photos).	<ul style="list-style-type: none">Build loyalty with rewards for planting trees.Offer badges or certificates for user achievements.Engage users with challenges, campaigns, and social media.Provide excellent support and updates to ensure satisfaction.	<ul style="list-style-type: none">People who want to plant at home and take care of treesPeople who care about trees and want to make the environment greener.Environmentally aware individuals and families.Homeowners with gardens, balconies, or rooftop spaces.Organizations focusing on sustainability and greening efforts
	Key Resources		Channels	
	<ul style="list-style-type: none">Mapping Tools: APIs like Google Maps or custom GIS solutions.Environmental Data: From local authorities or community contributors.Development Team: For app updates and new features.Data collection and AI training for accurate recommendations.		<ul style="list-style-type: none">App StoresSocial MediaWebsiteCampaigns.	
Cost Structure			Revenue Streams	
<ul style="list-style-type: none">App development and updates.AI model training and maintenance.Marketing.Hosting and maintenance costs.Partnerships and collaborations.			<ul style="list-style-type: none">Subscriptions for advanced features (tracking, exclusive content).Company Sponsorships: Businesses supporting green initiativesIn-app purchases (badges, rewards, special content).Advertisements from eco-friendly brands.Donations for planting more trees.	