

2016-11-11 WPR Phase I - Second Project Review

Date

11 Nov 2016

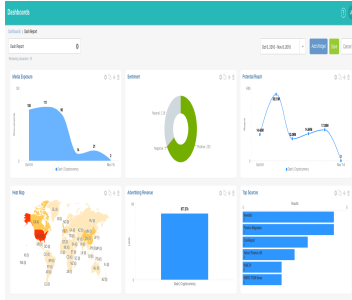
Attendees

- David Wachsman
- Jesse Platz
- Meghan Merriman
- [Robert Wiecko](#)

Goals

- Conduct WPR project review

Discussion items

Time	Item	Who	Notes
10min	Wachsman PR key achievements	David Wachsman	<ul style="list-style-type: none">• WPR Key Achievements during the second month of contract:<ol style="list-style-type: none">1. Press Release - Dash / Avalon Life partnership2. Press Release - Dash / Shake partnership3. Press Release - Dash / Living Room of Satoshi partnership4. Press Release - laBITconf / Dash involvement5. PR Strategy - EVOLUTION6. Node40 Press Release - Dash / Node40 joint operations7. Node40 Press Release - Node40 Masternode Portfolio Insight8. Ryan Taylor byline featuring in print and online version of Payments Quarterly9. Ryan Taylor byline featuring in The Paypers10. Media Interview training for Evan Duffield11. laBITconf presentation feedback and guidance for Evan Duffield12. Perry Woodin byline article featured on Nasdaq13. Bitcoin Magazine article on Dash / Living Room of Satoshi (IN PROGRESS: quotes sent)14. Ryan Taylor byline on Bitcoin Governance Model (IN PROGRESS: shopping)15. Expert commentary pitching (IN PROGRESS)16. laBITconf conference support• Dash featured in the media on 349 occasions during this period.• The potential reach of articles including the phrase "Dash Cryptocurrency" was a combined 94 million, with a peak of 36 million in the week of Oct 10-14.• Dash Media placements (first page Google search): 2016-11-11 Dash Media Placements October.xlsx
10min	WPR dashboard review	David Wachsman	<ul style="list-style-type: none">• Dashboard review (note: the dashboard is automatically generated from the WPR tool and should be used to indicate progress and trend lines but not for actual numbers) 

20min	Goals review	Robert Wiecko	<ol style="list-style-type: none"> 1. Refine Dash's overall messaging, both online and in marketing materials, including event presentations. <ol style="list-style-type: none"> a. Messaging framework created b. TODO: review and propose of improvement of Dash whitepapers 2. Generate public awareness of Dash within the crypto-currency, business, finance, and technology sectors through a consistent level of media coverage. <ol style="list-style-type: none"> a. Achieved by the press releases 3. Position members of the Dash core team as subject matter experts. <ol style="list-style-type: none"> a. Work in progress: <ol style="list-style-type: none"> i. Ryan is being more recognizable 4. Create a long-term strategy to successfully introduce and launch the Dash Evolution project. <ol style="list-style-type: none"> a. Achieved: <ol style="list-style-type: none"> i. Strategy document created for Phase I as a foundation for Evolution strategy ii. First draft of the Evolution PR strategy delivered 5. Increase Dash visibility in mainstream media. <ol style="list-style-type: none"> a. Achieved: articles in NASDAQ, The Paypers and Payments Quarterly 6. Increase understanding of Dash's unique features to serve as digital cash. <ol style="list-style-type: none"> a. Achieved: The best example is the publication about Living Room of Satoshi or publications in NASDAQ and Bitcoin Magazine 7. Establish Dash as the cryptographic currency that is based on Bitcoin software and addresses many of the problems of Bitcoin. <ol style="list-style-type: none"> a. Achieved: publication of the press releases explaining differences between Dash and Bitcoin 8. Raise visibility around Dash's technological achievements within the crypto community through a steady stream of hard news coverage, as well as begin to penetrate top-tier business and technology media <ol style="list-style-type: none"> a. Achieved: by the press releases published during the last month 9. Increase understanding and demand for Dash, resulting in higher volume and price relative to Bitcoin. <ol style="list-style-type: none"> a. Partially achieved <ol style="list-style-type: none"> i. Price went down in October ii. Volume increased during the last months
20min	Success Criteria review	Robert Wiecko	<ol style="list-style-type: none"> 1. [STRATEGY] - Developed a complete analysis on Dash's overall messaging concluded with the improvements suggested implemented where agreed. <ol style="list-style-type: none"> a. Achieved - analysis and messaging framework provided 2. [STRATEGY] - A fully detailed media strategy for the Dash Evolution Project to be completed and approved by Dash. <ol style="list-style-type: none"> a. Partially achieved - first draft of the strategy document delivered on 2016-11-10 3. [PRICE] - The average price of Dash is increasing during the course of project. <ol style="list-style-type: none"> a. Work in progress (price dropped last weeks and volume grew) 4. [PRICE] - The price of Dash is higher than 14 USD at the end of Phase I <ol style="list-style-type: none"> a. Work in progress (to be assessed at the end of phase I; price decreased in October) 5. [VOLUME] - The average volume of Dash is increasing during the course of project (Poloniex exchange taken as a benchmark in Phase I). <ol style="list-style-type: none"> a. Work in progress (volume increased in September and October) 6. [VISIBILITY] - At least 5 different media placements about Dash per month arranged by Wachsman PR and published in major crypto-media <ol style="list-style-type: none"> a. Achieved (see key achievements) 7. [VISIBILITY] - At least 1 article / month about Dash (arranged by Wachsman PR) is published in major mainstream media <ol style="list-style-type: none"> a. Achieved (NASDAQ, The Paypers and Payments Quarterly articles) 8. [QUALITY] - All monthly project reviews are done and all findings are addressed <ol style="list-style-type: none"> a. Partially achieved - project review was done but findings were not addressed (whitepapers review is missing) 9. [QUALITY] - All weekly project status calls summarized with the notes and action plan. Action plan executed <ol style="list-style-type: none"> a. Not achieved - Only one weekly call conducted 10. [ADOPTION] - Dash is adopted (or negotiations are happening) at least on 1 new major Bitcoin exchange (Bitfinex, Kraken, Bitstamp, Huobi, OKCoin, BTCCChina) or implementation/adoption process was initiated. <ol style="list-style-type: none"> a. Not achieved

Action items

