

# BlueReef Foundation Business Model

## Problem

- Coral reefs face multiple threats that endanger their survival and their ecosystem's. Current efforts are not effective or widespread.

## Key partners

- NGOs/Non profits: Coral Reef Alliance, The World Wildlife Fund. Coral Vita Allen Coral Atlas

- Environmental Government Agencies: NOAA, EPA, The Great Barrier Reef Marine Authority, Comision Nacional de Areas Naturales Protegidas.

## Key activities

- Product - Establish finalized technology.
- Installation- Work with local institutions with experience in specific reef and appropriate boats for transportation

## Key resources

- IBM Cloud Software
- Raw material providers
- Manufacturing facility partners
- Funding

## Value propositions

- We will deliver data on a variety of metrics on coral reef health.
- Help fight biodiversity loss in oceans.
- Help NGOs and governments take informed and meaningful action against biodiversity loss.

## Customer relationships

- We will have 24/7 available tech support for questions on navigating through our website and what our data represents.
- We will have a feedback form available for users to submit issues with the software.

## Channels

- Email, LinkedIn, and Phone
- Sustainability blogs and news

## Cost Structure

- Main costs: Hardware(sensors, cameras, etc..), staff, installation, and Overhead costs.
- Estimated cost: \$1,180/10,000km<sup>2</sup>
- Sustainability: after installation, the only additional cost are repairs.

## Key Performance Indicator

- Reef Health Index: Overall health of reefs overtime based on different factors.
- Data Accuracy: Accuracy and consistency of data measured.
- Dashboard foot traffic: Number of non profits/climate activists using data points extracted by our technology.