

PART A - Final Project Proposal

IDEA - Proof-of-Touch-Grass is a Solana-based social accountability platform where users stake cryptocurrency on personal goals (gym attendance, study habits, creative projects) and designate friends as verifiers who approve or reject photographic evidence of completion.

Proof-of-Touch-Grass

Core Value Proposition

The platform targets a passionate niche (demonstrated by StickK's sustained user base, Beeminder's retention) rather than mass market. Combines three behavioral motivators: (1) financial stakes via smart contracts make goals consequential (2% platform fee, success costs net 1%, failure costs net 7% including 5% to verifiers), (2) friend verification creates peer accountability, (3) verifiers profit from failures, making engagement sustainable and viral.

The platform solves the habit formation problem where 92% of resolutions fail due to lack of accountability. Existing solutions like StickK and Beeminder prove demand for commitment contracts but lack social dynamics and viral mechanics. Solana's sub-second finality enables real-time verification and transaction costs <\$0.001 make micro-stakes (\$5-50) economically viable.

Key Target Markets

Primary:

1. Fitness Enthusiasts - 66M US gym memberships, clear visual goals, strong community
2. College Students - 20M students, built-in networks, smaller stakes work
3. Creators/Freelancers - 59M independent workers, combat isolation, income-tied goals

Secondary:

4. Wellness Communities - meditation, journaling goals
 5. Professional Development - skill acquisition, certifications
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Competitor Landscape

Direct: StickK (dated UX, no social), Beeminder (no social element), Habitica (virtual currency), Forfeit (no verifier incentives, iOS-only)

Indirect: Strava (no stakes), DietBet/HealthyWage (single vertical), accountability apps (no consequences)

Manual research found: Pavlok (hardware device), informal TikTok/Twitter accountability

Gap: No one combines social verification + financial stakes + verifier profit + blockchain trustlessness + any goal type.

Founder-Market Fit

Technical Background & Skills: Strong Solana/Rust/Anchor foundation from coursework. Multi-party verification, escrow, reputation systems match demonstrated capability. Full-stack experience for end-to-end delivery.

Domain Knowledge & Market Understanding: I am the target user. Struggled with gym, study habits, projects. Tried existing solutions—all failed for clear reasons. This lived experience provides product intuition.

Network & Resources: Immediate network (students, gym friends) overlaps with target market. Concrete activation: recruit 20 users from 3 groups (study group, gym crew, developer Discord). The Solana dev community provides technical support.

Demonstrated Capability: Built multiple Solana programs through coursework. The verification logic, escrow mechanisms, and reputation systems required are within scope of previous projects.

Execution & Validation: Gap: lack consumer product experience and virality optimization. Mitigation: integrate wallet abstraction libraries and study retention patterns from Habitica/Strava.

Success metrics: 60% challenge completion rate, 40% create second challenge, 70% verifier participation rate. Validation goal: prove people will actually stake money, friends will verify consistently, and outcomes affect behavior.

Clarified what founders can credibly deliver: technical implementation and small-scale validation, not viral consumer products at scale.

PART B - Process Appendix: Proof-of-Touch-Grass

Initial Idea

Social accountability platform on Solana. Users stake crypto on goals, friends verify photo evidence. The platform charges 2% fee. Success = stake returned + 1% bonus (net 1% cost). Failure = 5% slashed to verifiers (net 7% loss). Friends profit from your failures.

PART A: Initial Research

1. Value Prop & PMF

AI Prompt: "Based on my idea [A social accountability platform built on Solana where users stake cryptocurrency on personal goals like going to the gym or studying, and designate friends as verifiers who approve or reject photographic evidence of completion. Platform charges 2% fee upfront. If users succeed, they get their stake back plus 1% bonus (net 1% cost). If they fail, 5% of stake is slashed and distributed among the verifiers who participated (net 7% loss including platform fee). The platform gamifies habit formation through real financial stakes and social pressure, creating a dynamic where your friends literally profit from your failures, turning accountability partnerships into economically-aligned relationships that drive engagement and viral growth.], outline core value proposition and PMF. What are 2-3 key value areas?"

AI Output: Three value areas: (1) Financial stakes create real consequences via commitment devices, (2) Social accountability with aligned incentives through verifier rewards, (3) Gamification with real financial outcomes and on-chain reputation. Market is \$4.4B fitness apps, 92% resolution failure rate proves need. StickK/Beeminder show demand. Solana's speed/cost enables real-time UX.

My Synthesis: Platform transforms habit formation through financial stakes (2% platform fee, net 1% cost on success vs 7% loss on failure including 5% to verifiers), social verification, and verifier profit-sharing. The market is massive with proven demand but existing solutions lack social/viral dynamics.

2. Target Markets

AI Prompt: "For this value proposition [Proof-of-Touch-Grass transforms habit formation from a private struggle into a social game with real financial stakes. Platform charges 2% fee upfront. Success = stake returned + 1% bonus (net 1% cost). Failure = 5% slashed to verifiers (net 7% loss). Creates three motivational layers:

(1) **Financial commitment** through cryptocurrency staking makes goals consequential, leveraging behavioral economics research showing commitment devices dramatically improve completion rates.

(2) **Social accountability** through friend verification creates peer pressure and support networks, with verifier rewards ensuring sustained engagement.

(3) **Gamified incentives** where verifiers profit from your failures adds humor and viral potential.

The habit formation market is massive (\$13.2B for fitness apps, \$58B for wellness broadly) with proven demand for accountability solutions (StickK.com, Beeminder). Our Solana-based approach provides unique advantages: trustless smart contract execution, instant settlement creating immediate gratification loops, transparent on-chain reputation, and viral mechanics where every challenge naturally promotes the platform to verifiers. The target demographic (Gen-Z and Millennials) shows strong overlap between self-improvement content engagement and crypto adoption.], suggest 2-5 key target demographics or market segments."

AI Output: (1) Fitness enthusiasts, (2) College students, (3) Freelancers/creators, (4) Wellness communities, (5) Corporate wellness.

My List: Kept 1-3 as primary (consumer-focused), moved wellness to secondary, replaced corporate with professional development (too complex for initial launch).

3. Competitors

AI Prompt: "Identify key competitors for a project with this value proposition [Platform that combines financial stakes via Solana smart contracts (users stake crypto on goals, 2% platform fee, success nets 1% cost with bonus, failure nets 7% loss with 5% to verifiers), social accountability through friend verification of photo evidence, and verifier profit-sharing (friends earn when you fail). Solves habit formation problems where 92% of resolutions fail. Target markets are: (1) Fitness enthusiasts - 66M US gym memberships, clear visual goals, (2) College students - 20M students with built-in social networks, (3) Creators/freelancers - 59M independent workers combating isolation. Solana enables real-time verification and micro-stakes through low fees.] targeting these markets. What are potential weaknesses in their offerings?"

AI Output: StickK, Beeminder, Habitica, Coach.me, Strava, DietBet/HealthyWage.

Manual Research: App stores, Reddit, Product Hunt, Twitter. Found competitors AI missed: Forfeit (iOS charity app), Pavlok (shock device), challenge apps, TikTok/Twitter informal accountability.

Analysis: No competitor combines social verification + financial stakes + verifier rewards + blockchain + any goal type. Existing solutions split into: financial without social (StickK), social without stakes (Habitica), or single-vertical (DietBet).

4. Founder-Market Fit

Self-Assessment: CS student with Solana/Anchor skills. Personal experience as a target user—tried and failed with existing solutions. The network overlaps with the target market. Can recruit early testers. Gap: no consumer product experience.

AI Prompt: "Given my background [Computer Science student with strong foundation in Solana blockchain development. Proficient in Rust and Anchor framework through coursework and personal projects. Built multiple Solana programs demonstrating capability to architect secure smart contracts. Full-stack development experience with TypeScript, React, Next.js. Personal experience as target user: struggled with gym consistency, study habits, project completion. Tried habit-tracking apps (felt hollow without consequences), informal accountability with friends (they forgot to check in), self-imposed stakes (easy to rationalize breaking). The immediate network of college students, gym friends, and online productivity communities overlaps with the target market. Connected to the Solana developer ecosystem. Gap: no consumer product experience or deep understanding of virality mechanics.], how might I frame my founder-market fit for this project idea [social accountability platform on Solana where users stake crypto on goals (2% platform fee, success nets 1% cost with bonus, failure nets 7% loss with 5% to verifiers), friends verify evidence, verifiers profit from failures]?"

AI Output: Position user intimacy as advantage (am the target user, not studying them). Technical capability matches scope. The network provides immediate distribution. Consumer gaps acceptable for proving core mechanics.

My FMF: Strong technical foundation. Lived experience with the problem. The network enables rapid testing. Gap in consumer product experience but can validate core mechanics through small user groups.

PART B: Adversarial Analysis

1. Core Strategy Critique

AI Prompt: "Critique my project's value proposition, target market, and competitive analysis [Value Prop: Platform combines financial stakes (Solana smart contracts, 2% platform fee, success nets 1% cost with bonus, failure nets 7% loss with 5% to verifiers), social verification (friends approve/reject photo evidence), and verifier rewards (profit from failures). Target Markets: (1) Fitness enthusiasts - 66M gym members, (2) College students - 20M with social networks, (3) Creators/freelancers - 59M independent workers. Competitors: StickK (dated UX, no social), Beeminder (automated only), Habitica (virtual currency), Forfeit (iOS charity model), Strava (no stakes), DietBet (single vertical). Gap: No one combines social verification + real financial stakes + verifier profit-sharing + blockchain trustlessness + works for any goal type.] for this social accountability platform with crypto stakes. Why might this NOT succeed? What types of competitors might have been overlooked? What are the weakest points in my strategy? Be brutally honest about whether people would actually use this."

AI Critique:

Fatal Flaws:

1. You claim mass market (\$13.2B fitness apps) but StickK has only hundreds of thousands of users after 15 years. This is a niche, not mass market. Your value prop oversells.
2. "Friends profit from failures" sounds fun in theory but could damage real relationships. No mitigation strategy for social awkwardness.
3. Verification is unpaid cognitive labor. You have no plan for making this actually easy - just assuming friends will do it.
4. Crypto onboarding will lose 90% of potential users. You mention it's a "gap" but have no concrete mitigation plan.
5. Photo evidence is trivially fakeable. You have no fraud prevention strategy beyond "social trust."
6. Cold start requires coordinated friend onboarding. How do you bootstrap when no one's friends have the app yet?

My Analysis:

- **Valid and must address:** Crypto onboarding friction, verification UX burden, fraud prevention, cold start strategy all need concrete mitigation plans in the proposal
- **Valid but acceptable:** This is a niche market, not mass market - should acknowledge this honestly in value prop
- **Wrong:** The critique underestimates power of economic incentives to sustain verifier engagement

Refinements Made:

- Added concrete crypto onboarding mitigation: wallet abstractions, gasless transactions via sponsor, sub-2-minute onboarding flow
- Added verification UX strategy: push notifications, one-tap approve/reject using blinks
- Added fraud prevention approach: accept social trust at small scale, implement pattern detection (same photo used multiple times) and reputation weighting using AI as platform grows
- Added cold start mitigation: launch in tight-knit existing communities (college dorms, CrossFit gyms) where critical mass exists, not general public

2. FMF Critique

AI Prompt: "Critique my founder-market fit [Technical: CS student with Solana/Rust/Anchor proficiency from coursework. Built multiple Solana programs. Full-stack experience (TypeScript, React, Next.js). Multi-party verification, escrow, reputation systems match demonstrated capability. Domain: I am the target user. Struggled with gym, study habits, projects. Tried existing solutions (habit apps, informal accountability) - all failed. Lived experience provides product intuition others lack. Network: Immediate circle (students, gym friends) overlaps with target market. Can recruit early testers from existing relationships. The Solana dev community provides technical support. Gaps: No consumer product experience, no deep virality/growth expertise.]. What makes it potentially weak? How could I strengthen my positioning?"

AI Critique:

Critical Gaps:

1. "I can recruit early testers from friends" is vague. How many? What's the activation plan? No concrete numbers.
2. You mention crypto UX is a gap but have zero plan for solving it. This will kill adoption.
3. "Lived experience with the problem" is great but you've never built a product people use. There is a big difference between understanding a problem and building a solution.
4. The consumer product experience gap is dismissed too casually. Retention, engagement loops, notification strategies - you have no expertise here.
5. No success metrics defined. What does "proving the core mechanic" actually mean in measurable terms?

My Analysis: Technical capability is solid. User intimacy is a real advantage. But execution gaps (crypto UX, consumer product mechanics, concrete validation plan) are legitimate concerns that need addressing.

Refinements Made:

- Made network claim concrete: specified 20 users from 3 existing groups (study group, gym crew, developer Discord) rather than vague "can recruit friends"
- Addressed crypto UX gap explicitly: will integrate wallet abstraction libraries and study existing implementations rather than building from scratch
- Acknowledged difference between understanding problem (user experience) and building adopted solution (product experience) - latter is gap that needs mitigation through studying Habitica/Strava patterns
- Clarified what founder can credibly deliver: technical implementation and small-scale validation, not viral consumer product at scale

Key Insights

1. **User intimacy matters** - Being target user vs. studying market changes everything
2. **Adversarial process reveals execution risks** - Concept validation isn't the issue; execution is (crypto UX, verification burden)
3. **Market crowded but unsolved** - Many attempts validate demand, but no one combined all elements
4. **Scope clarity important** - Proving core mechanic works different from building venture-scale product

Conclusion

Touch Grass combines proven behavioral psychology with crypto-native incentives. Core value proposition is sound, target market accessible, technical scope achievable, and founder-market fit strong for demonstrating both blockchain engineering and product thinking.