Wachsman PR Q3 2017 Project Charter

1 Project Overview

1.1 Name	Wachsman PR Q3 2017
1.2 Document Date	Date document created, or latest version date.

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Version number	Date	Author	Comments
0.1	05 Sep 2017	Robert Wiecko	First version
1.0	12 Sep 2017	Robert Wiecko	Changes in the Wachsman PR team applied. Version approved by WPR

1.3 Stakeholders	Project Sponsor: Dash Masternode Network represented by Robert Wiecko Customer: Dash Community Vendor: Wachsman PR, represented by David Wachsman and Jesse Platz
1.4 Project Manager	Robert Wiecko

1.5 Email Address / Website	General discussion on Slack - channel: **wachsman-pr**
	
	Confluence page: PR and Marketing
	
	Google docs as a working space: https://drive.google.com/open?id=0B7lraY8HHrHrZERXbS1wMUhXcTg
	
	Email addresses:
	1. **Dash Team**
	  a. Robert Wiecko: robert@dash.org
	  b. Daniel Diaz: daniel@dash.org
	  c. Ryan Taylor: ryan@dash.org
	2. **Wachsman PR Team**
	  a. David Wachsman: david@wachsmanpr.com
	  b. Jesse Platz: jesse@wachsmanpr.com
	  c. Casey Craig casey@wachsmanpr.com
	  d. Aubrey Strobel aubrey@wachsmanpr.com
	  e. Jack Moloney jack@wachsmanpr.com

1.6 Goal Statement	A brief, high-level description of what the project is trying to accomplish (or what problem this project will solve). Gain a high level of visibility in both the crypto community and the mainstream business and technology press, which is critical to driving new user adoption, business development and demonstrating industry leadership. Through a hyper-targeted, aggressive, yet strategic approach, Wachsman PR will initiate the proper media coverage extending traditional outreach across the crypto, technology, and business verticals.
1.7 Description / Background (optional)	In a narrative, describe project context and background. What is the business need that gave rise to this project? Describe the business drivers that created the problem, opportunity or business requirement. Examples: regulatory issues, outdated technology or technological advance, customer request. N/A
1.8 Objectives	Describe what will be achieved and what will be delivered to the customer. What are the benefits that the project provides the organization? What value will this project deliver to stakeholders? What is the vision - what will business be like after the project is done? 1. Generate public awareness of Dash within the crypto-currency, business, investing, finance, and technology, payments and consumer audiences. 2. Position members of the Dash core team as subject matter experts in payments, blockchain and technology, particularly CEO of Dash Core Ryan Taylor and VP of Business Development Daniel Diaz. 3. Further expand coverage in North America press, with an increasing focus on top tier publications and television networks 4. Expand media coverage in Europe, Asia and Latin America to gain further coverage of Dash and its success

1.9 Scope	*Describe the boundaries of the project. What is in scope and what is not in scope.* **In scope**: - Client consultation - Content creation - Media relations - Media Engagement Training - Digital crypto-media campaign - Digital and possibly traditional mainstream media campaign - Interviews with Dash speakers - Assistance during conferences and events (in preparation and entering) - Dash marketing strategy definition **Out of scope**: - Advertising
1.10 Schedule	*What date will the actual project work start? What is the anticipated date that the project will be delivered and project team disbanded? Are there any dates that will drive the project schedule? (Examples: regulatory, school calendar). Include known milestones and/or phases.* Project start date: 01 Jul 2017 Project end date: 01 Nov 2017
1.11 Recommended Priority Level	**1 - Medium priority**
1.12 Oversight / Reviews Planned	*Indicate what reviews this project plans. Charter, design, and production readiness reviews are recommended.* Project review will be conducted on regilar basis (preferably at the end of each month). Material for review call should be delivered before the call. Approximate dates of review: 1st project review: 31 Aug 2017 2nd project review: 30 Sep 2017 Project summary: 31 Oct 2017

2 Project Resources

2.1 Project Team	*List staff or roles assigned to the project. Include position titles, percent of time allocated to the project, and reporting relationships, if needed.* **Wachsman PR Team**: - David Wachsman (Founder and CEO) - Jesse Platz (Account Executive) - Meghan Merriman (Account Coordinator) **Dash Team**: - Daniel Diaz - Dash representative, spokesman - Ryan Taylor - Dash representative, spokesman - Ryan Taylor - Editors - Robert Wiecko - Project Manager
2.2 Cost Estimate	**For Major Projects:** *Using the Project Budget Template, state the rough cost estimate for the project, both for development and on-going support costs.* **Note:** *Start with a rough estimate, but as the project moves through each phase of the life cycle, this estimate will become more detailed and may be very different than your original.* **$10,000 per month** (paid in Dash, denominated in DASH/USD on the day of the payment)
2.3 Customer Involvement	**For Major Projects:** *What is the customer responsible for? Examples are testing, business decisions, participation in design and review phase, signing acceptance document.* - Largely providing Wachsman PR with the material they need to shape a campaign & then cooperation in helping Wachsman PR execute it. - Providing authors for articles suggested by Wachsman PR (when possible)

3 Assumptions, Constraints, Dependencies, Impacts and Risks

3.1 Assumptions	*What are the assumptions being made? Use true statements but ones that contain a measure of risk.* N/A
3.2 Constraints	*Describe any constraints on this project that will effect budget, quality, schedule, resources or scope.* • Project duration is 4 months • Budget is agreed at the beginning and is not negotiable during the project course • Schedule, scope and objectives are agreed at the beginning of the project • Project funding can be cancelled by the network (during the monthly voting process). This will also trigger immediate project cancellation.
3.3 Dependencies	*List any dependencies this project may have on other projects or other infrastructure requirements such as networking, special printers, security, resources from busy teams, etc* • For major releases Wired service could be used and it would trigger additional cost to be covered by Dash. The price is usually between 500 and 1000 USD. The cost has to be approved by Dash Team before use.
3.4 Impacts	*Describe any known or anticipated impacts, such as system, customer, infrastructure, etc.* • Increased usage of Dash blockchain • More visits and downloads from dash.org website
3.5 Risks	*Identify any risks associated with the project.*

#	Risk	Risk Description	Impact (C/H/M/L)	Owner	Due Date	Mitigation Action	Comments
2	Different time-zones	Major stakeholders located in different time-zones: MST, PST, CET, EST	Medium	Robert Wiecko	31 Jul 2017	• Always agree the time convenient to majority of the stakeholders (located in US) • Use UTC timezone for communication and coordination	
3	Remote communication only	Due to the different location, only remote communication is possible	Critical	Robert Wiecko , Jesse Platz	ASAP	• Regular contact/calls with agreed agenda • After each call meeting notes shared (together with action items) • Formal communication via email with all major stakeholders on CC • Availability on Slack	
4	Project funding cancellation	Project funding can be potentially cancelled by the network (during the monthly voting process)	Critical	Robert Wiecko , David Wachsman	ASAP	• Make sure to share information about the project status with the network on regular basis • WPR to address question on the forum and Slack on timely manner • Acknowledge the fact of possible cancellation in written (in the project charter)	

4 Deliverables, Expected Outcomes

4.1 Key Deliverables	*List what the project team needs to create to meet the project objectives. Briefly describe the approach - how the project will accomplish its goals. For example, a large project may have a feasibility study phase followed by an implementation phase.* 1. Breaking news about Dash published in major crypto media channels (as a result of Wachsman PR activities) 2. General information about Dash published in major media channels (as a result of Wachsman PR activities) 3. Articles about Dash published in mainstream media (as a result of Wachsman PR activities) 4. Interviews with Dash representatives arranged by Wachsman PR. 5. New contacts with crypto-media and mainstream media representatives established 6. Input into Dash strategy (Dash Strategy) and suggestions for changes and improvements 7. Suggestions about new website design and dash.org information architecture (+ the same for a new forum dash.org/forum)

4.2 Project Communication Plan	*How will status be reported? How often? Who is responsible for writing it? Who is it distributed to?*
	
	1. **Monthly project review**
	  a. Participants: Jesse, Robert
	  b. Optional participants: David. Daniel, Ryan
	  c. Date and time of the review agreed at least week before the date
	  d. Robert/Jesse prepare notes from the call.
	  e. Notes distributed to all call participants (and re-distributed further inside the Dash core team by Robert)

4.3 Success Criteria	*How will we know when the project is done? How will the customer decide if the final deliverable is satisfactory? What measure will be used?*
	1. [STRATEGY] - Developed a complete analysis on Dash's overall messaging concluded with the improvements suggested implemented where agreed. 2. [STRATEGY] - A fully detailed media strategy for the Dash Evolution Project to be completed and approved by Dash. 3. [PRICE] - The average price of Dash is increasing during the course of project. 4. [PRICE] - The price of Dash is higher than 300 USD at the end of the project 5. [VOLUME] - The average volume of Dash is increasing during the course of project (Poloniex exchange taken as a benchmark). 6. [VISIBILITY] - At least 5 different media placements about Dash per month arranged by Wachsman PR and published in major crypto-media 7. [VISIBILITY] - At least 1 article / month about Dash (arranged by Wachsman PR) is published in major mainstream media 8. [QUALITY] - All monthly project reviews are done and all findings are addressed 9. [ADOPTION] - Dash is adopted (or negotiations are happening) at least on 1 major Bitcoin service or implementation/adoption process was initiated.