# Pivot.City Blockchain and SOE Trials

Pivot.City Engage-2-Earn is a service designed to promote regional interoperability. It relies on the consensus of a hub-and-spoke system within a market network. The value is delivered through a business architecture that emphasizes established pathways leveraging the Pivot.City Vendor Lab Methodology. A certifying agency is required to grow the market network of public/private partners. The benefits and features of the program include a referral system, education cohorts, reporting, and an optional verification tool. There are three components of the service: business architecture, market network, and vendor lab method.
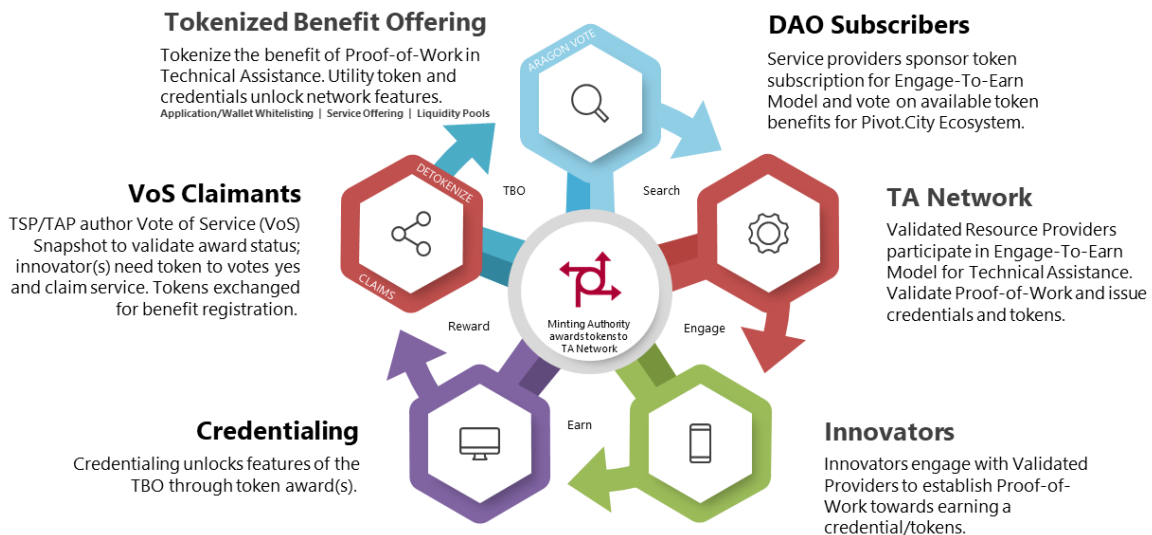
PIVOT.CITY ENGAGE-2-EARN HUBS

Interoperable Document/Program

Consensus | Interoperable Network | Established Pathways | Certifying Agency | Public/Private Partners
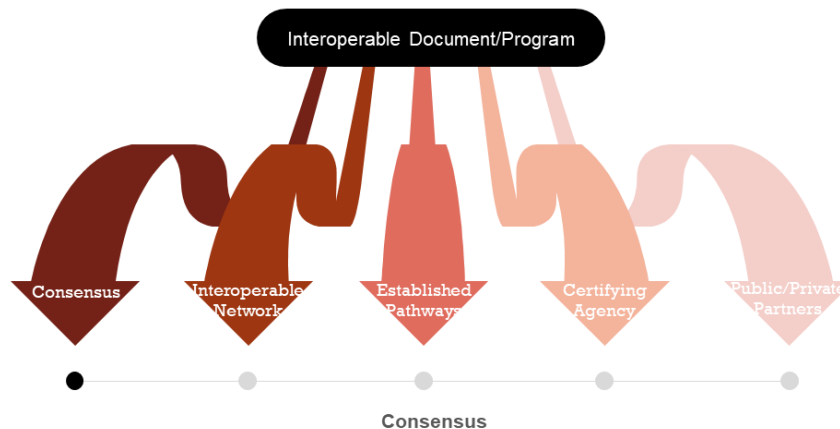
Consensus

In our Node-Hub-Spoke Model there is a need for a consensus mechanism within an ecosystem. When a community accepts this program or document, it creates a single state of the ecosystem that allows for distributed processes and a multi-agency system.

Pivot.City Engage-To-Earn Cycle

Growth Hypothesis

Tokenized Benefit Offering
Tokenize the benefit of Proof-of-Work in Technical Assistance. Utility token and credentials unlock network features.
Application/Wallet Whitelisting | Service Offering | Liquidity Pools

DAO Subscribers
Service providers sponsor token subscription for Engage-To-Earn Model and vote on available token benefits for Pivot.City Ecosystem.

VoS Claimants
TSP/TAP author Vote of Service (VoS) Snapshot to validate award status; innovator(s) need token to votes yes and claim service. Tokens exchanged for benefit registration.

TA Network
Validated Resource Providers participate in Engage-To-Earn Model for Technical Assistance. Validate Proof-of-Work and issue credentials and tokens.

Credentialing
Credentialing unlocks features of the TBO through token award(s).

Innovators
Innovators engage with Validated Providers to establish Proof-of-Work towards earning a credential/tokens.

ARAGON VOTE | TBO | Search | DETOKENIZE | Engage | CLAIMS | Reward | Earn

Minting Authority awards tokens to TA Network

PCTY is an Ethereum-based utility token used to incentivize the Engage-2-Earn model of the Innovator's Journey. Required for PoW, PoS, and VoS in the Pivot.City Ecosystem.

The Node: Pivot.City serves as the centering point for Engage-2-Earn and Vendor Lab activites. These are activities that have been developed by the Pivot.City team specific for use with our technologies.

The Hub: In the hub and spoke model, the hub is responsible for assigning which partners will facilitate activities such as online classroom management, business development (BD), clinics (CL), technical assistance (TA), and/or accepted training/education (TE).

1. Hubs can setup folders for their vendors upload/download, be notified, & ask questions
2. Hubs can assign spokes to the folders with varying permissions
3. Hubs can track/trace access to folder: views, uploads, & downloads
4. Example: **JSEB Notifications** | Communication can be enabled
5. Hubs can send Q&A to Spokes (Viewer Permissioned)
6. Hubs can view Participant PoW encrypted files:
    1. JSEB Iteration: **Application*** | **BMC** | **Cap Stmt*** | **Financial** | **Reviewer**
    2. JSEB **Registration** | **Log In**
    3. JTA Iteration: **JTA Web App** | **BMC** | **Cap Stmt*** | **Financial** | **Reviewer**

The Spoke: The hub can execute any of the spoke activities if they choose. The spoke is typically a partner that can execute a task and/or assist in the recruitment of participants that may want to engage with the host. Hubs/Spokes leverage the Pivot.City LMS as an entry point. Onboarding requires spoke engagement and a program code.
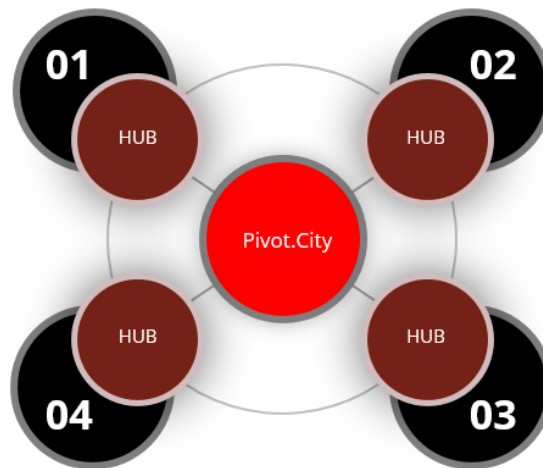
PIVOT.CITY NODE-HUB-SPOKE MODEL

Business Development
The HUB can leverage relationships to communicate opportunities on the Pivot.City platform.

Clinics
The HUB can leverage its Technical Assistance Network to perform live activities/clinics for its entrepreneurs.

01 HUB

02 HUB

Pivot.City

HUB 04

HUB 03

Technical Assistance
The HUB can leverage spokes in their provider network to engage on the Pivot.City platform to support entrepreneurs.
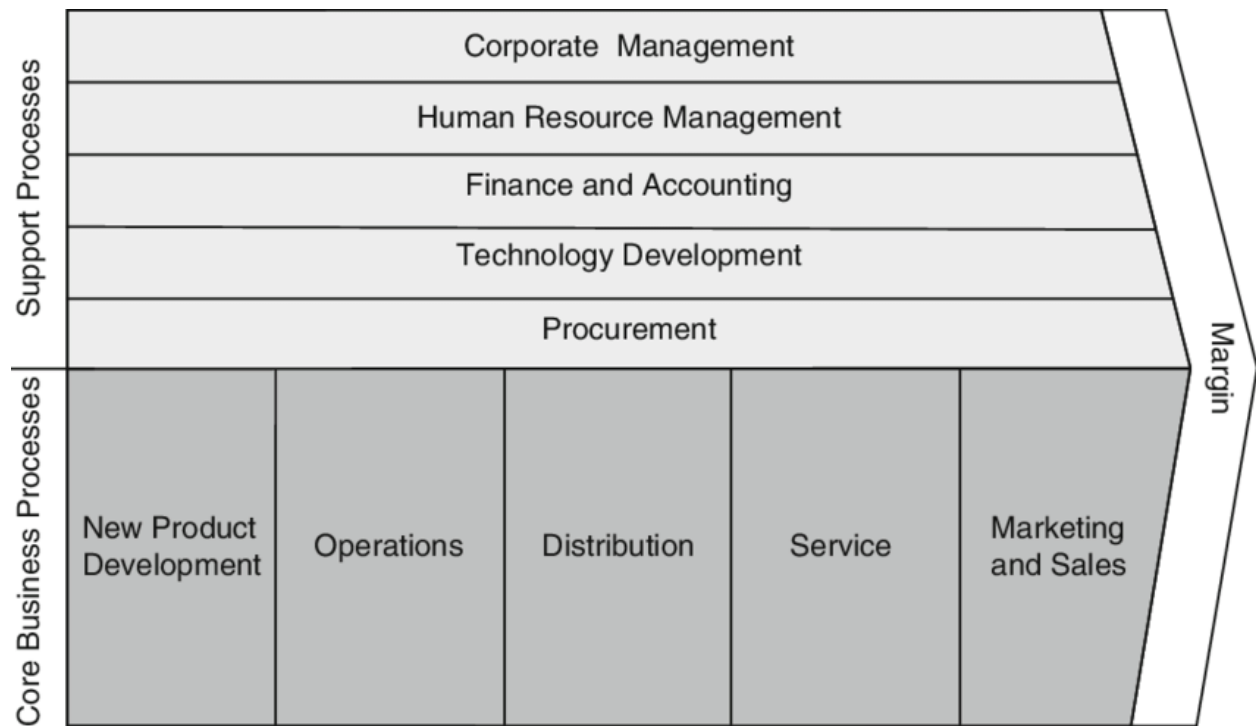
Training/Education
The HUB can leverage its Technical Assistance Network to deliver online training for its entrepreneurs.
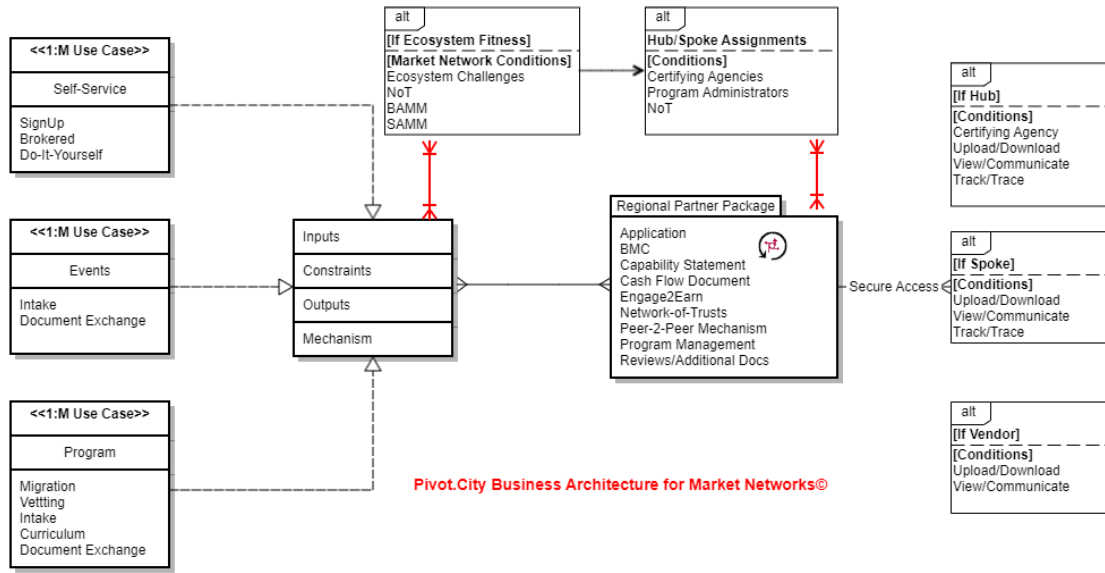
Pivot.City Vendor Lab Protocol Enablers

The protocol is an engage-to-earn service for vendor development. The service offers social infrastructure (ESI) to promote interoperability between regional partners. There is required LMS engagement to earn submission credentials for regional programming.
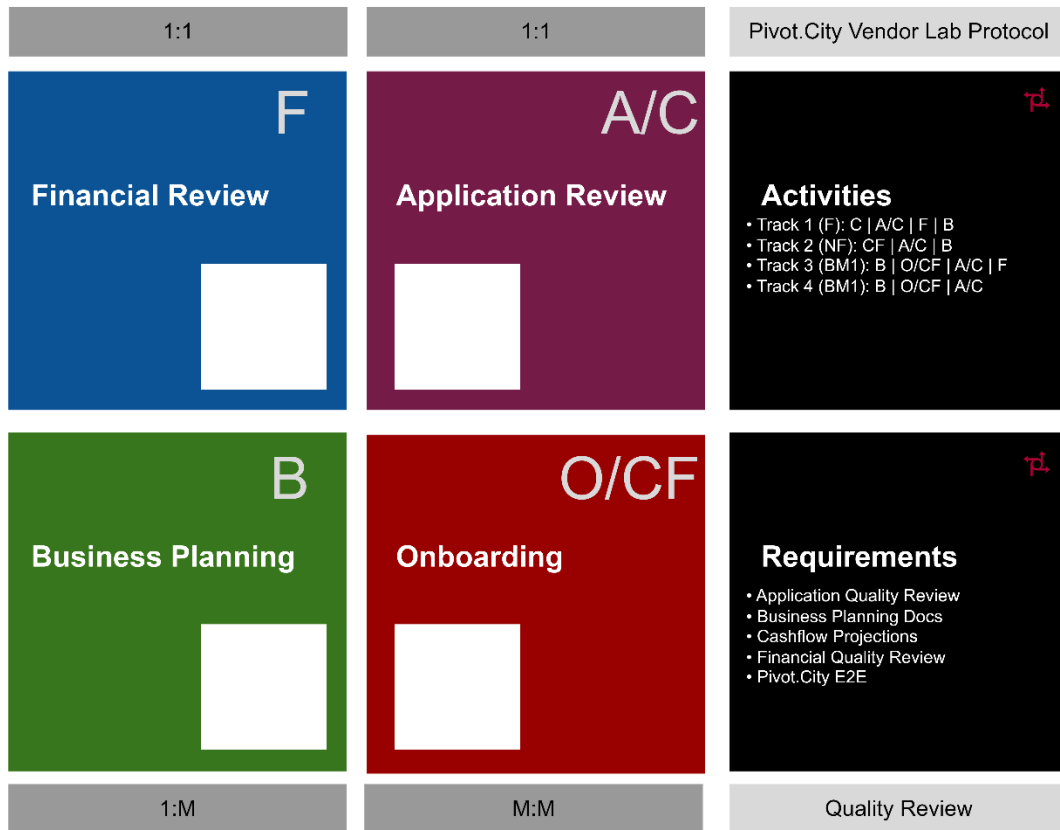
- **Value Chain**
- Enabler: Pivot.City℠ BAMN Assessment
- Enabler: **Pivot.City℠ Social Infrastructure (Use Case)**
  - Channel, Network, & Process Innovation
  - SoE vs SoR (Project/LMS)
  - Strateic Alignment Maturity Modeling

Support Processes:
- Corporate Management
- Human Resource Management
- Finance and Accounting
- Technology Development
- Procurement

Core Business Processes:
- New Product Development
- Operations
- Distribution
- Service
- Marketing and Sales

Margin

<<1:M Use Case>>
Self-Service
SignUp
Brokered
Do-It-Yourself

<<1:M Use Case>>
Events
Intake
Document Exchange

<<1:M Use Case>>
Program
Migration
Vettting
Intake
Curriculum
Document Exchange

alt
[If Ecosystem Fitness]
[Market Network Conditions]
Ecosystem Challenges
NoT
BAMM
SAMM

alt
Hub/Spoke Assignments
[Conditions]
Certifying Agencies
Program Administrators
NoT

Inputs
Constraints
Outputs
Mechanism

Regional Partner Package
Application
BMC
Capability Statement
Cash Flow Document
Engage2Earn
Network-of-Trusts
Peer-2-Peer Mechanism
Program Management
Reviews/Additional Docs

alt
[If Hub]
[Conditions]
Certifying Agency
Upload/Download
View/Communicate
Track/Trace

Secure Access

alt
[If Spoke]
[Conditions]
Upload/Download
View/Communicate
Track/Trace

alt
[If Vendor]
[Conditions]
Upload/Download
View/Communicate

Pivot.City Business Architecture for Market Networks©

Pivot.City Entrepreneurial System of Engagement (ESoE): The Network of Trusts represents elements of both a marketplace and a network as they execute the Pivot.City Engage-To-Earn Model activities: CashFlow PreAccelerator and Pivot.City Vendor Labs.

1:1	1:1	Pivot.City Vendor Lab Protocol
F Financial Review	**A/C** Application Review	**Activities** • Track 1 (F): C | A/C | F | B • Track 2 (NF): CF | A/C | B • Track 3 (BM1): B | O/CF | A/C | F • Track 4 (BM1): B | O/CF | A/C
B Business Planning	**O/CF** Onboarding	**Requirements** • Application Quality Review • Business Planning Docs • Cashflow Projections • Financial Quality Review • Pivot.City E2E
1:M	M:M	Quality Review

Pivot.City℠ HYBRID GPTs: START | PIVOT | DATA PATHWAYS | ACCELERATION |

Visit: Pivot.City℠ GPT

Objective: Assist entrepreneurs and innovators in real time building a pitch based on their **InoVet.it Canvas**

Directions: Type individual questions as a message to Pivot.City GPT

1. What is the purpose of the InoVet.it canvas?
2. Summarize difference between the InoVet.it Canvas versus Value Proposition Canvas versus Business Model Canvas
3. If the problem I am addressing is _____, provide up to five solutions to address the problem.
4. Identify groups and participants who may have this problem and provide three customer personas.
5. Recommend activities that support validating problem-solution fit for those personas.
6. Build a 2 minute entrepreneur pitch using the framework of the Inovet.it Canvas for (my product) in the _____ industry.

Visit: Pivot.City℠ GPT

Objective: Assist innovators in real time building strategy using a **FLIPSS Canvas**

Directions: Type individual questions as a message to Pivot.City GPT

1. Compare contrast the Business Model Canvas, Lean Canvas, FLIPSS Canvas, Inovet.it Canvas, and Value Proposition Canvas.
2. Compare and contrast business plan, business model, and business strategy. Then summarize how the FLIPSS Canvas and the Inovet.it canvas can contribute to each.
3. List business cycles and stages of innovators journey then recommend which canvas to use for each.
4. Recommend steps entrepreneurs should take when pursuing concept acceptance, business model acceptance, product-market fitness, problem-solution fitness, and value hypothesis acceptance. Then summarize those in each of the elements of the FLIPSS Canvas.
5. Summarize in the context of the FLIPSS Canvas a strategy for launching a new business concept of " your idea" in the "your industry" industry for "problem you are solving"
6. Pitch Prep:
    1. Build a 2 minute entrepreneur pitch using the framework of the FLIPSS Canvas for (my product) in the _____ industry.
    2. Build a 2 minute entrepreneur pitch using the framework of the Business Model Canvas for (my product) in the _____ industry.

Visit: Pivot.City℠ GPT

Objective: A network for leveraging the The Innovator's Journey Unified Modeling Language to accelerate and educate entrepreneurial/innovation ecosystem participants.

Directions: Type individual questions as a message to Pivot.City GPT

1. What is the innovator's journey?
2. What are the different types of entrepreneurs?
3. What are the stages of the business life cycle?
4. Choose your interest for Step 6 prompt: Business model pivot, Competitor pivot, Customer pivot, Feature pivot, Funding pivot, Market Pivot, Marketing channel pivot, Revenue model pivot, Supply chain pivot, Technology pivot
5. Distinguish between business model canvas, lean canvas, and disciplined entrepreneurship.
6. **Prompt: Copy, complete, and paste this prompt after you have searched all five questions. Fill in the blanks based on responses from questions 1-5.** From the perspective of a _____ entrepreneur, who is in the _____ stage of the business cycle, summarize in 5-7 step recommendations for a business in the _____ industry looking to make a _____ pivot. Then make recommendations for completing a business model canvas.
7. P.I.V.O.T. Rating
8. PIVOT Sheet
9. Make recommendations for small business access to capital.
10. Organize in a table.

Visit: Pivot.City℠ GPT

Objective: Assist innovators building an entrepreneurial thesis and prep for an accelerator

Directions: Type individual questions as a message to Pivot.City GPT

1. How would I use the Field Guide to InJ to support my thesis?
2. How would I use the Field Guide to LCI to support my thesis?
3. How would I use the FLIPSS Canvas and Inovet.it Canvas to support my thesis?
4. Provide use cases for EPMN.
5. Guide me in developing a thesis.