

Marketing Lead Requirements Checklist

For Crypto/Blockchain/Decentralized Startups

Question	Scoring	Total	Maximum
Has the candidate spent more than 5 years at a Fortune 2000?	Yes: 0 points No: 10 points		10
Has the candidate ever worked at a tech product start-up in any capacity for more than 2 years?	Yes: 5 points No: 0 points		15
Does the candidate speak a foreign language?	Yes: 3 points No: 0 points		3
Can the candidate succinctly explain the marketing concepts advocated by the following people? - Seth Godin - Clay Shirky - Emmanuel Rosen - Chip/Dan Heath - Youngme Moon - Peter Drucker	6 points for each correct answer		36
How does the candidate define the responsibility of the Marketing function?	8 points for each of the following listed: - Generate awareness - Create and build perception - Create leads and drive conversion to desired action		24
Can the candidate demonstrate a capability with Pivot Tables or other analytical tools?	Yes: 10 points No: 0 points		10
What percentage of the total budget does the candidate realistically think should be allocated to Marketing?	0-3 percent: 1 point 4-7 percent: 7 points 8-10 percent: 4 points more than 10: 1 point		7
Can the candidate spend 20 minutes speaking with 2 different developers and have an intelligent technology conversation?	Yes: 10 points		10

How many different crypto-assets does the candidate own?	None: 0 points 1: 1 point 2: 2 points 3: 3 points 4-6: 4 points 7-10: 5 points		5
Can the candidate demonstrate a capability to explain to a non-technical audience how a blockchain works?	Yes: 10 points		10
Can the candidate demonstrate a capability to explain to a non-technical audience how protocol economics work?	Yes: 10 points		10
Can the candidate point to any published thoughts on crypto/blockchain/decentralization?	No: 0 points Blog post: 1 point Crypto publication: 3 points Mainstream publication: 5 points		5
Can the candidate name 3 projects (other than yours) that s/he likes and explain why?	No: 0 points Yes: 5 points		5

Final Scoring and Analysis

Total Points	Recommendation
0-50	Drop the candidate immediately
50-100	May be a good marketing hire, but maybe not for CMO
100-150	Definitely worth further exploration