**Blockchain Exchange for Social Good (BE Social Good)**

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*What does the product solve critical business, social and environmental problems?*

**Problem Statement:** Locally, nationally, and globally, we have successful social service programs and environmental solutions that demonstrably work well, for example Sweden’s recycling solutions or South Korea’s pandemic management models. Yet there does not appear to be an easy way for concerned citizens, independent organizations, and governments to replicate the aforementioned evidence-based, successful solutions in their own communities and countries.

**Our Approach**: To address this problem, The Blockchain Exchange for Social Good will facilitate the sharing of global resources in a decentralized blockchain environment, thereby protecting participant identity, assets, projects, and individual intellectual property. Essentially, we aim to make it easier for any global citizen to participate, collaborate and become compensated for their contributions. Access to the BE Social Good Community will be available via a mobile App and/or website.

Ultimately, profits will accrue from consulting, subscriptions and from profit sharing generated by solution-related products and services that are forged within the BE Social Good community.   
  
*How does it meet the criteria of 5 characteristics of a good business opportunity?*

1. Value: The BESG creates value by solving significant problems now affecting all people on the planet. For example, consider how the Covid-19 pandemic has been mismanaged in this country, directly affecting unsuspecting citizens, businesses, economies, healthcare organizations, and much more. Despite the overwhelming evidence proving how reckless the previous administration has mishandled the pandemic, one thing is perfectly clear: New solutions are required to protect the people in any country afflicted. BESG can meet those needs.
2. Risk/Reward: We can continue to risk the lives of our citizens and the life of the planet, but considering what we’ll lose, it’s a no-brainer that the reward far exceeds the risk.
3. Team Strategy: Bringing together the right team is paramount and with several decades in the field of technology and marketing, I’m confident that I can bring together and organize a well-balanced, committed team ready to dedicate themselves with the passion, talent, and drive to make BESG succeed.
4. Durability: Considering the scope and value of sharing critically needed global solutions, it’s clear that this product/service will not just become the latest fad. The fact that the world does not have viable systems like this at this time, is another factor that plays into longevity, especially if the team includes a balance of financial (CFO) experts, technology mavens and conscientious management, transparency and accountability.
5. Financial support prospects: Because this cause and this team would attract angel investors as well as venture capitalists, I believe that it’s a perfect blend of for-profit and social cause opportunities that can excite investors. Moreover, these evidence-based social service solutions and environmental answers can be measured via social impact and financial impact metrics, providing a tighter way to track progress and prove the value over time.

*How does it avoid the most common pitfalls of startup failure?*

First on my list is remembering that “finding the sweet spot” (Kawasaki, 2015) is an important part of avoiding failure because I have an enduring passion, proven expertise, and at this point in time, “opportunity” emanating from over 1200 professional LinkedIn networking contacts - not to mention that expanding resources and new colleagues I’ve met here at the U. When considering common mistakes made by startups, I believe I’ve already addressed some of the most problematic areas, but moreover and most importantly, I’m continuing to expand my startup knowledge and awareness of other critical areas to watch out for, e.g. carefully assessing the viability of the market, assessing the demand, knowing our business model, analysis of the risk vs. rewards, as well as taking the time to developing a firm foundation, guided by the wisdom of Jay Kawasaki and others who advocate for organizing startup work using the MATT methodology. Coupled with the information and guidance in the HBR resources, I’m confident that the most challenging parts of this product can be identified, discussed, and resolved in a smart, informed approach that helps us look closely at the potential points of failure as well as the uplifting, more exciting prospects for success. Balancing the two will be critical for long term profitability and positive social impact.

*Why does this startup rise above the rest?*

“﻿If your startup never existed, the world would be worse off because …” working separately, global citizens will continue to fail to solve critical issues that literally threaten all people. This may seem like hyperbole, but a deeper investigation into the varied, global pandemic responses will quickly illustrate that life-saving measures around the world, have been overlooked with catastrophic results that can be directly tied back to the “aristocratic arrogance” dominating far too many nations in their pandemic responses. And while this proposal is by no means a silver bullet, it is a product and service that can positively alter the lives of millions by promoting humanitarian ideals over reckless and injurious political decisions.

The bottom line: We need to recognize what coexistence means and stop pretending that the world is made up of infinite resources. BE Social Good is a business and service that is timely, necessary, and exciting to work on. *So, join us!*