

CryptoNYC
FORDHAM UNIVERSITY
CONSULTANCY
PROJECT
MSMI



JULY 12th 2018



**Thank
George, Mike,
Erich and any others
that helped us
in this
project**

JULY 12th 2018

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The Blockchain
Community

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Your Objectives

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Members journey
& Recommendation



THE BLOCKCHAIN COMMUNITY

COMMUNITY BACKGROUND

Crypto NYC is a 100% blockchain-focused, blockchain-agnostic community space, lab, and design studio dedicated to connecting and educating innovators using distributed ledger technology and decentralized applications to improve lives in New York and around the world.

Social Media & Distribution Channels

Facebook(165) Twitter(1,032)
Telegram(679) Newsletter(1,200)
Meetup(629) Medium(443)

Events

3 events per week
range from 12 to 20 attendees per event.

Members

19 paid members = 8 public key member + 4 light node + 2 full node + 5 team members



YOUR OBJECTIVES

OBJECTIVES



Increase the newsletter subscribers by 200% from 1,200 to 3,600.



Increase average attendees at weekly events from 20 to 50 people per event.



Increase paid memberships from 25 to 50.



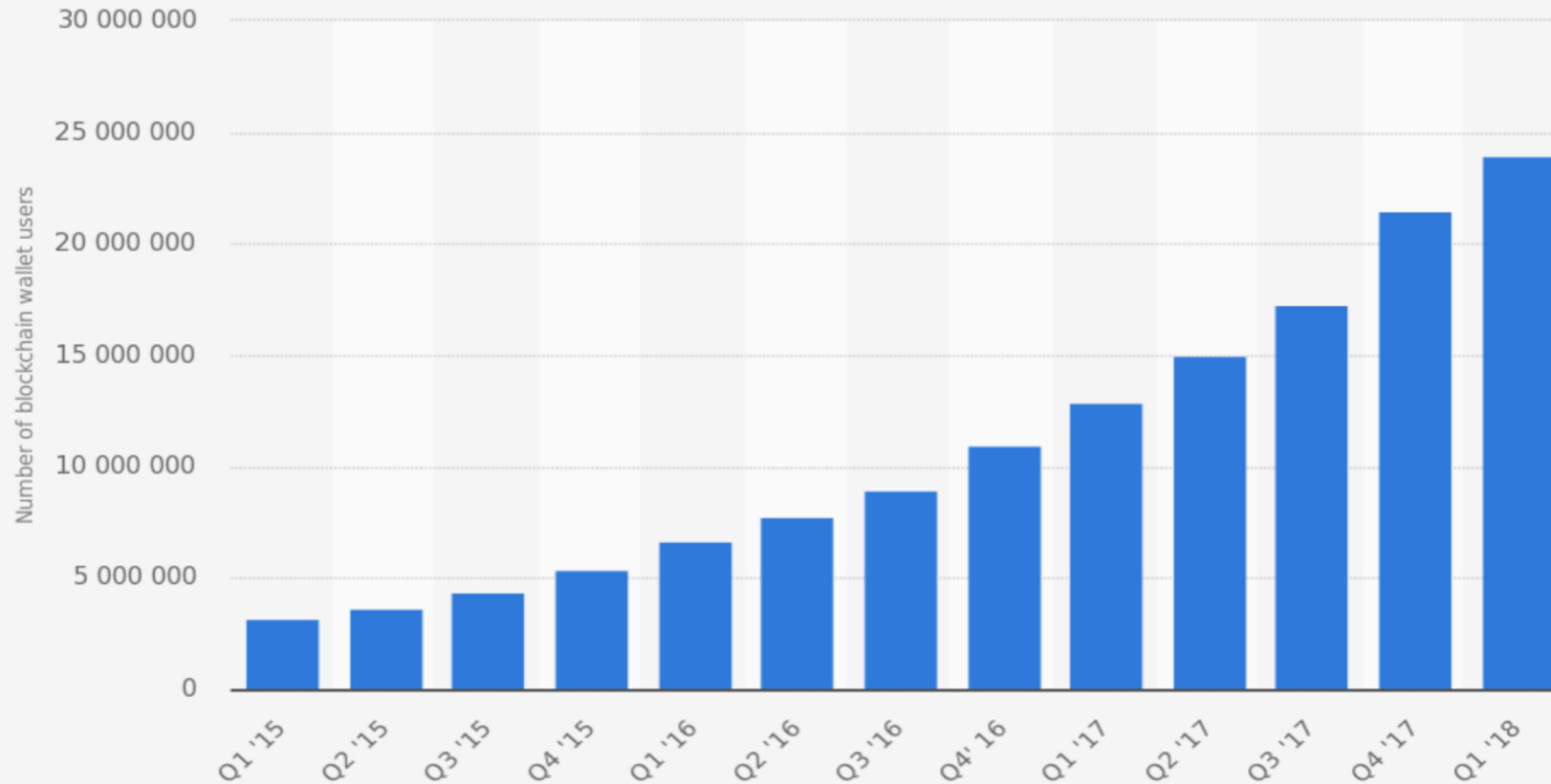
Increase awareness of Crypto NYC benefits among technologically oriented markets and other diversified communities including lawyer, financiers, and regulators in the New York Metro area



INDUSTRY ANALYSIS

INDUSTRY BACKGROUND

Number of Blockchain wallet users worldwide from 1st quarter 2015 to 1st quarter 2018



You are riding the wave of popularity!

Source: Statista

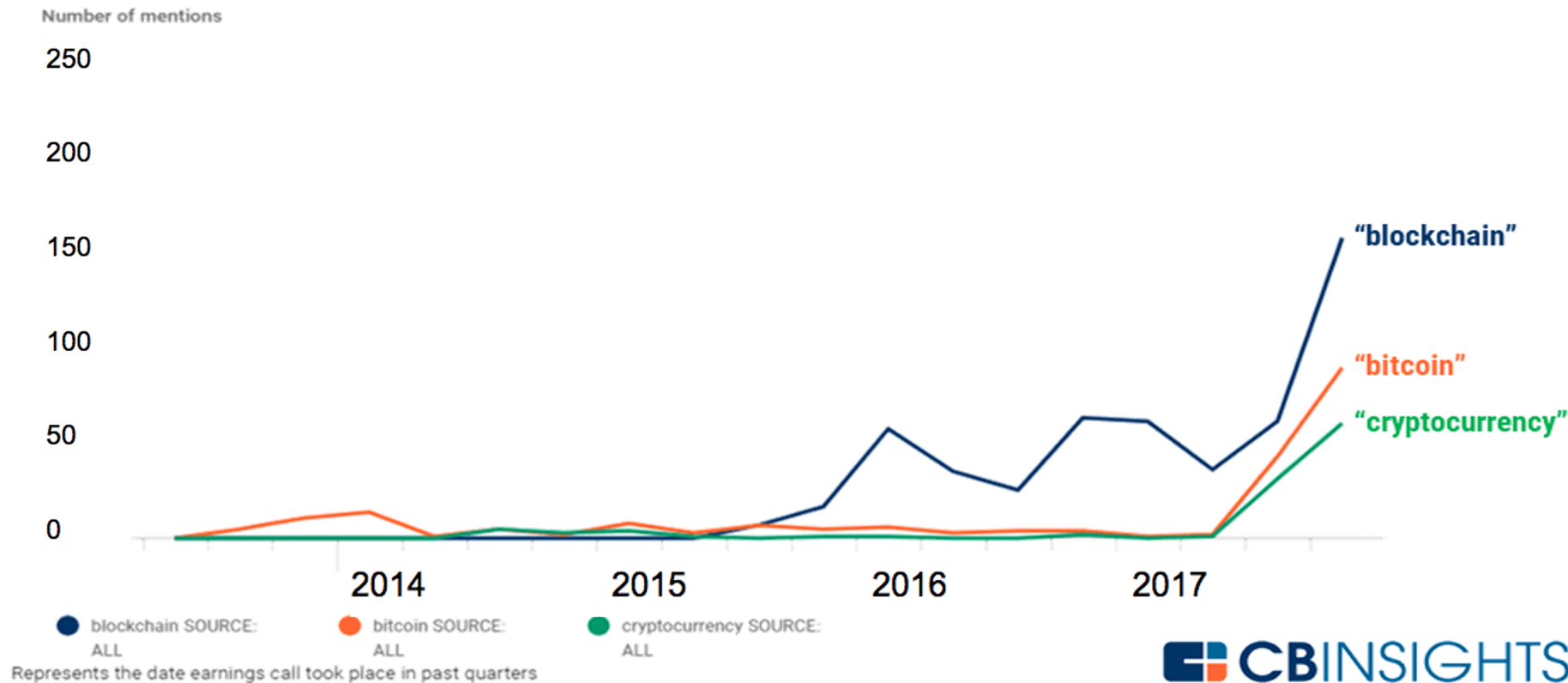
<https://www.statista.com/statistics/647374/worldwide-blockchain-wallet-users/>

INDUSTRY BACKGROUND



Corporates are talking a lot about blockchain

Mentions of "blockchain" or "bitcoin" or "cryptocurrency" Q1'13 – Q4'17



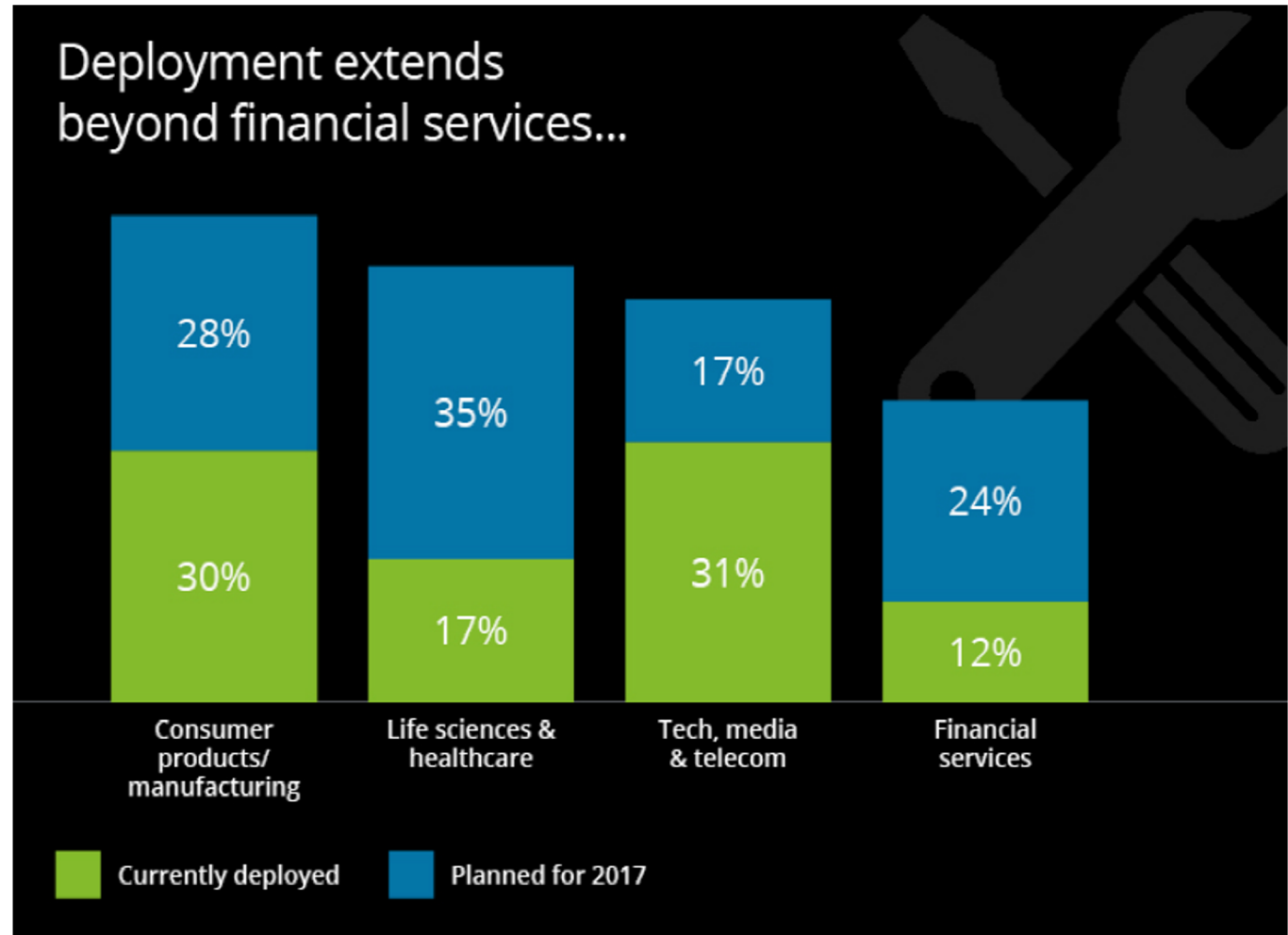
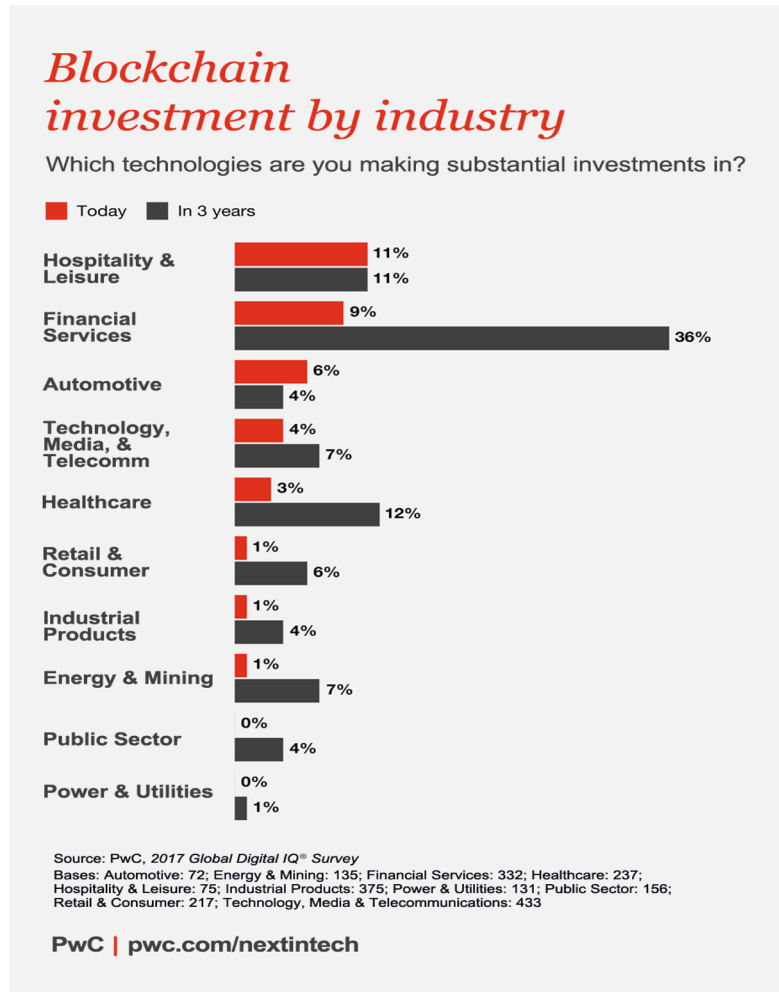
NOW is the right time!

Source: cbinsights

<https://www.cbinsights.com/research/blockchain-mentions-earnings-transcripts/>

INDUSTRY BACKGROUND

- Industries that are planning on investing blockchain



Source: pwc ; deloitte

<http://usblogs.pwc.com/emerging-technology/2017-digital-iq-blockchain/>

<http://www2.deloitte.com/us/en/pages/about-deloitte/articles/innovation-blockchain-survey>

SWOT ANALYSIS OF CRYPTONYC

Strength

- **Not profit-driven**
- Perfect location
- Talented team members
- Top speakers; great topics
- **Devoting to build up cross industry communication**

Weakness

- Time inflexibility (work hours)
- Limited space
- **May exclude entry level(85%)**
- **Need diversity in events**

Opportunity

- **Blockchain is a fast emerging industry**
- Increasingly interested audiences
- More partnership chances

Threat

- Many alternative sources of info.
- Tech and security questions
- Slow development of business models

SWOT Takeaway: what it means is:

NOW is the right time to:

- Diversify beyond tech members
- Partner with like-minded organizations
- Invest in growth



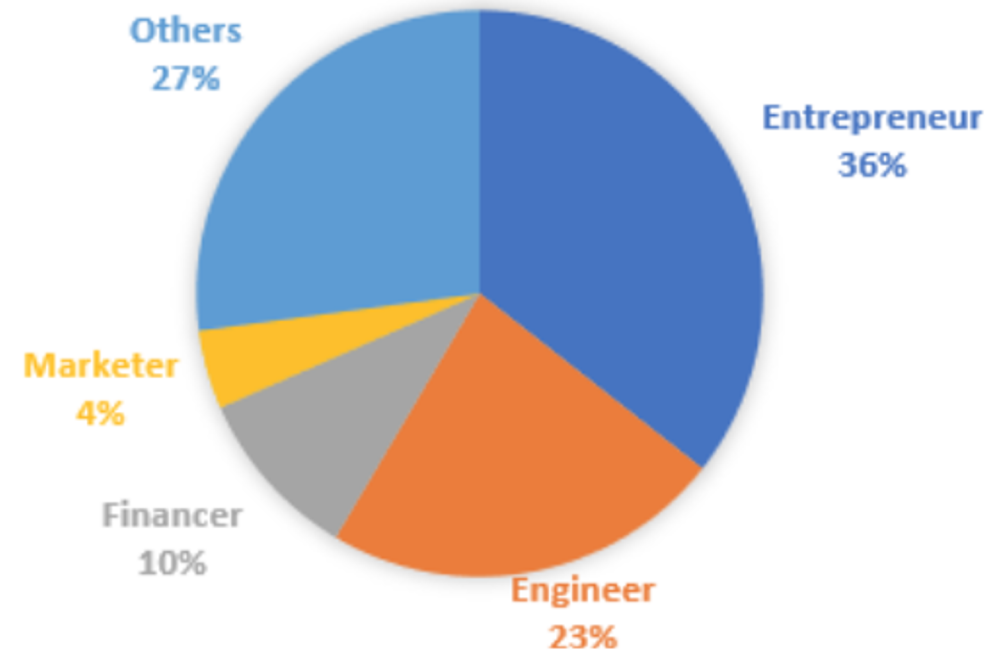
STP-INTERNAL DATA ANALYSIS

Segmentation - Targeting - Positioning

Among 101 respondents of internal form:

- Entrepreneurs(36) and engineers(23) are our main users (about 60%).
- Financer is the third largest user type
- Diverse participants, about 30 different occupations

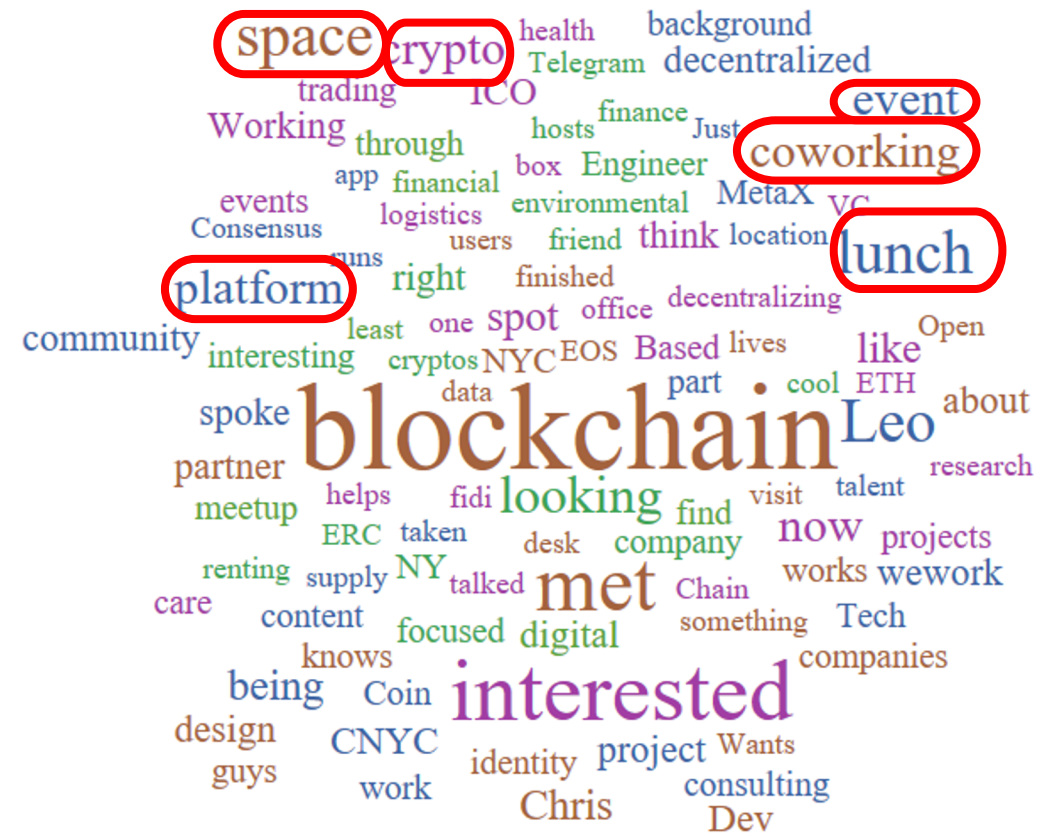
How do you describe yourself?



INTERNAL DATA ANALYSIS: WORD CLOUD SHOWS AREAS OF INTEREST

- Of course:
 - Interested in blockchain and Crypto
- But also have to go back life:
 - Communication platform
 - Working space
 - Lunch meeting
 - Co-working environment

“Please leave a note about your interest”

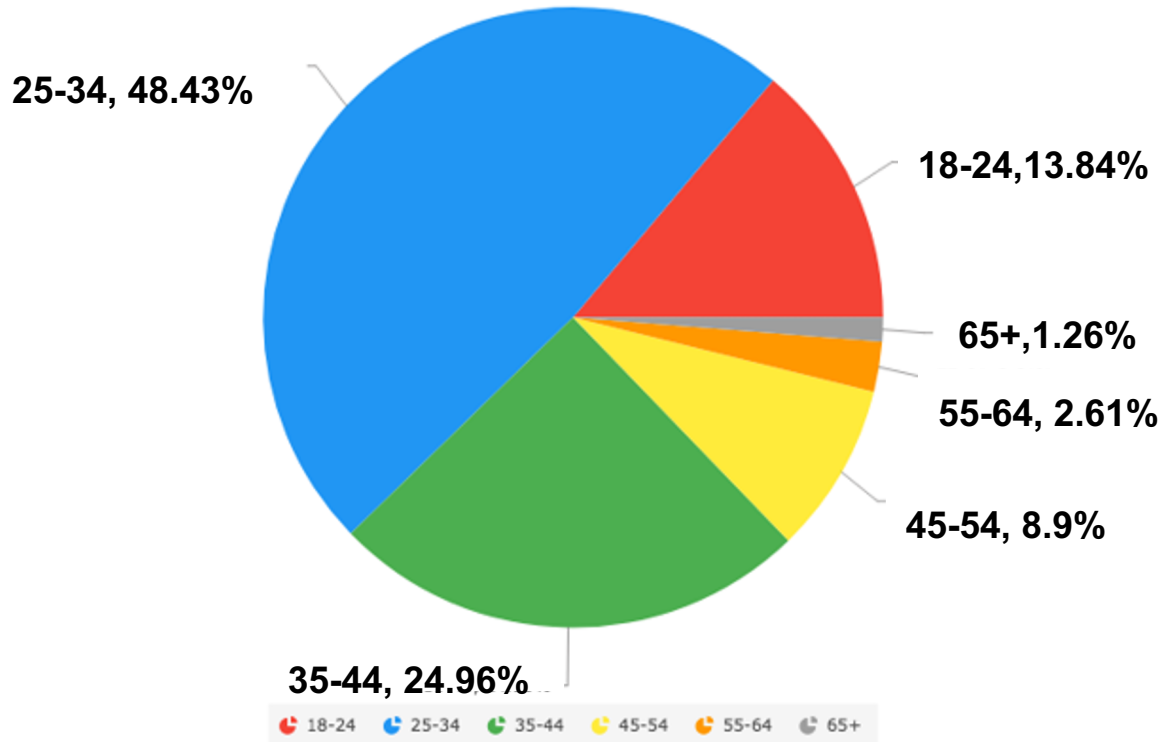


SEGMENTATION

Demographic Segmentation

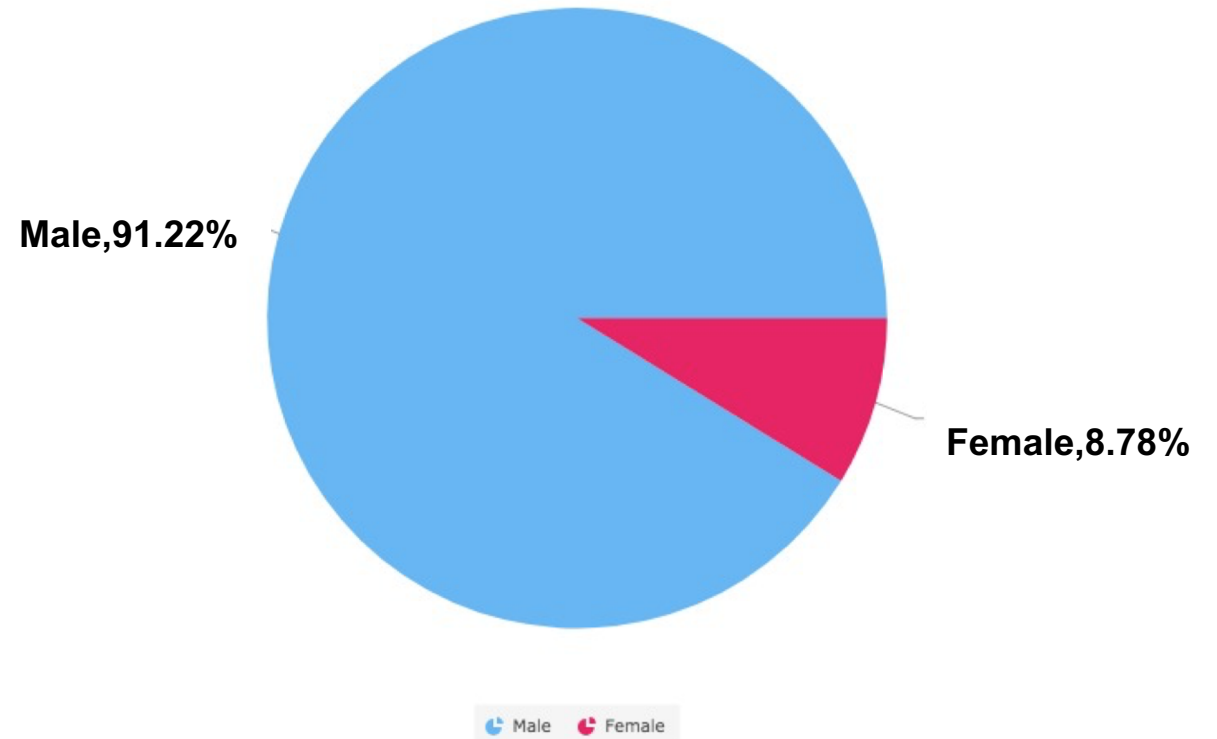
- Age

Bitcoin Community Engagement by Age (Google Analytics | 18+ only)
coin.dance



- Gender

Bitcoin Community Engagement by Gender (Google Analytics)
coin.dance



Reference: <https://www.forbes.com/sites/spencerbogart/2017/11/08/7-stats-that-highlight-a-millennial-propensity-for-bitcoin/#3eba68032c46>

SEGMENTATION

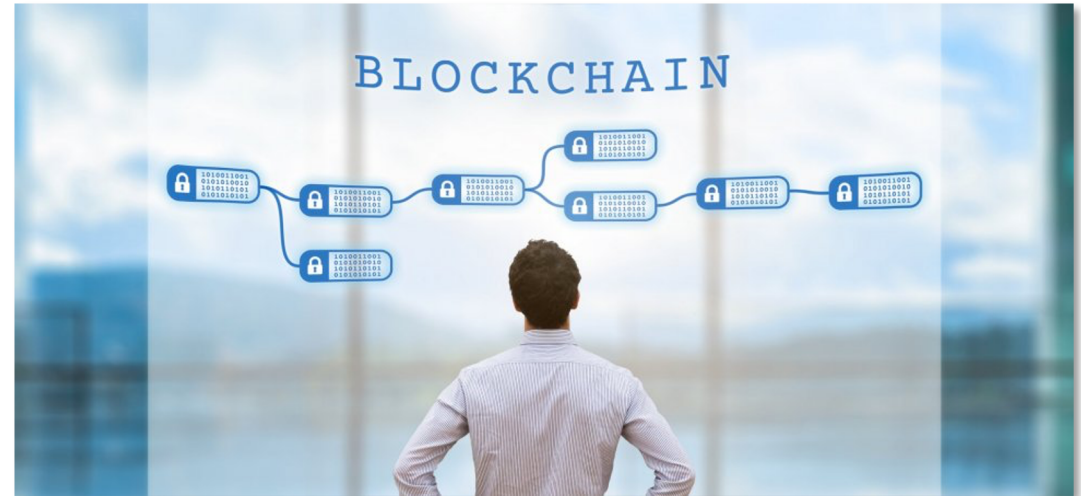
Behavioral segmentation

- Active community participants
- Prefer self-learning/research
- Social media influence/ opinion leader



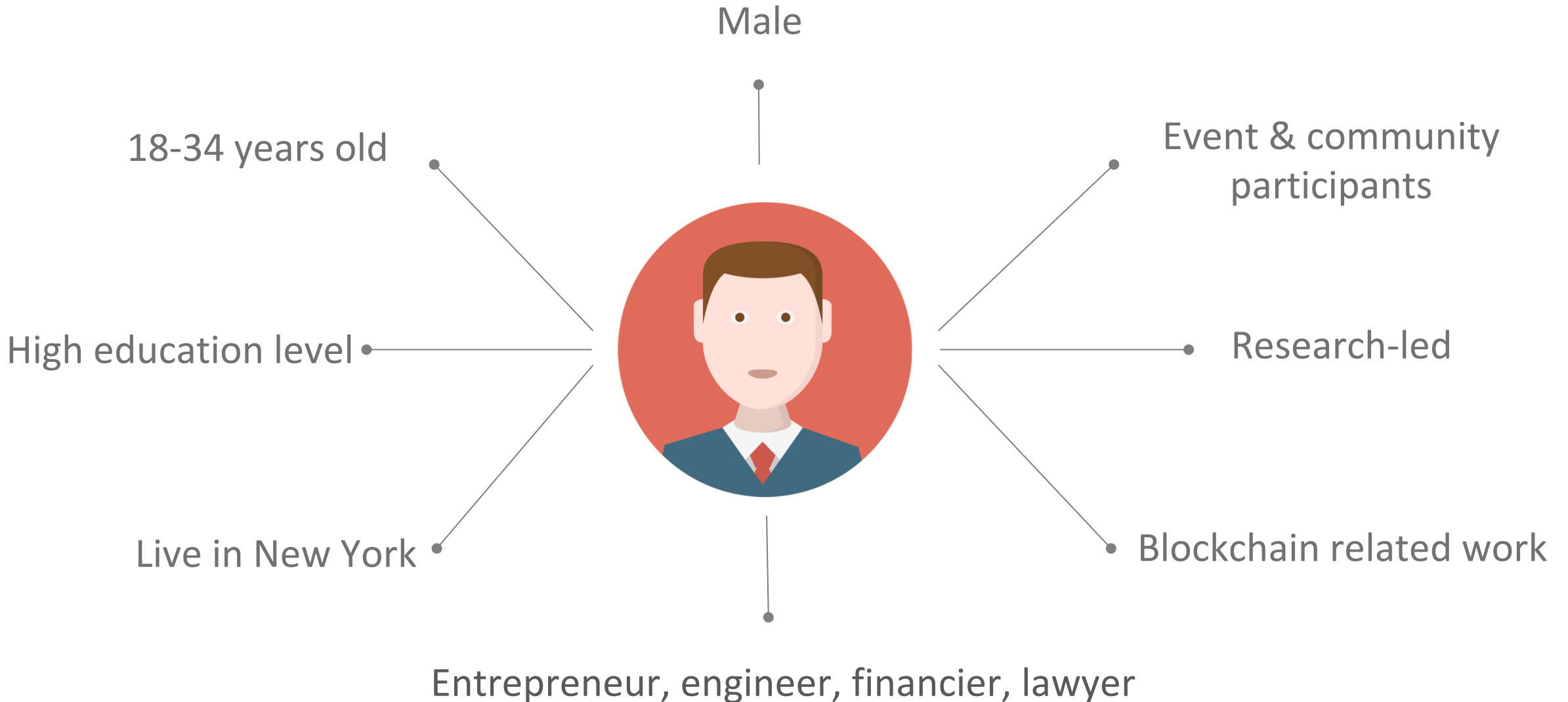
Motivation segmentation

- Research led
- Career goal led
- Personal interest
- Buzz makers

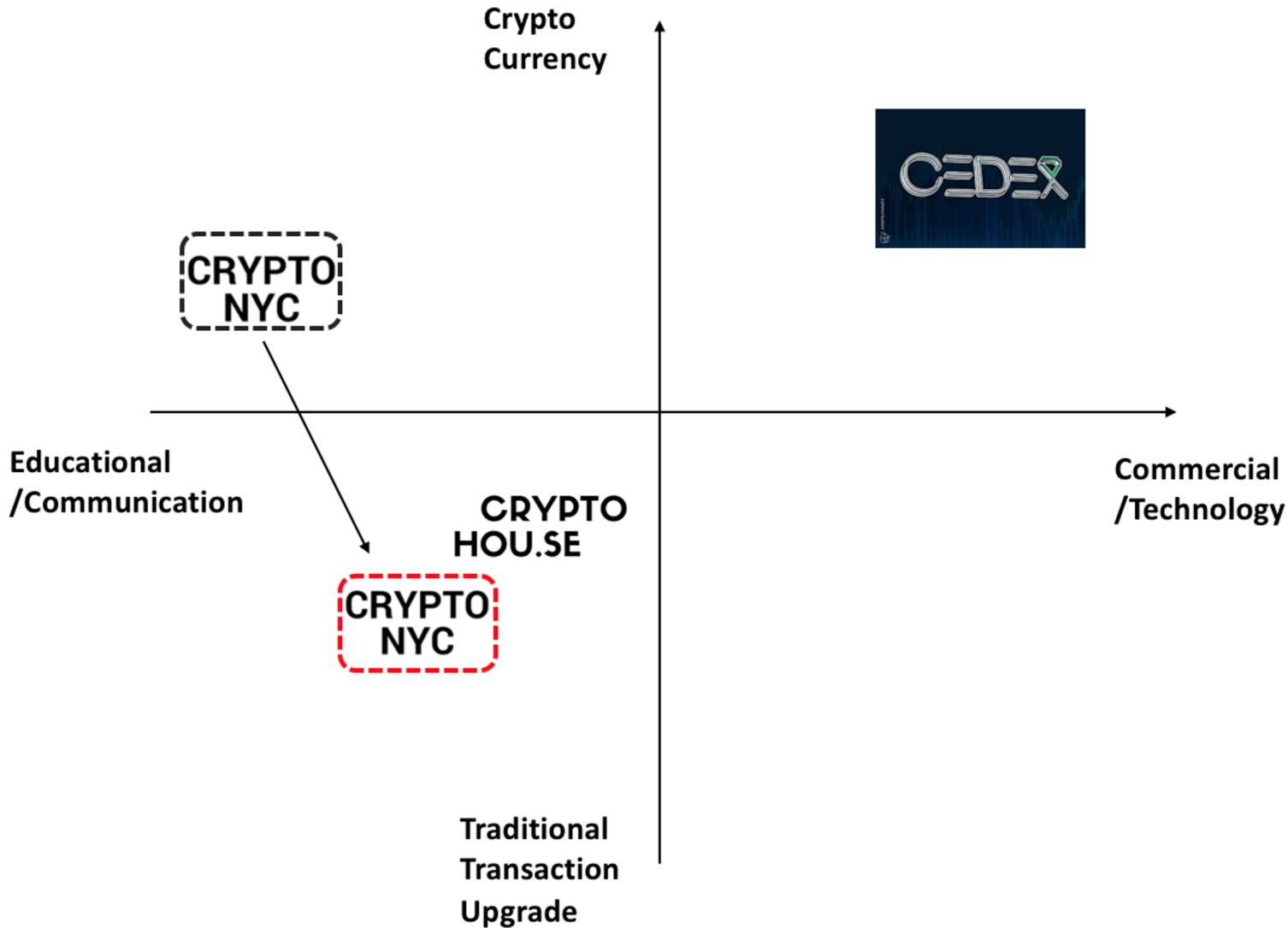


Reference: <https://cryptoiscoming.com/the-demographics-and-interests-of-the-bitcoin-community-visuals/>

TARGETING



POSITIONING-PERCEPTUAL MAP



Cedex

is a company specialized in diamond transactions with blockchain technology. It aims to reach maximum monetary objective. Besides, it has developed successful digital marketing strategies on multiple social media.

CryptoHou.se

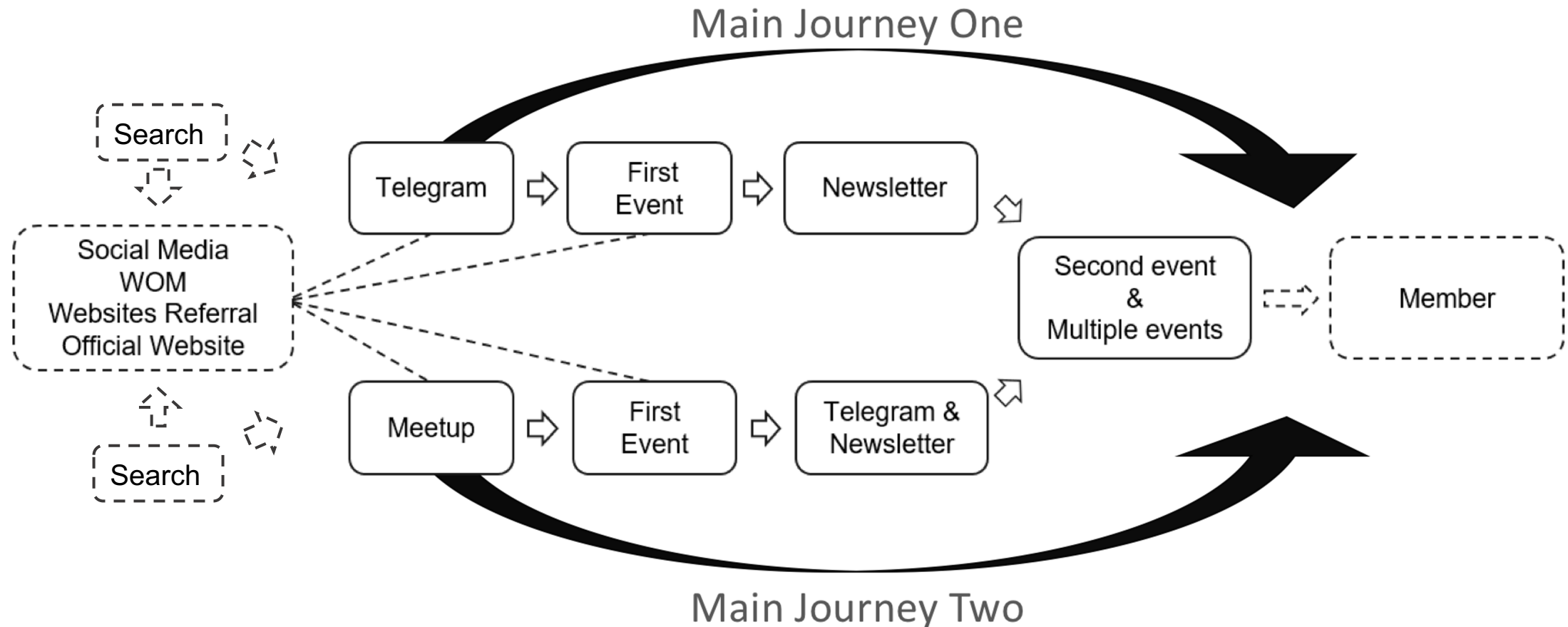
is a organization aimed to expand members networking by holding parties and public speaking. It gathers the public and aims to promote blockchain concept by social events.



MEMBER JOURNEY & RECOMMENDATION

MEMBERS HAVE TWO PATHS IN THEIR JOURNEY

From internal user data and user surveys



TELEGRAM



1. What are the most unique features of Telegram?
2. How can company better use Telegram?
3. What kind of channel can company promote Telegram group chat?

INTERNAL DATA ANALYSIS (TELEGRAM)

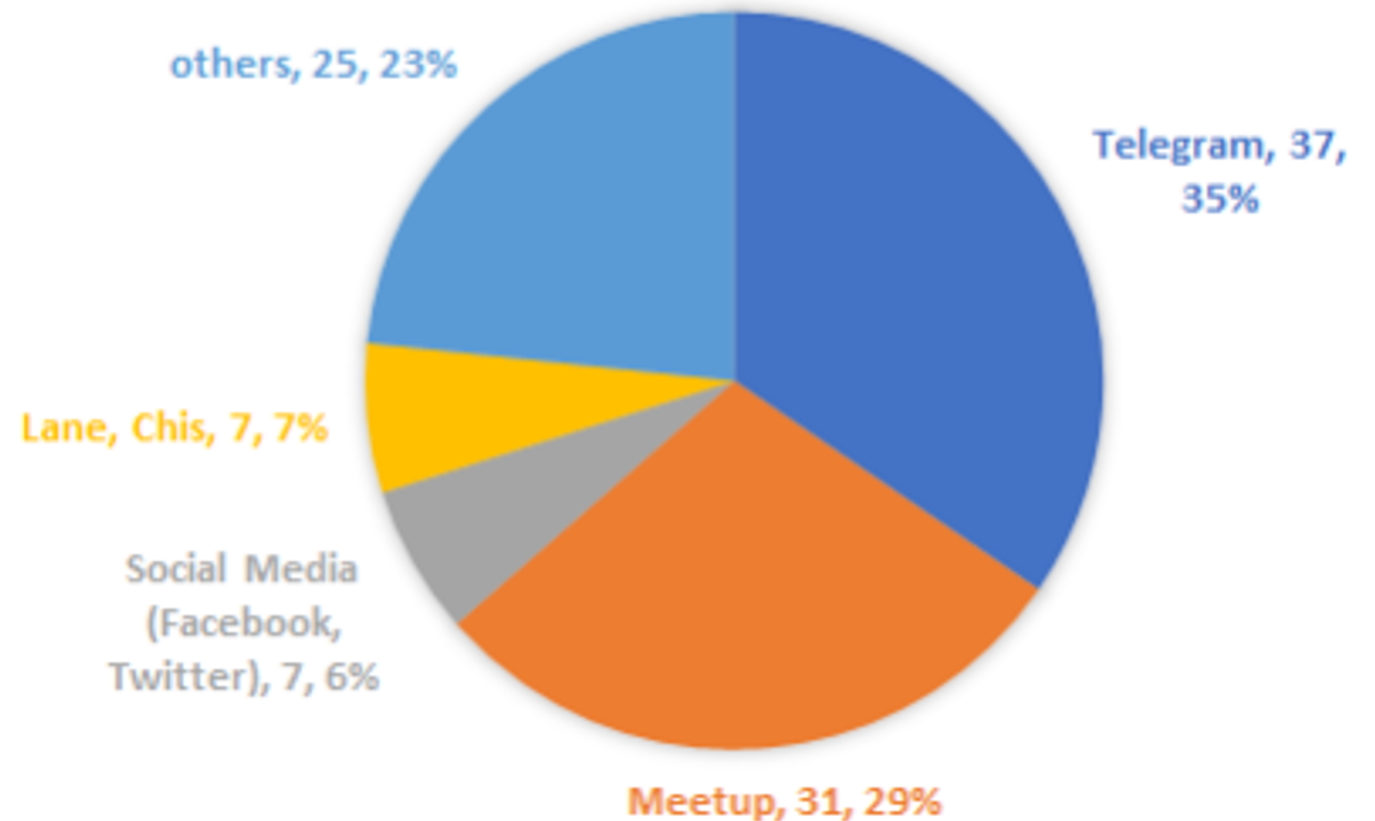
HOW DID YOU HEAR ABOUT US

Among 107 respondents:

Most people hear about us from Telegram 37(35%)

Key findings:

It's important to improve the effect of the telegram.



RECOMMENDATION FOR TELEGRAM



Characteristics :

- * Strong commitment to privacy
- * Not intended to bring revenues, never sell ads or accept outside investment

Using bots will help :

- * Schedule publications
- * Monitor channel performance

Promotion channels :

- * Promote It! (Free promotion)

Telegram





1. How to increase the number of subscribers?
2. How to effectively improve the reading rate/reading time?
3. What parts are subscribers most concerned about?
4. What additional information do subscribers want to get in the future?

SURVEY ANALYSIS: SMALL BUT MAY BE INDICATIVE

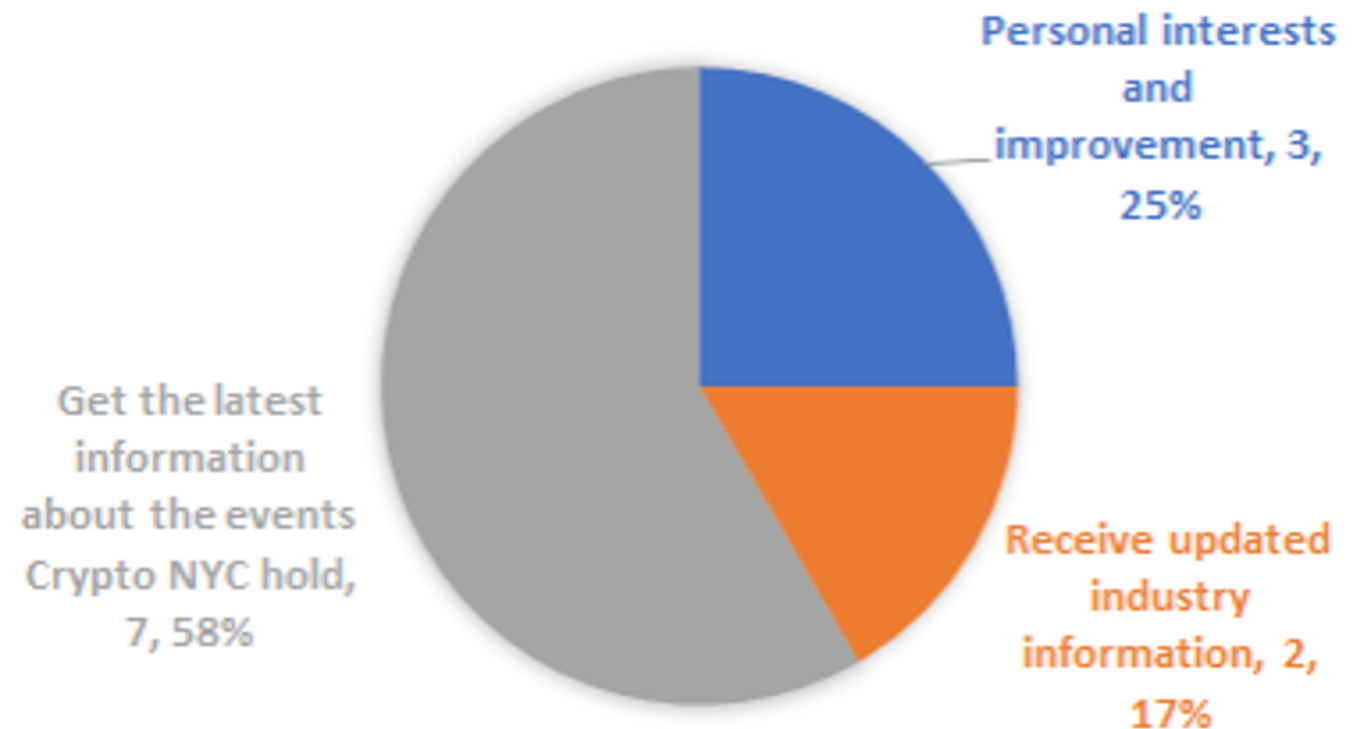
Among 12 respondents:

Get the latest information: 7 (58%)

Key findings:

Most subscribers hope to get the latest information about the events Crypto NYC hold.
NOW IS THE TIME!

WHAT IS THE MAIN FACTOR DRIVING YOUR SUBSCRIPTION TO THE CRYPTO NYC NEWSLETTER?



SURVEY ANALYSIS

Additional information added in the future:



Weekly event sharing and review



insights/perspectives on key news/issues



Opinion on most promising areas of development

RECOMMENDATION FOR NEWSLETTER



1. Strengthen the language description of events and format of content to make it more attractive
2. Add a “Event review and sharing” part into the weekly newsletter.
3. Share some blockchain events from diversified industries



1. How to make CryptoNYC show on the front page, when potential attendees search keywords (blockchain, crypto, bitcoin) on Meetup?
2. How to increase the conversion rate of events?

SEARCHING FACT



When searching keywords, like “blockchain”, “Crypto”, our community is not ranked on the top of the results.

Search page on Meetup

RECOMMENDATION



Improve group name for search engine

* Example by Meetup official:

Location + one or two descriptive words + Meetup

* Add **“blockchain”** in the group name

Add more information about group description

- * Who should join the group
- * What members can expect
- * Activities you do
- * Add links of other social media such as Twitter, Telegram

Increase the attendee limit

* Especially for Tuesday and Wednesday events

What we're about

Crypto NYC is a community, coworking space and app studio based in Tribeca, dedicated fulltime to blockchain technologies including Bitcoin and Ethereum. Our focus is on people first and technology second. We are a hardworking group of engineers, designers, and schemers passionate about the blockchain and excited about its potential. If you're interested in joining us, drop us a line at hello@cryptonyc.org!

Crypto NYC group description on Meetup

Reference:

<https://help.meetup.com/hc/en-us/articles/360002879051-SEO-for-your-Meetup-group>

EVENT

Meetup data about attendees for weekly events

Event type	Date	Number of events	limitation	Number of Attendees		
				Avg	Max	Min
Weekly Roundtable Lunch	Tue	13	12	12	12	12
Whitepaper Wednesday	Wed	16	20	15.6	22	12
Hacker Thursday/ Open house	Thur	16	12	8.3	13	2

- Whitepaper Wednesday has the highest number of attendees.
- Hacker Thursday/Open House 's number of attendees is relatively low.

EVENT

Meetup data about attendees for one-time events

Event	Date	Number of Attendees
Crypto NYC x Democracy Earth	12/14/2017	37
Web3 Foundation, Crypto NYC, and Airswap	02/06/2018	5
Proof of Stake vs Proof of Work	03/15/2018	18
Crypto NYC and EdCon 2018	04/04/2018	3
[Movie Night] EthCC Talks	04/10/2018	13
Meet Urbit CEO and Co-founder, Galen Wolfe-Pauly	04/13/2018	18
Meet Kevin Rose of EOS New York	04/26/2018	13
Fireside chat with Jon Choi of the Ethereum Foundation	05/30/2018	25

Most of one-time events have high number of attendees, i.e., debate, movie night, and cooperation with other organizations.

RECOMMENDATION FOR EVENT

CryptoNYC can change some one-time events such as debate and movie night into regular events



Add other activities that can attract and benefit potential participants

- * Networking Night Events
- * Create opportunity for application developer to meet investors and present deals
- * Cooperate with other industries' communities interested in blockchain, i.e., Finance & Global - Investors - BlockChain & Bankers Club

MEMBERSHIP (TRELLO)

19 paid members

8 public key member, 4 light node, 2 full node and 5 team member



1. What are the main factors that attract people to become members?
2. What are the main needs of members?

MEMBERSHIP

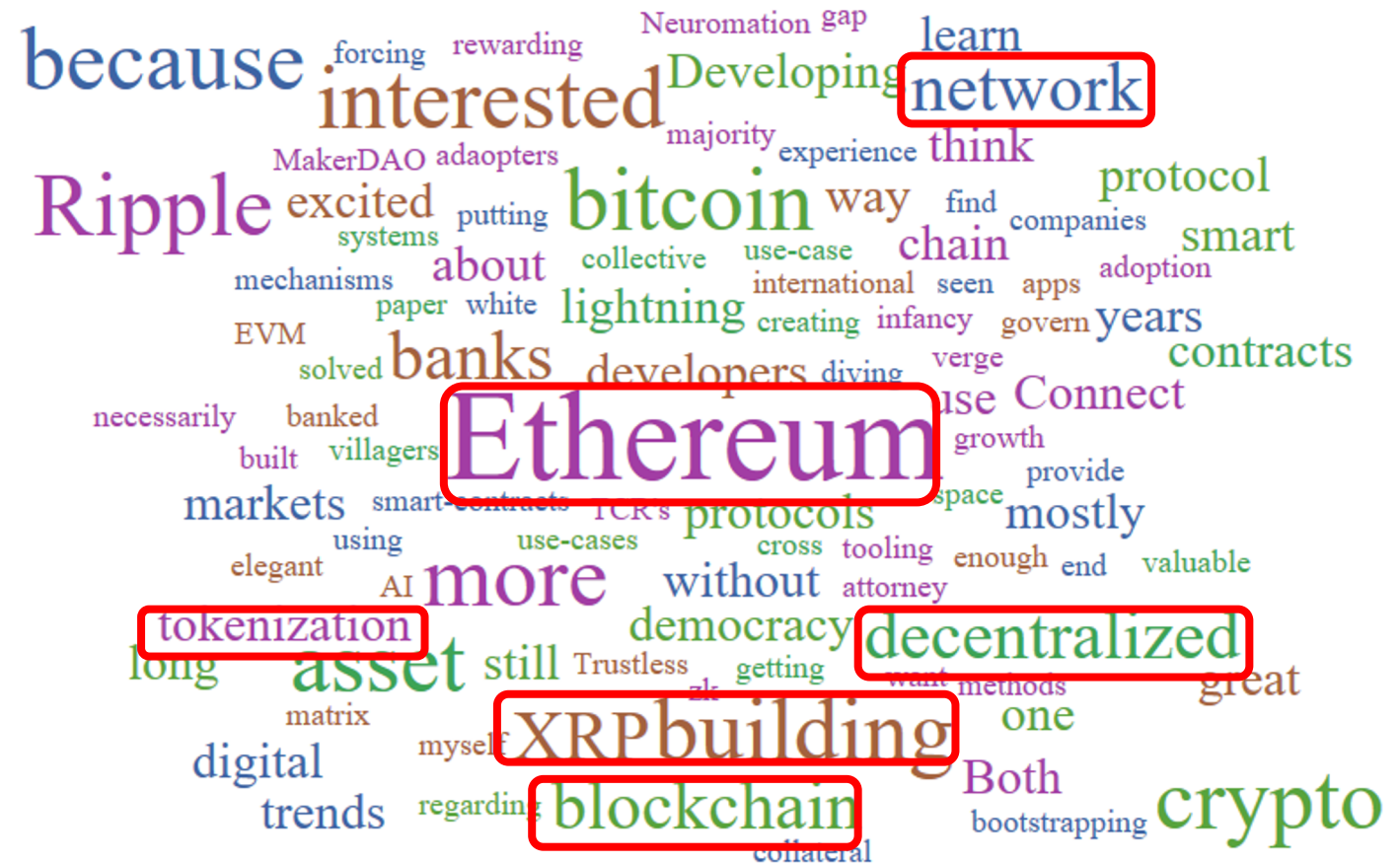
What current trends or projects in crypto excite you and why?

Key findings:


Most members are attracted by their interest on blockchain

Most members hope to get more professional information in the community.

Most members hope to expand their social network in the events



RECOMMENDATION FOR MEMBERSHIP



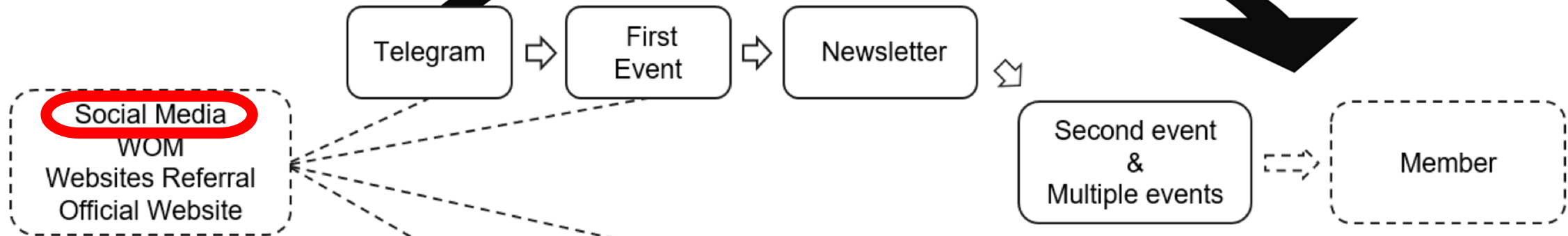
* Modify and embellish description of membership benefits corresponding to different customer needs.

* Provide more professional events or debates for members who hope to learn technical skills.

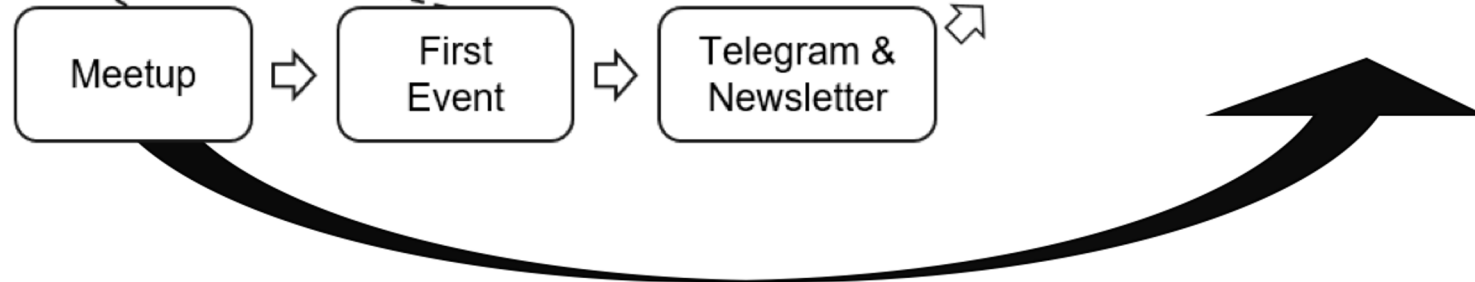
* Set several specific member events to strengthen the relationship between members.

Journey

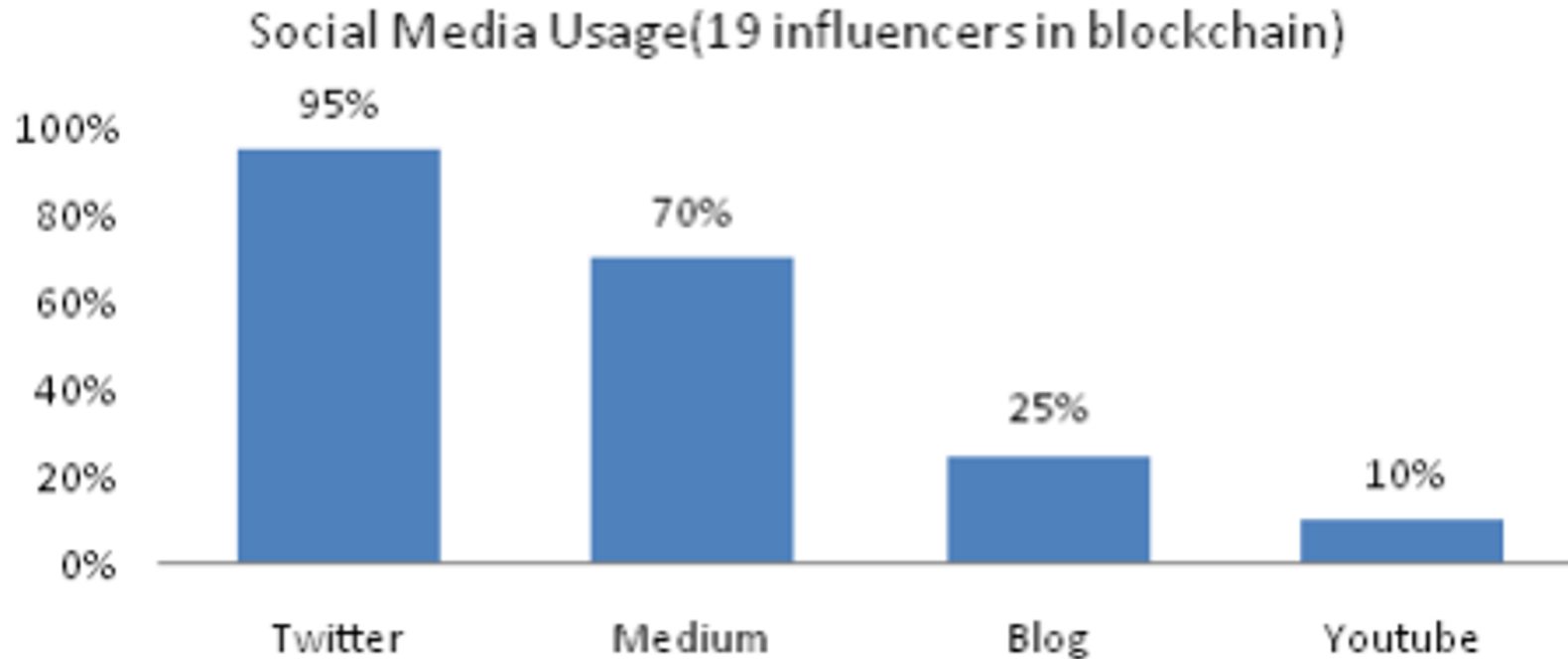
Main Journey One



Main Journey Two



EXTERNAL DATA ANALYSIS (JOURNEY)



1. Twitter is the most common and effective way to deliver message.
2. Although 70% of influencers have Medium, 42% medium users did not update for past six months

RECOMMENDATION FOR JOURNEY

Build mature community and weekly events on mainstream social media, including Facebook, Twitter, Youtube, and Eventbrite.

Take Cedex as an example.

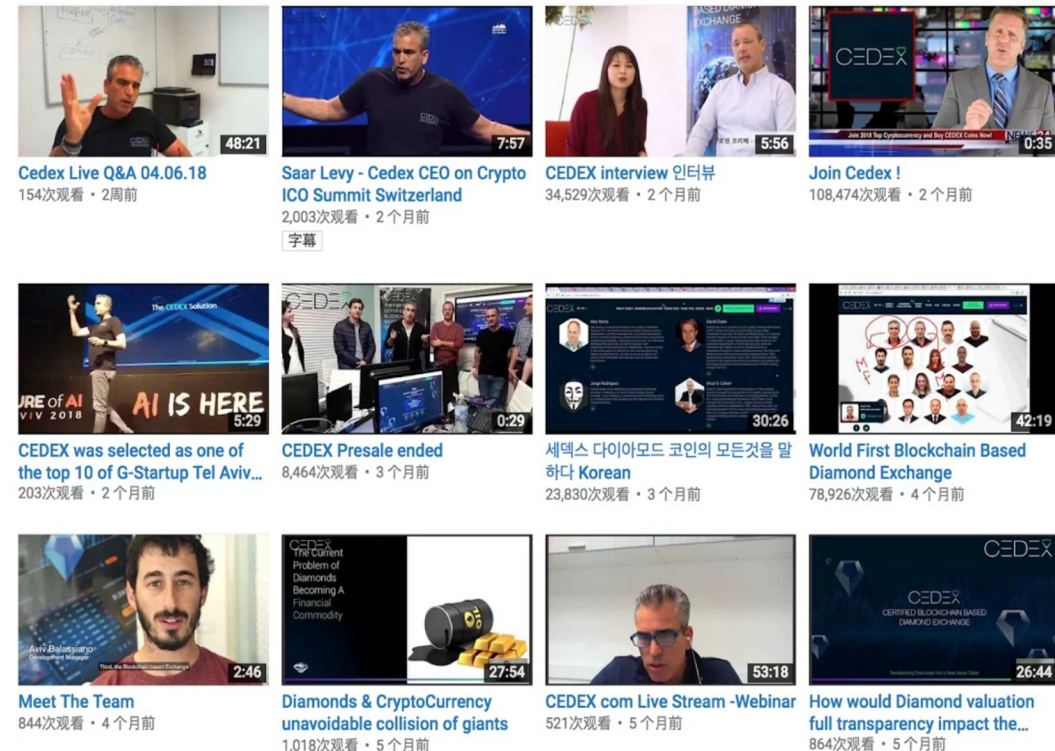


CEDEX
June 6 at 10:00am · 🌐

Just a reminder in case you missed it - **#CEDEX** CEO Saar Levi had a live Qs&A this week which you can watch right here:
<https://youtu.be/GVr4icc8gR>

CEDEX
Facebook LIVE
with **CEDEX CEO Saar Levi**

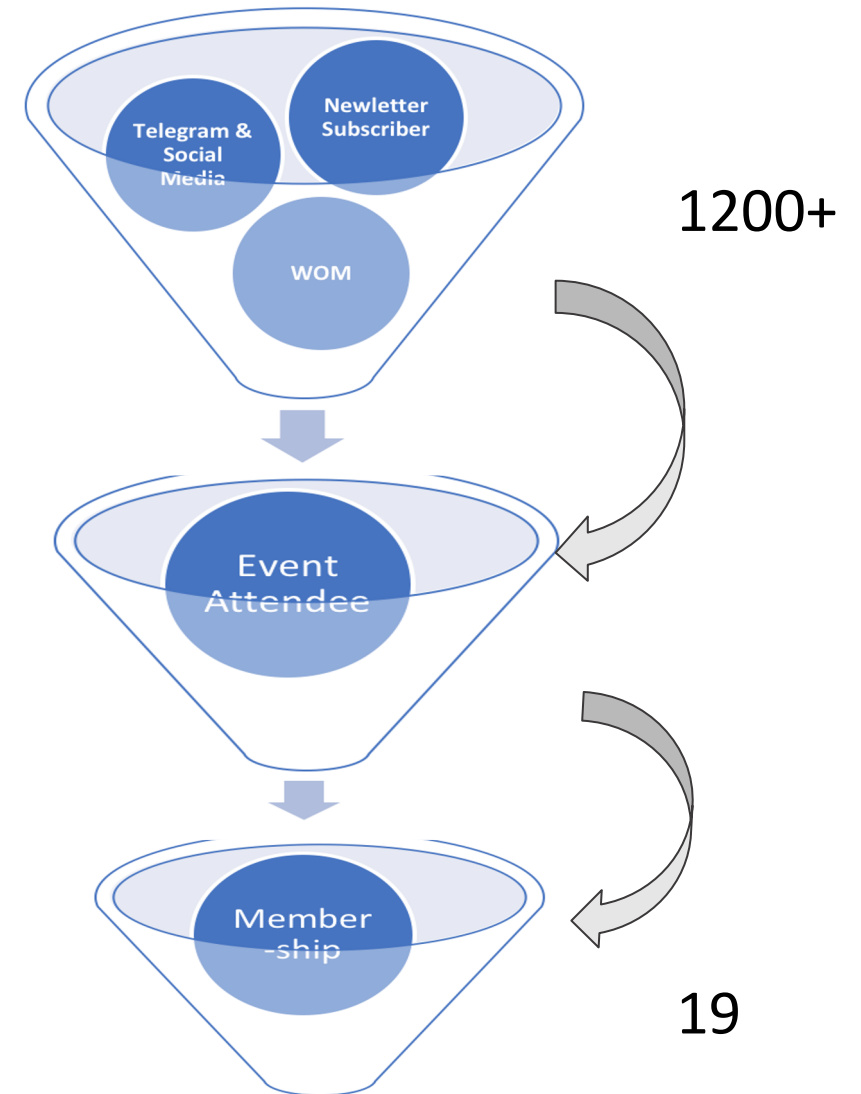
Like Comment Share



- Cedex Live Q&A 04.06.18**
154次观看 · 2周前
- Saar Levy - Cedex CEO on Crypto ICO Summit Switzerland**
2,003次观看 · 2个月前
字幕
- CEDEX interview 인터뷰**
34,529次观看 · 2个月前
- Join Cedex !**
108,474次观看 · 2个月前
- AI IS HERE**
203次观看 · 2个月前
- CEDEX Presale ended**
8,464次观看 · 3个月前
- 세덱스 다이아몬드 코인의 모든것을 말하다 Korean**
23,830次观看 · 3个月前
- World First Blockchain Based Diamond Exchange**
78,926次观看 · 4个月前
- Meet The Team**
844次观看 · 4个月前
- Diamonds & CryptoCurrency unavoidable collision of giants**
1,018次观看 · 5个月前
- CEDEX com Live Stream -Webinar**
521次观看 · 5个月前
- How would Diamond valuation full transparency impact the...**
864次观看 · 5个月前

RECOMMENDATION IMPROVE YOUR CRM SYSTEM

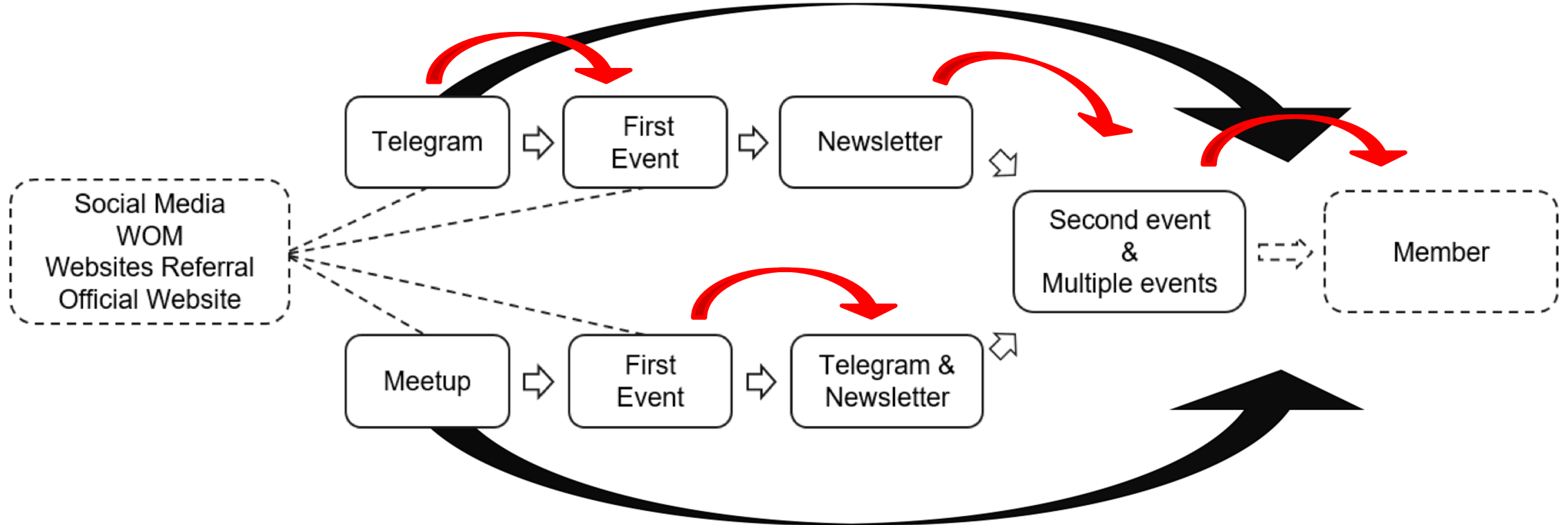
Record the engagement history of each audience and set up audience email lists to track on their member journey. Take actions to lead them to next stage.



Journey

- Send thank you note to attendees
- Send upcoming events invitation to attendees
- Launch follow-up survey to event attendees
- Send introduction of membership amenities

Main Journey One



Main Journey Two

NOW is the right time to:

- **Diversify beyond tech members**
- **Partner with like-minded organizations**
- **Invest in growth**





Q&A

JULY 12th 2018