

# Product Marketing Summary

Borays was designed and marketed not just as a university project, but as a next-generation security-focused solution for decentralized finance. The marketing strategy emphasized usability, transparency, and a powerful brand identity rooted in security and innovation. It highlighted the growing need for more reliable and trust-minimized blockchain wallets, targeting users who are becoming increasingly conscious of privacy and cyber threats.

## Branding and Identity

- **Project Name:** Borays—a portmanteau of “Bor” (a symbolic nod to strength/trust) and “rays” (illumination and guidance), reflecting the wallet’s goal of guiding users securely through the decentralized finance ecosystem.
- **Visual Identity:** A modern color palette of dark blues and neon accents was used consistently across the UI, posters, pitch decks, and the demonstration video to reflect technological sophistication, clarity, and trust.
- **Logo and Typography:** Clean, futuristic fonts and minimalist iconography were chosen to reinforce the project's cutting-edge tone and accessibility across technical and non-technical audiences.

## Marketing Activities

- **Demo and Explainer Videos:** A short, engaging marketing video was developed to showcase how Borays enables secure two-device approvals. It walked users through pairing, wallet creation, and transaction co-signing—all within a real-world use case.
- **Printed and Digital Posters:** Trade show posters were created with clean visuals and brief technical highlights, meant to spark curiosity and start conversations with both academic judges and tech industry visitors.
- **Pitch Deck:** A concise, visually engaging pitch deck was developed for the university trade show. It focused on pain points in traditional wallets, Borays’ unique value proposition, and the security model.
- **Slogan and Core Messaging:** “Security Through Shared Trust” was the key brand slogan—communicating the heart of Borays' dual-device model and its difference from single-point-of-failure systems.
- **Promotion Channels (Planned):**
  - GitHub repository for developers
  - YouTube demo links.
  - Future outreach via Twitter threads, Web3 forums, and Discord security channels

## Target Market

Borays is positioned to serve the following user groups:

- **Individual Crypto Investors:** Users seeking a non-custodial wallet with enhanced security for their personal holdings.

- **Web3 and Fintech Startups:** Startups looking for modular authentication flows to embed in DeFi platforms.
- **Institutions:** Entities managing treasury or vault operations requiring dual-authorization or compliance auditing.
- **NFT Traders and dApp Users:** Users seeking protection against wallet-draining scams and browser-based phishing threats.

## Marketing Mix (7Ps)

Element	Description
Product	Two-device Ethereum wallet with secure ECDSA/Paillier-based dual-approval.
Price	Free for personal use. Future enterprise plan could include API access.
Place	Distributed via GitHub, Play Store, and App Store (planned).
Promotion	Trade shows, Twitter promotions, Medium blogs, influencer marketing.
People	Privacy-focused crypto users, devs, and early-stage Web3 startups.
Process	Mnemonic → Pairing → Transaction signing with dual authentication.
Physical Evidence	Video demos, GitHub repo and technical documentation.

## Go-to-Market Strategy (Planned)

- **Awareness (Months 1–2):**
  - Launch whitepaper and promo on developer channels (e.g., Devpost, Reddit, Discord).
  - Publish initial walkthrough videos and Twitter threads.
- **Engagement (Months 3–4):**
  - Launch a beta program with selected Web3 testers.
  - Run feedback loops to refine UX and wallet recovery flow.
- **Conversion (Months 5–6):**
  - Secure partnerships with early DeFi projects.
  - Roll out premium APIs or modules for Web3 devs.

### Key Performance Indicators (KPIs):

- App installations
- Wallet creation success rate
- Retention post-onboarding
- Transactions successfully co-signed
- User satisfaction score from feedback surveys

## Trade Show Preparation

A live demo session is planned at the University of Wollongong trade show, where Borays will be presented to faculty, industry guests, and fellow students.

A 1-minute pitch has been prepared, highlighting the app's core selling point: dual-device security and no private key reconstruction.

Each team member is assigned a role:

- **Sarath Sai:** Technical walk-through and security Flow
- **Adiraj Singh:** UI explanation
- **Vinay Chandra:** Pitch delivery and user benefit overview
- **Sweeto Babu & Puneeth Reddy:** Q&A handling and demo support