Q5 QUESTION 5: Product Positioning

Is BlockReceipt a product, a platform, or a protocol?

Meaning:

Is it something the merchant uses directly via an interface?

Is it something integrated into their POS stack?

Or is it more like a backend API / protocol, where their developer team builds on it?

This will determine:

Who you’re pitching to (BizDev vs CTO)

How you price it (SaaS vs usage vs licensing)

What your go-to-market looks like (sales-led vs self-serve developer kit)

Answer:  
  
BlockReceipt should be positioned as **a hybrid platform with an embedded protocol layer**:

1. **Platform for merchants**

*Lives inside the existing POS interface as an additional “Mint NFT Receipt” option.*

* + Zero-learning-curve toggle for cashiers or self-checkout screens.
  + Dashboard for finance / customer-service teams to track issued NFT receipts, returns, and fraud metrics.

1. **Protocol & API for developers**

*REST/GraphQL endpoints and SDKs that let a retailer’s tech team drop the service into any POS stack.*

* + Webhooks for real-time minting, loyalty integration, and analytics.
  + Optional white-label wallet module so customers don’t need prior crypto knowledge.

1. **Marketplace layer**

*An opt-in storefront where artists and brands can collaborate with retailers on limited-edition receipt artwork or loyalty NFTs—BlockReceipt collects a small platform fee on each mint.*