

# GeSIM.xyz Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<p>Partners we will work with to run our Business and their roles</p> <p><b>Planned</b></p> <ul style="list-style-type: none"> <li>→ GSMA (integration &amp; certification)</li> <li>→ MNO partners for pilot and production provisioning</li> <li>→ Stablecoin payment rails (Circle, others)</li> <li>→ Oracles / indexers for ZK data &amp; price feeds</li> <li>→ Security auditors (for ZK proofs &amp; smart contracts)</li> <li>→ TEE / hardware vendors for device key management</li> <li>→ Regulatory / legal advisors in key markets</li> </ul>	<p>This helps to bring our vision to life</p> <ul style="list-style-type: none"> <li>→ ZK circuit &amp; prover development (ZK-metering, ZK-TLS)</li> <li>→ SM-DP+ prototype + integration work with MNOs</li> <li>→ GeSIM ID/DID development + secure key custody patterns</li> <li>→ On-chain settlement engine + ERC-1155 productization</li> <li>→ Security audits, GSMA compliance, carrier legal onboarding</li> <li>→ Developer docs, SDKs, enterprise integration playbooks</li> </ul>	<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>
<p><b>Key Resources</b></p> <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><b>Channels</b></p> <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	<p><b>Revenue Streams</b></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>			
<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>				