Assessment presentation for the position of Product manager - Statecraft.tech

by Fedor Shmorgilov

Industry trends

- Massive internet adoption in last 30 years provokes demand for transparency
- Composable governance stacks are rising (e.g. Aragon OSx, Zodiac, Moloch V3)
- ZK Tools like MACI, zkVoting, and Semaphore are gaining interest
- Governance systems without privacy are seen as intransparent or outdated
- Groups need robust, formal governance tools — not just voting widgets — inspired by Balaji's vision
- Governance fatigue in web3 communities is real - that increases demand for Product-led governance

Potential User Base

- **Non-Profit Organizations**: Transparent and accountable governance structures for collaborative decision-making
- **Government Structures**: Civic engagement platforms with secure, verifiable voting and adaptable governance modules
- **Web3 Communities & DAOs**: Especially those requiring complex structure and customizable frameworks but lacking technical resources
- **Universities & Research Institutes**: To manage funding, research projects, or decentralized academic governance
- **Online Movements & Advocacy Networks**: To run consensus-driven campaigns or delegate representation

Problems to be Solved

- Most DAO tools lack flexibility beyond basic token voting and a single voting mechanism
- Most DAO constructors does not support complex org stracture entangled with other DAOs
- Existing off-chain platforms don’t support private, verifiable ballots
- No simple way to create checks and balances within DAOs
- DAO builders struggle to evolve governance beyond MVPs

Solutions

- Governance-as-a-Service for both on-chain and off-chain communities
- Drag-and-drop model editor for flexible institution design
- Verifiable, private voting on public blockchains
- Use cases span DAOs, online communities, and civic projects
- Designed to support experimentation and legitimacy in Web3 governance

Strategic Overview part 1/3

✅ TAM — Total Addressable Market

All organizations globally that require structured governance.

- NGOs & Nonprofits: 10M+ worldwide
- Governments: 200+ nation states, thousands of cities and municipalities
- Web3 DAOs: ~25,000+ active DAO-like projects (and growing)
- Universities / Academic Institutions: 30,000+ globally
- Online Communities (Discord, Reddit, etc.): Millions with potential governance needs

TAM (Annual Market Size): ~$10–15B+ (based on DAO tooling, civic platforms, and SaaS for governance across sectors)

Strategic Overview part 2/3

✅ SAM — Serviceable Available Market

Organizations actively seeking digital governance tooling with some Web3 readiness.

- ~10,000 active DAOs and Web3 communities (DeFi, gaming, NFT, RWA)
- ~500 civic or academic organizations exploring digital governance pilots
- ~1,000 enterprise-level nonprofits or foundations with governance complexity

SAM (Annual Market Size): ~$500M–$1B (estimated based on governance SaaS, grants, Web3 tooling budgets)

Strategic Overview part 3/3

✅ SOM — Serviceable Obtainable Market (Initial 3 years)

The portion Statecraft can realistically capture through direct outreach, PLG, and partnerships.

- ~500–1,000 DAOs or orgs using Statecraft by Y3 (Depending on the target market)
- Estimated revenue for B2C: ~$100/month average per DAO (Considering current DAO platform revenue)
- Advanced/governance-heavy clients: up to $10K+/year

SOM Estimate (Annual Revenue Potential): ~$5M–$10M within 3 years

Competitor Analysis

Platform	Blockchain	Key Focus	How Statecraft Differentiates	Avg. Montly proposals
Aragon	✅ On-Chain	DAO templates, on-chain voting	More modular, may support more voting mechanisms	~ 100 - 2k
Colony	🟡 Hybrid	Task-focused rep-based governance	Focus on scalable civic-like structures	Unknown
Snapshot	🟡 Hybrid	Gasless voting (off-chain)	Offers on-chain, secret ballots	~ 1k - 10k
Consul	❌ Off-chain	Civic engagement tools	On-chain, more transparent	Unknown

Monetization Strategy

- **Token Sales**: Introduce a native utility token for accessing advanced governance modules, staking, and optional DAO participation incentives
- **B2B/G Sales**: Offer governance-as-a-service packages for protocol teams, platforms, and institutions needing structured digital governance tools
- **Paid Promotion**: Allow curated communities or DAOs to promote their governance spaces, proposal campaigns, or network-state initiatives

SWOT Analysis 1/2

Strengths

- Modular, intuitive UI
- Private and verifiable voting
- Multi-role, customizable institutions
- Great technical engine that enables customization and repackaging to suit specific industry needs

Weaknesses

- Early adoption curve is steep
- Absence of integration with existing web3 ecosystem
- Complexity for non-technical users

SWOT Analysis 2/2

Opportunities

- Rise of Network State discourse
- Technologies for building interconnected DAO structures like Aragon OSx are still in early stages so it is easier to obtain the large portion of the market segment.
- Regulatory-compliant DAO tooling demand

Threats

- Competing DAO frameworks
- Web3 adoption by general public remains low
- Legal ambiguity in global jurisdictions

Risk Mitigation Strategy

- Provide similar functions that existing DAO provides but with simplified UX
- Integrate into existing web3 ecosystem and adopt emerging technologies
- Smart contract audits before releases
- Governance modules tested in isolated deployments
- Advisory board across legal, civic tech, and protocol sectors

Distribution Strategy

- **Strategic Partnerships**: Collaborate with DAO infrastructure providers, L2 networks, and civic tech platforms to expand reach and credibility
- **Content-Led Growth**: Offer educational resources such as guides, tutorials, webinars, and simulations targeted at DAO builders and community leaders
- **Product-led Growth**: Free-to-use governance templates and sandbox environments, viral loops through publicly visible governance setups
- **Ambassador Program**: Mobilize early adopters and power users to promote adoption across global DAO ecosystems

Hypotheses part 1/2

Large-scale

- Offer preset templates that matches standard defi protocol to compete with existing DAO creation tools.
- Initial deployment of the a state on testnets such as Sepolia
- Deploy different governances on different chain - permissioned and permissionless.
- Allow various methods for voting like multisignature and token-based mechanisms
- Adopt account and chain abstraction to increase adoption
- Adopt gasless fees to reduce entry barrier for end users
- Create ways for State creators to promote their states

Hypotheses part 2/2

Small-scale

- Add signup with metamask and other wallets to reduce entry barrier
- View transactions on blockchain explorer to increase adoption in web3 communities
- Visual timelines of decision history
- Add voting analytics
- Add veto mechanism between different entities

All hypotheses mentioned above require heavy customer study (surveys, interviews, BD activity, etc.) before execution

Project Resource Allocation

Core team composition:

- Protocol engineers
- Backend engineers
- Frontend engineers
- QAs
- Product designers
- Governance research analyst

Project Management

Scrum framework before production, Kanban after

- Designers and governance research analyst working 1 sprint ahead
- Frontend, backend, QA's working on 2-week sprint basis
- Protocol engineers working in separate process, involving audit

Roadmap (next three months)

Feature	Reach	Impact	Confidence	Effort	RICE Score	Month
Wallet-based onboarding	8	8	9	3	192.0	Month 1
Blockchain explorer visibility	7	6	7	3	98.0	Month 1
Testnet deployment on Sepolia	6	6	8	3	96.0	Month 1-2
Gas-less transaction	9	8	6	9	48	Month 2-3

Assumptions

- Growing demand for complex structured governance
- DAOs will evolve toward structured legitimacy
- Users will demand both privacy and verifiability and a bit more willing to sacrifice UX for it
- Web3 adoption will continue to increase
- Governance participation demand will continue to increase
- Audit team is heavily involved and maintances constant effort`

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