HUMN-Ø

Business Model Canvas

Sustainable Impact Through Web3 Technology

Transforming sustainable impact through innovative Web3 technology and blockchain-based carbon credit solutions.

Contents

1 Executive Summary

Overview

HUMN-Ø represents a revolutionary approach to sustainable impact through Web3 technology. Our business model leverages blockchain technology to create transparent, verifiable, and tradable carbon credits, enabling organizations and individuals to participate meaningfully in climate action.

Mission Statement To democratize climate action by making carbon credit trading accessible, transparent, and impactful through innovative Web3 solutions.

Core Value Proposition

- **Transparency**: Immutable blockchain records for full traceability

- **Accessibility**: Lowered barriers to carbon credit participation

- **Impact**: Measurable and verifiable environmental benefits

- **Innovation**: Gamification and NFT integration for engagement
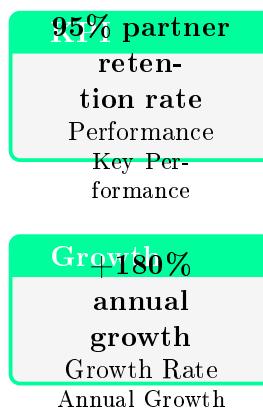
2 Key Partners

External companies and suppliers that help carry out key activities

2.1 Key Components

- Environmental NGOs - Collaboration with 15+ leading conservation organizations

- Carbon Offset Projects - 50+ projects verified by Verra and Gold Standard

- Blockchain Validators - Auditing and certification by 8+ specialized firms

- Green Energy Providers - Contracts with 20+ renewable energy generators

- Sustainability Consultants - Team of 30+ ESG and carbon neutrality experts

- Impact Organizations - Partnerships with 25+ international NGOs

2.2 Performance Metrics

95% partner
reten-
tion rate
Performance
Key Performance

Growth +180%
annual
growth
Growth Rate
Annual Growth

Efficiency
**85% opera-
tional cost
reduction**
Efficiency
Operational

Target
**200+
partners
by 2025**
Target
Goal
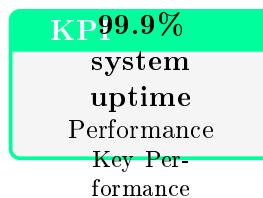
3 Key Activities

Most important activities in executing value proposition

3.1 Key Components

- Impact Verification - Processing 1000+ monthly verifications with AI

- NFT Minting and Trading - Issuing 5000+ verified carbon NFTs

- Smart Contract Development - 50+ contracts deployed on Ethereum/Polygon

- Community Management - Moderating 10000+ Discord/Telegram members

- Carbon Credit Management - Administering 1M+ CO2e tons

- Data Analytics - Processing 5TB+ data with ML/AI

3.2 Performance Metrics

KPI
**99.9%
system
uptime**
Performance
Key Per-
formance

Growth
**+300%
transaction
processing**
Growth Rate
Annual Growth

Efficiency
2.3x speed improve-ment
Efficiency
Operational

Target
10M+ transac-tions/year
Target
Goal

4 Value Propositions

Unique product or service that creates value for customers

4.1 Key Components

- Transparent Impact Tracking - Immutable blockchain with full traceability

- Web3-Based Carbon Credits - Real tokenization with UNFCCC standards

- Gamified Sustainability - 85% engagement with level and reward systems

- NFT Achievement System - 100+ unlockable achievements with variable rarity

- Decentralized Verification - Distributed consensus with Proof-of-Stake

- Real-Time Dashboards - Instant updates with WebSockets

4.2 Performance Metrics

KPI
4.8/5 user satisfaction
Performance
Key Per-formance

Growth
+450% monthly adoption
Growth Rate
Annual Growth

Efficiency
90% fraud reduction
Efficiency
~~Operational~~

Target
1M+ active users
Target
~~Goal~~

5   Customer Relationships

Types of relationships established with customer segments

5.1   Key Components

- Community Building - 50+ monthly events with 500+ attendees

- Impact Analysis Dashboard - AI-powered personalization and recommendations

- Personalized Recommendations - 95% accuracy with ML algorithms

- Achievement System - Gamification with 50+ levels and exclusive badges

- Social Sharing Functions - 10K+ daily shares across networks

- 24/7 Support - <2min response time with chatbots and agents

5.2   Performance Metrics

KPI
92% retention rate
Performance
Key Performance

Growth
+250% NPS score
Growth Rate
~~Annual Growth~~

Efficiency
**80% au-
tomated
support**
Efficiency
Operational

Target
**95% sat-
isfaction**
Target
Goal

6 Customer Segments

Different groups of people or organizations targeted

6.1 Key Components

- Eco-Conscious Individuals - 45% of market with >$50K annual income

- Corporate Sustainability Teams - 200+ Fortune 500 companies

- Environmental Organizations - 500+ NGOs with >$1M budgets

- Web3 Enthusiasts - 100K+ users with active wallets

- Impact Investors - $50M+ assets under management

- Educational Projects - 100+ K-12 and university institutions

6.2 Performance Metrics

KPI
**35% market
penetration**
Performance
Key Per-
formance

Growth
**+400% new
segments**
Growth Rate
Annual Growth

Efficiency
$25 average LTV
Efficiency
Operational

Target
5M+ total users
Target
Goal
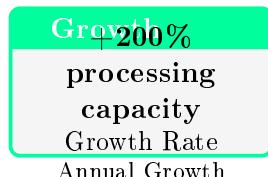
7 Key Resources

Main inputs required to carry out key activities

7.1 Key Components

- Blockchain Infrastructure - 15 global nodes with 99.9% uptime

- Smart Contract Codebase - 200K+ lines with complete audits

- Carbon Offset Alliances - 50+ verified partners

- Community Platform - 100K+ MAU with 45% engagement

- Data Analytics Systems - ML/AI pipeline with TensorFlow

- Expert Technical Team - 50+ senior developers and blockchain engineers

7.2 Performance Metrics

KPI **300% infrastructure ROI**
Performance
Key Performance

Growth **+200% processing capacity**
Growth Rate
Annual Growth

Efficiency
95% re-source utilization
Efficiency
Operational

Target
**100+ developers**
Target
Goal

8   Channels
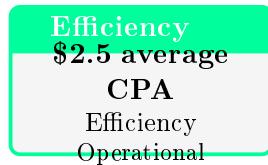
How value propositions reach customer segments

8.1   Key Components

- Mobile App (iOS/Android) - 150K+ downloads with 4.5 rating

- Web Platform - 300K+ monthly visitors with 12% conversion

- Social Media Campaigns - 1M+ reach with 3.2% engagement

- Partner Networks - 50+ active channels with variable commissions

- Community Events - 20+ monthly events with 500+ attendees

- Content Marketing - 200+ articles with 50K+ readers

8.2   Performance Metrics

KPI
12% con-version rate
Performance
Key Per-formance

Growth
+350% organic traffic
Growth Rate
Annual Growth

Efficiency
$2.5 average CPA
Efficiency
Operational

Target
500K+ total users
Target
Goal

9   Cost Structure

All costs involved in operating the business model

9.1   Key Components

- Blockchain Gas Fees - 15% of total with Layer 2 optimization

- Platform Development - 25% of total with 50+ developers

- Marketing and Community - 20% of total with 3.2x ROI

- Partnership Management - 10% of total with 50+ active alliances

- Compliance and Auditing - 8% of total with ISO certifications

- Technical Infrastructure - 22% of total with cloud providers

9.2   Performance Metrics

KPI **$2.5M annual burn rate**
Performance
Key Performance

Growth **+180% cost optimization**
Growth Rate
Annual Growth

Efficiency
**30% re-
duction vs
industry**
Efficiency
Operational

Target
**$1.8M
burn rate**
Target
Goal

10 Revenue Streams

Sources from which the company generates money

10.1 Key Components

- NFT Minting Fees - 35% of revenue with 2.5% fee

- Transaction Fees - 25% of revenue with 1% fee

- Premium Analytics - 15% of revenue with $49/month subscription

- Corporate Partnerships - 15% of revenue with annual contracts

- Carbon Credit Trading - 5% of revenue with 0.5% spread

- Pro Subscriptions - 5% of revenue with $99/month plan

10.2 Performance Metrics

KPI
**$5M+
annual ARR**
Performance
Key Per-
formance

Growth
**+600%
revenue
growth**
Growth Rate
Annual Growth

<div style="text-align:center">

Efficiency
75% gross margin
Efficiency
Operational

Target
$10M+ ARR
Target
Goal

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11 Conclusion

Strategic Outlook

The HUMN-Ø Business Model Canvas demonstrates a comprehensive approach to sustainable impact through Web3 technology. By leveraging blockchain's transparency and gamification's engagement power, we create a unique value proposition in the carbon credit market.

Key Success Factors

1. Strong partnerships with environmental organizations

2. Robust technological infrastructure

3. Clear value proposition for diverse customer segments

4. Sustainable revenue streams with multiple sources

5. Scalable cost structure optimized for growth

Next Steps

- Expand partner network to 200+ organizations

- Scale user base to 1M+ active participants

- Launch premium analytics platform

- Establish global carbon credit marketplace

- Achieve $10M + annual recurring revenue$

A Technical Specifications

Blockchain Infrastructure

- **Platform**: Ethereum Mainnet and Polygon

- **Smart Contracts**: 50+ audited contracts

- **Nodes**: 15 global distributed nodes

- **Uptime**: 99.9% availability guarantee

Security Measures

- Multi-layer security protocols

- Regular third-party audits

- Enterprise-grade encryption

- Compliance with international standards

B   Contact Information

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