HUMΛN-Ø

LEAN CANVAS • SUSTAINABLE IMPACT THROUGH WEB3 TECHNOLOGY
VERSION 1.2.0 • NOVEMBER 25, 2025

PROBLEM

- Lack of transparency in carbon verification
- Complex sustainability tracking systems
- Limited environmental engagement
- Fragmented carbon credit marketplace
- High barriers to climate action

SOLUTION

- Blockchain impact tracking
- Tokenized carbon credits with NFTs
- Gamified sustainability platform
- Real-time verification dashboard
- Decentralized governance

KEY METRICS

- 1M+ Active Users
- 85% Engagement Rate
- 99.9% System Uptime
- 4.8/5 User Satisfaction
- $5M+ Annual Revenue
- 2.5x Return on Investment

VALUE PROPOSITION

- Transparent blockchain verification
- Gamified sustainability rewards
- Web3-native impact platform
- Instant certification system
- Community-driven climate action

UNFAIR ADVANTAGE

- First-mover in Web3 sustainability
- Proprietary verification algorithms
- Exclusive NGO partnerships
- Patented gamification mechanics
- Regulatory compliance framework

CHANNELS

- Mobile App Stores (iOS/Android)
- Web platform & dashboard
- Social media campaigns
- Partner networks
- Community events & workshops

CUSTOMER SEGMENTS

- Eco-conscious individuals
- Corporate sustainability teams
- Environmental organizations
- Web3 enthusiasts & investors
- Educational institutions

COST STRUCTURE

- Platform development (25%)
- Blockchain infrastructure (22%)
- Marketing & community (20%)
- Gas fees & operations (15%)
- Partnership management (10%)
- Compliance & auditing (8%)

REVENUE STREAMS

35%	25%	15%	15%	5%	5%
NFT Minting	Transaction Fees	Premium Analytics	Corporate Partnerships	Carbon Trading	Pro Subscriptions