

P4

Developing an asset evidence startup

Joel Ward | Company case study

I developed P4 as a business concept for preserving the history and evidence surrounding valuable personal property. The work began with registry and transfer designs in 2007 and later developed into a focused startup plan for an Asset Evidence Passport. I brought the product idea, market questions, commercial model, and development requirements into a body of work that could support a startup funding discussion.

The business problem

Receipts, appraisals, ownership records, photographs, and provenance often become separated from the objects they describe. That makes the same asset harder to insure, appraise, transfer, inherit, or sell. My early registry work examined how an asset record could preserve its history, distinguish different rights, control access, and retain corrections without losing the earlier record.

My contribution

I originated the concept and developed or directed its research, product definition, strategic analysis, business planning, and supporting documents. The archive shows the early database fields and workflows. The Walking Wealth concept explored services that could use the registry. The later planning work narrowed the first business to a private evidence record for valuable movable property and the professionals who help owners manage it.

Defining the first product

The proposed Asset Evidence Passport brings an object's supporting documents, claims, reviews, and changes into a shareable record. The plan identifies luxury goods and collectibles as an initial market, with estate, insurance, appraisal, and transfer workflows providing practical reasons to use the product. It also distinguishes an evidence record from an assertion that the object itself has been authenticated.

Turning the concept into a company plan

Market and distribution planning

The market strategy examines customer groups, competing and complementary services, professional channels, and the questions that an operating pilot would need to answer. The proposed distribution model works through estate professionals, appraisers, insurers, dealers, and collection managers. That connects the product to moments when documentation matters, rather than relying only on general consumer interest.

Planning the build and the funding

The technology and pilot plan translates the business idea into a sequence of work: customer validation, manually prepared evidence packets, a limited software pilot, and later professional workflows. It identifies the staffing, storage, permissions, evidence history, exports, and planning budget needed for each stage. The business plan combines those decisions with pricing hypotheses, governance, financial scenarios, funding gates, and risks.

The resulting work

The result is a startup planning package that shows both the original idea and the decisions needed to test a focused business. The archive makes the early product thinking visible; the strategic papers and business plan show how that thinking was organized into a proposed company. The additional What If paper is explicitly exploratory and gives the longer-term ideas a separate home.

What the samples demonstrate

This case demonstrates product conception, startup strategy, market research, business planning, and the translation of a broad vision into a staged development program. The samples are concept and planning documents. Pilot targets, budgets, and projected revenues remain assumptions to be tested.

Work product index

Browse the original work by type. Links open the PDF exhibits after the package is extracted with its files together.

Business plans

[Asset Evidence Passport business plan](#) | 58 pages

[Walking Wealth concept](#) | 27 pages

Startup and growth strategy

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[Strategic development recommendation](#) | 14 pages

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[Technology build and pilot plan](#) | 7 pages

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Financial planning

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Product and workflow design

[Technology build and pilot plan](#) | 7 pages

[Original registry design excerpt](#) | 21 pages

[Walking Wealth concept](#) | 27 pages

[What If conversations](#) | 7 pages

The following abstracts describe each sample. Original wording and document structure are retained, with privacy redactions and PDF conversion where needed. Workbook exhibits preserve saved source values in a readable static display.

Original work samples

Asset Evidence Passport business plan

Business plans · Startup and growth strategy · Financial planning

The complete September 2026 plan brings together the proposed product, market, professional distribution channels, pricing, operations, development roadmap, governance, and financial assumptions. It also includes stewardship and competitive-landscape addenda. It is the main company planning document.

[Open original PDF](#) | 58 pages

Strategic development recommendation

Startup and growth strategy · Research and market analysis

This strategic paper examines the original P4 and Wardtrac concepts and recommends a focused commercial starting point. It connects product scope, evidence quality, professional channels, validation questions, and funding gates. The original requested-analysis description is retained.

[Open original PDF](#) | 14 pages

Market acceptance and growth strategy

Research and market analysis · Startup and growth strategy

The companion analysis examines who might buy the product, why luxury and collectible assets offer an initial concentration, and how professional workflows could support adoption. It separates market evidence from the customer behavior that a pilot would still need to establish.

[Open original PDF](#) | 12 pages

Original work samples

Technology build and pilot plan

Product and workflow design · Startup and growth strategy

This plan converts the proposed evidence platform into build stages, staffing needs, technology components, security principles, cost ranges, and pilot success tests. It shows how development planning can make a startup concept concrete enough for resource and funding decisions.

[Open original PDF](#) | 7 pages

Original registry design excerpt

Product and workflow design

A labeled excerpt containing source pages 1 through 20 of the archive. The August and September 2007 concept summary and art-registration documents preserve early database fields, permissions, history, rights, and transfer thinking. Scans and handwritten revisions remain visible.

[Open original PDF](#) | 21 pages

Walking Wealth concept

Business plans · Product and workflow design

The complete earlier business concept explores services around the Wardtrac registry, including inventory, transfers, valuation, and asset-related credit concepts. It provides context for the broader vision from which the later P4 evidence business was focused. Original wording and its historical assumptions are retained.

[Open original PDF](#) | 27 pages

Original work samples

What If conversations

Startup and growth strategy · Product and workflow design

The original exploratory paper considers possible services and infrastructure that might develop from an evidence platform. Its own introduction distinguishes brainstorming from the formal business plan and financial forecasts. It shows long-range product thinking alongside a more disciplined initial launch plan.

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