QUESTION 8: What stops this from working?

Let’s stress-test this.

What’s the biggest risk or weakest link that you feel could kill this idea in a real-world scenario?

Is it:

Lack of merchant adoption?

Too technical for consumers?

NFT stigma?

Regulatory compliance?

POS integration complexity?

Answer: **Biggest risk: “Last-mile” execution—getting a production-ready product into a merchant’s POS before interest fades.**

| **Weak link** | **Why it could kill momentum** | **Pre-mortem fix** |
| --- | --- | --- |
| **Engineering bandwidth** | A visionary pitch dies if there’s no team to ship a rock-solid POS plugin and consumer wallet. | *Solution:* 1) Recruit a lean founding squad—1 full-stack POS engineer, 1 smart-contract/backend dev, 1 UX designer. 2) Ship a razor-thin MVP: auto-creates a custodial wallet, mints receipt, displays QR. 3) Open-source SDK so outside integrators can extend it. |
| **POS-integration complexity** | Every retailer runs a slightly different stack; a brittle install stalls pilots. | *Solution:* Abstract integrations behind a single REST/GraphQL API and provide pre-built adapters for the top three POS vendors (NCR, Oracle-Micros, Toshiba). Offer a “sandbox POS” so prospects can test in days, not months. |
| **NFT stigma / consumer friction** | “Crypto” triggers skepticism; creating wallets overwhelms casual shoppers. | *Solution:* Never say “NFT” at checkout—call it a **“digital receipt.”** A custodial, email-based wallet spins up silently; shoppers can migrate to self-custody later. Showcase the real perks (easy returns, rewards) instead of blockchain jargon. |
| **Regulatory & data-privacy grey area** | Handling purchase metadata plus on-chain assets invites scrutiny. | *Solution:* Store personal data off-chain behind end-to-end encryption. Run a GDPR/CCPA compliance audit up front and publish a white-paper for enterprise legal teams. |

**One-sentence pre-mortem pitch**

“If we don’t lock down a small but world-class dev team and ship a plug-and-play POS module in the next 90 days, BlockReceipt risks becoming another great deck that never makes it past security review.”