2016-12-13 WPR Phase I - Final Project Review
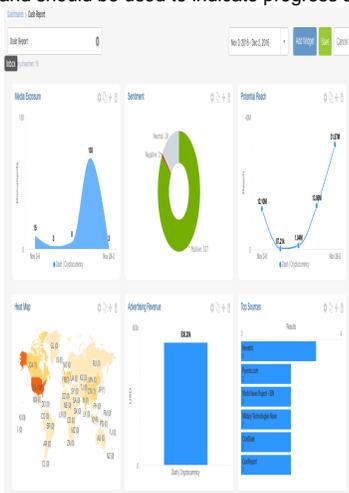
Date

📅 13 Dec 2016

Attendees

- David Wachsman
- Jesse Platz
- Ryan Taylor
- Robert Wiecko

Goals

- Conduct final WPR project review

Discussion items

Time	Item	Who	Notes
10min	Wachsman PR key achievements	David Wachsman	• WPR Key Achievements during the second month of contract: 1. Press Release - Dash / Living Room of Satoshi partnership 2. Profile feature piece on BTC-Echo, one of Germany's leading industry publications 3. Ryan Taylor byline on Bitcoin Governance Model in Bankless Times 4. Dash mentions on IRS / Cryptocurrency issue in Nasdaq, CoinJournal, CoinTelegraph, Finance Magnates and newsBTC from Node40 expert commentary pitching 5. Improving Dash Whitepapers (IN PROGRESS) 6. Expert commentary pitching (IN PROGRESS) 7. Privacy byline (IN PROGRESS) • Dash featured in the media on **136 occasions** during the last period. • Dash Media placements (first page Google search): 2016-12-13 Dash November - Media Placement List.xlsx
10min	WPR dashboard review	David Wachsman	• 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)

| 20min | Goals review | Robert Wiecko | 1. Refine Dash's overall messaging, both online and in marketing materials, including event presentations.
   a. **Achieved:** Messaging framework created
   b. **Partially achieved:** TODO: Whitepapers not delivered to WPR (to be done by the Dash team)
2. Generate public awareness of Dash within the crypto-currency, business, finance, and technology sectors through a consistent level of media coverage.
   a. **Achieved** by the press releases
3. Position members of the Dash core team as subject matter experts.
   a. **Achieved**: Ryan and Daniel positioned as SMEs in the press. Evan mentioned as a technical expert in medias and in Argentina
4. Create a long-term strategy to successfully introduce and launch the Dash Evolution project.
   a. **Achieved**:
     i. Strategy document created for Phase I as a foundation for Evolution strategy
     ii. First draft of the Evolution PR strategy delivered
5. Increase Dash visibility in mainstream media.
   a. **Achieved**: article in NASDAQ
6. Increase understanding of Dash's unique features to serve as digital cash.
   a. **Achieved**: Example: "DASH - An interview about digital cash" in BTC-Echo
7. Establish Dash as the cryptographic currency that is based on Bitcoin software and addresses many of the problems of Bitcoin.
   a. **Achieved**: publication of the press releases explaining differences between Dash and Bitcoin (e.g. "Bitcoin's governance model? Bickering and inaction with misaligned incentives" in Bankless Times)
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
   a. **Partially achieved**: The last month was not as good as previous months (mostly due to the lack of events and new partnerships)
9. Increase understanding and demand for Dash, resulting in higher volume and price relative to Bitcoin.
   a. **Not achieved**
     i. Price went down at the beginning of November and then stabilized
     ii. Volume was stable last month |
| 20min | Success Criteria review | Robert Wiecko | 1. [STRATEGY] - Developed a complete analysis on Dash's overall messaging concluded with the improvements suggested implemented where agreed.
   a. **Achieved** - analysis and messaging framework provided
2. [STRATEGY] - A fully detailed media strategy for the Dash Evolution Project to be completed and approved by Dash.
   a. **Achieved** - first draft of the strategy document delivered on 2016-11-10
3. [PRICE] - The average price of Dash is increasing during the course of project.
   a. **Not achieved -** price dropped down at the beginning of November and then stabilized
4. [PRICE] - The price of Dash is higher than 14 USD at the end of Phase I
   a. **Not achieved**
5. [VOLUME] - The average volume of Dash is increasing during the course of project (Poloniex exchange taken as a benchmark in Phase I).
   a. **Achieved**
6. [VISIBILITY] - At least 5 different media placements about Dash per month arranged by Wachsman PR and published in major crypto-media
   a. **Achieved** (see key achievements)
7. [VISIBILITY] - At least 1 article / month about Dash (arranged by Wachsman PR) is published in major mainstream media
   a. **Achieved** (NASDAQ)
8. [QUALITY] - All monthly project reviews are done and all findings are addressed
   a. **Achieved** - project review was done but findings were not addressed (whitepapers review is missing)
9. [QUALITY] - All weekly project status calls summarized with the notes and action plan. Action plan executed
   a. **Achieved** - Only one weekly call not conducted due to Robert's unavailability
10. [ADOPTION] - Dash is adopted (or negotiations are happening) at least on 1 new major Bitcoin exchange (Bitfinex, Kraken, Bitstamp, Huobi, OKCoin, BTCChina) or implementation/adoption process was initiated.
   a. **Achieved** |

Action items

☐ n/a