

Proposal: Bitaskwela x Polkadot for Philippine Expansion

Proponent: _____

Date: _____

Requested Amount: 8,000 DOT

Short description: Bitaskwela and Polkadot Insider Collaborate to bring more Polkadot awareness into the Philippines through a mix of education, awareness, community, and market research within the next six (6) months.

1. Proposal Context & Background

According to recent data, the Philippines is a leader in worldwide cryptocurrency adoption, and Bitaskwela is at the forefront.



In its eighteen months of operations in the Philippines, Bitaskwela has risen to become the top-of-head Web3 education brand in the local market, with a diverse portfolio of online courses, short-form content, events, communities, im government collaborations, and corporate partnerships. Bitaskwela has set the benchmark for how Web3 education should be done on a grassroots level.



Quick History

However, Bitskwela's journey did not begin in a fancy boardroom; instead, in a university cafeteria. **Co-founders Jiro, Vince, Cams, Lance, and JC had one mission: to onboard 110 million Filipinos on the Web3 space.** Why? The team knows that with proper education, the Philippines has the potential to be a global powerhouse in the new digital economy, just as it has in the world of social media.

Bitskwela's educational mission started with Bitcoin, but it's not stopping there. The world of Web3 has expanded dramatically in the past decade, and we are just scratching the surface. The team believes in the continued expansion and use case of blockchain technology, which is why the team is committed to helping Filipinos navigate this journey through proper awareness and education.

Leveraging this strong momentum, Bitskwela is committed to extending its educational capabilities to educate Filipinos on different blockchains and protocols, empowering Filipinos to navigate and capitalize on opportunities in the Web3 space while helping protocols increase their presence in the Philippine market - starting with Polkadot.

A Multichain Future

But why Polkadot? Because **Bitskwela believes that the future is multichain.** Our conviction was solidified two months ago at CoinFest 2023, where our encounter with Polkadot Insider sparked a mutual recognition of opportunities. We saw that Polkadot's expansion into the Philippine market would not only drive its growth but also bring substantial benefits to the Filipino community, and a grant from the Polkadot community

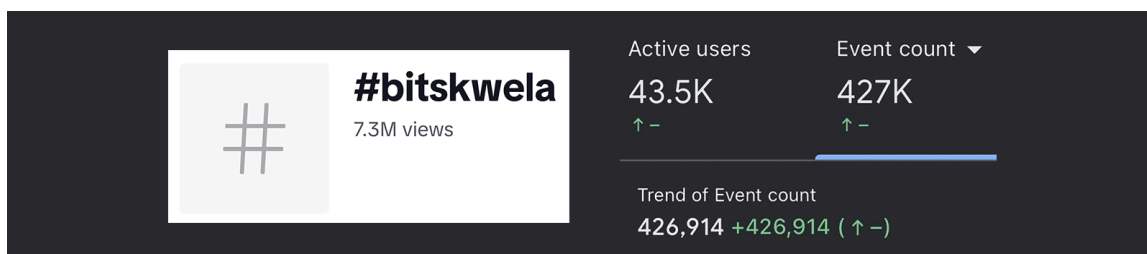
would enable just that.



The team can utilize its diverse backgrounds plus first-hand experience of how Filipinos interact online/offline to create an effective environment for Polkadot to grow. Since May 6, 2022, Bitskwela has grown from a team of five to a strong team of 20+ today, consisting of young professionals with backgrounds in tech, finance, marketing, branding, and copywriting. We are experienced in educating large institutions, well-positioned in both private and public sectors, and have the respect of our peers within our local industry - we hold a strong position of influence in this region.

Bitskwela's Strong Positioning

To demonstrate, our expertise has also been revered by **Chiang Mai University** in Thailand. "Therefore, educational platforms, especially with localized content to, reduce the barrier for potential users. Localized platforms such as Bitskwela of the Philippines, an edutech company that provides cryptocurrency education in Filipino ethnic languages, need to be developed in Myanmar" (Min Aung, 2022).



Bitskwela statistics:

- In terms of users and views, bitskwela.com is currently performing ~90% higher than average pre-seed standards (Fitzgerald, 2023).

- Monthly Online Reach: 600,000+
- Average Foot Traffic per Offline Event: 400+
- Private and Public Partners: 35+
- Organic Media Features: 25+, including [CNN](#) and [ANC](#) channels
- TikTok hashtag views: 7,300,000+



Another example that showcases our effective localized approach is the **'Bull or Bear'** debate event we recently hosted in partnership with [GCash](#), [Ayala Malls](#), and [Philippine Airlines](#). The debate specifically addressed concerns tangent to the local cryptocurrency landscape. Topics included the viability of crypto as legal tender, the impact of cryptocurrency on remittances from Overseas Filipino Workers (OFWs), and the potential use of NFTs for official documentation in the Philippines, amassing a crowd of 1,000+ people during that night.

Bitskwela embodies proper education



AS SEEN ON



Bitskwela is currently partnered with the most prominent players in the local industry, spanning sectors such as e-wallets, telecommunications, travel, digital banking, and government. Mainly, Bitskwela is tapped to provide these enterprises with proper fundamental education for their employees, users, and stakeholders. Over the past year alone, some of our clients and partners include:

- GCash: Largest local E-Wallet and the first Filipino Unicorn
- Globe: Leading Telecommunications Company
- Unionbank: Leading Digital Bank
- TikTok: Leading short-form social media platform (Bitskwela is their only crypto partner in the Philippines)
- Department Of Information And Communications Technology (DICT): Government Arm handling communications technology for national development
- OKX: Leading Cryptocurrency Exchange Worldwide

Additionally, Bitskwela is currently the 'top-of-head' Web3 Education Brand in the Philippines because of three factors:

- There are few competitors in the local Web3 education sector, resulting in rapidly capturing market share and publicity.
- Bitskwela has led in the number of online/offline activations and partnerships in the past year compared to other Web3 education brands.
- Consistent collaborations with various industry players while keeping an 'agnostic' approach to education - we are everyone's friend.

2. Problem & Challenges

Cryptocurrencies have surged in popularity across the Philippines, spurred by the explosive growth of Play-to-Earn games like Axie Infinity and Pegaxy. As of last year, nearly 7 million Filipinos own cryptocurrencies (Triple-A, 2022), while 11 million Filipinos own NFTs (Laycock, 2022). On top of that, the Philippines boasted a whopping transaction volume value of USD 1.86 Billion in 2021 (Royandoyan, 2022), showing a 362% increase YoY versus the previous year.

However, such growth has been a double-edged sword; while successfully onboarding millions to the Web3 ecosystem, it has also propagated misconceptions and a narrow perspective on the potential of Web3 technologies. The predominant narrative has been skewed towards unsustainable monetization like schemes and meme coins, often at the expense of understanding the deeper value of the blockchain.

Furthermore, all these have also resulted in countless types of Web3 users with varied pain points, interests, and goals, creating a maze for aspiring builders and developers who aim to address the retail market's needs with relevant dApp solutions. **These are the challenges Bitskwela strives to face with Polkadot. Capitalizing on the elevated Web3 curiosity and activity locally, Bitskwela aims to:**

- Elevate the understanding of blockchain and the importance of pairing it with interoperability within the Filipino population.
- Conduct market research, resulting in actionable data on what kind of dApps and solutions retail users want to see and use.
- Alongside all this, strategically position Polkadot as a key player in Web3, emphasizing its commitment to a truly decentralized future.

3. Solution: Bitskwela x Polkadot Insider

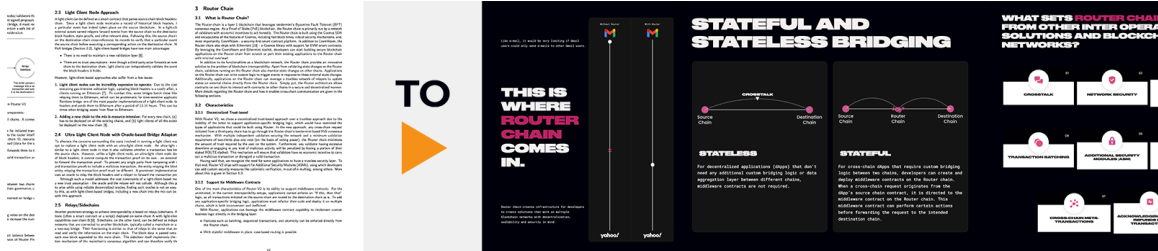


Utilizing Bitskwela's capabilities, workforce, and local experience, with the expertise of Polkadot Insider, the proposal consists of an end-to-end solution from research, education, and awareness. All helping pave the way for Polkadot's increased presence in the Philippines through online and offline engagements.

Summary & KPIs	
Grant Amount Requested	8,000 \$DOT
Total Duration	6 Months
Summary of Work Components	<ul style="list-style-type: none">• Cumulative 21 Educational Materials<ul style="list-style-type: none">◦ 1 Short-course◦ 20 short guides• Retail Market Research• 20 KOL short-form content videos• Event and Talk Placements• Organizing a Polkadot Connect PH Meet-up

	<ul style="list-style-type: none"> • Establishing a local Polkadot Community • 20 dedicated Press Releases • Philippine Business Development for Polkadot Insider • Connecting Polkadot Partners to relevant Philippine stakeholders upon request
Key Performance Indicators	<ul style="list-style-type: none"> • 20+ Educational Material Created and Hosted • 20+ KOL videos posted • 20+ Press Releases amplified • 500,000-1,000,000+ Monthly Brand Reach for Polkadot within the Philippines on average • 400+ Market Survey Respondents • One (1) Market Research Report • At least two (2) talk/event placements for Polkadot • One (1) Polkadot Meetup held • 5+ Local Web3 Stakeholders connected for Polkadot Insider
Key Partners Involved	<ul style="list-style-type: none"> • Polkadot Insider x Polkadot • Local Key Opinion Leaders • Universities & Student Organizations
Manpower Needed for Project	<ul style="list-style-type: none"> • Operations • Research & Writing • Marketing & Community • Project manager • Creative Direction • Treasurer

Work Components



#1 Whitepaper Simplification (WPS) for Polkadot - Short Course

- In partnership with Polkadot Insider, Bitskwela will create a user-friendly interface that breaks down the Polkadot whitepaper into a 5-minute read, highlighting its key fundamentals and features. It will then be translated into the Philippines' local language/s.
- WPS will be disseminated within local crypto communities, and will be used as a foundation for next month's KOL content, in partnership with Polkadot Insider.
- It will be similar to what we did for Router Protocol:
<https://tinyurl.com/RouterELI5>



#2 Local Market Research

- Attached to the end of the Whitepaper Simplification (WPS) material will be a survey gathering data and insights on what local retail users look for in dApps, their pain points, and other related topics, providing a better image of what retail users look for in solutions.

- At the end of the 6-month period, Bitskwela will create a market research report that includes 400 data points/respondents, interpretation, report making, and basic data visualization.
 - A 'proof of responses' will also be shared to prove the legitimacy of responses.
- The Market Research Report will be available for the Polkadot Community to view. The purpose of the report is to further inform developers and builders of the mindset of Web3 retail users.

How to Create an Obvious Wallet?

Wallets

Here's a step-by-step guide in how to create an Obvious Wallet.

What to Look for in a Whitepaper?

Blockchain

Here's a short guide to explain what to look for in a whitepaper.

Proof-of-Work vs. Proof-of-Stake

Blockchain

Here's a short guide to explain Proof-of-Work vs. Proof-of-Stake.

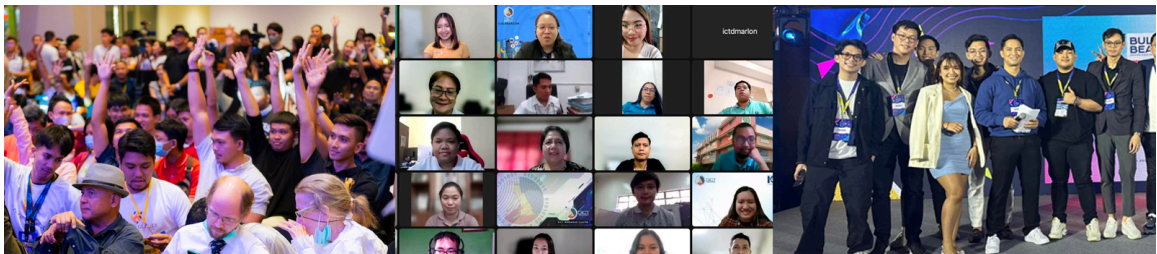
#3 Dedicated Short Guides

- Quick 2-minute reads on different aspects of the Polkadot ecosystem, such as how to use its existing applications, wallet, and how to contribute to its consensus mechanism.
- Short guides will be disseminated within local crypto communities (cumulative 1 Million+ members), and will be used as a foundation for next month's KOL content, in partnership with Polkadot Insider.
- It will be similar to our guides here: <https://www.bitskwela.com/short-guides>



#4 Short-Form Content and Community Awareness

- Bitaskwela and its partner KOLs will create monthly localized short-form content, with the help of materials by Bitaskwela and Polkadot Insider (previous items), positioning and expanding Polkadot within the Philippines.
- Bitaskwela will utilize the popularity of short-form content among Filipinos, hence the strong focus on TikTok and Facebook Reels.
- Short-form content will be shared throughout related local communities (cumulative 1 Million+ members) and amplified using digital marketing strategies and advertisement payment.
- Sample: <https://www.tiktok.com/@bitaskwela/video/7203272545661898010>



#5 Inclusion of Polkadot into events and talks Bitaskwela

- Polkadot's logo and branding will be inserted wherever Bitaskwela goes - whether the events it holds or workshops it gives to students.
- Sample:
<https://www.facebook.com/bitaskwela/posts/pfbid02DpHpRjnptzSjvnU5YvMbWTu63bA8QAQLP1MfaBjoaXDNh8UkWv7jkzc7Ccs8CEPeI>



#5.5 Polkadot Connect Philippines & Local Community

- In collaboration with Polkadot Insider and local ambassadors, Bitskwela will hold the first Polkadot Connect Philippines meetup, with the goal of further establishing a local community for Polkadot.
 - A local community will be established in the form of an online group chat with KOLs, local stakeholders, Polkadot advocates, and Polkadot Insider.
- Attached to this, the event shall also serve as a bedrock for connection-building and knowledge-sharing within the Polkadot ecosystem.
- Bitskwela will utilize its expertise in event hosting and community building.



#6 Press Releases

- Dedicated monthly press releases on Polkadot ecosystem updates to be shared across online platforms.
- Information and content will be in cross-collaboration with the Polkadot Insider team.
- It will be similar to our existing articles here:
<https://www.bitskwela.com/blog/en>



#7 Business Development for Polkadot Insider

- Bitaskwela will connect local industry players, such as stakeholders, KOLs, corporate partners, and community leads, to the Polkadot community.
- These connections will be used to further Polkadot's market share in the Philippines, with Polkadot Insider continuing the conversations with them.

Target Markets

Bitaskwela's target market consists of 4 demographics: Crypto Curious, Retail Users, KOLs, and Builders and Developers.

Web3 Curious

Web2 natives who are Web3 curious, studying, and researching to get into the space

"I'm interested in Web3, what do I need to learn to participate, and jump from Web2?"

PAINPOINTS

Web3 know-how and fundamentals, lack of community

QUESTIONS

1. What is Web3? How can I benefit from this?
2. What are the use cases of these different Web3 technologies?
3. How do I start learning, and where do I start learning?

Web3 Retail

Web3 participants who want to stay updated in the market

"I'm already participating in Web3, but I want to stay updated with new technologies, and opportunities."

PAINPOINTS

Reputable Web3 updates, news, and analysis, lack of community

QUESTIONS

1. What is Web3? How can I benefit from this?
2. What are the use cases of these different Web3 technologies?
3. How do I continue learning?

KOLs

Web3 Key Operator Leaders who are leading thought leadership and education in the space

"I'm updated with new tech and opportunities, how can I add value to other communities?"

PAINPOINTS

Reputable Web3 updates and news, lack of time to research and fact-check

QUESTIONS

1. Where can I get factual and reliable Web3 updates and information?
2. How can I maximize my time as a KOL and continue creating content around my niche?
3. How do I continue my thought leadership in the space?

Builders

Web3 builders who are building their own tech, communities, and companies in the space

"I'm building and scaling my own communities and companies, how can I stay on top of the industry?"

PAINPOINTS

Lack of time to research and fact-check, network and community

QUESTIONS

1. How can I connect with fellow builders and community founders in the space?
2. How can I maximize my time as a founder in the space and digest the highest quality content in the lowest quality time?
3. How can I continue scaling my company in the space?



Crypto Curious	<p>It consists of Web2 natives who have heard of crypto and blockchain. This group generally also has a good understanding of emerging technologies.</p> <ul style="list-style-type: none">• Age: 18-35 years old• Occupations: Tech professionals, Students, and Freelancers• Key Interests: Investments, Personal Finance, Technology
Retail Users	<p>These are current market participants who have a level of commitment to learning about Web3 and want to stay updated in the industry.</p> <ul style="list-style-type: none">• Age: 25-45 years old• Occupations: Tech professionals, Entrepreneurs, and Employees/Stakeholders• Key Interests: Crypto Trading, Investments, Business Applications• Value: Discovering new career opportunities in web3 and regularly using blockchain applications
Key Opinion Leaders	<p>KOLs lead thought leadership, along with their communities and consistent fanbase. Reach includes our frequent partners from Web3 organizations such as YGG, BlockchainSpace, GCrypto, and Binance.</p> <ul style="list-style-type: none">• Age: 21-40 years old• Occupations: Industry Players, Entrepreneurs, Content Creators, Academics• Key Interests: Thought Leadership, Community Building, Staying on Trend

	<ul style="list-style-type: none"> Value: Opportunity to be included in the local scene's conversations and build long-term relationships with Polkadot.
Builders and Developers	<p>Those individuals and groups committed to building their applications, tech, or companies in the Web3 industry.</p> <ul style="list-style-type: none"> Age: 21-40 years old Occupations: Tech Founders, Developers, Product Managers, Designers Key Interests: Blockchain/Software Development, Application Building, Ecosystem Contributions Value: Opportunity for more development activity on Polkadot

Execution Timeline

Month	Deliverables	Notes
Month #1	<ul style="list-style-type: none"> Preparation of internal and external manpower Creation of content plans for KOL videos and press releases Research and creation of Whitepaper Simplification Research and creation of Short Guides Drafting of Polkadot Press Releases Planning of Business Development contacts for Polkadot Insider 	
Month #2	<ul style="list-style-type: none"> Establishment of Polkadot PH Community Group Chat 	<i>For Months 2 to 6, progress will be tracked</i>

	<ul style="list-style-type: none"> • Dissemination of Educational Materials within communities • Launch of Retail Market Research Survey • Scriptwriting, Production, and Amplification of KOL Content • Posting of Press Releases • Connecting of related local stakeholders to Polkadot Insider • Polkadot Placement in a local talk or event by Bitskwela 	<i>on a separate sheet linked. This sheet will be open to anyone who wants to follow along on the progress</i>
Month #3	<ul style="list-style-type: none"> • Hosting of first Polkadot Connect Meetup Philippines • Dissemination of Educational Materials within communities • Continuation of Retail Market Research Survey • Scriptwriting, Production, and Amplification of KOL Content • Posting of Press Releases • Connecting of related local stakeholders to Polkadot Insider • Polkadot Placement in a local talk or event by Bitskwela 	<i>For Months 2 to 6, progress will be tracked on a separate sheet linked. This sheet will be open to anyone who wants to follow along on the progress</i>
Month #4	<ul style="list-style-type: none"> • Dissemination of Educational Materials within communities • Continuation of Retail Market Research Survey • Scriptwriting, Production, and Amplification of KOL Content • Posting of Press Releases 	<i>For Months 2 to 6, progress will be tracked on a separate sheet linked. This sheet will be open to anyone who wants to follow along on the progress</i>

	<ul style="list-style-type: none"> • Connecting of related local stakeholders to Polkadot Insider • Polkadot Placement in a local talk or event by Bitskwela 	
Month #5	<ul style="list-style-type: none"> • Dissemination of Educational Materials within communities • Continuation of Retail Market Research Survey • Scriptwriting, Production, and Amplification of KOL Content • Posting of Press Releases • Connecting of related local stakeholders to Polkadot Insider • Polkadot Placement in a local talk or event by Bitskwela 	<i>For Months 2 to 6, progress will be tracked on a separate sheet linked. This sheet will be open to anyone who wants to follow along on the progress</i>
Month #6	<ul style="list-style-type: none"> • Dissemination of Educational Materials within communities • Continuation of Retail Market Research Survey • Scriptwriting, Production, and Amplification of KOL Content • Posting of Press Releases • Connecting of related local stakeholders to Polkadot Insider • Polkadot Placement in a local talk or event by Bitskwela 	<i>For Months 2 to 6, progress will be tracked on a separate sheet linked. This sheet will be open to anyone who wants to follow along on the progress</i>

Why Polkadot?

The future is multi-chain. We do not envision a future where there is only a single, monolithic blockchain, but a vast and interconnected network of blockchains working

together in harmony, each with their unique use case and purposes to fulfill. This future is made possible by Polkadot, and we are determined not to see our country left behind.

In line with this vision, Bitstkuela has chosen Polkadot for its exceptional combination of features, including a multi-chain architecture, true interoperability, scalability, shared security, and a strong focus on governance.

Polkadot's multi-chain architecture offers versatility and customization options for the ecosystem. Its interoperability extends beyond tokens to encompass various assets and data across different networks within the ecosystem.

Polkadot's transactional scalability is achieved through the distribution of transactions across multiple parallel blockchains, which allows for a more efficient and increased capacity for processing transactions. This shared effort is further evident in parachains leveraging the collective security of the entire Polkadot network, providing the parachains additional security measures on top of its network security.

The strong focus on governance in the Polkadot community underscores its commitment to decentralized decision-making. The ecosystem benefits from a thriving array of projects, including parachains, decentralized applications (dApps), and essential tools. With active development and expansion on the Polkadot network, it stands out as the top choice for collaboration, leaving Bitstkuela with few, if any, alternatives.

Bitstkuela's Full-Stack Education

Bitstkuela stands out with a pioneering full-stack education approach that integrates **education, community engagement, and market research into one solution**. We take a tailored approach to our online and offline activations, customizing them to cater to the unique needs of our partners. We firmly believe that a one-size-fits-all solution isn't the answer to every problem.

Bitstkuela's strength lies in its consistent track record of forging partnerships with various industry players while adhering to an agnostic approach to education. This approach positions us as an inclusive and approachable entity in the Web3 space. Our commitment to collaborative education practices sets us apart in the market and solidifies our position as the strongest Web3 education brand in the Philippines.

Funding

Bitskwela is asking for **8,000 DOT (Around \$42,240 as of November 29)**, the amount requested would be paid **upfront**.

The amount will be used to cover all operational, marketing, research, marketing, and miscellaneous expenses throughout the engagement. Most of the costs will be used for marketing-related expenses to meet and exceed KPI expectations. Significant milestones and key performance indicators that will be met include the following: 500,000-1,000,000+ monthly brand reach for Polkadot within the Philippines, 400+ market survey respondents with one (1) market research report, at least two (2) talk/event placements, One (1) Polkadot Connect Meetup help, 20 Press Releases, Short Guides, and KOL content, 5+ local Web3 stakeholders connected for Polkadot Insider. More components can be seen in the 'Summary and KPIs' part of this application.

Budget Overview

Breakdown of Deliverables in USD

Deliverable	Fulfillment	Cost	Frequency/Qty	Total Cost
WPS	Research and Writing	\$325	1	\$325
	Development & Design	\$175	1	\$175
	Proofreading	\$50	1	\$50
	Translations	\$75	1	\$75
	Hosting	\$50	1	\$50
Market Research	Manpower and Marketing	\$850	1	\$850
	Survey Incentives	\$1000	1	\$1,000
	Data Gathering and Cleaning	\$150	1	\$150
	Data Interpretation and Visualization	\$200	1	\$200
	Research and Writing	\$1500	1	\$1,500
	Proofreading	\$150	1	\$150
Short Guides	Research and Writing	\$75	20	\$1,500

	Proofreading	\$25	20	\$500
Short Form Content	KOL Cost	\$250	20	\$5,000
	Marketing & Advertisement Payment	\$525	20	\$10,500
	Production and Scriptwriting	\$150	20	\$3,000
Press Release	Writing	\$75	20	\$1,500
	Marketing & Advertisement Payment	\$500	20	\$10,000
Meetup Event	Venue	\$1,200	1	\$1,200
	Food and Ammenities	\$750	1	\$750
	Program	\$230	1	\$230
	Marketing & Advertisement Payment	\$750	1	\$750
Others	Transportation	\$150	4	\$600
	Community and Project Managing/Planning	\$600	5	\$3,000
	Bitskwela Event Placements	\$900	2	FREE
	Business Development	\$1,000	4	FREE
TOTAL COST				\$43,055

Grant Request Summary

Polkadot Tokens **8,000 DOT**

USDT (1 DOT = 5.28 USDT as of Nov 29) **~ \$42,240**

*The exchange rate that Bitaskwela plans to refer to for the grant is the 5-day moving average to account for \$DOT-price fluctuations.

The manager and recipient of the funds will be Lance Chua. He can be contacted through bitaskwela@gmail.com. His **Polkadot** wallet address is: (insert wallet)

How we knew about Polkadot's On-Chain Treasury

The Bitaskwela team attended CoinFest 2023 in Bali, Indonesia, last August 24, 2023. During one of the side events, we met Cris from Polkadot Insider. Ideas were exchanged, which led to the conversation about Polkadot's on-chain treasury.

Hi!

We trust that the detailed proposal we've prepared laid down the potential benefit we can offer while showcasing our capability to give Polkadot an impact here in the Philippines.

Any queries and feedback are welcome, kindly comment them in the section below. :)

Best,

The Bitaskwela Team