BlockReceipt.ai – Strategic Review & Roadmap

# 1 | Macro Positioning – Re-tell the Story

Why BlockReceipt exists:  
• Receipts are broken —thermal paper is wasteful, email slips are unverified.  
• Trust layer for warranties & resale.  
• Privacy without opacity.

Messaging tweak: Drop “NFT” in outward-facing copy; lead with “verifiable digital receipt” and “tokenised proof of purchase.” Save “NFT” for dev docs.

# 2 | Technical Reality Check

## 2.1 What’s already solid

• Clean React/TypeScript front-end with modern patterns (TanStack Query, RHF + zod)  
• Service-layered Express back-end – easy to unit-test and swap infra drivers  
• ERC-1155 contract  
• Threshold + IPFS integration  
• Stripe + multi-chain crypto checkout wired into mint flow

## 2.2 Hidden landmines

• Mumbai testnet outages: Use multi-provider RPC + fail-over to Base or a private roll-up.  
• Gas spikes on L1s: Default mint to L2 (Base/zkSync).  
• Key custody: Offer optional social-recovery key shard at onboarding.  
• Man-hour creep: Freeze feature scope until merchant demo & mobile PWA ship.

# 3 | Roadmap Re-sequenced (12-month view)

## Q2 (Next 8 weeks): “Demo-day Ready”

• Infra Hardening  
• Merchant Proof  
• Mobile PWA  
• Security Hygiene

## Q3 (3–6 months): Pilot & Feedback

• Pilot with boutique electronics retailer & insurance partner

## Q4 (6–9 months): Scale Readiness

• Shopify & WooCommerce plug-ins  
• Admin-side rule engine  
• SDK v1

## Q1 ’26 (9–12 months): Monetise & Defend

• AI spend-insights  
• Sustainability dashboard  
• File provisional patents

# 4 | Business-Model Adjustments

• Consumer pays → Merchant-funded base tier  
• Lifetime storage → Change to “10-year guarantee; auto-extend for active users.”

# 5 | Org & Budget Implications

• DevRel/Solutions Engineer: Q2-Q3  
• Customer Support: by 1k merchants  
• Compliance Lead (fractional): Q3

# 6 | Investment Ask (if pitching)

“$450k seed extension funds 9 months runway to:  
• Ship merchant-ready POS plug-ins and mobile PWA  
• Close two pilots worth $60k ARR  
• File provisional IP and complete SOC 2 Lite readiness.”

# 7 | Key Metrics to Track Day 1

• Time-to-first-mint per merchant (goal < 30 min from sign-up)  
• Receipt success rate  
• Gas cost as % of revenue  
• Monthly active wallet opens  
• Warranties verified via API

# Bottom Line

You already have a functioning full-stack prototype—a rarity at this stage. Now narrow scope to bullet-proof the chain interaction, deliver a no-code merchant plug-in, and get a live pilot. Everything else (AI analytics, marketplace, fancy UX) can wait until you have real receipts in the wild. Ship what proves the thesis, gather usage data, and let that dictate which bells & whistles make money.