reBlue Executive Summary

Verifying aid delivery, supply chains and financial flows where formal systems fail.

https://www.reblue.io/

The Problem

How can foreign investment and humanitarian assistance be tracked and evaluated in fragile states, while mitigating the reputational risk and aid diversions that keep donors and investors sidelined?

The Transparency Gap

In fragile states and frontier markets, informal value transfer systems (IVTS) such as Hawala are critical infrastructure, moving hundreds of billions annually where formal finance cannot operate. Despite their efficiency and deep local trust, these networks are typically excluded from formal financial ecosystems due to limited institutional oversight. Efforts to bypass or replace them have proven self-defeating, as evidenced by the litany of failed interventions, like Afghanistan. reBlue offers a middle ground: a verification layer that respects the realities on the ground, while meeting the AML and KYC expectations of institutional stakeholders.

Concurrently, with global aid funding falling by $40–$60 billion per year, the development sector is stretched to the breaking point. Stakeholders are beginning to demand clear evidence of transparency, accountability, and program effectiveness, and reBlue's blockchain-based audit trails for aid distribution and market entry delivers exactly this: tamper-proof assurance built for the environments where it's needed most.

Our Solution: Fuse local interoperability with global compliance.

reBlue provides the infrastructure to verify aid delivery and financial activity in conventionally unauditable environments - but without disrupting the systems already in place. Our platform connects logistics and informal finance into a decentralized oversight system to activate economic flows and lower risk.

Designed for interoperability instead of replacing local systems, reBlue empowers donors, governments, and institutions to re-engage in fragile states with and audit-ready data, delivering accountability in the most difficult environments. In doing so, it turns high-risk regions into transparent, accountable, and investable spaces, and lays the groundwork for broader financial integration.

Implementation and Development

The oversight requirements for monetary flows into Afghanistan proposed in H.R.260 are tailor-made for reBlue, and we have initiated a two-phase pilot in anticipation.

Phase I establishes a U.S.-based, simulated Hawala network operated by U.S. veterans and Afghan diaspora to demonstrate how blockchain can integrate with and track traditional transfers. Each transaction is tracked in real time, with delivery confirmed via a sender–recipient consensus mechanism to generate an immutable audit trail. Controlled fraud and diversion cases are injected to train a fraud-detection AI.

Phase II, pending regulatory review, applies the same framework to live transfers into Afghanistan. To maintain a controlled environment while proving the mechanism's validity, transfers are limited to vetted U.S.-affiliated Afghans. This ensures cash delivery reaches intended end users while providing donors and regulators information provenance that exceeds Treasury and OFAC standards.

reBlue has been piloting its logistics and supply chain module in Afghanistan since early 2025. A map generated under this program depicting forced migration patterns, is being used in litigation against a prominent multinational corporation accused of exploiting U.S.-affiliated Afghans– strong evidence of the platform's integrity and operational value.

An actively updated list of pilot programs can be found in this document.

Revenue Model

reBlue delivers **Trust-as-a-Service** in environments where formal systems fail and informal systems can't be conventionally audited. By shifting the burden of trust from opaque local networks to our blockchain-backed ledger, we enable institutions to operate with confidence in regions previously deemed too high-risk.

We monetize this trust infrastructure across multiple channels:

- **Monitoring and Evaluation Service:** USAID's M&E expenditures in Ethiopia were billed at $10M/year. Visibility into operations like UN cash flights to Kabul (>$40M every 10 days) unlocks additional millions in potential revenue.
- **Decentralized (peer to peer) Humanitarian Aid:** Global remittances are valued as high as $850B, with IVTS exceeding $1T. 2-5% monitoring fees are competitive with formal remittance companies.
- **Multilateral Data Subscriptions**: Passive information collection from previously unmonitored sources supports planning, compliance, and geopolitical risk models.
- **Turnkey Platform Development:** Organizations can license reBlue's infrastructure under their own branding to meet compliance and assurance needs.
- **Market Entry Services:** For LMM firms expanding into high-risk regions, reBlue's Market Entry Services offers plug-and-play compliance tracking, enabling growth without the overhead of in-house risk teams.

Future Market Potential

Informal systems move over $1 trillion annually yet remain inaccessible to formal capital due to a lack of verifiable oversight. Our interface changes that. By embedding trust into high-friction environments, we unlock aid flows previously considered untraceable, and markets previously considered uninvestable. What was once a black box becomes a viable corridor for aid, FDI, and scalable engagement. reBlue doesn't just enable access — it creates accountable infrastructure for engagement where it's needed most.

Active Pilot Programs | Slide Deck

For a technical summary or demonstration, contact Thomas Kasza at thomas@reblue.io