Dash & HBPay Adoption @ Foodtruck Bazaar

Week #2 Report

(25 Sep 2017 - 01 Oct 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.
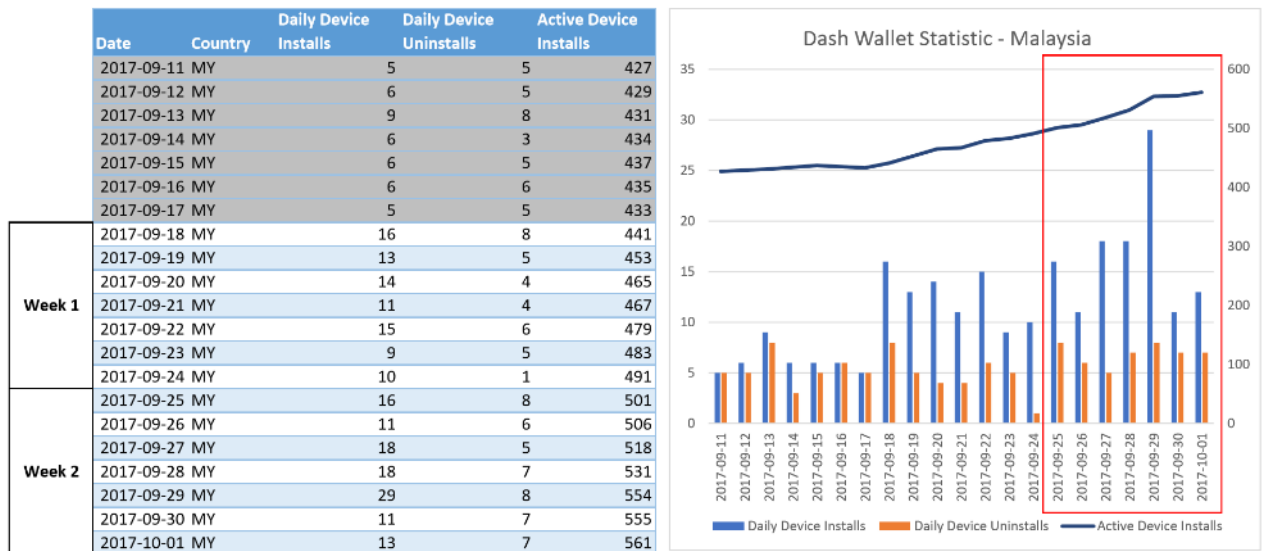
2. The Campaign Activities

The campaign week #2 started on the 25th September 2017. In addition to the (9) personnel recruited in the week 1, the project recruited another 2 female promoters. The team continue work on rotation basis which at the most, 6 personnel are on duty per night.

With two (2) of them assuming the role of cashier and technical support, we four (4) personnel are stationed at trucks. For this second week venture, we have decided to focus only on three (3) trucks as the team is yet to achieve the desired readiness.
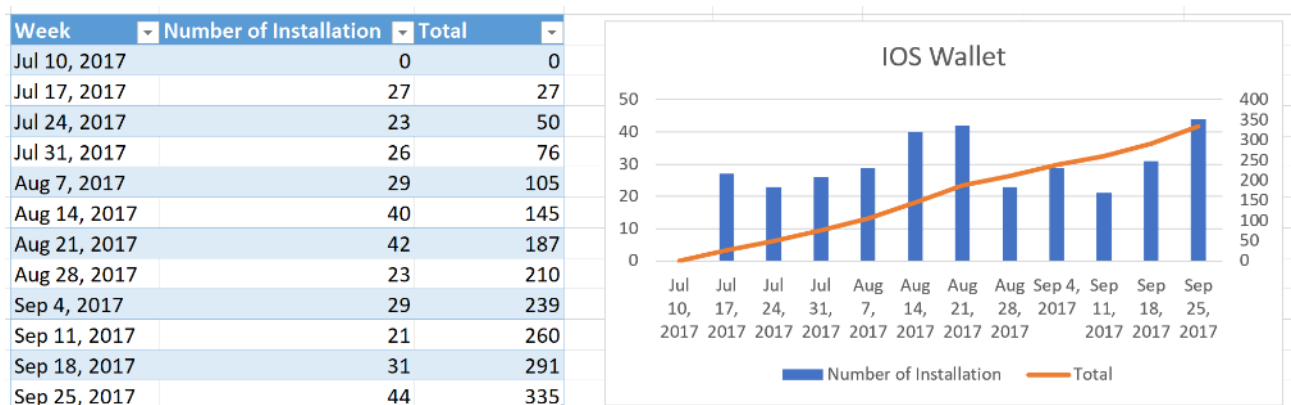
3. Results

3.1.   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
	2017-09-11	MY	5	5	427
	2017-09-12	MY	6	5	429
	2017-09-13	MY	9	8	431
	2017-09-14	MY	6	3	434
	2017-09-15	MY	6	5	437
	2017-09-16	MY	6	6	435
	2017-09-17	MY	5	5	433
	2017-09-18	MY	16	8	441
	2017-09-19	MY	13	5	453
	2017-09-20	MY	14	4	465
Week 1	2017-09-21	MY	11	4	467
	2017-09-22	MY	15	6	479
	2017-09-23	MY	9	5	483
	2017-09-24	MY	10	1	491
	2017-09-25	MY	16	8	501
	2017-09-26	MY	11	6	506
	2017-09-27	MY	18	5	518
Week 2	2017-09-28	MY	18	7	531
	2017-09-29	MY	29	8	554
	2017-09-30	MY	11	7	555
	2017-10-01	MY	13	7	561

Dash Wallet Statistic - Malaysia

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 second week is improving from the week 1. The team is still finding their footing in the promotion activities. In total, there are 70 additional active wallet installations identified in Malaysia for the week, with the total tally of 128 android wallet installations for the 2 weeks operation.

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

Week	Number of Installation	Total
Jul 10, 2017	0	0
Jul 17, 2017	27	27
Jul 24, 2017	23	50
Jul 31, 2017	26	76
Aug 7, 2017	29	105
Aug 14, 2017	40	145
Aug 21, 2017	42	187
Aug 28, 2017	23	210
Sep 4, 2017	29	239
Sep 11, 2017	21	260
Sep 18, 2017	31	291
Sep 25, 2017	44	335

IOS Wallet

Week of 25th September 2017 shows an improvement as compared to the previous week.

3.2.   Observations

Comparing to Week 1, we start to notice that the customers for the Week 2 is a bit responsive and willing to engaged more with lengthy discussion about Dash and Cryptocurrency in general. However, we estimated that the tabulation of customer's understanding about Cryptocurrency is still very low.

Like the previous week, 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 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.

3.3.   Challenges and Solutions

Readiness of the project team and the truck operators is still 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 have decided 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.

3.4.   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. We have been approached by a group of expatriate Pakistani customers who are already well versed with cryptocurrency albeit having no knowledge about Dash treasury fund. After we explained in detail about Dash DGBB, they have become very interested about Dash and expressed their interest to conduct similar campaign in their country. We are going to conduct subsequent meetings with this group in the upcoming weeks.

3.5.   Incentive Fund Balance

At the end of Week 2, approximately only 2 Dash were distributed. The balance of Dash Incentive fund pool is at 108 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. The team together with the food truck owners already agreed that the duration of the campaign to be extended until the incentive fund pool is completely utilized. The team will observe the upcoming weeks and will project the length of the project extension duration.

4. Conclusion

The second week is still revolving 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 3 Trucks were involved for Week 2. An increase of Android Wallet installation counts has been observed. An improvement of IPhone installations is also detected compared to the previous week.

The subsequent week will still 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 agreed with all participating entities, as the fund is expected to be enough to cater for more weeks. Our commitment is to fully distribute all the incentive funds injecting them into the local economy.

5. 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