QUESTION 3: Who do we sell to first?

Would you rather first go after big chains (like CVS or Dunkin), or boutique merchants (like fashion brands, eco stores, or crypto-forward cafés)? Why?

Think about:

How easy is it to get a meeting?

Who is more likely to say yes?

Who has more to lose from receipt failures?

Who will brag about it once they use it?

Answer:  
  
**Start with the big chains—Dunkin’, CVS, similar high-volume retailers.**

| **Factor** | **Big chains (CVS, Dunkin’)** | **Boutique merchants** |
| --- | --- | --- |
| **Meeting difficulty** | Harder to land, but a single “yes” instantly opens hundreds–thousands of locations. | Easier to meet, yet each win adds only a handful of stores. |
| **Likelihood to say yes** | Large ESG and cost-cutting mandates make a paper-free, fraud-proof receipt system attractive—especially if rolled out in a limited pilot. | Passionate about sustainability, but budgets are tight and tech resources thin, so adoption can stall. |
| **Cost of receipt failures** | Millions of weekly transactions amplify printer downtime, return fraud, and negative brand moments. | Lower transaction volume means failures hurt less—and feel less urgent. |
| **Bragging potential** | A household-name chain announcing “NFT receipts” will dominate headlines and social media, lending immediate credibility. | Niche boutiques generate buzz only within small circles. |
| **Scalability** | One successful pilot can expand nationwide with minimal extra integration work. | Requires signing many separate merchants to reach the same transaction volume. |

**Go-to-market game plan**

1. **Anchor pilot around a crypto-friendly flagship store**
   * Target tech-savvy cities (San Francisco, Denver, Austin).
   * Launch during a major blockchain conference (e.g., ETHDenver) to capture press and influencer attention.
2. **Frame it as a brand win**
   * *“We turned the meme of the endless CVS receipt into an eco-smart NFT.”*
   * Offer co-branded loyalty NFTs or limited collections to sweeten the pitch.
3. **Prove the savings**
   * Present a cost model showing that at scale, minting on Polygon costs fractions of a cent—far less than thermal paper plus hardware upkeep.
4. **Leverage success for FOMO**
   * Once a big chain publicizes the pilot, smaller merchants will line up, and competing chains won’t want to be left behind.

**One pilot, thousands of stores, and headline-worthy innovation—that’s the fastest route to market dominance.**