

The pitch:

CryptoSafe is a currency converter app that helps married individuals convert their money into secure untraceable cryptocurrency in order to avoid losing it in divorce. After the divorce the money will be exchanged and transferred to the owner for exchange of a fee.

Assumptions:

1. Most people are or will be married in the future.
2. There is a significant chance that they will be divorced
3. Soon-to-be divorced couple are looking to safeguard/keep their money and not lose them in a divorce.

Problems Statements:

- Identify if couples have a prenup
- Identify if they want split their wealth 50-50 in a divorce
- Identify if they want a professional service to save their money.
- Identify which cryptocurrency they prefer.
- Identify if they want to pay through a flat rate fee or a fixed percentage?

User Research (Google Form Survey):

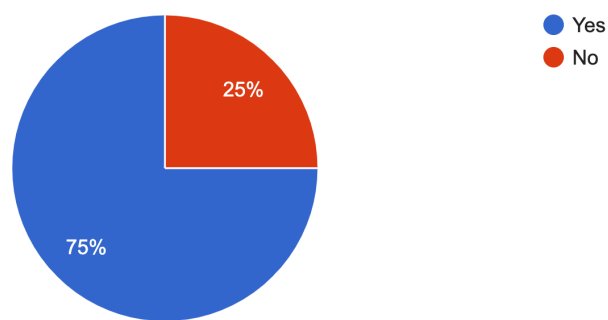
- 1) Are you married now or will be in the future?
- 2) Do you have or will have a prenup?
- 3) Assuming you are the wealthier one, would prefer to keep 100% of your money or give 50% away in a divorce?
- 4) Are you looking for a way to safeguard your wealth in case of a divorce?
- 5) What challenges do you face in terms of safeguarding your money?
- 6) On a scale of 1- 10 how likely would you hire service that helps you safeguard your money?
- 7) Which cryptocurrency do you prefer?
- 8) Would you prefer to pay through a flat rate fee or a percentage of your money?
- 9) What percentage of your money would you prefer as a payment (5%, 7%, 10%)?

Analysis and reporting Results

1. The survey responses were clear enough to meet my objective. The 3 key findings were
 1. Most people are or will be married (75%). So, there is a big market for the app.

Are you married now or will be in the future?

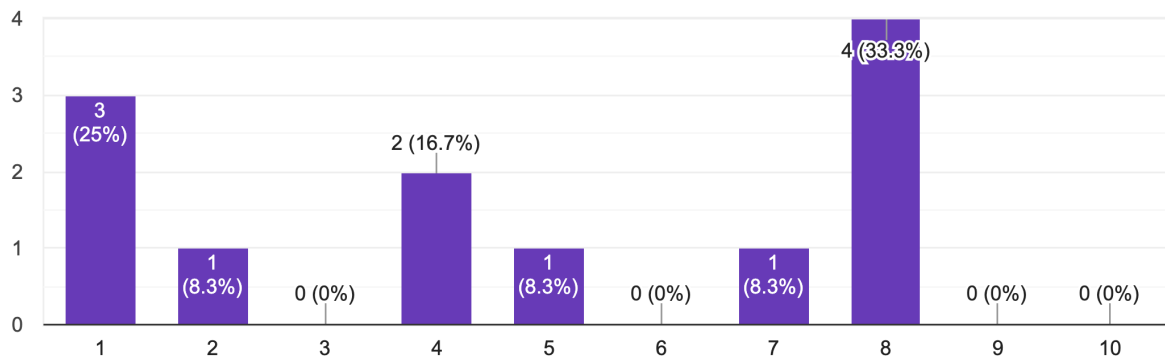
12 responses



2. Most people want to hire a service to safeguard their money in a divorce.

On a scale of 1- 10 how likely would you hire service that helps you safeguard your money?

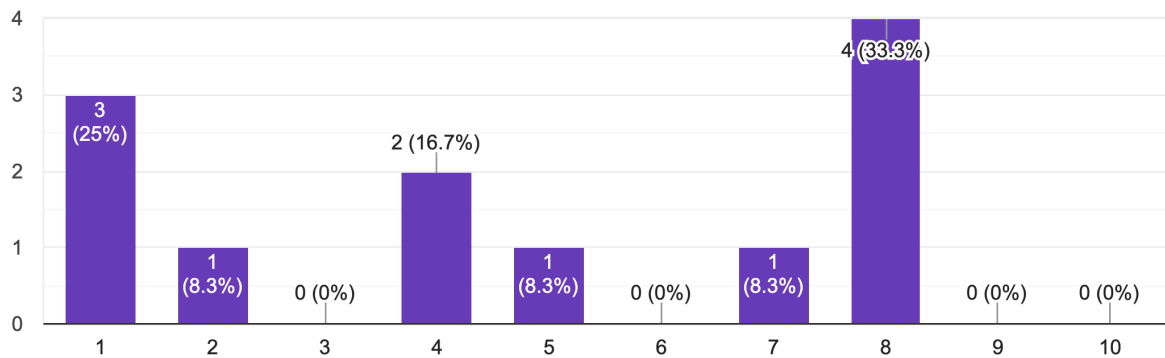
12 responses



3. Most people prefer a flat-rate fee instead of a percentage.

On a scale of 1- 10 how likely would you hire service that helps you safeguard your money?

12 responses



2. I was surprised that nobody picked monero as a payment method. It shows the currency is underrated.

3. I had a few problem statements. Each one of them were given clear answers to. I was able to find my answers as I was able to find that most people are or will be married and most would prefer a service like my app. This indicates that there is a big enough market for it to be profitable.