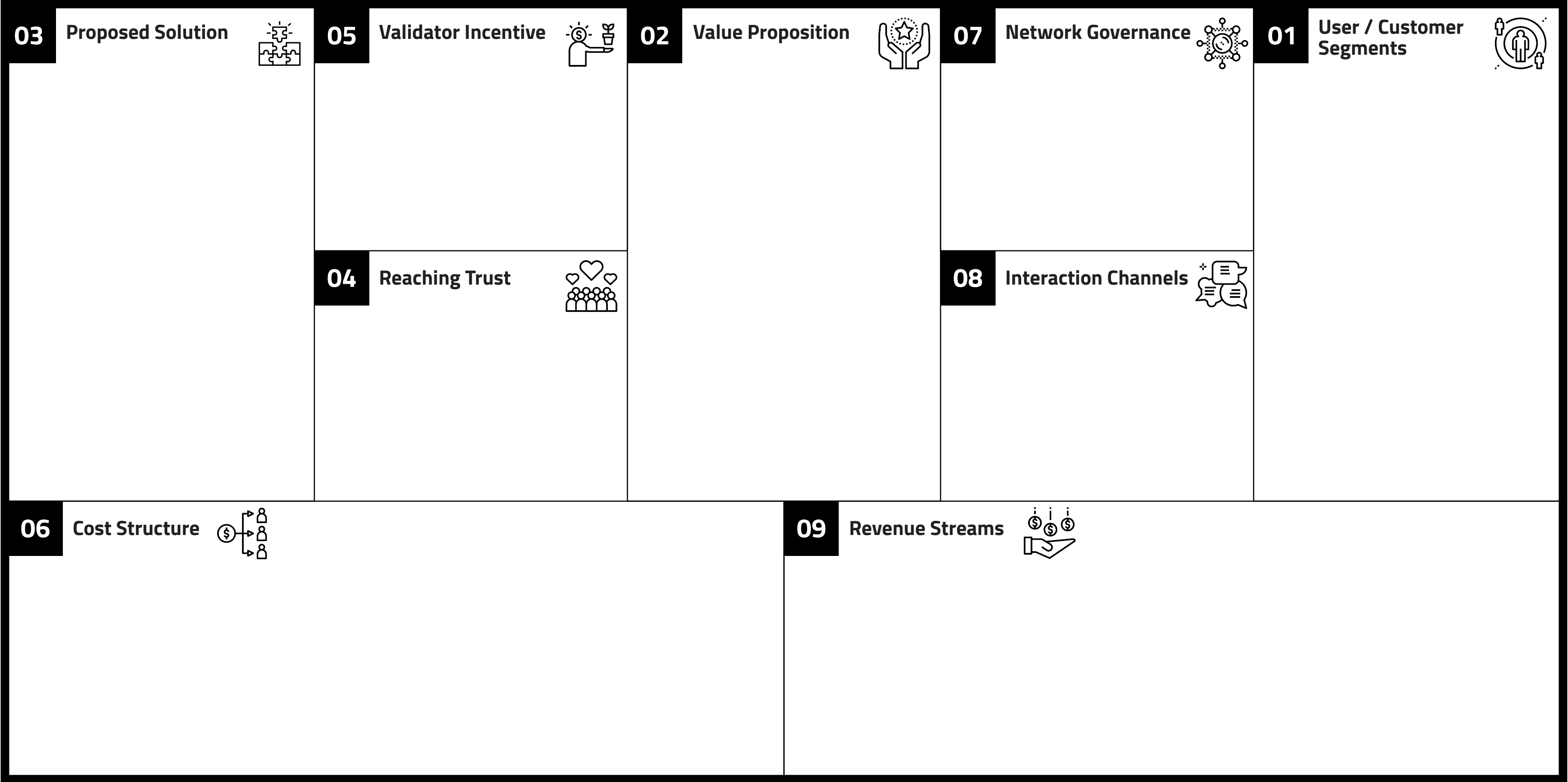


Decentralized Business Model Canvas



Centralization vs Decentralization Tradeoff

Jobs To Be Done	Decentralization Opportunity	Decentralization Downside	Current Intermediary	Centralized Competitors

Risky Assumptions

Assumption	Possibility of Being Wrong (1-10)	Impact of Being Wrong (1-10)	Total Risk Level	Proposed Test and Success Metric
	3	7	21	

Risky assumptions usually fall into five types of categories:

- 01 Is there a problem at all?**
- 02 Is this a solution people would want to use?**
- 03 Can we actually build this?**
- 04 Is it legal and compliant?**
- 05 Is the token economy sustainable?**