

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

