

DASH

Burnt Hamster Publishing

Magazine, Website, POS Sales

Version 2

Michael Veloff & michaelveloff@ymail.com

www.dash.org

1. General Project Information				
Project Name:	Burnt Hamster Minestrone			
Description and Goal Statement:	Using our publication as a promotional item and leverage to launch our Dash enabled merchant website as well as to incentivize small merchant adoption of Dash POS in North Central Ohio.			
Email Address / Website:	Agnewpickens.com			
Vendor:	Burnt Hamster Publishing			
2. Project Team				
	Name	Department	Telephone	E-mail
Project Manager:	Michael Veloff	Publisher	(419) 566-9069	michaelveloff@ymail.com
Team Members:	Ben Ditmars	Junior Partner		beeditty@gmail.com
	Casey Taylor	Art Director		
	Stephen Caruso	Website Mgr		
	Carol Stanton	Editor		stantonovamm@gmail.com
3. Stakeholders (e.g., those with a significant interest in or who will be significantly affected by this project)				
Michael Veloff, Ben Ditmars				
4. Project Scope Statement				
Project Purpose / Business Justification				
<i>Describe Multi-pronged Marketing effort to bootstrap Dash adoption in my area among both end users and small merchants, as well as an online presence for Burnt Hamster Publishing through its Dash enabled website.</i>				
Objectives (in business terms)				
To get our publication adopted by local vendors as a means of introducing Dash as a payment solution for small businesses in my area of North Central OH. To have a stable source of funding to continue publication of Burnt Hamster Minestrone through at least 4 issues, with first issue layout completed and small printings already done while our second issue is accepting and receiving submissions for layout and release in late Q3 or early Q4 as well as to create a Dash enabled merchant website from my blog domain agnewpickens.com which is already underway after having paid Stephen Caruso 1 Dash to undertake converting our domain.				
Key Deliverables				
1) A very popular arts& literature magazine that already has first issue completed and ready for printing using				

local artists and writers for quick adoption in my area.

2) Sales team will be directing vendors toward the Dashforce QR in publication promo in preparation for release of Dashpay POS late Q3 or early Q4 as a means of getting merchant adoption.

3) Merchant website to reach beyond our geographic area for Burnt Hamster Publishing goods with Dash as sole crypto option, although we will also be accepting fiat payments PayPal initially for longterm viability of the website.

Scope

The scope of the project involves direct sales to local vendors with supporting launch events for vendors accepting the magazine, primarily signings and open mics, where Dash will be explicitly thanked as sponsoring the publication. The merchant website is still under development and progress will be reported as it becomes available.

Milestones and Schedule

Our magazine's first issue is already in distribution and our team is already approaching local vendors with purchase orders and sample copies for the first issue. Second issue is in submission period and layout on the magazine will commence once submission period closes at the end of July. Merchant website is still in development, a 2/3 deposit on services has already been paid to Stephen Caruso in Dash.

Success Criteria

Their will be monthly reports on vendor locations that have accepted the magazine for distribution as well as follow up reports, once POS system is available, on merchants adopting either the POS software or hardware, there will be monthly updates on progress of the merchant website which will be cross-promoted with my Etsy shop so that we can build a customer base from Etsy sales.

Major Known Risks (including significant Assumptions) Identify obstacles that may cause the project to fail.

Risk	Risk Rating (Hi, Med, Lo)
Lack of vendor acceptance of magazine	Low
Lack of vendor adoption of POS system when available	Med
Lack of traffic to merchant website	Med

Constraints

Major constraint for next issue is Casey Taylor, art director, present living situation, but Ben Ditmars will make sure she is able to get to layout sessions for next issue. Much of her work has been completed by creating our magazine Masthead.

External Dependencies

The only Dash support I may need is in enabling my merchant website to accept dash payments, but that should be handled through slack channel dash support desk and require no core team assistance.

5. Communication Strategy (specify how the project manager will communicate to the Sponsor (Dash community) and Project Team members, e.g., frequency of status reports, frequency of Project Team meetings, etc.)

Michael Veloff will provide monthly progress reports to dash community, as a regular member of slack, I am already in full communication through the proposal channel and will post monthly progress reports on Dash forum as well.

6. Reviews Planned (indicate what reviews this project plans. Monthly reviews are recommended.)

Our core team meets weekly to biweekly depending on schedule and I am in daily communication with my website coder, so reviews will be ongoing and compiled once monthly for progress reports.

7. Notes