reBlue

https://www.reblue.io/

"Trust As A Service"

Stellar
Community
Fund **Winner**
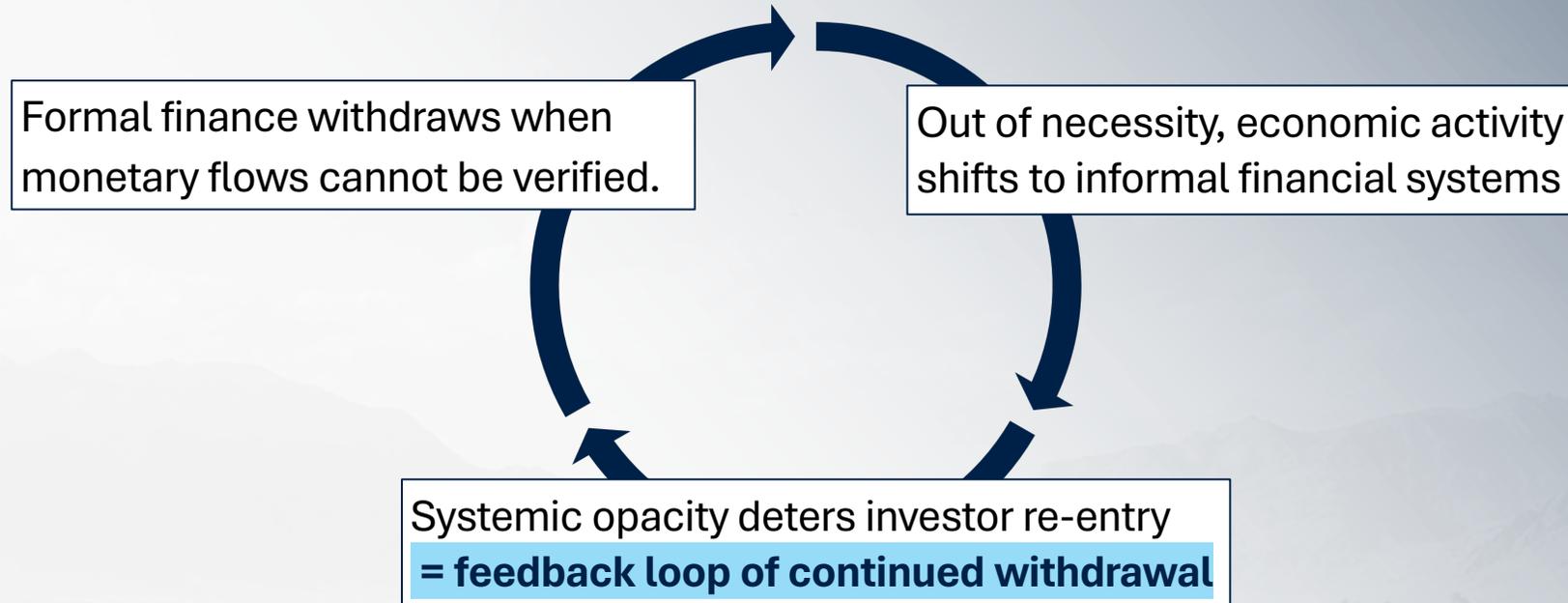
The Problem: Feedback Loops of Fragility

Investors and donors are withdrawing from frontier markets and fragile states.

Formal finance withdraws when monetary flows cannot be verified.

Out of necessity, economic activity shifts to informal financial systems

Systemic opacity deters investor re-entry
= feedback loop of continued withdrawal

reBlue breaks the feedback loop by enabling accountable engagement

The Challenge

International Development faces a $30–$60 billion annual shortfall.
- Every dollar spent or invested must be justified and accounted for.

Poor transparency creates a feedback loop of investor hesitancy
- Without oversight, donors hesitate: nobody wants to risk funding bad actors.

Fragile states rely on informal systems that lack institutional trust
- Outright replacement of indigenous economic systems often fails catastrophically.

The Opportunity

International Development faces a $30–$60 billion annual shortfall.

- **The pendulum of global policy <u>always</u> swings back.**

Poor transparency creates a feedback loop of investor hesitancy

- **Informal value transfer is a $1T sector. If it could be made more transparent, how many more investors might enter frontier markets?**

Fragile states rely on informal systems that lack institutional trust.

- **Accountability stabilizes development.**

Enter reBlue: <u>Trust as a Service</u>

reBlue hybridizes blockchain with in-house analysis to engage and vet frontier markets and informal economic systems.

Verifiable Audit Trails
A transparent, blockchain-backed chain of custody -- no matter how austere the operating environment.

Institution-grade Confidence
Donors and investors can engage with clarity thanks to adherence to AML and KYC standards.

Interoperable > Disruptive
Engage **with,** instead of replace local systems. Maintain both compliance and indigenous agency.

Market Validation

By embedding trust into uncertain environments, previously untrackable aid flows are unlocked, and inaccessible markets become investable. The "black box" becomes a viable corridor for aid, FDI, and scalable engagement.

A Massive New Market
$1.2 trillion in annual economic activity occurs via informal value transfer networks.

~$50B Annual Aid Deficit
High fidelity monitoring and evaluation is imperative to ensure widest coverage of resources.

Blockchain is Here to Stay
Leaked DoS memo: "... *all* (aid) *distribution will be secured and traced via blockchain technology*"

Core Modules (Key details remain in stealth mode)

Informal Value Transfer Tracking (Contact us for a demo)

- A blockchain-anchored **Digital Twin** captures delivery and payment events as cryptographic receipts: **ground-truth data where institutions lack visibility.**

Illicit Transaction Determination Engine

- Rules-based AML cannot detect multi-hop settlement outside banking infrastructure. (Detection rates between .1 and 1%)
- Legacy systems cannot distinguish cultural remittances from money laundering. (False positive rate roughly 95%)

Network access and in-house graph AI enables reBlue to refine outdated datasets and prevent harmful de-risking practices.

How it works:
Bicameral Collection and Analysis

Local brokers are paired with our API, storing data on-chain...
- Increased transaction volume incentivizes broker compliance.

... where it is analyzed by SMEs and in-house analytics.
- Hybrid system creates unprecedented transparency and bridges trust gaps -- but without forcing a western system into an incompatible context.

Analysis of multiple brokers & thousands of transactions enables a rating system for informal economies.

Revenue Model

Monitoring and Evaluation Services:
USAID's M&E expenditures in Ethiopia were billed at $10M/ year. Visibility into operations like cash flights to Kabul (formerly $40M every 10 days) unlocks additional millions in potential revenue.

Market Entry Services:
For LMM firms expanding into high-risk regions, reBlue's Market Entry Services offer a plug-and-play compliance layer, enabling growth without the overhead of in-house risk teams.

Multilateral Data Sharing:
Information collection from previously unmonitored sources supports planning, compliance, and geopolitical risk models.

AML/CFT Determination:
Network-based illicit-activity detection that reduces false-positives. Total addressable market of **$3-6B** for AML software.

Peer to Peer Value Transfer:
Global remittances are valued up to $850B, with IVTS exceeding $1T. Monitoring fees of 2-5% compete with current remittance models.
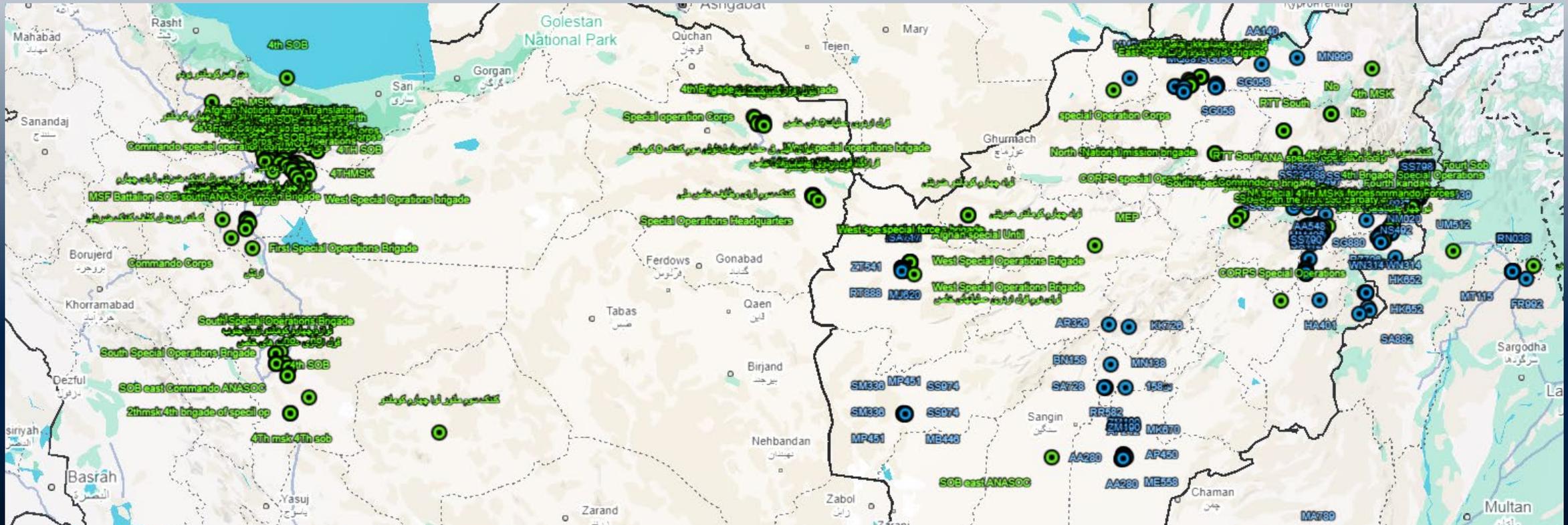
Secondary Revenue: Exhaust Data

Filling the information gaps where the world is blind

Example: Snapshot of forced Migration Trends

- **Green:** Afghan SOF forced to flee from after data compromised during Taliban takeover.
- **Blue:** Green Beret partners stable because data was secured by US military

Primary Pilot Programs

Securing Education Programs Afghanistan

- After 20 years of war and $150B spent on development, **reBlue has been asked to sustain the last US-funded programs in Afghanistan.**
- Oversight of the procurement and logistical systems supporting 1,100 college students.

Countering AML/CFT and Aid Diversions in Gaza

- Early-stage digital payment system providing donor assurances that funds are fully compliant and bypass Hamas control measures.
- Details will remain in stealth mode due to the extreme political sensitivity.

The Team

Thomas Kasza, CEO
- Co-Founder & CEO, 1208 Foundation
- 13 years active Army Special Forces (Green Beret) w/ specialty assignment
- MSc, Oxford | MA, Georgetown

Ross Wood, COO
- Led billion-dollar humanitarian programs
- Uncovered "Industrialized" aid diversions as senior BHA advisor in Ethiopia
- PhD Candidate, Oxford

Nick Urban, CTO
- Co-Founder & CTO, TalentWall (Acquired by Crosschq, 2022)
- Mentor at Founder Chapel
- MA, University of Chicago

Our past work: The New York Times | GitHub | AP | REUTERS | The Washington Post

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