

Proposal: A Social Contract between PolkaWorld and Polkadot Treasury - Ops and Maintenance proposal

Proponent: 12mP4sjCfKbDyMRAEyLpkeHeoYtS5USY4x34n9NMwQrcEyoh

Date: 2/21/2022

Requested DOT: to be completed at submission, we apply for **USD 72,747**, approx **3,447**

DOT total allocation for March 2022 - May 2022 depending on EMA(30) AVG rate (DOT =21.1 usdt) [here](#).

Short description: This is a social contract between PolkaWorld and the Polkadot Treasury. This proposal is aimed to cover the community operation costs of March 2021 - May 2022.

Background

PolkaWorld is the Polkadot community in China and has gathered more than 50,000 followers, we have collaborated with the Polkadot ecosystem and Web3 Foundation in the following ways, and in 2021:

- PolkaWorld published a total of 584 articles and received 993,051 views in the Wechat ecosystem in 2021;
- Hosted 43 online broadcast on Wechat Channel and 48,551 people join us;
- Published 100 videos in Wechat Channel, got 182,759 views;
- Build a new website, and published 565 articles and 237 timely news
- Published 110 videos on YouTube, got 36,000 views
- Hosted 9 meetups in 5 different cities (Beijing, Shanghai, Shenzhen, Hangzhou, Chengdu, Xi'an) in China, 2149 people registered the meetup and more than 50% of people came to meet each other;
- Host 1 Polkadot metaverse meetup in DCL, 1300+ people jump into the meetup;

Please find more in our monthly reports:

<https://polkadot.polkassembly.io/treasury/63>

<https://polkadot.polkassembly.io/treasury/74>

Timeline Breakdown

Workscope & OKR Breakdown: March 2022 - May 2022

Objective: Help the Chinese community get the latest development updates on Polkadot/Kusama/Substrate and educate the community to fully understand the tech of Polkadot/Kusama.

1. Content Creation & Marketing

OKRs for the 3 months period of this proposal:

- Publish 120 articles related to Polkadot on PolkaWorld Wechat Official Account and polkaworld.pro.
- Interview 6 team members from Polkadot eco-projects.

Todo in each month:

1. Produce 40 articles **per month** related to Polkadot/Kusama, parachain/parathread, PLO, and weekly reports, Substrate, general Polkadot news, and Polkadot eco-projects - with a frequency of at least one article per day, 6 days a week.
2. Distribute 4 articles on ParityAsia's WeChat account every month.
3. Interview with 2 team members from Polkadot eco-projects/builders **per month**, and spread the interviews in the PolkaWorld community and at least 5 top blockchain media outlets.

2. Events Organisation & Management

OKRs for the 3 months period of this proposal:

- Because of the epidemic and China's policies, we will host the meetups online in the next 3 months, so we will host 3 online meetups and at least 500 participants per online meetup.
- Host 6 online broadcasts, 3 for the parachain/Crowdloans topic with 3 Polkadot ecosystem teams, and 3 for Q&A from the community.

Todo in each month:

1. Hold 1 online meetup **per month** on the topics of parachains, eco-projects, and Substrate, ensuring that at least 500+ participants attend the online meetup.
2. Host 2 online broadcasts **per month**, one for the parachains topic which will invite an ecosystem builder/eco-project to share their auction plan and progress of the parachain, and one broadcast for the community in Q&A format.
3. promotion material design and production for each event, such as 1-2 Wechat articles for promotion and sign-up, 1 web-based sign up link, 3 - 4 posters, Livestream links for participation
4. film editing for each meetup and upload on polkaworld.pro and [YouTube](https://www.youtube.com/)
5. Online broadcasts should focus on the topic of parachain auctions, inviting 3 eco-project to share the progress of parachain and their PLO plan every 2 weeks.
6. Host 3 online broadcasts, answering the questions from the community every 2 weeks.
7. promotional material design and production for each online broadcast, such as 1 Wechat article for promotion and sign-up, 1 poster

3. Website Maintenance

OKR for the 3 months period of this proposal:

- Update all articles/videos to the new website polkaworld.pro each month.
- Publish the timely news (can't calculate the quantity temporarily, because it's real-time news) of the Polkadot ecosystem.

Todo in each month:

1. Update all articles/videos to the new website polkaworld.pro and publish the timely news.

4. Reporting

Publish a Monthly Review and Report on Polkasassembly on the last day of every month, including performance data and all activities and materials created, to be shared with the Direction channel for regular updates.

Budget

Tasks	COST (1 month) and Human Resources	Total Allocation
1. Produce 40 articles and publish on 5 top blockchain media outlets 2. Website maintenance and update 3. Interview / AMA with 2 ecosystem builders	2 Content Operations Managers: - USD 4,724.00 monthly per person	USD 9,448.00
4. Host 2-4 online broadcasts	1 online activity Operations Manager: - USD 3,937.00 monthly	USD 3,937.00
5. Organize and host 1 online Meetup	1 online event operation: - USD 3,937.00 100 Hoodie: USD 1,574.00 - online broadcast promotion and give away: USD 1,574.00 - Video recording: USD 629.00	USD 7,714.00
6. design all materials that online/offline activities/articles need	1 designer: - USD 3,150.00 monthly	USD 3,150.00
TOTAL		USD 24,249.00

Based on the budget in the above table, we apply for **USD 24,249** per month, which is **USD 72,747** in total (from March to May) for the Chinese community operations and event costs based on the usdt price (\$6.35) in Binance.

Please note that PolkaWorld requests **3,447 DOT** for the **March, April, and May** milestones this time depending on EMA(30) AVG rate(DOT = 21.1 usdt) [here](#).

Note:

1. This is a Social Contract between PolkaWorld and Polkadot Treasury, PolkaWorld will develop a new OKR and budget every three months, and the OKR and Monthly Report will be reviewed by Polkadot Council. Subsequent extension on this agreement depends on Council approval.
2. And please note that we will **OOO** from April 30th to May 4th. It is Labour day, But we will try our best to ensure 40 articles in May.