

# Oregon Blockchain Consulting Services

## Market Analysis / Go-to-Market Strategies

### *Competitive Analysis*

OBG delivers secondary and primary research on selected competitor(s). The purpose is to provide the client insights on how their product or service stacks up versus competitors and recommendations for how to alter some aspect of the product or service to compete more successfully.

### *Customer Analysis*

OBG delivers primary research on the client's current customers using customer interviews, observations, and/or surveys. The purpose is to provide the client recommendations for how to improve customer experience and satisfaction. A key differentiator for OBG is the ability to survey and interview the population at the University of Oregon which is a prime demographic (18- to 22-year-olds) for many blockchain firms.

### *Market/Customer Segmentation*

OBG delivers secondary analysis of the marketplace for a client's product or service and determines market sizing, profitability, and growth projections per segment.

## Product Insights

### *UI/UX Testing*

OBG specializes in conducting UI/UX testing for clients' blockchain products or services. This involves evaluating the user interface (UI) and user experience (UX) aspects of the product to ensure they are intuitive, visually appealing, and user-friendly. OBG employs a combination of usability testing, user feedback collection, and heuristic evaluation to assess the effectiveness of the UI/UX design.

### *Usability Testing*

OBG conducts usability tests with representative users, observing their interactions with the product and gathering feedback on the ease of use, navigation, and overall user experience. This helps identify any usability issues or pain points that may hinder user adoption and engagement.

### *User Feedback Collection*

OBG utilizes surveys, interviews, or feedback forms to gather insights directly from users regarding their experience with the product. This feedback helps uncover areas of improvement and guides the refinement of the UI/UX design.

### *Heuristic Evaluation*

OBG employs a set of established usability principles (heuristics) to evaluate the product's interface design. By assessing factors such as consistency, clarity,

responsiveness, and error prevention, OBG identifies any violations of these principles and provides recommendations for enhancing the UI/UX design.

### *Workflow Testing*

By analyzing clients' protocol workflow, OBG identifies potential bottlenecks, areas for optimization, and opportunities for enhancing user experience. The purpose of workflow testing is to ensure that the product operates smoothly and effectively, meeting the needs and expectations of the end-users. OBG provides detailed reports and recommendations based on the findings of the workflow testing to assist clients in refining their products for optimal performance and user satisfaction.

## **Financial Services**

### *Financial Analysis*

OBG specializes in assessing financial statements, analyzing revenue models, evaluating funding strategies, conducting cost-benefit analysis for blockchain implementations, and exploring potential investment opportunities.

### *Tokenomics*

At OBG, we offer specialized consulting services that focus on helping clients understand and improve the economic aspects of their blockchain-based token systems. We analyze various factors such as how tokens are distributed, how they are used within the system, how the supply of tokens affects their value, the incentives provided to participants, the mechanisms for decision-making, and how the market behaves. Our goal is to assist clients in designing and optimizing their tokenomics, which means creating a strong and sustainable economic framework for their blockchain ecosystem. With our expertise, we help clients navigate the complexities of token economics and empower them to create a successful and thriving blockchain environment.

## **Business Development**

### *Strategy Development*

OBG delivers a strategic plan for protocols. The purpose is to look at alternate strategies for the organization and select the strategy that will provide the best risk-adjusted value using a proof-point-based plan to guide execution.

### *Marketing*

Evaluating effectiveness of current marketing strategies and implementing new frameworks to increase exposure.

### *Internal Governance*

OBG assists clients in developing effective internal governance frameworks for their blockchain projects or organizations. This includes defining roles and responsibilities, establishing decision-making processes, implementing transparency

and accountability measures, and designing mechanisms for dispute resolution and consensus-building within the organization. The aim is to ensure efficient and responsible management of blockchain initiatives.

### *Framework Outreach*

OBG helps clients spread the word about their blockchain frameworks or protocols to the right people and groups. This involves creating a comprehensive outreach plan, identifying important industry leaders, organizing events or workshops, developing educational materials, and using various communication channels to increase awareness and encourage adoption of the blockchain framework. The goal is to encourage collaboration, establish partnerships, and expand the network of participants within the blockchain ecosystem.

## **Project Schedule**

OBG operates on the University of Oregon ten-week academic term system.

Available project dates include:

- Fall: September – December
- Winter: January – March
- Spring: April – June



**Oregon  
Blockchain**