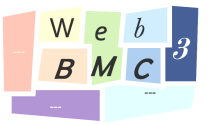




<p>Social & Legal Concerns</p> <ul style="list-style-type: none"> • Sustainability • Social Value • Inclusivity • Applicable Regulations • Jurisdiction 	<p>Governance and Ownership</p> <ul style="list-style-type: none"> • Founders' background • Shareholders • Dividend sharing • DAO, Voting setup • Capital management 		<p>Customer Assets</p> <ul style="list-style-type: none"> • <i>Transferable: Art, real estate, equity, intellectual property, NFT, Crypto coins, popularity</i> • <i>Non-transferable: identity, certificates, personal data, reputation</i> 		
<p>Community Engagement</p> <ul style="list-style-type: none"> • Community engagement metrics – discord, twitter • Network effect • Key public metrics and KPIs 	<p>Decentralized Assets & Activities (Contributors)</p> <ul style="list-style-type: none"> • Node owners • Content Providers • Curators • Stakers • Oracles 	<p>Centralized Assets & Activities</p> <p><i>Key assets</i></p> <ul style="list-style-type: none"> • Brand equity • Intellectual property • Human capital • Capital pool <p><i>Key Activities</i></p> <ul style="list-style-type: none"> • Developing the platform • Defining rewards • Reward contributors 		<p>Value Proposition</p> <ul style="list-style-type: none"> • Customer needs and wants? • Delivery channels? • Roadmap - 3- 5 years 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Domain (Gaming, Metaverse, DeFi, SSI) • Registration and validation of ownership, identity or certificate
	<p>Network Technology</p> <ul style="list-style-type: none"> • Consensus mechanisms • Smart contracts • Scalability • Security • Privacy 			<p>Competitive Advantage</p> <ul style="list-style-type: none"> • Why will the customer choose their service? 	
<p>Key Partners</p> <ul style="list-style-type: none"> • Public Blockchain(s) • Sidechain(s) • Node HW manufacturers • Support systems • Web2 off-chain systems 	<p>Token Economics</p> <ul style="list-style-type: none"> • Token(s): Purpose, properties, supply, transfer rules, distribution. • Reward system - optimization goals. Inflation management • Audits • Market performance 		<p>Cash Flows</p> <ul style="list-style-type: none"> • <i>Revenue streams: subscriptions, memberships, transaction fees from customers. Percentage fees from content providers. Tips, donations.</i> • <i>Costs: salaries, infrastructure</i> 		



Social & Legal Concerns	Governance and Ownership		Customer Assets	
Community Engagement	Decentralized Assets & Activities (Contributors)	Centralized Assets & Activities	Value Proposition	Customer Segments
	Network Technology		Competitive Advantage	
Key Partners	Token Economics		Cash Flows	