

Part A: Initial Definition & Research

Project Idea Overview

StreakSafe is a decentralized habit accountability protocol where users stake SOL to commit to daily goals. Task completion is proven through photo uploads stored on Arweave, which are then verified by a consensus of peer validators. If a check-in is verified, the user's streak continues and they become eligible for rewards. If the check-in is rejected, it does not count toward their streak and part of their staked amount may be slashed.

1) Core Value Proposition & Product-Market Fit (PMF)

AI Task Prompt:

"Based on my idea — StreakSafe is a decentralized habit accountability protocol where users stake SOL to commit to daily goals. Task completion is proven through photo uploads stored on Arweave, which are then verified by a consensus of peer validators. If a check-in is verified, the user's streak continues and they become eligible for rewards. If the check-in is rejected, it does not count toward their streak and part of their staked amount may be slashed. Help outline the core value proposition and initial thoughts on product-market fit. What are 2–3 key value areas?"

AI Output:

StreakSafe provides a high-accountability habit-forming platform by combining staking, peer-reviewed photo verification, and token rewards. It directly addresses the problem of fake check-ins in habit-tracking apps by introducing peer consensus validation. The product-market fit is especially strong among crypto-native productivity users who value high-stakes personal development systems.

2) Key Target Markets

AI Task Prompt:

"For this value proposition — StreakSafe provides a high-accountability habit-forming platform through staking, peer-reviewed photo verification, and token rewards, which solves the problem of fake check-ins in habit apps and appeals strongly to crypto-native productivity users — suggest 2–5 key target demographics or market segments."

AI Output:

- Crypto-native users
- Productivity hackers
- Web3 lifestyle DAOs
- Fitness influencers

- Gamified learning platforms

3) Competitor Landscape

AI Analysis Prompt:

"Identify key competitors for a project with this value prop targeting these markets — StreakSafe provides a high-accountability habit-forming platform through staking, peer-reviewed photo verification, and token rewards, appealing to crypto-native users, productivity hackers, Web3 lifestyle DAOs, fitness influencers, and gamified learning platforms. What are potential weaknesses in their offerings??"

AI Output:

- Competitors: Habitica, Beeminder, Stepn, Proof of Workout
- Weaknesses: Centralized, easy to fake, limited verification, no staking risk

Manual Research:

- Found Gitcoin Quests, Quest3.xyz, Azuro Protocol, and Farcaster Frames
- Identified gaps in economic incentives and staking mechanisms

Combined Competitor List:

Competitor	Why It Matters	Identified By
Habitica	Legacy gamified habit tracker	AI
Beeminder	Financial penalties for failed goals	AI
Stepn	Move-to-earn model with token rewards	AI
Layer3	Web3 incentivized task platform with great UX	Adversarial AI
Quest3.xyz	On-chain questing and proof-of-participation	Manual Research
Gitcoin Quests	Proof of effort system for Web3 learning	Manual Research
Ritual App	AI-verified routines via photos/sensors	Adversarial AI
Proof of Workout	Verifies workouts with oracles	AI

Azuro Protocol	User-validated outcomes in prediction markets	Manual Research
Farcaster Frames	Onchain action-based interactions	Adversarial AI

Gaps Identified:

- None combine staking + peer validation + Arweave storage.
- Most focus on singular activity types; StreakSafe is multi-purpose.
- Many lack decentralized consensus or are fully centralized.

4) Founder-Market Fit (FMF)

Manual Draft:

Personal background in EVM-based smart contract development, active exploration of DeFi platforms, and early prototyping on Solana. Deep personal interest in behavioral incentive design and experience in productivity-focused online communities.

Optional AI Task Prompt:

"Given my background — I recently started building on Solana and have been exploring DeFi platforms as a user — how might I frame my founder-market fit for this project idea StreakSafe, a decentralized habit-tracking platform where users stake SOL to commit to daily goals, verify photo-based task completion via Arweave, and earn rewards or lose stake based on peer validation?"

AI Output:

Although you are relatively new to Solana and DeFi, your current hands-on exploration and willingness to build early in your journey demonstrates a proactive learning mindset. Your direct involvement in prototyping the technical foundation of StreakSafe gives you a growing understanding of the tools and protocols in use. Furthermore, your genuine personal interest in habit-based systems provides a unique user-centric perspective that aligns well with your target audience. To further solidify your founder-market fit, collaborating with experienced contributors in UI/UX, community building, and tokenomics will help accelerate product-market validation and user growth.

Part B: Process Appendix

Initial Idea Overview

StreakSafe is a decentralized habit accountability protocol where users stake SOL to commit to daily goals. Task completion is verified through photo uploads stored on Arweave, and validated by a group of peer users in the same task category. If a check-in is verified, the user's streak continues and they become eligible for token rewards. If the check-in is not validated by the consensus, it does not count and their staked SOL may be partially slashed.

1) Adversarial AI Task

Prompt:

"Critique my project's value proposition, target market, and competitive analysis: StreakSafe provides a high-accountability habit-forming platform through staking, peer-reviewed photo verification, and token rewards. It solves the problem of fake check-ins in habit apps and appeals strongly to crypto-native productivity users, fitness enthusiasts, and Web3 lifestyle DAOs. The current competitor landscape includes both traditional habit apps and newer Web3 quest platforms. Why might this not be a true blue ocean? What types of competitors might have been overlooked?"

AI Output:

StreakSafe carves out a niche by combining staking with peer-reviewed, photo-based verification on Arweave, but it still sits in a broader competitive space of incentivized behavior apps. While few existing platforms integrate all three mechanics, partial substitutes like Ritual App (AI/ML-based habit support), Layer3 (task-based crypto incentives), and Farcaster Frames (action-based UX on social platforms) compete for user attention with lower friction and larger audiences. Traditional platforms like Beeminder or Habitica offer ease of use, while decentralized tools often skip staking or formal task validation. Potentially overlooked competitors include Web2 apps integrating crypto micro-incentives and DAO-based bounty systems that could easily replicate the StreakSafe model. Additionally, challenges such as validator collusion, onboarding friction, and non-crypto-native UX could limit adoption.

Validity Assessment:

The critique is well-founded and pushes beyond superficial comparisons. It accurately highlights competitors that share psychological, UX, or incentive mechanics even if they differ in architecture. It also raises overlooked risks and competing design trade-offs. These insights directly informed our revisions to validator routing, anti-collusion incentives, and modular task-type frameworks.

2) Refine Project Definition

Revisions Summary:

Changes Made:

- Integrated validator randomization and slashing-based disincentives to reinforce economic integrity
- Refined market strategy to categorize users and validators by task domain (e.g., fitness, writing, coding), enabling skill-aligned peer validation and broader non-crypto participation
- Expanded competitor analysis with additional relevant protocols across proof-of-effort and incentive systems
- Updated Founder-Market Fit to reflect a more accurate skill profile and early-stage experience, including plans to collaborate with domain experts

Rationale:

These changes were made in response to adversarial critique and to strengthen the platform's uniqueness, security, and long-term appeal. They directly address user verification quality, validator abuse prevention, and improved alignment between validators and task types.

3) Critique & Refine FMF

Prompt:

"Critique my founder-market fit: Although I am relatively new to Solana and DeFi, I have hands-on experience with EVM-based development, am actively exploring DeFi platforms, and have started prototyping on Solana. I have a strong interest in behavioral incentive design and experience in productivity communities. What makes this positioning potentially weak? How could I strengthen it to better align with the project's demands and goals?"

AI Output:

Although you are relatively new to Solana and DeFi, your background includes hands-on EVM-based development experience, active exploration of DeFi platforms, and early prototyping work on Solana. This shows strong initiative and a foundational understanding of blockchain development. Your interest in behavioral incentive systems and involvement in productivity communities gives you direct insight into your user base. However, your limited experience on Solana and with DeFi protocols may pose early-stage challenges in scaling and adoption. You can strengthen your positioning by working closely with experienced contributors in tokenomics, community development, and user onboarding, ensuring both technical execution and broader adoption readiness.

Refined FMF:

Although you are relatively new to Solana and DeFi, your hands-on experience with EVM development and your active engagement with DeFi platforms demonstrate a proactive learning curve. Your ongoing prototyping of StreakSafe on Solana highlights an eagerness to adopt new tools and frameworks. Additionally, your strong personal interest in behavioral incentive design and your participation in productivity communities give you user-first insights that can shape effective product decisions. To strengthen your positioning, you plan to collaborate with experienced contributors in token design, community management, and UX — helping bridge the early-stage learning gap and support faster market fit.

Rationale for Refinement:

This updated FMF accounts for your practical skills and your limitations honestly. It avoids overstating experience while positioning your curiosity, initiative, and user empathy as strategic strengths. It also directly addresses gaps in experience by naming collaboration as a concrete mitigation path