

# BLOCKBRIDGE

Block Bridge, Inc.

PRODUCT ROADMAP

## Year 1: Foundation – Education & Market Entry

**Strategic Goal:** Establish credibility and generate early revenue via scalable education offerings.

### Initiatives:

- Launch Blockchain 101 curriculum (LMS, certificate, webinars)
- Add vertical-specific modules (automotive finance case studies) to differentiate from generic competitors
- Publish auction payments whitepaper campaigns to align with sales outreach
- Implement feedback loops: post-course NPS surveys, A/B testing modules
- Build CRM to track funnel from learner → consulting lead

### Dependencies:

- LMS and payment integration live by Q1
- Marketing playbook assets repurposed for targeted auto campaigns

### KPIs:

- 900+ leads, 10% conversion to 90 paid users/course
- 500+ learners, 10 corporate clients
- \$200K–\$250K revenue: mix of \$149–\$299 per-user courses, 2–3 \$4K+ corporate workshops

### Risks & Mitigations:

- Market saturation: Combat by anchoring courses in auto-finance use cases
- Cash flow risk: Conservative budget assuming \$200K, upside if \$250K achieved

## Year 2: Consulting & Early Proofs of Concept

**Strategic Goal:** Extend education trust into consulting retainers and early proofs.

### Initiatives:

- Consulting services: non-technical workshops, light-tech MVP design sprints
- Finalize partnerships: Circle (payments), Chainalysis (compliance), AuctionEdge (Q1–Q2 vetting & certification)
- Sandbox demos: 2% early-payment rebate model tested with pilot clients
- Alumni upsell funnel: track education graduates into consulting offers

### Dependencies:

- Year 1 CRM adoption for upsell targeting
- Partner integrations validated before client-facing demos

### KPIs:

- 2–4 consulting retainers (\$50K–\$100K each)
- 70% client retention rate across engagements
- At least 1 sandbox demo of SmartPay rebate flow

### Risks & Mitigations:

- Long enterprise sales cycles (6–9 months): Adjust revenue pacing to \$150K–\$300K instead of \$500K+
- Scope creep in MVP advisory: Define clear boundaries for “light-tech” vs. “build”

## Year 3: Productization – SmartPay & Enterprise Pilots

**Strategic Goal:** Deliver first proprietary product pilots while securing Series A funding.

### Initiatives:

- SmartPay pilot launch: stablecoin-based settlement for B2B (initially finance/healthcare, not yet auctions)
- Compliance layer: KYC/AML workflows (Chainalysis, FinCEN), legal reviews, fallback fiat rails
- Agile sprints with ROI checkpoints: quarterly go/no-go gates for pilot continuation
- Series A raise (\$3M–\$5M) for scaling infra and hiring blockchain/infra engineers

### Dependencies:

- At least 2 Year 2 retainers converted into pilot candidates
- Regulatory clarity: U.S. stablecoin framework (GENIUS Act alignment)

### KPIs:

- \$400K–\$500K ARR from pilot contracts
- 2 live pilots demonstrating 10–15% settlement cost/time savings
- Investor-ready case studies for Series A pitch

### Risks & Mitigations:

- Regulatory uncertainty: Maintain fiat settlement fallback rails
- Pilot failure risk: Stop-loss review after 90 days to pivot or revise

## Year 4: Auction Payments Platform Rollout

**Strategic Goal:** Deliver flagship automotive auction payment product.

### Initiatives:

- 12–18 month pilot: 1 auction, 1 lender, 10–15 dealers
- Features prioritized (MoSCoW):
  - Must: Wallet onboarding, auction-style dashboard, escrow smart contracts
  - Should: Fee splits, lender notifications, VIN-linked transactions
  - Could: Cross-border support, sustainability credits
- API integrations: AuctionEdge, vAuto, lender systems validated in sandbox before live
- Incentives: free onboarding or discounted subscription for first 3 auctions

### Dependencies:

- At least 1–2 successful SmartPay pilots (Year 3)
- Series A funding secured for platform build

### KPIs:

- Pilot: 500+ transactions across 10–15 dealers
- \$500K–\$1M run-rate (50K vehicles/year)
- 85%+ dealer/lender satisfaction

### Risks & Mitigations:

- Small pilot scope: Diversify pilot across 2–3 regions to test scalability
- Over-optimistic adoption: Benchmark against Manheim/ADESA volumes, adjust to 1% market share in Year 5

## Year 5: Scale & Diversification – Platform Expansion

**Strategic Goal:** Scale automotive payments nationally and extend platform economics to other verticals.

### Initiatives:

- National rollout: 500K vehicles/year processed (\$10M–\$20M revenue potential)
- Expansion: cross-border U.S.–Canada dealers (stablecoin rails)
- Optional tokenization layer: loyalty tokens, title NFTs (structured for utility, not securities)
- Adjacent pilots: healthcare supplier settlements, supply chain financing
- Evaluate exit/expansion strategies: IPO prep or acquisition (ERP vendor, auction SaaS, payments rail)

### Dependencies:

- Year 4 pilot success with 85%+ adoption metrics
- Profitable at 50K–100K vehicles/year before diversification

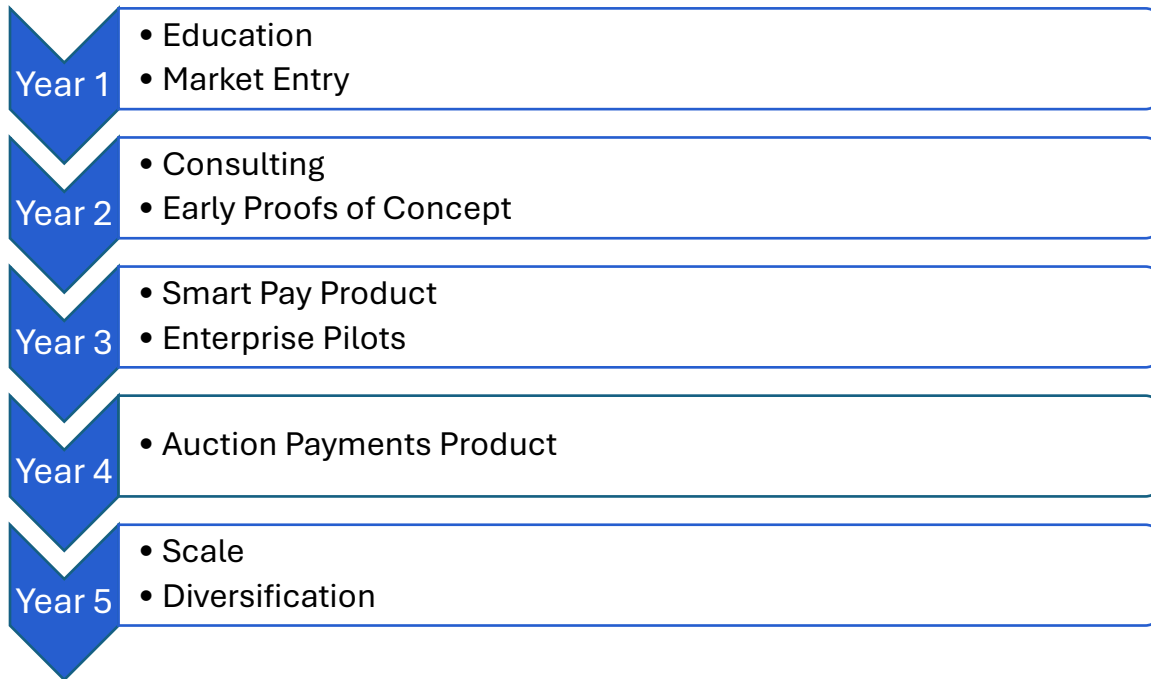
### KPIs:

- \$15M–\$20M revenue (conservative; stretch goal \$30M+)
- 5% U.S. auction payments market share
- 2 adjacent vertical pilots underway

### Risks & Mitigations:

- Regulatory tightening on tokens: Frame token layer as optional, utility-based
- Dilution of focus: Require profitability in auto vertical before committing resources elsewhere

## Summary



### Phases:

- **Years 1–2: Service revenue (education + consulting)**
- **Year 3: Proprietary pilots (SmartPay)**
- **Year 4: Flagship product launch (Auction Payments)**
- **Year 5: Scale + adjacent expansion**