HUMΛN-Ø

LEAN CANVAS • SUSTAINABLE IMPACT THROUGH WEB3 TECHNOLOGY

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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