

# GeSIM.xyz Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p>Partners we will work us to run our Business and their roles</p> <p><b>Planned</b></p> <p>→ <b>GSMA</b> (integration &amp; certification)</p> <p>→ <b>MNO partners</b> for pilot and production provisioning</p> <p>→ <b>Stablecoin payment rails</b> (Circle, others)</p> <p>→ <b>Oracles / indexers</b> for ZK data &amp; price feeds</p> <p>→ <b>Security auditors</b> (for ZK proofs &amp; smart contracts)</p> <p>→ <b>TEE / hardware vendors</b> for device key management</p> <p>→ <b>Regulatory / legal advisors</b> in key markets</p>	<p>This helps to bring our vision to life</p> <p>→ <b>ZK circuit &amp; prover development</b> (ZK-metering, ZK-TLS)</p> <p>→ <b>SM-DP+ prototype + integration</b> work with MNOs</p> <p>→ <b>GeSIM ID/DID development + secure</b> key custody patterns</p> <p>→ <b>On-chain settlement engine + ERC-1155</b> productization</p> <p>→ Security audits, GSMA compliance, carrier legal onboarding</p> <p>→ Developer docs, SDKs, enterprise integration playbooks</p>	<p>Value we provide to our customers</p> <ul style="list-style-type: none"><li>• <b>Coordination Layer for Global Telecom</b> – programmable, auditable settlements and provisioning between apps, carriers and users.</li><li>• <b>On-chain SM-DP+ (ZK-TLS backed)</b> – verifiable eSIM provisioning with tamper-resistant audit logs.</li><li>• <b>GeSIM ID (DID + zk proofs)</b> – user/device-held identity for fast, privacy-preserving provisioning and entitlement proof.</li><li>• <b>ZK Metering + On-chain Settlement</b> – cryptographically provable usage accounting, instant micro-billing and near-real-time settlement.</li><li>• <b>ERC-1155 Entitlements</b> – tokenized service products (not governance) for programmability.</li></ul>	<p>We establish relationship w/ customers by these means</p> <ul style="list-style-type: none"><li>• Dedicated enterprise onboarding &amp; SLAs.</li><li>• Self-serve developer docs + sandbox/testnet with verifiable test CDRs.</li><li>• Community + dev support for integrations (B2B apps, grants)</li><li>• CT Engagement – Memes, threads, and DMs on Crypto Twitter.</li><li>• Instagram &amp; Airbnb Communities – Relatable travel content + direct outreach.</li></ul>	<p>Our approach to quantify customers</p> <ul style="list-style-type: none"><li>• <b>Primary B2B:</b> Travel apps, consumer apps, IoT/OEMs, enterprise device fleets (they need embeddable, verifiable eSIM infra).</li><li>• <b>Telco partners / MNOs</b> (as both partners &amp; customers for our SM-DP+ tech and settlement services).</li><li>• <b>Developers / Integrators</b> (SDK consumers).</li><li>• <b>Digital nomads &amp; travelers</b> product experience layer.</li></ul>
Cost Structure			Channels	
<p>Tangible and intangible things we will use to make the product</p> <ul style="list-style-type: none"><li>• ZK engineers (provers, circuit authors), cryptographers</li><li>• SM-DP+ / eUICC provisioning engineers (GSMA knowledge)</li><li>• On-chain settlement &amp; smart contract devs (ERC-1155 + escrow)</li><li>• TEE / secure custody expertise</li><li>• Compliance &amp; legal (telecom + payments)</li><li>• Prover/indexer infra, relayer/payment rails, stablecoin partners</li></ul>			<p>Making first contact with our customers</p> <ul style="list-style-type: none"><li>• <b>Developer portal + SDK</b> (primary channel to attract integrations)</li><li>• <b>Enterprise sales &amp; carrier BD</b> (targeted outreach, PoC offers)</li><li>• <b>Partner marketplace / telco integrators</b></li></ul> <p>Keep community and social but recast as dev/community acquisition for integrations.</p>	
Cost Structure			Revenue Streams	
<p>Fixed and variable costs of launching the infrastructure</p> <p><b>Fixed Costs:</b></p> <ul style="list-style-type: none"><li>• ZK proving infrastructure &amp; compute (prover costs)</li><li>• Security audits &amp; GSMA certification costs</li><li>• Carrier onboarding &amp; legal costs (contracts)</li><li>• SM-DP+ hosting / edge deploy costs</li><li>• Gas &amp; relayer costs for on-chain settlement</li><li>• Continued CAC but more enterprise/B2B sales cost (BD, pilots)</li></ul> <p><b>Variable Costs:</b></p> <p><b>Data Usage Cost</b></p> <ul style="list-style-type: none"><li>• Per GB cost paid to telco providers based on actual usage</li></ul> <p><b>User Acquisition (CAC)</b></p> <ul style="list-style-type: none"><li>• Paid ads, influencer/ambassador rewards, event participation, emails</li></ul> <p>RPCs, Server charges (Computation &amp; Database) storage, oracle</p>			<p>Possible ways we plan to generate revenue</p> <p>Revenue Streams</p> <ul style="list-style-type: none"><li>• <b>On-chain Settlement Fees</b> – percentage/fee per settlement between carrier &lt;&gt; user (ZK-metering verification fees).</li><li>• <b>ERC-1155 Entitlement Sales / eSIM Issuance Fee</b> – pay-per-entitlement for B2B and enterprise customers.</li><li>• <b>SM-DP+ Licensing / Hosted PaaS</b> – white-label on-prem or cloud SM-DP+ for carriers/OEMs.</li><li>• <b>Escrow / Float Revenue</b> – revenue from prepaid deposits/settlement float (on-chain escrow interest or micro-spread on conversions).</li><li>• <b>Premium Privacy / Compliance Features</b> – audited ZK services, attestation services, enterprise SLAs.</li><li>• <b>Affiliate / Channel</b> – partnerships remain but structured for B2B app/ creator rev-share.</li></ul>	