Q2: QUESTION 2: Emotional Trigger

What do you want the customer or merchant to feel when they experience BlockReceipt for the first time?

Think: relief, empowerment, innovation, trust, “how is this not already a thing?”

Give me a sentence that captures that “aha” moment.

**Customer “aha”**

“Hold up—one tap and my receipt is a secure NFT I’ll never lose? How is this not already the norm?”

**Merchant “aha”**

“In one click I’ve handed my customer an eco-friendly, fraud-proof receipt—and saved myself a pile of paper, cost, and hassle. Why didn’t we do this sooner?”