TRUESTATE™ Business Model Canvas

KEY PARTNERS

Developers, architects, municipalities

- Strategic triads: cities for data, policy validation and distribution (e.g. Toronto's simplex rollout), Equitable redevelopment pilots with investors and enterprise community partners, Embedding parcel data into proptech platforms using APIs
- Launch a "Municipal Innovation Program" and offer free MCPI licenses to 5 pilot cities in exchange for case studies
- Partner with community land trusts to co-develop compliance specific workflows
- Embed municipal staff in product design as a key stakeholder

KEY ACTIVITIES

AI-development, data ingestion, partner onboarding.
Triple-loop learning: AI-Training, Validation, Policy feedback
  Compliance by design
- Quarterly "Redevelopment impact audits to validate ethical claims
- Biweekly zoning code sprints with city planners to improve zoning prediction accuracy
- Combine satellite data with AI+ Policy advocacy to close the loop between data and urban action.

KEY RESOURCES

AI Models, geospatial engine, partner network, NAIRA Engine
Proprietary Data: Historical rezoning outcomes + municipal code interpretations
Ethical IP: CIESM displacement risk models (patentable)
Hire retired municipal administrators to scale MCPI adoption.
Formalize data co-ops with cities
Build a redevelopment knowledge graph as Core IP
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VALUE PROPOSITIONS

AI-powered single day feasibility study with citation/references for human-in-the-loop validations
Automated financial proformas and design scenarios with human-in-the-loop validations
Seamless connection to vetted redevelopment partners.
Segment-specific value props where property owners turn static asset into bankable redevelopment plan, no consultants needed.
Cities operationalize housing and climate goals with real-time policy adoption tracking
Developer source pre-qualified, high ROI leads with full entitlement and financial due diligence
Explicitly position as the anti-displacement redevelopment platform with guardrails.
Embedded ESG/impact metrics as core KPIs
Climate risk SaaS that leads with actionable intelligence
VTS(Commercial leasing), bundle insight + execution, opportunity to connect to builders

CUSTOMER RELATIONSHIPS

Self-Serve platform + PMNO partner matching.
Tiered engagement
Free Tier: automated report + basic partner intros
Paid Tier: Dedicated redevelopment concierge (Human-in-the loop for high-value projects)
Community Co-Creation: Host "zoning hackathons" with cities to crowdsource data validation.

CHANNELS

Platform sign-up, partner referrals and municipal partnerships
To leverage policy -driven virality: when a city like Toronto passes a missing-middle law, auto-target all eligible parcels with " You can now build a triplex" mailers
Embed in partner workflows: Integrate with title companies, CRE broker CRMS and municipal portals
Build a "Policy-to-lead" engine: Monitor CDAS for zoning changes which triggers direct/email to affected owners
City as a channel to offer MCPI dashboards to planning departments in exchange for Co-branded outreach.
Partner with county assessor offices for parcel-level lead generation.

CUSTOMER SEGMENTS

Property Owners, Developers, Investors, Municipalities.

Tier and Prioritized:
- Primary (Pilot): Small-to mid commercial property owners (e.g., strip mall, aging office) in 10 target metros (Toronto, SF, Austin)
- Secondary: Affordable housing non-profits, City planning departments (via MCPI)
- Tertiary: Institutional REITs, impact investors (post-product-market fit)

Actionable steps: Identify property owners who one at least 1 commercial parcel with no recent permits in Toronto Jurisdiction with recent up zoning changes .

COST STRUCTURE

AI & R&D, data licensing costs, geospatial data licensing, cloud infrastructure.

- Manual zoning code ingestion and automation
- Compliance as cost-centre : allocate 15% of engineer cost
- Shift from per API data costs to revenue-share data partnerships (e.g., give us your permit data we share lead generation revenue)
- Automation to slash QA testing costs by 30%

REVENUE STREAMS

Saas Licensing, Transaction fees, premium data
- Freemium: Free "By-Right-Report" + $99 for detailed proforma + 3% success fees on closed partner match
- Municipal SaaS: $50K/year for MCPI dashboard + policy impact analytics
- Data Monetization: Sell anonymized NAIRA mobility trends to retail site selectors
- Success Fee model with 3 PMNO partners (only pay if project breaks ground)
- Package IDSM incentive as "$0-down redevelopment" upsell. (e.g., " We found $200k in grants for your project", upon successful completion, you just pay $999 fee, post project completion through post-dated cheque)
- Lender Referrals 1-3% commission on construction loan placements
- Marketplace commissions from supplier (1-3%)