Business Model Canvas

Key Partners

- Local associations, NGOs, and incubators.
- Local influencers and media (for visibility).
- Mobile Money operators (for local payments).
- Hedera Hashgraph (technical infrastructure and ecosystem).
- Philanthropists and impact investors (for initial funding).
- Companies (for CSR programs and sponsorships).
- Universities and young talents (as field relays and community builders).

8

Key Activities

- Technological platform: Website, app, Hedera smart contracts (HCS, HTS, Mirror Node).
- Technical team: 6 DevOps and DataOps engineers.
- Field verifier network: For project validation and impact reporting.
- Brand reputation: As a "Digital Trusted Third Party".
- Capital: For launching operations and securing premises.

6

Key Resources

- Rigorous vetting and curation of projects.
- Platform development and maintenance.
- Field monitoring and reporting (photos, reports, assessments).
- Marketing and communication to attract donors and projects.
- Partnership and sponsorship management.
- Customer support for all users.

7

Value Proposition

- Unbreakable trust and full transparency powered by the Hedera blockchain.
- End-to-end traceability of every CFA franc, from donation to final use.
- Accessibility: Mobile Money integration, local payment options, simple interface.
- Economic opportunities: hybrid platform for donations and entrepreneurial funding.
- Tangible and verifiable social impact with enhanced visibility for local initiatives.

2

Customer Relationships

- Guided campaigns: Supporting associations in publishing their projects.
- Direct support: Assistance via WhatsApp and online chat.
- Transparent follow-up: Regular reporting with photos and field videos.
- Community building: Lives, stories, newsletters, forums, and solidarity events around project impact.

3

Channels

- Website and Mobile Application (primary platform)
- Social media (Facebook, WhatsApp, Instagram)
- Partnerships with local associations and influencers
- Word-of-mouth and viral marketing
- Participation in community events
- Partnerships with local radios and NGOs to reach rural communities

4

Customer Segments

Short term:
- Local associations and NGOs
- People with disabilities or in vulnerable situations

Medium & long term:
- Young project owners (entrepreneurship, local innovation)
- Impact investors and philanthropists
- Companies through their CSR programs

1

Cost Structure

- Salaries (technical team and field verifiers).
- Travel expenses (for field monitoring and verification).
- Cloud infrastructure (hosting and servers).
- Hedera network transaction fees (low cost).
- Marketing & Communications: Digital campaigns, local radio, community outreach.
- Partnerships & training: Mentors, experts, incubators.

9

Revenue Streams

- Solidarity commission: 5–10% on each social campaign.
- Entrepreneurial commission: 10–15% on economic-oriented projects.
- Premium services: Training, enhanced support, campaign promotion.
- Partnerships & sponsorships: Companies and institutions (CSR, philanthropy).

5