

Milestone Deliverable Review Report

Deep Funding Round: 4

Project code: DFR4-MKT4

Project title: Promote Deep Funding on the Cardano Summit

Milestone number: 2

Milestone deliverable:

https://docs.google.com/presentation/d/1mc-5OCpYHcHL1utb3ROffxM9FgCoxJoN/edit?usp=drive_link&ouid=113948067158841872178&rtpof=true&sd=true

https://docs.google.com/document/d/12ilsLcLevMOGqQnnYMK2cKG93sPhDltYaT2mBFBSy-o/edit?usp=drive_link

https://docs.google.com/document/d/1ipLb7nQAKWDVRj8pHIHL-ASCyzseLMmLSXZxMTo_PFE/edit?usp=drive_link

Date: 14/10/2024

Status: Accepted

Feedback (Why accepted, why rejected?):

The milestone has clearly been carried out, but there are unfortunately some quality issues with the PowerPoint presentation. It's borderline whether these issues are bad enough to reject the milestone - but I've erred on the side of generosity and accepted it.

The proposers have done what they were supposed to do at this milestone. They were meant to plan their workshop; create a PowerPoint presentation; meet with the Deep Funding Team to get confirmation on their ideas for the workshop; and meet with the Marketing Circle for help with promoting and coordinating the event. All of these have clearly been done.

They have also provided the required deliverables:

1) a document containing their workshop plan

(https://docs.google.com/document/d/1ipLb7nQAKWDVRj8pHIHL-ASCyzseLMmLSXZxMTo_PFE/edit?usp=drive_link)

2) a Powerpoint presentation

https://docs.google.com/presentation/d/1mc-5OCpYHcHL1utb3ROffxM9FgCoxJoN/edit?usp=drive_link&ouid=113948067158841872178&rtpof=true&sd=true

3) evidence that they have the green light from the Deep Funding team, and evidence of coordinating with the Marketing Team (both in here https://docs.google.com/document/d/12ilsLcLevMOGqQnnYMK2cKG93sPhDltYaT2mBFBSy-o/edit?usp=drive_link)

So in that sense, they have achieved their milestone.

However, it's a pity that their acceptance criteria do not include anything about the level of quality that the work needs to have; so they've been able to submit a poor quality PowerPoint presentation, and there are no real grounds on which it can be rejected. The presentation is not very well-written or clearly structured; it's also full of misspellings, Unnecessary Capital letters that Have been Used for no apparent Reason, and, some very, Odd? punctuation;! It badly needs a proofread by someone with good written English, since the way it looks now reflects badly both on the proposer and on DeepFunding. I'd also say that some of the points it makes, particularly about how one doesn't need to be a developer to get funding in the DeepFunding program, are perhaps no longer as true as they once were, due to the changes for DFR5, which strongly emphasise developer-led projects; so possibly the PowerPoint raises false expectations.

I would strongly suggest that the proposer looks for someone with good written English to proofread their PowerPoint before they use it publicly.

I'd also suggest they look through the PowerPoint again, and consider whether it gives an accurate impression of how easy it will be in DFR5 and onwards to get funding for non-developer projects.

If rejected, suggested changes: