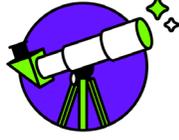# Transform product uncertainty into strategic confidence

The Client

verse

Environment: Social media built on an open protocol to connect activist communities
Size: 5
Location: Remote | verse-pbc.org
Engagement: Strategic product advisory, user research, design sprints, rapid AI prototyping

The Mission

Techniques: AI prototyping, customer interviews, product discovery, product validation, willingness-to-pay experiments
Impact Areas: Ideation, product strategy, product discovery, product market fit, sustainable strategy

From guesswork to a growth playbook they own

Verse Communications was building Nos.social (formerly Plur), a kind of "Signal for Facebook Groups" focused on activist communities who distrust mainstream platforms.

They wanted to reinvent social media as a public commons owned by users, built on decentralized protocols like Nostr and rejecting ad-driven models.

Verse Communications faced fundamental challenges: unclear target users, UX barriers limiting adoption, and no viable monetization model. Their CPO's departure created a leadership void during a critical pivot.

They needed a repeatable approach to establish compelling product value for defined user segments so they could rapidly iterate with a lean team instead of spinning in place.

The Fix

Replacing assumptions with a systematic validation process
We helped establish a structured, user-centric process for strategic product development.

Our product consultant collaborated to define target audiences, validate assumptions, and create systematic frameworks for ongoing decision-making.

We uncovered key insights and established sustainable processes focused on product-market fit and ethical monetization.

Great Software

• Systematic research for 3 core user personas
• 8-day sprint methodology to rapidly test hypotheses and validate willingness-to-pay
• AI prototypes to immediately test broadcast messaging app and general ledger concept
• Ethical monetization framework for revenue models that "feel earned, not extracted"
• Validated "Signal for Facebook Groups" positioning via user testing and interviews

Great Teams

• Replaced assumptions by establishing systematic decision-making frameworks and validation-driven approaches
• Improved internal communication and strategic transparency with positive team feedback
• Created ongoing growth "playbook" for investigating future user segments through desirability and viability

The Results

Strategic confidence where product uncertainty used to live
Verse Communications is pioneering decentralized social media, and we were a critical partner in establishing their strategic foundation on the path to product-market fit. We solved complex product strategy challenges and built systematic capabilities for ongoing validation and growth—all while enabling rapid iteration for a lean team. Most importantly, we helped transform product uncertainty into strategic confidence.

Achieved strategic clarity with validated personas & systematic development frameworks

Repeatable processes for rapid experimentation (5-day sprints & 1-day experiments)

Created ethical monetization roadmap with mission-aligned revenue models

Built internal capabilities for sustainable product leadership beyond project completion

The Team

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