



Rocket DAO Expert Platform

Product evaluation methodology

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Evaluation section:

Project's Product

1 General

This methodology is developed within the framework of the Rocket DAO Expert platform. The methodology is addressed startup teams, innovation experts and investors who are interested in evaluating the product perspectives of the startup.

Section 2 contains description of checklists to evaluate the product:

1. Is the customer's problem identified and how the product solves this problem?
2. What is the potential of the value proposition?
3. Do you need the Blockchain in the product?
4. Is the product ready?

Section 3 contains notes for stakeholders about the product evaluation process.

Section 4 contains references and links.

2 Product Evaluation Checklists

2.1 Product as a solution of the job-to-be-done problem

People buy products and services to get jobs done; and while products come and go, the underlying job-to-be-done does not go away. This notion is at the heart of jobs-to-be-done theory [1].

We can represent a job-to-be-done concept as a customer's problem (JTBD-problem) and a product (and/or service) as a solution for this problem. In other words, product is a solution for a JTBD-problem.

The following checklist allows to evaluate how the product solves the JTBD-problem.

Description	Example	Points
1. JTBD-problem is not defined	The solution allows to calculate the number of small stones on the road. There are no ideas what JTBD-problem can be solved by this solution.	0
2. JTBD-problem is defined but it is not actual (according to expert opinion)	The solution allows to detect the degree of cleanliness on the road.	1
3. There is at least one available solution (product and/or service) that solves the JTBD-problem completely. The solution under evaluation (product and/or service) allows to solve this problem in the same way.	The product informs customer about the traffic on the roads and recommends the path with minimal traffic. There are 5 competitive products that solve this problem.	3
4. There is at least one available solution (product and/or service) that solves the JTBD-problem partially. The solution under evaluation (product and/or service) allows to solve this problem in the same way.	The product allows the driver to reserve a free place on the parking near the home by connection to the parking control service.	5
5. There is at least one available solution (product and/or service) that solves the JTBD-problem partially. The solution under evaluation (product and/or service) allows to solve this problem completely.	The product allows the driver to reserve a free place on the parking near the home coordinating with neighbors.	7

<p>6. There are no available solutions (products and/or services) that solve the JTBD-problem completely. The solution under evaluation (product and/or service) allows to solve this problem completely in the unique way.</p>	<p>Elon Mask proposed solution (service) for creation of a human`s colony on Mars.</p>	<p>10</p>
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Solution Rate = selected point in the table.

2.2 Value Proposition Potential

If you are entering a market where there are competitors today, it is fairly certain that there will be new competitors tomorrow. If you have found something “new to the world”, it is guaranteed that others will follow you into the market if you are successful.

The evaluation of value proposition potential includes 2 properties: scalability potential and copy protection. The following checklist allows to evaluate the potential of value proposition.

Description	Example	Points
<p>1. Product and/or service provides a limited value to a small market. Extensive competition and/or few barriers to entry.</p>	<p>Application that provides to the customers access to an urban transport timetable</p>	<p>1</p>
<p>2. Product and/or service provides substantial value to a medium-sized market. Limited competition and/or significant barriers to entry.</p>	<p>Information application for mountaineers “Mountaineering guide to tackle difficult situation”</p>	<p>3</p>
<p>3. Product and/or service with strong product differentiation, but little competitive protection.</p>	<p>A project management tool for Agile teams is differed from other PM tools but it has a little competitive protection</p>	<p>5</p>
<p>4. Unique product or service that is highly valuable to a large market, and strong competitive protection and/or extensive barriers to entry.</p>	<p>Chrysler went for 18 years without a serious competitor in the minivan category it created in part with innovations like sliding driver side doors, swivel seats and removable back seats.</p>	<p>7</p>

<p>5. Unique product or service that is highly valuable to a large market, and strong competitive protection in the form of a registered patent.</p>	<p>So Apple would like intellectual property to be an entrance barrier, at least to the extent that its products are truly different. You can't be different in functional -- only visual -- terms if everyone else is able to deliver the same functionality. On the design patent side, it's pretty much "mission accomplished": as a result of Apple's relentless enforcement, competitors don't dare to build iPhone or iPad lookalikes. [4]</p>	<p>9</p>
<p>6. Unique product or service that is highly valuable to a large market, and exclusive or near-exclusive control of essential product components. May include a registered patent.</p>	<p>The Bell System was the system of companies, led by the Bell Telephone Company and later by AT&T, which provided telephone services to much of the United States and Canada from 1877 to 1984, at various times as a monopoly.</p>	<p>10</p>

VP Rate = selected point in the table.

2.3 Product and/or service Readiness

Once a product and/or service has been developed or acquired, it moves through the different stages of its lifecycle such as commercialization, manufacturing operations, support and so on [6].

The following checklist allows to evaluate the readiness of the product and/or service according to its lifecycle.

Description	Points
1. Idea of the solution for JTBD-problem is defined only.	1
2. Product and/or service concept is defined only. It includes value proposition, functional and component model, solution architecture.	2
3. MVP is ready. Fusible studies of MVP are completed.	4
4. "Readiness to buy" studies are completed.	5
5. Certificates and licenses are confirmed.	6
6. Product is published on the (blockchain) platform.	7
7. Product is bought (small number of customers).	9
8. Product is bought (large number of customers).	10

Readiness Rate = selected point in the table.

3. Notes about the product evaluation process

This section contains notes for stakeholders about the product evaluation process.

3.1. Notes for Startup team

Startup team has to provide the information about the customers, markets, competitors. This information can be presented as the reports:

- Customer analysis report
- Market analysis report
- Competitor analysis report
- Value proposition model

3.2. Notes for Startup team

The total product rate is calculated by next formula:

$$Total_Product_Rate = \frac{Solution_Rate + VP_Rate + Blockchain_Rate + Readiness_Rate}{4}$$

Where:

Solution_Rate demonstrates how product solves the customer`s problem. It is calculated by the checklist in section 2.1 of this document.

VP-Rate demonstrates the potential of value proposition to be scaled. It calculated by the checklist in section 2.2 of this document.

Blockchain_Rate answers the question: Do you need Blockchain in the product? It is calculated by the algorithm in the section 2.3 of this document.

Readiness_Rate demonstrates the level of readiness of the product. It is calculated by the checklist in the section 2.4 of this document.

3.3. Notes for Startup team

Recommendations for decision making	Points
The product has the high potential and can be interested for investors	7-10
Pay attention to the details of the product: something wrong with it	4-6
Casino and girls will be the better choice in this case	0-3

4. References

1. Jobs-To-Be-Done Theory and Methodology. Powered by Strategyn. <https://strategyn.com/jobs-to-be-done/>
2. Value Proposition Worksheet. Powered by MECLABS. <https://marketingexperiments.com/wp-content/uploads/MarketingExperiments-Value-Prop-Worksheet.pdf>
3. Mercator Advisory Group. Are Blockchain Solutions Ready? Three Blockchain Solutions Put to the Test. <https://www.co-opfs.org/media/Mercator-Blockchain-Whitepaper.pdf>
4. Tim Worstall. Why Apple Is Fighting The Patent Battle So Hard; What Other Protection From The Competition Does It Have? <https://www.forbes.com/sites/timworstall/2014/05/11/why-apple-is-fighting-the-patent-battle-so-hard-what-other-protection-from-the-competition-does-it-have/#405c590f1dd6>
5. Karl Wüst, Arthur Gervaisy. Do you need a Blockchain? <https://eprint.iacr.org/2017/375.pdf>
6. The Guide to the Product Management and Marketing Body of Knowledge. <https://www.amazon.com/Guide-Product-Management-Marketing-Knowledge/dp/0984518509>