

The Web3 Pilot Guide

A practical framework for designing controlled, measurable Web3 experiments

How to move from a promising use case to a pilot that produces evidence, controls risk, and supports a real business decision.

1 Hypothesis	2 Readiness	3 Scope	4 Risk	5 Evidence	6 Decision
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The goal is not to prove that blockchain works. The goal is to determine whether new digital infrastructure can improve a specific business process enough to justify adoption.

CORE PRINCIPLE

Create the smallest controlled experiment capable of producing enough evidence to make the next decision.

Executive Overview

A Web3 pilot should not exist simply to prove that blockchain technology works. The useful question is whether a new form of digital infrastructure can improve a specific business process enough to justify adoption.

That requires more than a technical proof of concept. A strong pilot tests the business case, the operating model, the participants, the technology, the risks, and the organization's ability to support the solution.

WHAT THIS GUIDE IS DESIGNED TO DO

Move a team from a plausible Web3 use case to a controlled experiment with clear boundaries, measurable outcomes, and a defined decision at the end.

A disciplined pilot should answer six questions

1. What are we testing? Define the business problem and the hypothesis before choosing technology.	2. Why Web3? Identify the specific advantage over the strongest conventional alternative.
3. How small can the test be? Limit users, transactions, data, geography, duration, and financial exposure.	4. What can go wrong? Identify legal, compliance, security, operational, financial, and data risks in advance.
5. What will count as evidence? Choose success metrics and thresholds before the pilot begins.	6. What decision follows? Define whether the result should lead to stop, refine, repeat, expand, integrate, or production.

A pilot is successful when it reduces uncertainty. Implementation is only one possible outcome.

1. Establish the Pilot Hypothesis

The experiment should begin with a workflow, not a token, protocol, or platform. State the problem in business terms, identify why Web3 may be relevant, and define the improvement you expect to observe.

PILOT HYPOTHESIS

We believe that using _____ for _____ will improve _____
for _____ by _____.

Example: We believe that using stablecoin settlement for selected cross-border supplier payments will reduce settlement time and reconciliation effort for our treasury team without creating unacceptable operational or compliance complexity.

BUSINESS PROBLEM

What existing friction, delay, cost, reconciliation burden, verification problem, or coordination issue are we trying to reduce?

WHY WEB3

What capability - shared records, programmable execution, digital ownership, settlement, interoperability, or verifiable credentials - could materially improve the process?

CONVENTIONAL ALTERNATIVE

What is the strongest non-Web3 way to solve the same problem? Why might the Web3 approach be better?

EXPECTED IMPROVEMENT

What should materially change if the hypothesis is correct?

DECISION TO BE MADE

What decision will leadership be able to make when the pilot is complete?

2. The Argot Pilot Readiness Test

Score each dimension from 1 (weak or unresolved) to 5 (strong and well defined). The purpose is not to chase a perfect total. It is to identify where the pilot is ready and where more design work is required.

Dimension	Core question	1-5	Notes
Real Problem	Is the pilot addressing a meaningful existing business problem rather than a technology-led idea?	—	
Web3 Relevance	Does the problem involve coordination, verification, ownership, settlement, programmability, provenance, or shared infrastructure in a way that makes Web3 relevant?	—	
Contained Scope	Can the experiment be limited by users, transactions, data, geography, duration, and financial exposure?	—	
Understood Risk	Have the material legal, compliance, security, financial, operational, and data risks been identified?	—	
Measurable Learning	Can the pilot produce evidence that leads to a clear next decision?	—	

Interpret the profile, not just the score

READY TO DESIGN Strong problem fit, clear Web3 relevance, manageable scope, and identifiable metrics.	PROMISING, BUT NOT READY The opportunity appears valid, but risk, ownership, data, or integration questions remain.
NARROW THE USE CASE The underlying idea may have merit, but the proposed experiment is trying to prove too much at once.	RECONSIDER THE PILOT The business problem or Web3 advantage is not sufficiently clear to justify a pilot.

DECISION RULE

If the problem is not real, the Web3 advantage is not specific, or the learning cannot be measured, do not proceed to technical design.

3. Define the Pilot Perimeter

A low-risk pilot is narrow, measurable, reversible, and tied to a clear business decision. Define what is inside the experiment - and what is explicitly outside it - before selecting vendors or building integrations.

Boundary	Define it	Pilot limit
Participants	Who is participating? Who is explicitly not participating?	_____
Workflow	Where does the pilot process begin and end?	_____
Assets or value	Does the test involve money, tokens, credentials, ownership rights, records, or other digital assets?	_____
Data	What data enters the system? What must remain off-chain or private?	_____
Systems	Which ERP, CRM, treasury, accounting, identity, or compliance systems must connect?	_____
Geography	Which jurisdictions are included?	_____
Time	When does the pilot begin and end?	_____
Financial exposure	What is the maximum value that can move through the experiment?	_____
Users	How many employees, customers, suppliers, or counterparties are involved?	_____
Exit mechanism	How can the experiment be paused or stopped safely?	_____

SCOPE TEST

If the boundaries cannot be clearly described, the pilot is probably too broad.

4. Design for Minimum Viable Evidence

The goal is not a minimum viable product. It is minimum viable evidence: the smallest experiment capable of telling the organization whether the idea deserves further investment.

DESIGN QUESTION

What is the smallest test that would materially reduce uncertainty about the business case?

Test	What to prove	Do not build yet	Evidence required
Business	The process produces meaningful improvement.	A complete operating model.	Cost, time, working capital, error, or revenue evidence.
Technical	The required architecture performs reliably enough for the test.	Production-grade infrastructure.	Functional reliability and exception data.
User	Participants understand and can use the new workflow.	A fully optimized user experience.	Completion, adoption, behavior, and feedback.
Organizational	The company can govern and support the process.	Full organizational transformation.	Operational feasibility and ownership clarity.

A strong pilot separates four kinds of learning

Business learning Does the workflow improve enough to matter?	Technical learning Can the required architecture perform the necessary function?
Behavioral learning Will customers, employees, or partners actually use and trust it?	Organizational learning Can legal, compliance, finance, operations, and technology support it?

A technical proof-of-concept can succeed while the business case fails. Design the pilot so those outcomes are visible separately.

5. Map the Required Stack

Do not select a technology from every layer. Start with the pilot workflow and work backward. Check only the capabilities required to test the hypothesis.

☐ Blockchain / settlement network Shared transaction or settlement environment	☐ Wallet / custody / key management Control and authorization of digital assets
☐ Identity / permissions Eligibility, credentials, roles, and access	☐ Smart contracts / programmability Executable business rules or conditional actions
☐ Tokenization / asset representation Digital representation of value, rights, or claims	☐ Data / oracles / off-chain integration External events, prices, enterprise data, or APIs
☐ Stablecoins / payments / liquidity Money movement, settlement, on/off ramps, liquidity	☐ Enterprise integration / interoperability ERP, CRM, treasury, accounting, compliance, or other networks

Build, buy, or partner?

BUILD INTERNALLY Use where control, proprietary advantage, unique integration, or strategic differentiation genuinely justify custom development.	BUY Use established infrastructure when the capability is mature, repeatable, and not a source of competitive advantage.
PARTNER Use specialists where expertise, custody, liquidity, compliance, security, or implementation capability materially reduce risk.	HYBRID Most enterprise pilots will combine internal systems with external infrastructure and specialist providers.

ARCHITECTURE RULE

The lightest technical setup that can answer the business question is usually the right starting point.

6. Create the Pilot Risk Map

Risk should be identified early enough to shape the architecture and scope. Rate each area Low, Moderate, High, or Unresolved, and assign an owner for any material issue.

Risk area	Core question	Rating	Owner
Legal & Regulatory	What laws, licenses, classifications, or jurisdictions may apply?	—	—
Compliance	What KYC, AML, sanctions, monitoring, or transaction controls are required?	—	—
Data & Privacy	What information can be stored, shared, or exposed?	—	—
Cybersecurity	What happens if credentials, wallets, contracts, or integrations are compromised?	—	—
Custody & Control	Who can move assets, approve transactions, freeze activity, or recover access?	—	—
Financial	What funds, assets, liquidity, or accounting treatment are exposed?	—	—
Counterparty	Which vendors, issuers, custodians, banks, or partners could fail?	—	—
Technical	What happens if the network, contract, oracle, or integration fails?	—	—
Operational	Can employees actually support the workflow and handle exceptions?	—	—
Reputational	What happens if the experiment becomes public or fails visibly?	—	—

IMPORTANT

An unresolved high-risk issue does not automatically kill the opportunity. It may mean the next step is risk resolution rather than pilot launch.

7. Define Success Before the Pilot Begins

Choose metrics before the experiment starts. Otherwise, teams can reinterpret the outcome after the fact and mistake activity for evidence.

BUSINESS OUTCOMES Cost, revenue potential, working capital, settlement time, reconciliation effort, disputes, or process speed.	USER OUTCOMES Adoption, completion, satisfaction, repeat usage, partner acceptance, or customer behavior.
OPERATIONAL OUTCOMES Manual steps, errors, exceptions, integration performance, staff time, or process reliability.	RISK & FEASIBILITY Security performance, compliance burden, regulatory comfort, custody feasibility, or vendor reliability.

PRIMARY SUCCESS METRIC

If we measure only one thing, it is:

SUCCESS THRESHOLD

We would consider the pilot successful if:

FAILURE SIGNAL

We would stop or redesign the pilot if:

Pilot governance

Role	Responsibility	Named owner
Executive sponsor	Accountable for the decision after the pilot	
Business owner	Owns the workflow being tested	
Technical owner	Owns implementation and integration	
Legal / compliance	Reviews rules, jurisdiction, controls, and exposure	
Security / data	Reviews security architecture, access, and data treatment	
Finance / accounting	Reviews money movement, accounting, tax, and controls	
External partners	Own provider-specific commitments and dependencies	

Who has authority to pause the experiment?

8. From Pilot to Decision

A pilot that produces excitement but no evidence is not a successful experiment. Design the process so that results flow into a defined decision.

1 Business Problem	2 Hypothesis	3 Pilot Design	4 Controlled Test	5 Evidence	6 Decision
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Possible decisions

STOP The Web3 approach does not create sufficient advantage relative to the alternative.	REFINE The hypothesis remains plausible, but the architecture, workflow, or controls need adjustment.
REPEAT Run another limited experiment to answer an unresolved question.	EXPAND Test with more users, transactions, counterparties, or a broader operating perimeter.
INTEGRATE Connect the capability more deeply with enterprise systems or existing workflows.	MOVE TOWARD PRODUCTION Develop the governance, controls, infrastructure, and operating model required for deployment.

A USEFUL DEFINITION OF SUCCESS

A successful pilot is not necessarily one that leads to implementation. It is one that produces enough evidence to make a better decision.

Before closing the pilot, ask

- What did we learn about the business problem?
- What did we learn about the Web3 architecture?
- What did we learn about users, counterparties, and internal teams?
- Which risks became clearer, and which remain unresolved?
- Did the observed benefit justify the added complexity?
- What decision does the evidence support now?

The Argot Web3 Pilot Brief

Use this page to align leadership, business, technology, legal, compliance, and operating teams before the pilot begins.

BUSINESS PROBLEM	What process, friction, or constraint are we testing? _____
PILOT HYPOTHESIS	What do we believe will improve, for whom, and by how much? _____
WHY WEB3	What capability makes blockchain-based infrastructure relevant? _____
CONVENTIONAL ALTERNATIVE	What is the strongest non-Web3 solution? _____
PILOT SCOPE	What is explicitly inside and outside the experiment? _____
PARTICIPANTS	Who must participate? _____
REQUIRED INFRASTRUCTURE	Which stack components are actually required? _____
PRIMARY RISKS	What must be controlled before launch? _____
PRIMARY SUCCESS METRIC	What is the single most important measure? _____
SUCCESS THRESHOLD	What result would justify the next step? _____
LIMITS	Duration / budget / transaction value / users / jurisdictions _____

Decision at completion

☐ Stop
 ☐ Refine
 ☐ Repeat
 ☐ Expand
 ☐ Integrate
 ☐ Move toward production

Executive owner: _____ Pilot owner: _____

FINAL CHECK

The pilot is ready when the problem is real, the Web3 advantage is specific, the scope is controlled, the risks are understood, and the learning is measurable.