

# Assignment 1

## Capstone Project Definition & Market Analysis

### Part A: Final Project Proposal

I want to build a time-based token system for games where players earn tokens based on the time they spend playing. These tokens can be traded with other players or redeemed for in-game items, cosmetics, and boosts, creating a player-driven economy. The goal is to make gameplay more rewarding, increase engagement, and add liquidity to in-game rewards.

#### 1. Write a synthesized paragraph defining your initial value proposition and PMF

My initial value proposition is to create a **time-based token system for games** that rewards players with tokens for the time they spend playing. These tokens can be traded or redeemed for in-game items, giving players real value for their engagement while building a **player-driven economy**. By turning playtime into a tradable asset, the system increases player retention and creates new monetization opportunities for developers. The product-market fit lies in addressing two major gaps in gaming today, the lack of tangible rewards for time spent and the growing demand for decentralized, community-owned economies within games.

#### 2. Create a list of 2-5 potential target markets.

- Casual Gamers
- Web3 and GameFi Enthusiasts
- Gaming Communities and Guilds
- Esports and Competitive Gamers

#### 3. Create a combined list of competitors. Note which competitors the AI identified vs. missed. Briefly analyze the gaps you discovered versus what the AI found.

## Combined Competitor List

From AI	From My Research
Axie Infinity	MetaKing Studios (Blocklords)
StepN	GameFi.org
Gala Games	Arcade2Earn
Immutable	Dapper Labs
Ultra (UOS)	Vulcan Forged
PlayMining	

## Gaps / Observations

1. Missed by AI:
  - MetaKing Studios (Blocklords), GameFi.org & Arcade2Earn, Dapper Labs, and Vulcan Forged were not mentioned. These are more recent or niche players in blockchain gaming and tokenized playtime.
2. Key Gaps in the Market vs. Competitors:
  - Most competitors either focus on NFT ownership (Gala, Immutable, Dapper Labs) or task/reward-based models (StepN, PlayMining).
  - Few directly reward players purely for playtime, leaving an opportunity for a simpler, time-based, tradeable token system.
  - Many have high entry barriers, complex onboarding, or unsustainable token economies — gaps your project could address.

## 4. An articulated paragraph describing your perceived FMF.

I think my founder-market fit comes from a mix of **technical skills and community experience**. I've worked on blockchain, Web3 and DeFi projects, and I know how to build smart contracts and full-stack applications, which is directly useful for creating a time-based token system for games. I'm also active in **blockchain and gaming communities**, which helps me understand how players behave, what keeps them engaged, and what early adopters want. This combination of skills and connections lets me design a system that works for users and gives me access to people who can provide feedback and support. I feel confident that this makes me well-positioned to build and improve this project.

## Part B: Process Appendix

### AI Prompt:

Based on my idea [Idea Overview], help outline the core value proposition and initial thoughts on product-market fit. What are 2-3 key value areas?

### AI Output:

#### Core Value Proposition

Your project transforms **players' time into a valuable, tradable asset**, letting them earn and use tokens across the gaming ecosystem. It bridges **time, engagement, and digital ownership**, giving players real value for the hours they spend in-game while helping developers build more engaging, community-driven economies.

#### Key Value Areas

1. **Player Engagement & Retention** – Players are directly rewarded for their time, which increases motivation to play longer and return frequently.
2. **Economic Incentives & Ownership** – Tokens give players partial ownership in the in-game economy, making rewards tradable and meaningful beyond a single title.
3. **Cross-Game Ecosystem Potential** – Over time, the same token can be integrated across multiple games, creating interoperability and long-term value for both players and developers.

### AI Prompt:

For this value proposition [Synthesized value prop from step 1], suggest 2-5 key target demographics or market segments.

### AI Output:

Here are **2–5 key target demographics or market segments** for your project 📌

1. **Casual Gamers** – Players who spend time daily or weekly on popular games and want to earn real value for their time.
2. **Competitive and Esports Gamers** – Highly active players who invest significant hours in gameplay and value recognition for their effort.
3. **Web3 and Crypto Enthusiasts** – Users already familiar with blockchain, NFTs, and token economies who are early adopters of decentralized gaming models.

4. **Game Developers and Studios** – Developers seeking new ways to boost player retention, engagement, and monetization through tokenized reward systems.
5. **Gaming Communities and Guilds** – Groups or DAOs focused on community-driven play-to-earn or GameFi ecosystems that can integrate and expand this model.

#### AI Prompt:

Identify key competitors for a project with this value prop targeting these markets [Target markets List]. What are potential weaknesses in their offerings?

#### AI Output:

#### Key Competitors & Weaknesses

1. **Axie Infinity**
  - Weaknesses: High entry costs, unsustainable token economy, and player fatigue due to repetitive gameplay and token inflation.
2. **StepN (Move-to-Earn model)**
  - Weaknesses: Rewards depend heavily on constant new user growth, which makes the model unstable over time; limited engagement variety.
3. **Gala Games**
  - Weaknesses: Complex ecosystem for new users, high barrier to entry, and limited interoperability between games.
4. **Immutable / Illuvium**
  - Weaknesses: Focused more on competitive gameplay and NFTs rather than rewarding general playtime, limiting accessibility for casual gamers.
5. **Ultra (UOS) (Decentralized gaming platform)**
  - Weaknesses: Infrastructure-heavy and more developer-facing; lacks direct incentives or token models tied to player time or engagement.
6. **PlayMining / Reward Hunters (Time or task-based reward games)**
  - Weaknesses: Limited token use cases, low-quality gameplay, and small-scale economies that don't retain users long term.

#### Manual Research:

##### Independently research List:

MetaKing Studios (Blocklords)  
GameFi.org & Arcade2Earn  
Dapper Labs  
Vulcan Forged

**Q. Write a brief paragraph detailing your background, skills, passion, and network relevant to this project idea.**

I am a computer science student with hands-on experience in blockchain development, Web3, and DeFi projects, having built and explored applications on Solana, Aptos, and Ethereum ecosystems. I have skills in **smart contract development and full-stack development**, which are directly relevant to building a time-based token system. I also have a growing network within **blockchain communities, gaming enthusiasts, and developer circles**, providing opportunities for collaboration, feedback, and early adoption of innovative gaming solutions.

**AI Prompt:**

**Given my background [details], how might I frame my founder-market fit for this project idea [overview]?"**

**AI Output:**

You have a **strong technical foundation** — hands-on experience with blockchain, Web3, and DeFi across Solana, Aptos, and Ethereum is directly relevant to building a time-based token system. Your **smart contract and full-stack skills** mean you can actually implement the token mechanics, marketplace, and game integrations yourself, which is a huge advantage.

Where you really shine for founder-market fit is your **community access**: being embedded in blockchain and gaming circles gives you insight into user behavior and engagement patterns, plus access to early adopters and potential collaborators. That combination of **technical ability + community insight** is exactly what this project needs.

The only potential gap is **gaming-specific experience** — while you understand blockchain and tokens well, showing some familiarity with game design, player retention, or in-game economies could make your founder-market fit feel even stronger.

**AI Prompt:**

**Critique my project's value proposition, target market, and competitive analysis [Relevant Outputs]. Why might this not be a true blue ocean? What types of competitors might have been overlooked?**

## AI Output:

### Value Proposition Critique

Your value proposition — a **time-based token system for games** that rewards playtime and allows tokens to be traded or redeemed for in-game items — is strong and clear. It addresses a **real pain point**: players often spend significant time in games without earning tangible rewards. The **trading and cross-game potential** adds uniqueness.

### Potential Weaknesses:

- The concept isn't entirely "blue ocean" because **play-to-earn (P2E) and GameFi models already exist**; some aspects, like tradeable in-game tokens, overlap with existing platforms.
- Success depends heavily on **player adoption and engagement**, which can be challenging in crowded gaming markets.

### Target Market Critique

You've identified:

- Casual gamers
- Competitive/esports gamers
- Web3/GameFi enthusiasts
- Game developers and studios
- Gaming communities and guilds

**Strengths:** Clear segmentation spanning players, developers, and early adopters.

### Potential Weaknesses:

- Casual gamers may **resist blockchain-based systems** due to complexity.
- Web3-focused users may already be **loyal to existing P2E ecosystems**, making adoption slower.
- You may have overlooked **mobile game players** or **social/family-oriented games**, which have massive daily engagement but fewer blockchain integrations.

### Competitive Analysis Critique

Competitors identified include: Axie Infinity, StepN, Gala Games, Immutable/Illuvium, Ultra, PlayMining, MetaKing Studios, GameFi.org & Arcade2Earn, Dapper Labs, Vulcan Forged.

**Strengths:** You've covered both high-profile and niche blockchain gaming projects.

**Gaps / Overlooked Competitors:**

- **Traditional game publishers experimenting with tokenized rewards** (Ubisoft Quartz, Enjin partnerships)
- **Mobile-first reward apps** (like Mistplay or Game.tv)
- **Cross-game loyalty or reward platforms** that aren't fully blockchain-native but reward time/engagement

**Why it might not be a true blue ocean:**

- Many competitors are already experimenting with **tokenized play, NFT items, and P2E mechanics**.
- The key differentiator would need to be **simplicity, cross-game integration, and direct time-to-token conversion**, which isn't fully addressed by existing projects.

**AI Prompt:**

**Critique my founder-market fit [ FMF paragraph]. What makes it potentially weak? How could I strengthen my positioning?**

**AI Output:**

**Potential Weaknesses / Weak Points**

1. **Limited gaming-specific experience:** While you have strong blockchain and technical skills, your FMF could be weaker in areas like **game design, player psychology, engagement loops, and in-game economies**. This may make it harder to fully anticipate what keeps players engaged beyond token incentives.
2. **Market credibility:** Early adopters may question whether someone without deep gaming or design experience can create a system that is fun and sticky enough for casual and competitive gamers.
3. **Dependency on networks:** While you have strong blockchain and developer connections, your community access may be less relevant for reaching **mainstream gamers**, which could limit adoption outside Web3-focused audiences.

## Ways to Strengthen Your Positioning

1. **Gain gaming experience:** Playtest popular games, study player retention mechanics, and understand game economies. Even sharing insights in your pitch can show you “speak the language” of gamers.
2. **Collaborate with game designers:** Partner with someone who has design or esports experience to complement your technical skills.
3. **Prototype quickly:** Build small demos or MVPs to validate how your token system works in practice and get feedback from both Web3 gamers and casual players.
4. **Highlight transferable skills:** Emphasize that your blockchain and DeFi expertise allows you to create secure, tradeable token systems — a technical capability few traditional game developers have.
5. **Engage gaming communities:** Extend beyond blockchain circles to mainstream or mobile gaming communities to show you understand broader player needs.