

<b>PROBLEM</b> limited celo ecosystem no crypto use case in daily life of general user.	<b>SOLUTION</b> build more widely usable apps can buy clothes, book tickets, order food with celo	<b>UNIQUE VALUE PROPOSITION</b> Shop online like amazon.com, but with the power of blockchain and crypto, without heavy transaction fee	<b>UNFAIR ADVANTAGE</b> early bird brand new stable celo technology	<b>CUSTOMER SEGMENTS</b> online shoppers celo holders general user
<b>EXISTING ALTERNATIVES</b> fiat ecosystem general user use fiat/centralised wallet for daily transactions	<b>KEY METRICS</b> online traffic percent of cart dropped		<b>CHANNELS</b> mobile app web app desktop apps	
<b>COST STRUCTURE</b> hosting development operations		<b>REVENUE STREAMS</b> Advertisements		

