



reBlue: Bridging Informal Economies with Institutional Accountability

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

The Problem

How can foreign direct investment (FDI) and humanitarian assistance be tracked and evaluated in fragile states - while mitigating the reputational risk and aid diversion that keep donors on the sidelines?

The Access Barrier

As the international development sector braces for a \$100–\$150B funding shortfall over the next four years, there is an acute need to demonstrate transparency, accountability, and post-distribution efficacy. To address this, reBlue leverages distributed technology to create verifiable, tamper-proof audit trails for the distribution of humanitarian aid and foreign direct investment. This solution offers a low-friction entry point for operational accountability in the most difficult environments and lays the groundwork for broader financial integration.

In fragile states and frontier markets, informal value transfer (IVT) systems are critical infrastructure, moving hundreds of billions annually where formal finance cannot operate. Despite their efficiency and deep local trust, these networks are often excluded due to their opacity to institutional oversight and a lack of confidence that resources reach intended recipients. Yet attempts to bypass or replace them - as seen in Afghanistan and elsewhere - have proven self-defeating, as evidenced by the litany of failed interventions. Nonetheless, without a way to verify transactions, accountability breaks down and donor engagement stalls.

reBlue offers a middle ground: a verification layer that respects the realities on the ground, but meets the AML and KYC standards of international stakeholders.

Our Solution: Local interoperability with global compliance.

reBlue provides the infrastructure to verify aid delivery and financial activity in conventionally unauditible environments - without disrupting the systems that already function on the ground. Our platform connects informal logistics and finance into a single, trusted layer of oversight that meets global compliance standards, activating economic flows and lowering stakeholder risk.

Designed for interoperability rather than disruption, reBlue empowers donors, governments, and institutions to re-engage in fragile states with clarity, confidence, and audit-ready data — turning high-risk regions into transparent, accountable and investable spaces.

Implementation and Development

reBlue is launching logistics pilot programs in partnership with a Houston-based medical supply NGO shipping ~\$1.2 mil of medical supplies to high-need regions. Initial destinations include Ukraine, Pakistan, and Ethiopia and other locations, with a corridor into Afghanistan under development.

Each shipment will be tracked using smartphone-enabled infrastructure, with location-triggered smart contracts writing delivery confirmations to an immutable blockchain ledger. This enables tamper-proof, end-to-end visibility in complex supply chains. These deployments demonstrate reBlue's operational readiness and verification capabilities — establishing the foundation for broader adoption and the rollout of an informal finance module later in 2025.

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:** Real-time confirmation of aid delivery and program execution. Even limited visibility into operations like UN cash flights to Kabul (>\$40M every 10 days) unlocks tens of millions in addressable 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:** [NFT](#)-based proof of origin unlocks access to high-value, ethics-driven global markets otherwise closed to informal producers.

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 untrackable, 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 an accountable infrastructure layer for engagement where it's needed most.

Operational Proof of Concept

In response to Executive Orders requiring “enhanced vetting” of immigrants and refugees, reBlue spun off a “remote vetting” platform by repurposing data intakes for our logistics module. These methodologies also demonstrate how we can monitor supply chains and confirm delivery in the remotest parts of the world.

[Link to Proof of Concept](#)

[Link to Slide Deck](#)