

WIRD Business Model Lean Canvas - V1.11 WIRD Lean Canvas

<p>PROBLEM</p> <p>Blockchain is complicated. Trolls, bots, bullying, hate, scams. Under-represented fewer opportunities. My data is sold. I get nothing. Public hate adverts.</p> <p>EXISTING ALTERNATIVES</p> <p>Kin / Kik. Google, FB, many others.</p>	<p>SOLUTION</p> <p>Elegant UI. Easy for mass adoption. Focus: Female empowerment. Invite only. SYRP protocol security. Get paid to share data and comment on ads.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>SYRP, GPPP, KESP Protocol Stack. Product design for mass adoption. Do some good be rewarded Learn & Earn Games. Offline and Online participation</p> <p>HIGH-LEVEL CONCEPT</p> <p>Easy For Mom (EFM). Uniting The Planet</p>	<p>UNFAIR ADVANTAGE</p> <p>We build and ship Undiscovered Story Game Completed. Protocol Stack. Well established team and advisors.</p>	<p>CUSTOMER SEGMENTS</p> <p>Girls & Women Creatives. 4th Estaters. Educators.</p> <p>EARLY ADOPTERS</p> <p>Mom. Women. Girls. Educators. Students</p>
<p>COST STRUCTURE</p> <p>\$24 MILLION - 24 MONTHS (2 YEARS)</p> <p>\$9M: WW/Protocol & Game development, maintenance, security \$11M: WIRD PBC People, marketing, sales, operations, legal, \$4M: WIRD Labs. People, operations, legal, security.</p>		<p>REVENUE STREAMS</p> <p>\$27 - \$40 MILLION - 24 MONTHS (2 YEARS)</p> <p>\$14M - \$20: Sell WSBT Token on exchanges. \$9M - \$14M: SB content, ad monetization, marketplace. \$2M - \$4M: SYRP, GPPP, KESP. Licensing / Rev sharing \$2M - \$3M: Games for Social Good \$1M - \$2M: Node "mining", Storage. Payment fees.</p>		