Hackathon Weekly Checkpoints

> Week 1 September 7 - September 14: Defining assumptions

- Confirm your team members (by 9/7/17)
  https://docs.google.com/spreadsheets/d/1S8-4x7exer8Xut4tivvJ0p292e_2g173PaTsyyCxafk/edit?usp=sharing

  https://devpost.com/software/socialblock

- Choose which challenge you are going to be working on
  Financial Inclusion

- Define specific problem you're addressing
  The blockchain can save lives, we want to help speed up the process from raising funds to distribution. We want to solve the problem of corrupt organizations and weeding them out fast. It's about ensuring funds are distributed to the rightful action teams and creating impactful results, as fast as possible. How do we do that? How can we make this foreign exchange agnostic? We have a viable solution via blockchain!

- Why is blockchain needed to solve this problem?

  Blockchain is critical in the donation process. Blockchain reduces the transaction costs and provides added trust and transparency per user. We need our users to trust us in delivering to organizations that are ready to help.

  - **Reduce costs for the NGO:** Decentralization via blockchain is required to radically reduce transaction costs.
  - **Transparency == Trust:** Only blockchain allows for increased transparency where donors are able to track their donation from start to fruition. Transparency also allows trust in the organization and the payment delivery.

- What is the size of the market?

  While the current donations market on the blockchain is a fraction compared to the total sum of donations in the US, there is room for disruption and conversion as donors are becoming more accountable for the funds they are donating and where they are going. Donors care now, more than ever, how their donations are being utilized. This results in added accountability to NGOs as well.
  - Giving by individuals have grown 4% from 2015 to 2016 to $390.05b according to GIving USA.

(https://givingusa.org/giving-usa-2017-total-charitable-donations-rise-to-new-high-of-390-05-billion/)
  - The size of blockchain donations is $350M

- What other solutions are currently being used to address this problem? (other companies, workarounds, systems or processes that can compete with or substitute your product)

  While there are several other competitors, the true aspect of execution is on the contract which we will deliver given our direct relationships with NGOs who can advise on rules and workflows that are presently being used. As a result, our solution will be truly tailored to NGOs optimizing payments and distribution. Additionally, we will provide an unparalleled solution on the server side which will leverage ethereum core components for optimization and transparency which isn't currently offered on standard donation platforms.

  Bitgive - https://www.bitgivefoundation.org/bitcoin-charity-2-0-initiative/
  Alice - https://alice.si/
  Charity Chain - https://charitychain.io/
  Givith - http://www.giveth.io/
  Unsung - http://www.unsung.org/
- End of Week Deliverable – Document answering the above questions

> Week 2 September 14 - September 21: Pain points and user story

Who are your clients/users? (persona of your user)

1. **NGOs**
2. **Charitable Donors**
   a. Recurring Donors
      i. Personal connection to the charity organization
      ii. Donations are auto-debited on a recurring basis
      iii. Passionate about the organization's cause
      iv. Their goal is to stay engaged in relief efforts and make a difference in the world/community.
   b. Affluent Major Gift Donors
      i. Majority of these donors are boomer generation folks.
      ii. Donations are given on a one-time or a few times a year basis.
      iii. Their goal is to have a personal relationship with the charitable organization and help the cause in an impactful way.
   c. Corporate sponsor/partner Donor
      i. Typically in their 40s or older

ii. Upper middle class
iii. Career-oriented, busy
iv. Values giving back
v. Their goal is to grow corporate relationships department and do more than just provide funds for the organization.

d. One-time Donors
    i. Usually donate when prompted by a personal connection to the cause or recent event
        1. Friend/acquaintance running a fundraiser
        2. Current event

3. **Blockchain enthusiasts**

<u>What are their pain points?</u>

Charity with blockchain is nascent, we want to be an enabler/helper to make everyone go faster while at the same time develop something fun and original around a token for participation and virality.

NGOs - They want resolve trust issues with their donors by providing more transparency on how funds are allocated and how they're being spent.

Charitable Donors

1. Recurring Donors - currently not many options to donate using blockchain. Most charitable organization can only accept check and online forms of payments. Lack of transparency on where donation money is being spent.
2. One-time Donors - Donation platforms can be clunky and difficult to use. There is often too much setup involved. One-time donors also do not like getting bombarded with donation emails after they donate. Lack of transparency on where donation money is being spent.

Blockchain enthusiasts - similar to the recurring donor pain points, blockchain enthusiasts would love to have more ways to be charitable using the blockchain.

<u>What is your product's value proposition?</u>

Our product's value proposition is simplifying the donations process for both the donor and NGO by making it more secure and transparent.

<u>What is your distribution and go-to-market strategy? Who can you partner with?</u>

It will be imperative to partner with an NGO to start. This NGO will be an organization that is already forward thinking in blockchain (such as UNICEF).

<u>What are the risks associated with your solution?</u>

1. Implementation issues
    a. Crypto world not picking up

2. Not being aligned with NGO
3. People not willing to participate in crypto but ok to participate in fiat.

<u>What is the impact of your solution? How will it be measured?</u>

1. Number of donations
2. Numbers of NGOS helped

<u>Define the technical specifications and development roadmap</u>

Full dApp, desktop base. Solidity, Truffle, Infura, uPort, AWS, Web3.js

<u>Define your impact criteria and how you measure it</u>

1. Number of donations
2. Numbers of NGOS helped
3. Number of tokens sold.

> Week 3 September 21 - September 28: Develop your product

Prototype your solution in some manner (the following are examples)

> Working code
> Analog prototype / Mock-ups
> Tech Stack and Wireframes

Define your Minimum Viable Product (MVP) testing approach

Marketing Tests: Landing Page, Explainer Video, Ad Campaign, A/B Tests, Crowdfunding

Product Tests: Sketches, Wireframes, Mockups, Interactive Prototype, Wizard of Oz, Concierge, Live Product

End of Week Deliverables

Prototype / Proof-of-concept uploaded

Document defining your MVP testing approach

> Week 4 September 28 - October 5: Final test and prep for pitch

Prepare pitch deck that includes the following:

Elevator Pitch

Overview of Industry / Ecosystem
Problem / Solution Definition
Business Model Canvas
Customer Segments
Value Proposition

Market Size
Competitive Analysis and Case Studies
Plan to Validate Customer Segments
Plan to Define and Validate MVP
KPIs for Success
Team Bio

End of Week Deliverables

Video of Demo
Finalized Pitch Deck

> October 7th

Final submissions due.

> Video of Demo
> Pitch Deck

This is an ideal scenario that you address all of the above... if you don't get to it all, just move on! Prioritize your tasks and coordinate with your team to divide and conquer. Good luck!