Growth & Marketing Committee (Intersect) - 2026/02/24 06:23 CST - Transcript

Attendees

Andy Hung, Anuj Chaudhary, Josefine Birkigt, Lara Bonasorte, Laura Mattiucci, Marco Moshi, Otávio Lima, Pedro Lucas, Reshan Fernando, Terence McCutcheon, Tevo Kask, Thyme Studio, Wilco van de Burgwal

Transcript

Lara Bonasorte: Hello everybody. How are we doing?

Anuj Chaudhary: Hi Hi Tex.

Lara Bonasorte: All good.

Anuj Chaudhary: All good.

Terence McCutcheon: I hear

Anuj Chaudhary: How are you guys doing?

Lara Bonasorte: Doing very well. Hello. We're just waiting for a couple of more members to join in.

Laura Mattiucci: Hello.

Lara Bonasorte: We have a couple of community members here, Wilco, Pedro, and Josie from CF. Hi, Josie. We also have Marco Moshi. But we are still waiting for a couple of more elected members to join. All right, Otavio. Hello.

Otávio Lima: Hello Lara, Laura, Terrence,…

Laura Mattiucci: Hello. You good?

Otávio Lima: Anush, I'm all right.

Anuj Chaudhary: I have copia.

Otávio Lima: Thanks for asking. You

Laura Mattiucci: All good. Yeah.

Lara Bonasorte: Just to make everyone aware,…

Lara Bonasorte: we have been warned by Tim Harrison that he will not be able to attend this week or deal directly with GMC matters throughout all of this week due to professional matters. So in this instance, Lara, as you are vice chair, you will be making decisions on his behalf. Is that Awesome. We do need to have one more elected member to be able to have quorum and make any decisions whatsoever. All right.

Lara Bonasorte: But so far I believe I can give you guys informations on everything. decisions won't have to be made but we can start on the meeting. Today for the agenda we have the overall committee elections for April both the questions and the new members pack that I will run through you guys and when we have an extra member we can make confirmations on what needs to be added on the GMC section or removed the application questions and we're going to discuss a little bit about the GMC budget.

Lara Bonasorte: Laura, I know you were concerned about this and text, I know he has a little bit more information because the OSC budget is sort of done but not so he knows a little bit more than us in that sense. I think actually text if you don't mind starting on with the budget info just so we can wait for an extra member to join in this case so we're able to make decisions on the next steps for the elections. there we go. We have Rashan. Great.

Terence McCutcheon: Yeah, I'll jump in you for a moment here. I don't know that I have more information, but similar to as I've reported before, I've yet to be approached as the secretary of OSC with a hard and fast or completely firm timeline for submission. if I understand, there are still some actual governance initiatives governance requirements to take place before we could submit things as committees.

Terence McCutcheon: there's still opportunity for internal review. So some things compiled that can be reviewed amongst ISC and other committees as you choose and of course forwarded to the board. but again I've not been asked to turn in a document anytime in the next 3 to seven or 10 days at this point at least C as the primary internal contact. I'm still pending internal clarification before that budget can be finalized or approved for socialization by the committee. so that's at least where I'm getting the information from the OC side of things. And again, I've heard of other committee socializing what they have so far, but I haven't heard of any strict hard and fast requirements as of yet.

00:05:00

Laura Mattiucci: So tax, can I ask you here? are you having a high level budget per topic or…

Laura Mattiucci: do you have a vendor assigned to each of the lines?

Terence McCutcheon: For OSC,…

Terence McCutcheon: it's a little bit different. but we'd basically be running the exact same budget over again because the program requires multiple years of progress to make a more significant impact. So essentially what went up for OSC last year would be going up again with the potential of submitting again some of the budget items that we weren't able to achieve. I think there was only one program publicly as of now. I don't know if that's expanding or The hope is of course not. we're going to try to do the best with what we were trusted with.

Terence McCutcheon: At the end of the day, if we have to, we give it back. But, based on the size of some of the programs that we're running now, we should have some of those processes automated. so going back for those should make that, a little bit easier. And then when we want to release the new program, something like Summer of Code, we should have a lot more time and preparation ahead of actually having access to those funds to have that program properly scoped out. So,

Laura Mattiucci: Okay, thank you.

Lara Bonasorte: Thank you very much. are there any questions about this? Laura, I will try to push with the ISC secretary if we can have more concrete information on this matter just to give us a little bit more base on…

Lara Bonasorte: what types of decisions we're making, especially because I know that we're as part of the whole enterprise onboarding package thing. I believe it will result in a couple of changes to the budget that we want to make. I assume especially because we were discussing as a committee in the last couple of weeks that perhaps we should do something more informationational and let enterprises put in their own proposals forward to the treasury, right?

Laura Mattiucci: Yeah, this is the question here. So I was thinking having a high level framework where we decided which are the topics that are the GMC is working on or at least is focusing on it will make it easier. So you'll see different type of proposal that are coming through and I know we live with this. so what I would suggest is we work at the speed of the light to do that piece the five big priorities for this GMC this year and then we'll reconvene next week and try to sort out numbers below those things and then I would be happy to discover from you Lara

Laura Mattiucci: how the other committee are doing this this time. I know the last year some of them were asking direct withdrawal for this. Some others had some vendors in there. So it's all of a different setups for each of the committees. I don't think we're going to do the same thing as we tried last year. but I guess we could fix priorities for this committee for sure.

Lara Bonasorte: Okay, perfect.

Laura Mattiucci: Yeah. If this resonates with the group here,…

Lara Bonasorte: I will all in agreement.

Laura Mattiucci: this is just me and my thoughts, but I'm asking here and the Okay. Okay.

Otávio Lima: Yeah, perfect.

Lara Bonasorte: Okay, perfect. Thank so I will talk to the ISC secretary this week. I will message him straight after this call is done so I can get more information on this. but I'll also reach out to the secretaries of each respective committee cuz hearing from the ISC is one thing, but someone who is within that committee is a lot deeper in detail. So I'll get that from them and make sure that you and the rest of the committee members are aware.

Laura Mattiucci: Thank you. Thanks.

Lara Bonasorte: Of course, my pleasure.

Lara Bonasorte: Next on the agenda, I assume this meeting will actually be quite short because we don't have much more on the agenda so far unless we decide to start working on the things that you mentioned Laura within this call itself.

Laura Mattiucci: We could use the time. Yes, I pulled some of the stats we used last year and some of the bigger topics we had last year and we could start from there and revise and use the time. Yes.

Lara Bonasorte: All right, perfect. for the agenda, we have the application question. So I remember that I mentioned last week and I shared with the rest of the GMC members, there are three specific questions beyond the standard profileization what's your name, what committee are you applying to, all that detail your background in the community, There are three standard questions to which I'm putting in the chat right now.

00:10:00

Lara Bonasorte: I'm just dividing them one second because apparently they didn't go with the section. Okay, These three questions are GMC dedicated. So this year we're having standard three questions to each committee application that each applicant must answer in if they want to apply to a said committee. We are free to change these questions, rewrite them, add it or add edit or add something to them as long as we remain in three questions total at the end. Would you guys like to make any changes to this? If not, that way we can approve them and make sure they get into translation.

Laura Mattiucci: And I suggest one change in here? That would be the third one. This one is focus on campaigns. And I would focus more on u growth strategies and…

Laura Mattiucci: execution and not just on campaigns if that's possible.

Lara Bonasorte: Okay. Yeah.

Laura Mattiucci: And the rest you can live it really the successful growth marketing and exe strategy and execution. you've led to blah blah blah blah instead of Campaigns feels like short-term Yeah.

Lara Bonasorte: and also feels too much action-based whereas we're more of an advising body.

Laura Mattiucci: Yeah. Thank you.

Lara Bonasorte: What I'll do then is I will get this question I will rewrite it and I will send it over to you for approval because you have to give it the check.

Laura Mattiucci: When are we opening up again for the elections?

Lara Bonasorte: The elections application open on March 30th if I'm not mistaken and…

Laura Mattiucci: Okay. No.

Lara Bonasorte: it stays open until April 17th.

Lara Bonasorte: Voting starts on April 20th and wraps up I believe March 1st. Let me confirm that one second cuz I have the high level plan here. One minute. It's just loading. Okay, there we go. Yes, it voting closes on May 1st and the results are announced on May 4th. All right, thank you very much. So, just recapping, I'm going to rewrite the last question and send it for you to approval. as the last topic on the agenda for today, I'm going to run through this pack with you.

Lara Bonasorte: Unfortunately, I cannot cheer because we're still editing things based on secretary and employee feedback as well as committee feedback. But I'm going to show it here on the slides so you can opinionate. One second.

Laura Mattiucci: Yep. All good.

Lara Bonasorte: Please let me know if you can So this is the introduction to intersect.

Otávio Lima: Yes.

Lara Bonasorte: is the new members pack. So anyone who gets fully elected, results are confirmed, they will receive this member pack which allows them to understand more about each committee, who are the team members behind Intersect, how they can reach out to what to do who gets feedback from, how the structure works and etc.

Lara Bonasorte: there's a specific meeting direction structure here. This is usually shown so anyone who listens to any of our recordings, reads the transcript and everything understands who is who and what they're doing. this also goes into the git book. All right. This is just a general content structure. As I mentioned, there are very useful information packs in here about who does what and who to reach out to in case of any situation for any other members who might join. A general overview of Intersect, what we do and what we don't do, who's part of the board.

00:15:00

Lara Bonasorte: We have a couple of visual updates to make on this slide, but that's for a future time. All right, leadership. Okay, this is an important part. This is for each committee, I believe. Okay, there we go. This is the GMC one. As you can see here, we have a brief paragraph explaining things, but I believe in my opinion. I don't want to bias anyone, but in my opinion, I think this is very focused as well on last year's remitt of the GMC. And if we're changing things, I think it's great to rewrite a couple of parts for this paragraph just to understand a little bit more about what the GMC is doing in terms of advisorship. Ship.

Laura Mattiucci: It still resonate with me but I'm happy to discuss guys. I think it's still spot on…

Lara Bonasorte: Could you repeat that please?

Laura Mattiucci: but let me ask here Anui and…

Lara Bonasorte: Okay. Mhm.

Laura Mattiucci: the rest of the team just advising sorry Anui so just advising I think is going to be difficult…

Anuj Chaudhary: Yeah.

Laura Mattiucci: because you need someone who is taking decision at some point if you want to guide steering the boat in some directions here for everyone. So finally a good point.

Anuj Chaudhary: The description for particularly the GMC committee u so for GMC it looks good. I think this is what we are doing focusing on the ecosystem growth strategy and enterprise engagement. So maybe that could be one of the addition if it's not there. I don't think so it is there. so we can me Yeah.

Lara Bonasorte: No, you're right. It isn't.

Laura Mattiucci: It's a good point. It's not there. So the enterprise institutional piece is anywhere there. Yeah. Yeah.

Lara Bonasorte: I know there was a brief discussion about this a couple of weeks ago between the product committee and the GMC on business development. Should we perhaps include a sentence that mentions that we work directly with the PC in business development strategies and to push enterprise adoption that way. Maybe we can frame it that way because we don't deal with the enterprise adoption directly.

Lara Bonasorte: It's also part of the 2030 vision for Cardono.

Laura Mattiucci: Yeah. We could add the GTM and say enablement kind of direction. So happy to take a look.

Lara Bonasorte: I'll rewrite this paragraph and…

Laura Mattiucci: Thank you.

Lara Bonasorte: send it for you guys to approval just…

Laura Mattiucci: Thank you.

Lara Bonasorte: if you think it's okay that we add or edit a couple of parts of the paragraph. Thank you. continuing. This is just general information about community. There are a couple of things that we are changing here because we had a couple of org chart structure changes. So we're just editing people's titles and names. This is generalized just to everyone understand this is the team functions committee members expectations. Now this is something I want to discuss with you guys.

Lara Bonasorte: we have been discussing this morning right before this committee call there was an April 2026 election update sync meeting and we were discussing adding specific expectations cuz let's say 20 plus hours per month is a description but maybe they wanted to add how many meetings and conversations people are expected to attend. Do you guys think that would be necessary in terms of the GMC for example? Because we rarely do meetings outside of the standard hour. We do have a couple of working group calls, but do you think it would be nice to add

Anuj Chaudhary: I guess we can keep the weekly meetings as such and maybe not specific hours per month. maybe you can mention we can have u in exceptional cases we can also have a couple of calls weekly not just one or…

Anuj Chaudhary: this is just weekly call So we can keep it weekly and remove weekly and we can also mention week weekly we can see two to three hours dedication. For example, if we are giving some eyeballs to any documentation, so we can consider that as well for an hour or two.

Lara Bonasorte: Okay,…

00:20:00

Lara Bonasorte: I will bring that to the election management team and make sure that we implement the feedback. Thank you so much. Is there anything else we would like to add?

Laura Mattiucci: All right,

Lara Bonasorte: No. Okay, perfect. All right, general committee tools. This is mostly for people who participate within the committee and how to check for information. This is the type of tools that we decide to use as a committee to work with. So, ClickUp is where we usually put in our agenda and people from the committee are able to add items there or check previous agenda items from previous states.

Lara Bonasorte: Myro in case we have any presentations or let's say visual structures the members area of course for every single member of Intersect and to participate in virtual events or to oversee the elections themselves and Google Drive for all of our resources general priorities within each committee. So what it is expected for any elected member to participate in budget initiatives, programs and etc. I made a comment on the call earlier this morning that we need to make sure although it says budget in here, I think we need to be a little bit more clear and consider each committee's remitt and add that information.

Lara Bonasorte: So for example, getting familiar with current work streams in my opinion sounds too broad. Just getting familiar with something perhaps understanding how it works and not necessarily how you need to work with it. So this is something that I would edit and I have made this commentary to the management team right general discord and server structure how to interact with things and…

Laura Mattiucci: Lara, I ask you one thing?

Lara Bonasorte: where yes Yeah. Heat.

Laura Mattiucci: Can you go back one slide? Yeah, here. So is there anywhere in this deck the expectation from the committee to the people meaning we're not reinventing the wheel hopefully every time so every six months a new strategy and new things but get to know what's the plan and…

Lara Bonasorte: crazy.

Laura Mattiucci: then what was decided before so that you can move after because I remember I've seen now twice this comedy change and if you start from scratch each time it's going to be yeah and it's just losing patient losing time is like two years some point people are fed up because it's not moving so is there a way here we can add links to this is…

Laura Mattiucci: what the committee agreed to do this is the road map ahead That's whatever.

Lara Bonasorte: perhap this is a great question…

Lara Bonasorte: because I think it's something that would be worth it and we can also change in the wording of getting familiar with current work streams text this is actually a question of mine to you I know you have been working with the application pack for quite a while now do you think it's doable to add an extra slide. It's because I know for example the TSC a lot of Product committee has a lot of stuff. Is there any way we could do this or maybe point to a link where it shows everything to them besides I think the knowledge base is a lot to digest.

Terence McCutcheon: So, we could do any number of those things. And I don't want my answer to be primarily a no. but I just want to paint the picture the right way. It doesn't necessarily matter what we do or what we put into this document. The more that we have people applying to be elected and being elected to committees without those contributors having attended the committee meetings for at least

the 3, six, eight weeks prior. it doesn't matter. You're starting from scratch anyway. You have weeks worth of onboarding. You catch people up, private meetings and whatever else.

Terence McCutcheon: So, that sounds a lot harsher than I mean it to be. we got to get something that pushes them to say if you're applying for this committee, why are you not talking to this committee already? a lot of committees, especially, this one open source, whatever. It's an open meeting. I mean, come in here and let's talk about something. It's not hard to get on the agenda. at least I will not speak for every committee in that regard, right?

00:25:00

Terence McCutcheon: But yeah, it gets to be too much to edit in a document like this that's not going to get the visibility that we're hoping for is the answer there. But I'm all about it. I think we absolutely can add it. I just don't see the benefit.

Laura Mattiucci: I think if you give them something to hold on, then it's easier. But if you jump into something each time where you don't see the plan, then you're starting to shape it. That's human nature. and everyone wants to help. that's given. but yeah, I see the thing. But it's just we started with a working group which was one sort of doing things. It's becoming a bit more mature where we are actually talking about system and BDD and framework and these kind of things.

Laura Mattiucci: If the next generation goes back to starting from scratch, I think you're losing three years of work. So I would very much hope we can find an agreement where the 2026 is going and then let's just nail it and then whoever is taking over they have something. Of course you can change but at least you have a starting point and not from zero.

Lara Bonasorte: perhaps. …

Lara Bonasorte: we as secretaries could draft a committee trajectory document and give it to the members but not as part of the application pack as part of its own resource.

Laura Mattiucci: That's okay. Yeah. Thank you.

Lara Bonasorte: I would say maybe I would be more than happy to draft something like this throughout the entire GMC trajectory.

Lara Bonasorte: what was done in 2025, how it worked with the budget process, how it is expected to work this year. although a lot of things on the budget process for this year are still I wouldn't say pending but in discussion. and then I would send it directly to the newly elected members. So, one single presentation, five links where I just send them via email together with the pack. I think it's worth doing this just as an extra resource. People need somewhere to I would say go back to as kind of a source of truth besides the knowledge base, which is a lot of content. I understand what you're talking about and text. I think this would be doable.

Lara Bonasorte: It wouldn't be an extra addition there or change the application pack whatsoever. It would be done by each secretary or at least but yeah, thank you Laura. this is generally the Discord structure how each committee gets presented on our Discord server. Each category is its own committee. just teaching them how the structure works and how they can behave around it. the chair elections. This is a

good thing to talk about. Laura, you are vice chair. Tim is the current chair and both of your seats will be up for election in April.

Lara Bonasorte: So, this will have to be redone with the next members. You and Tim and any of the other members here whose seats are going to be up for election are more than welcome and advised to reapply if they want to and reca. so we would be more than happy to welcome you guys back in if you do get voted on. But a new chair and vice chair position would have to be reelect Just so everyone in this call is aware of working in special interest groups, these are just a general definition for them.

Lara Bonasorte: I think if we do something like a resource pack as you were discussing Laura maybe we can have GMC's own working groups as a description on this type of page who's a working group lead what it's working on blah blah blah and that kind of thing I think only the enterprise one so This is general,…

Laura Mattiucci: How many working group do we have today for this one? Only the enterprise one, right? Okay.

00:30:00

Lara Bonasorte: information for all of the members and then we're done. So, I think it was worth it sharing this with you guys because of the standard information that we have here of the GMC.

Lara Bonasorte: I will make the suggested changes on the text and talk with the elections management team and I will give you guys feedback ASAP. Now we're exactly on the 30 minute mark. Would we like to start working on something else because we are currently clear with the agenda.

Laura Mattiucci: I will do so. also just because I'm from CF so I am aware that the catalyst team has posted just 20 minutes ago. If there are any questions and maybe you can also pull up the rest of the people that are listening to if there are any question I'm happy to take some of those or concerns or headaches just using the time 10 minutes.

Lara Bonasorte: Yeah, I think of course. Does anyone have any questions? We also have community members listening in. I think it's worth bringing them up for this type of thing.

Laura Mattiucci: Yeah. Just making sure…

Laura Mattiucci: if you have any questions, guys, or headaches, we can perhaps be able to answer some of those things hopefully.

Lara Bonasorte: Yeah, I have sent.

Anuj Chaudhary: Yeah. …

Lara Bonasorte: Sorry, please go ahead.

Anuj Chaudhary: So, I just wanted to understand the structure earlier purely was with IOG team right under the flagship of project catalyst. So how do we see it is going to be different under the studios CF management and are we completely dissolving the process or we are adopting the new one and also including some part of the catalyst process. So is it completely revamp or will there be some changes and…

Anuj Chaudhary: the structure is going to be the same?

Laura Mattiucci: So what I know is that some of the catalyst team is transitioning as we speak.

Laura Mattiucci: So this is happening Friday and today so some of them not the entire team and Chris is still leading the team. there are meetings between it and all of those to make sure we have the tooling and the key people and core people are coming over to secure the processes. So anything which is fund 14 before fund 14 this is going to be handled and executed as we know so with the same structure and the same milestones and all of those things.

Laura Mattiucci: And then for 15 and 16 intersect CFOG catalyst team have agreed to not touch those funds. So those funds will be going back and then the teams will be aligning with the community and opening up doors to discuss how this catalyst should be having a form in the future. So it is now taking forever but we need to discuss this because it was last year pretty heft pretty discussions on is this working do we need to change anything do we need to give different criteria so I don't have the answers I know that the team will be working together with the community to see how to be able to shape the next funds there are also at the same time other activities going on so there's a Draper

Laura Mattiucci: university proposal the fund which is I don't know if it's that already submitted or if it's just still on the forum post but this is coming up so there will be more way of funding the ecosystem for different scopes and I'm aware a startup which are looking into enterprise adopt adoption are different set have a different setup than grassroots toolings or grassroots project within the ecosystem. So for those we need to absolutely have a form of catalyst whatever shapes this is going to have. So not sure I'm able to answer all your questions but it's not killed and that's not the idea.

00:35:00

Laura Mattiucci: No. Yeah. Yeah.

Anuj Chaudhary: Yeah, understood.

Anuj Chaudhary: I just want to understand whether we are revamping it all or got it. Thank you.

Lara Bonasorte: Just to clarify now tersect on this thing. Now I'm putting my intersect staff hat to explain to a couple people. We have also released a statement. generally from our side we're very supportive of this transition. I know that the inner sight leadership team has been discussing with CFNIO for quite some time now, right Laura? and our role right now is pretty straightforward in my opinion in the catalyst fund proposal administrator will help just facilitate the fund 15 and 16 as we mentioned back to the Cardono Treasury with due time.

Lara Bonasorte: I know it won't be done now specifically because of these whole structure constraint process that's been happening from IO to catalyst and the IO team transitioning into catalyst. We'll going to keep with our first remmit which is transparency throughout the entire process. So our immediate focus right now is just making sure everything is handled cleanly and transparently on behalf of the treasury side and how the funds are moving and to make sure everything is in line with the governance decisions that were made and during the governance actions when everything was released last year.

Lara Bonasorte: So looking ahead right now everything we're more than happy to shift the focus and working with CF for all future endeavors on behalf of the project catalyst. as an individual not as an

intersect staff I don't know how the structure will be and I'm very excited to see how things will flourish from all sides. I think this is a great opportunity to see how the ecosystem is going to move. So thank you Laura for giving also your point of view on the structure.

Laura Mattiucci: Yeah. Thank you. Any other question?

Lara Bonasorte: Just one note sorry we're also going to be hosting a couple of X spaces in and…

Laura Mattiucci: Yeah. Yeah.

Lara Bonasorte: general working group sessions because I know there are a few committees that were actively interacting with catalyst structure.

Lara Bonasorte: we're going to host a couple of X spaces and sessions where people can participate and give their opinion on things and how the structure is going on behalf of Intersect Treasury Management.

Laura Mattiucci: Any other questions, So, let me share what we did I've copy paste this thing. so last year we went through trying to draft the priorities for the committee in terms of a budgeting headliner and we had the product marketing/ GMT GTM and I'm adding here sales enablement because I know that Yorom is not here but this has been one of

Laura Mattiucci: the most wanted pieces within the GMC. So it's around facilitating the adoption and facilitating the transi transition or expansion from a product MVP stage to a solution. So anything which is needy around those little pieces and also the working with the product committee would be in this bucket here. So it's really making sure we have one repository for assets tax whatever is needed to talk about Kadano and the projects and the tooling that the Cardano ecosystem has produced.

Laura Mattiucci: Then events that was summits, booth events, hackathons and all of those things and the marketing around those things that was I think the only one that we were able to push through. So I think this is a given one. Then we had a bucket of PR and media. This is really around having one narrative about Calano positioning not just at events but also in the media landscape having keynotes for projects and placing all of those people in the spotlights. This last year was pitched by Waxpan and I still think it's an amazing agency to work with. They have a global team.

00:40:00

Laura Mattiucci: We're working with CF for the summit with one of their offices in Singapore. They're doing a fantastic job. there was one bucket around marketing community grants which was really trying to get into the grassroots marketing efforts and facilitating those projects to grow. I would say maybe this one can be rewarded a bit saying I don't think it's a marketing community program but it's more of a startup.

Laura Mattiucci: It's kind of a venture founder program if you think this one is more understandable now. I think it was not clear last year. Then we had something around the brand strategy and creative campaigns. this was in regard to creating the one narrative that we're going to push everywhere. And I think this is one of the top priority for this committee this year. And then

Laura Mattiucci: the market research piece and then there was a line for a program management reporting measurement piece but I guess this one is going to be an overkiller this year if we're not going to

execute on all of those things as we thought we would do last year so this is super high level what was discussed last year so we had some numbers behind all of those but I think we should re revisit also because it's not looking so good as it is so far and the timing is maybe not one of the best to put out the proposal. Opening up for any feedback here guys. Do you think these are still the priorities for us and do we feel we need to switch something around?

Lara Bonasorte: Does anyone have any opinions on this?

Laura Mattiucci: I think everyone is almost new here,…

Lara Bonasorte: All right.

Laura Mattiucci: right? There was no one last year.

Lara Bonasorte: We have a couple of members from the October election. So, a couple of people have seen a couple of different

Anuj Chaudhary: So my only question here is for event management and…

Anuj Chaudhary: marketing because I know that there were separate proposal put out there from immugo CF and prayer network. So are we going with the same flow again or are we integrating that part to the GMC budget part?

Laura Mattiucci: Yeah. Yeah,…

Laura Mattiucci: we need to see this one. I think it's not decided anything. So we're just working towards a list of events and seeing how things went. and then depends of course on what we decide to do here. But I think we can also put the zero behind this but I think it stays as one of the priorities for this ecosystem to align with the demand generation maybe we should not call it just event management but it's a demand genen program. So you have the events the social part the online and all of those as we do years. Yeah. So that piece could be a zero behind events because there's going to be a private proposal but I think I'm just looking into aligning priorities for us as to things that we want to happen because last year we made it just with the events right and it's not enough. Yeah.

00:45:00

Laura Mattiucci: Next.

Terence McCutcheon: Yeah, it was just going to be a suggestion to have at least a co-committee conversation on this line. the OC does plan to go back for an event slash type of line item strategic presence I think is the rebranded terms so we'd love to discuss that here with GMC but yes also if there's any opportunity whether it's internal knowledge or just an open conversation with unifi

Terence McCutcheon: events if we can make sure that we have clear lines where they're doing their purpose and heaven forbid we're at the same unified events and individual committees can coexist with strategy. So It would be explicitly open source events for OCS.

Laura Mattiucci: Yeah. Yeah.

Laura Mattiucci: Are you looking into covering specific open-source things again tax or should those be flowing into the event budget? Just making sure we don't forget them.

Terence McCutcheon: And ideally,…

Laura Mattiucci: Okay.

Terence McCutcheon: I mean, this year we're trying to organize for the one summit. I ideally would like to do OSSNA and OSS UK next year if we get it working.

Laura Mattiucci: Let me take Any other ideas? I really think the enterprise tooling is not enough as it is today.

Laura Mattiucci: So we're still working as an ecosystem towards the things that we really need. we were talking with the digital product passport working group that is looking into developing a standard for Cardano for those kind of things. And it's a European legislations for any type of product that is going to be sold in Europe from battery textile whatever really whatever and they have to be a passport where you're going to see the traceability of the whole production plus the

Laura Mattiucci: you say the waste how you going to recycle the waste or the end of life of the product. So all of those information have to be in there. So blockchain is a super good technology for this and the European Commission is also say yeah we endorse this. So they have the problem that they don't have today a scalable solution to get such an amount of transactions for a very tiny price. So they're looking into an L2. So there are still a lot of those things that needs to happen.

Laura Mattiucci: So hopefully we can inform the product committee back into the things that we need to have to make actually enterprise adoption really scale and not just stay at a PC level. That would go into this piece in here. Yeah.

Laura Mattiucci: I think if there's nothing else I can polish this up and then send it to you so you can share with everyone and then we can try to finish this next time and…

Laura Mattiucci: and share with them and see if there is a common understanding for us in here.

Lara Bonasorte: Yeah, perfect.

Laura Mattiucci: Okay.

Lara Bonasorte: I think this will be very helpful as well for the future budget talks.

Laura Mattiucci: So far,…

Lara Bonasorte: right, perfect. I will send this via email to all members though,…

Laura Mattiucci: thank you.

00:50:00

Lara Bonasorte: not via Discord or something else. All right, perfect. I believe this concludes our agenda for today.

Laura Mattiucci: Thank you.

Lara Bonasorte: The extra topics that have been discussed I will go back to ClickUp and add them as subtasks just so everyone who comes back to check knows this was also discussed beyond the pre-planned agenda. but you guys can have 10 minutes of your time back. Thank you so much everyone.

Lara Bonasorte: Thank you,…

Lara Bonasorte: Laura, Tavio, every community member who has participated today and given feedback on our current committee election structure. Have a great rest of the day. Ciao.

Laura Mattiucci: Thank you.

Laura Mattiucci: Okay. Ciao.

Anuj Chaudhary: Chow chow.

Otávio Lima: Bye-bye.

Meeting ended after 00:50:56 👋

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