

# 2016-11-11 WPR Phase I - Second Project Review

## Date

11 Nov 2016

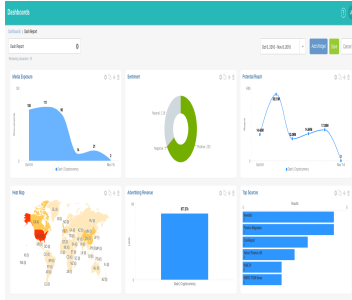
## Attendees

- David Wachsman
- Jesse Platz
- Meghan Merriman
- [Robert Wiecko](#)

## Goals

- Conduct WPR project review

## Discussion items

Time	Item	Who	Notes
10min	Wachsman PR key achievements	David Wachsman	<ul style="list-style-type: none"><li>• WPR Key Achievements during the second month of contract:<ol style="list-style-type: none"><li>1. Press Release - Dash / Avalon Life partnership</li><li>2. Press Release - Dash / Shake partnership</li><li>3. Press Release - Dash / Living Room of Satoshi partnership</li><li>4. Press Release - laBITconf / Dash involvement</li><li>5. PR Strategy - EVOLUTION</li><li>6. Node40 Press Release - Dash / Node40 joint operations</li><li>7. Node40 Press Release - Node40 Masternode Portfolio Insight</li><li>8. Ryan Taylor byline featuring in print and online version of Payments Quarterly</li><li>9. Ryan Taylor byline featuring in The Paypers</li><li>10. Media Interview training for Evan Duffield</li><li>11. laBITconf presentation feedback and guidance for Evan Duffield</li><li>12. Perry Woodin byline article featured on Nasdaq</li><li>13. Bitcoin Magazine article on Dash / Living Room of Satoshi (IN PROGRESS: quotes sent)</li><li>14. Ryan Taylor byline on Bitcoin Governance Model (IN PROGRESS: shopping)</li><li>15. Expert commentary pitching (IN PROGRESS)</li><li>16. laBITconf conference support</li></ol></li><li>• Dash featured in the media on <b>349 occasions</b> during this period.</li><li>• The potential reach of articles including the phrase "Dash Cryptocurrency" was a combined <b>94 million</b>, with a peak of <b>36 million in the week of Oct 10-14</b>.</li><li>• Dash Media placements (first page Google search): <a href="#">2016-11-11 Dash Media Placements October.xlsx</a></li></ul>
10min	WPR dashboard review	David Wachsman	<ul style="list-style-type: none"><li>• Dashboard review (note: the dashboard is automatically generated from the WPR tool and should be used to indicate progress and trend lines but not for actual numbers)</li></ul> 

20min	Goals review	Robert Wiecko	<ol style="list-style-type: none"> <li>1. Refine Dash's overall messaging, both online and in marketing materials, including event presentations. <ol style="list-style-type: none"> <li>a. Messaging framework created</li> <li>b. TODO: <b>review and propose of improvement of Dash whitepapers</b></li> </ol> </li> <li>2. Generate public awareness of Dash within the crypto-currency, business, finance, and technology sectors through a consistent level of media coverage. <ol style="list-style-type: none"> <li>a. <b>Achieved</b> by the press releases</li> </ol> </li> <li>3. Position members of the Dash core team as subject matter experts. <ol style="list-style-type: none"> <li>a. Work in progress: <ol style="list-style-type: none"> <li>i. Ryan is being more recognizable</li> </ol> </li> </ol> </li> <li>4. Create a long-term strategy to successfully introduce and launch the Dash Evolution project. <ol style="list-style-type: none"> <li>a. <b>Achieved</b>: <ol style="list-style-type: none"> <li>i. Strategy document created for Phase I as a foundation for Evolution strategy</li> <li>ii. First draft of the Evolution PR strategy delivered</li> </ol> </li> </ol> </li> <li>5. Increase Dash visibility in mainstream media. <ol style="list-style-type: none"> <li>a. <b>Achieved</b>: articles in NASDAQ, The Paypers and Payments Quarterly</li> </ol> </li> <li>6. Increase understanding of Dash's unique features to serve as digital cash. <ol style="list-style-type: none"> <li>a. <b>Achieved</b>: The best example is the publication about Living Room of Satoshi or publications in NASDAQ and Bitcoin Magazine</li> </ol> </li> <li>7. Establish Dash as the cryptographic currency that is based on Bitcoin software and addresses many of the problems of Bitcoin. <ol style="list-style-type: none"> <li>a. <b>Achieved</b>: publication of the press releases explaining differences between Dash and Bitcoin</li> </ol> </li> <li>8. Raise visibility around Dash's technological achievements within the crypto community through a steady stream of hard news coverage, as well as begin to penetrate top-tier business and technology media <ol style="list-style-type: none"> <li>a. <b>Achieved</b>: by the press releases published during the last month</li> </ol> </li> <li>9. Increase understanding and demand for Dash, resulting in higher volume and price relative to Bitcoin. <ol style="list-style-type: none"> <li>a. <b>Partially achieved</b> <ol style="list-style-type: none"> <li>i. Price went down in October</li> <li>ii. Volume increased during the last months</li> </ol> </li> </ol> </li> </ol>
20min	Success Criteria review	Robert Wiecko	<ol style="list-style-type: none"> <li>1. [STRATEGY] - Developed a complete analysis on Dash's overall messaging concluded with the improvements suggested implemented where agreed. <ol style="list-style-type: none"> <li>a. <b>Achieved</b> - analysis and messaging framework provided</li> </ol> </li> <li>2. [STRATEGY] - A fully detailed media strategy for the Dash Evolution Project to be completed and approved by Dash. <ol style="list-style-type: none"> <li>a. <b>Partially achieved</b> - first draft of the strategy document delivered on 2016-11-10</li> </ol> </li> <li>3. [PRICE] - The average price of Dash is increasing during the course of project. <ol style="list-style-type: none"> <li>a. Work in progress (price dropped last weeks and volume grew)</li> </ol> </li> <li>4. [PRICE] - The price of Dash is higher than 14 USD at the end of Phase I <ol style="list-style-type: none"> <li>a. Work in progress (to be assessed at the end of phase I; price decreased in October)</li> </ol> </li> <li>5. [VOLUME] - The average volume of Dash is increasing during the course of project (Poloniex exchange taken as a benchmark in Phase I). <ol style="list-style-type: none"> <li>a. Work in progress (volume increased in September and October)</li> </ol> </li> <li>6. [VISIBILITY] - At least 5 different media placements about Dash per month arranged by Wachsman PR and published in major crypto-media <ol style="list-style-type: none"> <li>a. <b>Achieved</b> (see key achievements)</li> </ol> </li> <li>7. [VISIBILITY] - At least 1 article / month about Dash (arranged by Wachsman PR) is published in major mainstream media <ol style="list-style-type: none"> <li>a. <b>Achieved</b> (NASDAQ, The Paypers and Payments Quarterly articles)</li> </ol> </li> <li>8. [QUALITY] - All monthly project reviews are done and all findings are addressed <ol style="list-style-type: none"> <li>a. <b>Partially achieved</b> - project review was done but findings were not addressed (whitepapers review is missing)</li> </ol> </li> <li>9. [QUALITY] - All weekly project status calls summarized with the notes and action plan. Action plan executed <ol style="list-style-type: none"> <li>a. <b>Not achieved</b> - Only one weekly call conducted</li> </ol> </li> <li>10. [ADOPTION] - Dash is adopted (or negotiations are happening) at least on 1 new major Bitcoin exchange (Bitfinex, Kraken, Bitstamp, Huobi, OKCoin, BTCCChina) or implementation/adoption process was initiated. <ol style="list-style-type: none"> <li>a. <b>Not achieved</b></li> </ol> </li> </ol>

## Action items

