



Dash & HBPay Adoption @ Foodtruck Bazaar

Week #1 Report

(18 Sep 2017 - 24 Sept 2017)

1.0

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1. Background

This is a weekly report as part of the committed deliverables for the Dash & HBPAY Adoption @ Foodtruck Bazaar project funded by the Decentralized Governance Blockchain Budget (DGBB). The project scope involves conducting Dash awareness and adoption campaign targeting a Food Truck Bazaar located in Shah Alam, Malaysia. The campaign integrates a custom-made Dash-enabled Point-of-Sales system named HBPAY installed at the participating food trucks allowing a full-fledged digital payment experience and settlements to the customers and merchants.

The project incorporates a subsidy-based incentive schemes as an integral requirement to accelerate the adoption of Dash throughout the campaign period. Customers are incentivised to use Dash and enjoy paying for their meals at cheaper cost compared to normal fiat cash.

The project's goal is not only to increase awareness through initial installation of Dash wallet and ownership dash to the local population, but also giving them the first-hand end-to-end experience and understanding of Dash as a digital cash and payment method involving both consumers and merchants.

2. Project Preparation

Project preparation started immediately after receiving the budget on the 3rd September 2017 stretching for two (2) weeks involving meetings, recruitment, procurement, site preparation and promotional material printings.

2.1. Engagements with Food Truck Owners and Operators

There are 6 food trucks as permanent tenant, plus several other part time trucks operating at the site. On daily basis, there is a cap of 10 trucks conducting the business there, which is a consensus arrangement among the truck owners and the site organizer.

Rounds of meetings and trainings have been conducted to the truck owners. Realizing that the food retail business requires high time commitment of the food truck owners and operators, with most of the businesses are operating around the clock, to have everybody participated in a single dedicated session is somewhat impossible to be achieved. The project team instead adopt a different approach where most of the truck owners and operators are approached independently.

Out of the all trucks approached, only one truck owner has adequate knowledge about cryptocurrency. Most have zero awareness about cryptocurrency, however they are enthusiastic to learn more, and this project will be an appropriate venue for them to experience and explore Dash and cryptocurrency in details.

All the truck owners are willing to participate in this campaign provided that; that the project will not in any way interrupt the efficiency of their food operators; nor it will impact their daily revenue. On that note, the project decided to station one promoter at each truck to facilitate the customers in doing the transactions and to assist the truck operators in confirming that the payments have been made. The intention is to make sure the project to be least disruptive as possible to the truck operators.

2.2. Team Recruitment

The original proposal budgeted 6 personnel to operate every night consisting of one (1) supervisor, three (3) promoters, one (1) technical support, and one (1) cashier. Due to the conditions set by the truck owners, the project will need to hire more promoters as each of the will be station dedicatedly at each truck.

Since cryptocurrency is quite technical topic, the focus for the first week is to make sure HBPAY is running well, and customers involved in doing the transactions are properly briefed by our personnel. Recruitment of non-technical promoters are ongoing.

To run at full capacity of 10 food truck, the project is looking at a revised team structure of having ten (10) promoters per night.

2.3. Promotional Material

Below are items procured for this project.

1. 2x6 feet buntings.
2. A5 size flyers.
3. T-shirts.

Designs are using the artworks provided in the Dash. Contributing back the community, all generated vector files will be shared back to the Dash wiki.

3. The Campaign Activities

The campaign week #1 started on the 18th September 2017. The project has recruited nine (9) personnel predominantly technical people on part-time basis to conduct the week 1 campaign. The team work on rotation which at the most, 4 personnel are on duty per night.

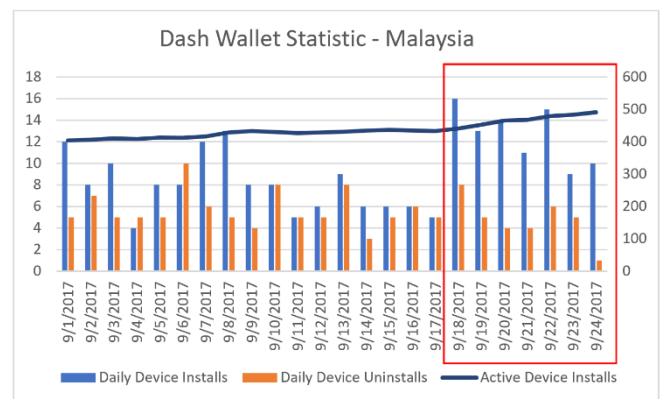
With two (2) of them assuming the role of cashier and technical support, we are left with only two (2) personnel to be stationed at trucks. For this first week venture, we have decided to focus only on 2 trucks. This is to make sure the operation is conducted in a controlled environment. This is also allowing the project to properly assess the readiness of the promotional team and the food truck operators in dealing with such change of the business process.

4. Results

4.1. Wallet Installations

Below is the statistics for Android wallet install statistic courtesy of Hash Engineering. This represents only for Android Dash Wallet.

Date	Country	Daily Device Installs	Daily Device Uninstalls	Active Device Installs
9/1/2017	MY	12	5	404
9/2/2017	MY	8	7	406
9/3/2017	MY	10	5	410
9/4/2017	MY	4	5	408
9/5/2017	MY	8	5	413
9/6/2017	MY	8	10	412
9/7/2017	MY	12	6	416
9/8/2017	MY	13	5	429
9/9/2017	MY	8	4	433
9/10/2017	MY	8	8	430
9/11/2017	MY	5	5	427
9/12/2017	MY	6	5	429
9/13/2017	MY	9	8	431
9/14/2017	MY	6	3	434
9/15/2017	MY	6	5	437
9/16/2017	MY	6	6	435
9/17/2017	MY	5	5	433
9/18/2017	MY	16	8	441
9/19/2017	MY	13	5	453
9/20/2017	MY	14	4	465
9/21/2017	MY	11	4	467
9/22/2017	MY	15	6	479
9/23/2017	MY	9	5	483
9/24/2017	MY	10	1	491



The statistics for the days prior to the campaign is presented as a baseline to see the effectiveness of our activities. The number for the first week is underwhelming, simply because the team is still finding their footing in the promotion activities, also due to limiting the scope to only two (2) trucks. As we employ more promoters and them gaining more experience, numbers are expected to increase. In total, there is only 50 additional active wallet installations identified in Malaysia for the week.

For iPhone, the data that we received is based on weekly.

Week	Number of Installation
Jul 10, 2017	0
Jul 17, 2017	27
Jul 24, 2017	23
Jul 31, 2017	26
Aug 7, 2017	29
Aug 14, 2017	40
Aug 21, 2017	42
Aug 28, 2017	23
Sep 4, 2017	29
Sep 11, 2017	21
Sep 18, 2017	31

There is yet any significant improvement seen for Week of 18th September 2017.

4.2. Observations

One of the reasons the Food Truck site is proposed for this project is that we can observe the actual general population's view about cryptocurrency. This is different comparing to conducting observation in a dedicated crypto event where most of the attendees already know and interested about cryptocurrency.

We observed that there are five (5) types of customers which can be categorized as below:

Category	Description	Estimated Percentage (Non-Empirical)
Type 1	Never heard about cryptocurrency.	10%
Type 2	Heard about Cryptocurrency but did not understand it.	50%
Type 3	Understand a bit about Bitcoin/Cryptocurrency but never own or purchase any.	30%
Type 4	Understand about Bitcoin/Cryptocurrency, own or purchase some, but know nothing about Dash's unique features.	10%
Type 5	Understand and own Dash.	0%

We are considering a possibility of designing survey questions to truly validate the observation and further design appropriate strategies to properly promote Dash. With direct hands-on experience transacting with Dash via HBPAY, we hope to improve the Type 5 percentage throughout the course of our project.

4.3. Challenges and Solutions

Readiness of the project team and the truck operators is a big challenge. Those can be solved with more experience and involvement time in the project. As we are adding more team members, recruitment is also a huge task for the project initiator. We maintain the need to hire appropriate people especially the promoters as we need people that is articulate enough in explaining basic technical matters of cryptocurrency. We also foresee the need to revise the remuneration structure, which might impact the incentive fund.

The drop of cryptocurrency price along with the recent bad media coverage regarding cryptocurrency poses some difficulty especially when most of the Type 2 & Type 3 customers inquiring for more explanation about the situation. While we took these inquiries as a proper opportunity to provide accurate picture about the situation, it took too much a time for the team to explain, which lead to loss of opportunities to handle other customers. We will tighten up our Standard Operating Procedure (SOP) to deal with these kinds of situation in the future.

4.4. Opportunities

Our activities garnered few inquiries from various local crypto-enthusiast groups. We are open with the idea to conduct Dash talks to their groups in near time. Further updates will be provided in the upcoming reports.

4.5. Incentive Fund Balance

At the end of Week 1, approximately only 2 Dash were distributed. The balance of Dash Incentive fund pool is at 110 Dash. As the current operation is yet to be running at full capacity, the number does not represent the actual potential of Dash distribution to the local community. Nevertheless, based on discussion with the food truck owners, they encourage us to extend the duration of the project until all the incentive fund pool is completely distributed. The team will observe the upcoming weeks and will project the length of the project extension duration.

5. Conclusion

The first week is mostly revolves around familiarization of the project team, food truck owners & operators also the users for this new digital payment environment. Only 2 Dash were distributed and only 2 Trucks were involved for Week 1. A slight increase of Android Wallet installation counts has been recorded while there is yet any noticeable iPhone installation increase.

The subsequent week will be focusing on increasing the number of Trucks participation along with further recruitments and trainings for the promoters. The goals will be to increase wallet installation and to increase the number of Dash distributed into the local economy.

Extension of project duration length is anticipated as the fund is expected to be enough to cater for more weeks.

6. Resources

1. Project Proposal - <https://www.dashtreasury.org/p-2974.prop>
2. Project Live Log - <https://www.dash.org/forum/threads/project-live-log-dash-hbpay-adoption-foodtruck-bazaar.16682/>
3. Project Photos - <https://photos.app.goo.gl/ZduN7LYPtEvj5aBL2>
4. HBPay - <https://www.dash.org/forum/threads/hbpay-dash-point-of-sales-pos.15204/>



Dash is Digital Cash

www.dash.org