Q4: How will you convice a CVS-type brand to listen - Put yourself in the shoes of an executive or director of innovation at CVS.

What would be the #1 business outcome they’d need to justify even a pilot test?

Examples:

Brand perception boost?

Reduction in fraud and lost receipt requests?

Gen Z appeal?

ESG/environmental goals?

Receipt infrastructure cost savings?

Let’s define their pain, not just yours.

A:

**#1 business outcome for CVS to green-light a pilot:**

**Eliminate the “mile-long receipt” meme and replace it with a digital NFT receipt, cutting paper costs while scoring an ESG and brand-perception win.**

**Why this hits their biggest pain points**

| **CVS pain** | **How an NFT receipt pilot solves it** | **Success metric for the VP of Innovation** |
| --- | --- | --- |
| **Run-away paper & hardware spend** | No thermal rolls, no printer jams, fewer service calls. | **Target:** $0.004 saved per transaction → $15 M annualized if rolled out chain-wide. |
| **Negative brand meme (“Why are CVS receipts so long?”)** | Flip the joke: “Remember when CVS receipts filled your glovebox? Now they live on-chain.” | **Target:** +5 pt lift in social sentiment & earned-media impressions. |
| **ESG mandates & shareholder pressure** | Tonnes of non-recyclable BPA-coated paper removed from waste stream. | **Target:** 2,200 ton reduction in paper use = >9,000 trees saved per year. |
| **Gen-Z loyalty gap** | Web3-native receipt delivered to a mobile wallet = instant “cool factor.” | **Target:** +8 pt NPS bump among 18-34 demo in pilot stores. |
| **Return fraud & lookup labor** | Immutable, easily validated NFT receipt slashes “no-receipt” returns. | **Target:** 30 % drop in fraudulent or manual-lookup returns. |

**Executive pitch in one line**

“Let’s turn our most infamous meme into a headline-grabbing, cost-cutting sustainability win—​and prove it in 90 days at a handful of flagship stores.”