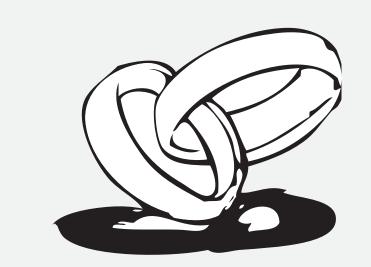
Customer Segments 🖔

Key Partners

- BMGF

- Government

- Customers / platform consumers



Key Activities



- Creating awareness around the platform
- Creating trust in the platform
- Building and maintaning the platform
- Building a channel for user adoption through marketing and public rela-

Value Propositions



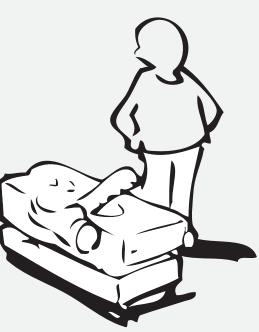
- Free access to more information (revenue generati on)
- localized (loc., time, app)
- Promotes competition between platforms
- decentralized Information
- creating online community
- reduce risk of downtime
- can be customized for different sectors

Customer Relationsh .



- GigWorkers
 - transport
 - services
- asset
- mass market
- diversified

Key Resources



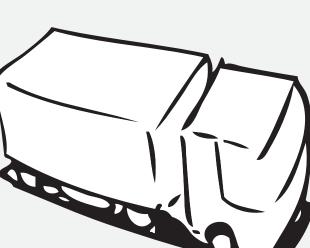
- BMGF
- User Data (database)
- Web Hosting
- HR
- Software Development
- Platform Design

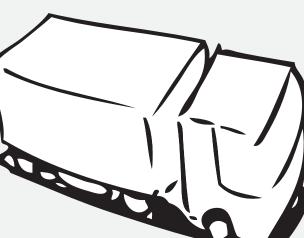
Channels

- self-service

co-creation

- communities

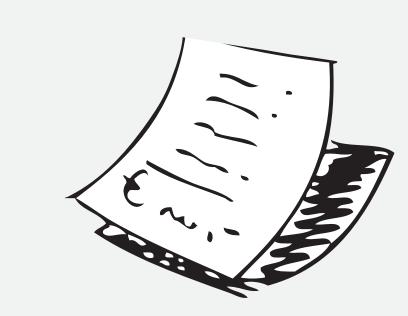




- Direct to Consumer
- Online
- Integration with customer routines

Cost Structure

- Web hosting costs AWS (fixed)
- Design (fixed)
- Developers (fixed)
- Marketing (variable)
- Data Security (fixed)



Revenue Streams

- advertisement
- NGO funding
- Freemium

