

<p>PROBLEM <i>list your customer's top three problems.</i></p> <p>unaware of atomic transactions or don't understand them</p> <p>stuck in web2 thinking</p> <p>friction engaging with web3 tech</p> <p>educators unaware how to onramp to web3</p>	<p>SOLUTION</p> <p>Kato the #katomic kitten is here to teach the power of Hedera native atomic swaps, using her simple natural "katomic" language, allowing anyone to design, build, and execute their very own atomic transactions on Hedera.</p>	<p>UNIQUE VALUE PROPOSITION <i>Single clear compelling message that turns and unaware visitor into an interested prospect</i></p> <p>#katomic opens the door to the magical world of web3 development, for non-developers, and encourages play leading to more effective, innovative solutions</p>	<p>UNFAIR ADVANTAGE <i>something that cannot easily be copied or bought</i></p> <p>Experience and knowledge working on Hedera since 2020</p> <p>Experience in web2 global banking</p> <p>Lack of experience in smart contracts and blockchain (not everything is a nail looking for that hammer)</p>	<p>CUSTOMER SEGMENTS <i>list your target customers and users</i></p> <p>other projects i'm working on, that use #katomic to support creators and collectors with custom swaps and sales</p> <p>ecosystem educators - Swirls, Hedera, schools, unis etc</p> <p>web3 innovators looking to educate and engage stakeholders in the development process</p>
<p>EXISTING ALTERNATIVES <i>list how these problems are solved today</i></p> <p>give up your life to learn web3</p> <p>nod and pretend to know what you're talking about</p> <p>try to recruit business-savvy developer to explain / guide</p>	<p>KEY METRICS <i>list the key numbers that tell you how your business is doing</i></p> <p>no. of deals created no. of deals shared impressions/likes/rx</p> <p>no. of deals executed repeat execution</p> <p>saas fees #katoken sales KIPP sales *</p>	<p>HIGH LEVEL CONCEPT <i>list your x for y analogy eg YouTube = Flickr videos.</i></p> <p>#katomic is Lego for atomic swaps</p>	<p>CHANNELS <i>list your path to customers</i></p> <p>existing colleagues / network</p> <p>hbar foundation BD contacts</p> <p>ecosystem influencers</p> <p>legacy banking contacts</p> <p>x.com/gokatomic</p>	<p>EARLY ADOPTERS <i>list the characteristics of your ideal customers</i></p> <p>Good communication skills / will add value to #katomic in storytelling</p>
<p>COST STRUCTURE <i>list your fixed and variable costs</i></p> <p>Server hosting and support \$500/month Client support \$/hour Contractor fees \$/project</p>		<p>REVENUE STREAMS <i>list your sources of revenue</i></p> <p>Fees from affiliated projects that currently use #katomic</p> <p>Sales of #katokens for scheduled transactions</p> <p>* Sponsored educational programmes in schools / universities / institutions</p> <p>* Sales of KIPP membership (Katomic Innovation Partnership Programme) (passive, early access \$5k/month or active, bespoke work \$20k/month)</p>		