

Blockchain Pitch Self-Evaluation Deck

INF 385T - Introduction to Blockchain

Introduction - How to use this deck

These slides will give you basic guidance on how to organize and self-evaluate your team's blockchain solution idea.

Use this deck to brainstorm during our class session, and then with your group in the week following as you pull together your pitch deck.

Your final presentation should cover the results of all these self-evaluation exercises as part of your pitch.

Brainstorming Lab Schedule

Hour One (10/12) - Brainstorm possible blockchain ideas (challenges & solutions)

Hour Two (10/12) - Divide into teams around the most popular ideas

Hour Three (10/12) - Teams meet on their own and map out plans for the coming week

Teams brainstorm and discuss during the following week

Hour Four+ (10/19) - Teams present their blockchain solution pitch decks to the class and give feedback on the other ideas

Description, self-evaluation, and analyses

Each team will undertake the following as part of their pitch:

1. Develop a basic description of their solution and its benefits
2. Run the solution through a “Why Blockchain?” analysis using one or more models from <https://medium.com/@sbmeunier/when-do-you-need-blockchain-decision-models-a5c40e7c9ba1>
3. Conduct a competitive analysis against other, existing solutions
4. Describe the technology/architecture of your solution
5. Conduct a tokenomics analysis for your solution
6. Conduct a disruption analysis on your solution idea

Basic Description and Benefits

Describe why this is a great idea:

Create a detailed description of a few paragraphs

Create an “elevator pitch” of a few sentences

Make sure you articulate each of these:

- The problem being solved
- Why your blockchain idea solves it (and why it needs blockchain)
- What benefits your idea bring that are new or powerful

Run a “Why Blockchain?” Analysis

Using the models on the Medium post we read (run your idea through at least 2):

Be able to confidently articulate why your idea benefits from using blockchain

Be able to defend yourself from arguments that you don't need blockchain

Use the models to help organize your thinking about the purposes and architectures of your solution idea, as well as limits and challenges it may face

Conduct a Competitive Analysis

Using white papers, industry reports, ICOs, etc.:

Discuss other, similar ideas to your teams (it's okay to work on an idea someone has already had)

Explain why your solution is better or more viable than your competitors. If the solution isn't fundamentally different, then tell how you'll execute better than them

If there are no competitors, be able to explain why you're so smart and innovative to have come up with the idea first (and what you might be missing)

Describe your Technology and Architecture

Given what you know about blockchain technology:

Give a detailed description of the technology behind your solution - use visual diagrams wherever possible to explain the architecture:

- Which blockchain (or type) will you use? Ethereum? Public? Permissioned?
- What's on the blockchain and what is not?
- What do you need “off chain” to make the solution work?
- What are the information flows and who are the stakeholders?

Conduct a Tokenomics Analysis

Given what you've learned about tokenomics:

Explain whether or not your solution will rely on a token or cryptocurrency. Why or why not?

If you will incorporate tokens in your solution, how will the tokenomics work?

What are the risks to your solution if you get the tokenomics wrong?

Conduct a Disruption Analysis

Tell us how your solution will (or won't) change the world:

How revolutionary do you envision your solution to be? For whom?

What companies or other intermediaries will your solution displace or disrupt?

What will the world look like for your users because of your solution?

What if entrenched interests don't want to be disrupted? How do you anticipate them trying to stop or co-opt your solution?