

# Token Ibis Inc. Business Model Canvas

## Key Partners

**Nonprofits** 501(c)(3) organizations receive money through ibis and create the social impact for the system as a whole.

**Researchers** Trained academic researchers design and analyze experiments to understand how well it works.

**Public Platforms** Media outlets, speaker forums like TEDx, and influencers provide the channel to spread the Token Ibis message.

## Key Activities

**Experiment** Create, operate, and analyze a series of experimental pilot projects for UBP with increasingly growing populations.

**Share** Create and advertise blogs, videos, and social media explaining the importance of the movement.

## Key Resources

**Software** Web app, digital payment platform, and supporting resources to engage the users.

## Impact Proposition

**Empower Individuals** The pilot projects will create a lasting, positive impact for every participant. Philanthropy is the key to providing young adults with a meaningful voice to influence the world they want to build.

**Collect Information** Markets are one of the best ways society has to gather information at scale. UBP allows us to measure and understand by integrating perspectives brand new populations.

## User Relationships

**Come for the Money** Token Ibis quite literally pays people to use the platform.

**Stay for the Fun** News/events and social media-like features encourage engagement.

**Leave with a Message** Participants experience the benefits first-hand and become lifelong advocates.

## User Channels

**Institutions** - Work with high schools and social profit networks to obtain user email lists.

## User Segments

**College Students** Students have the passion and energy to give back, but often not the personal finances.

**Nonprofit Clients** Individuals served by social profit know first-hand what works for them and their families, but don't currently have a scalable vote to support their experience.

**Nonprofit Organizations** Token Ibis allows nonprofit professionals to interact with a brand new user base on a dedicated platform.

## Cost Structure

**Philanthropy Costs** Funds which are distributed to students for philanthropic allocation to nonprofits. Supported by donation revenue.

**Operational Costs** Funds which pay for IT infrastructure and advertising. Currently supported by board-member contributions.

## Donation Streams

**Supporters of Self Determinism** Some donors will have a passion for promoting individual empowerment above any single charitable cause

**Supporter of Social Profit** Some donors may be motivated by the information collection and research projects to inform their own giving