

AwesomeDOT Podcasts - Proposal for 16 Episodes (10 New + 6 Retroactive)

General Project Information

Short Description	Funding to create 16 episodes with marketing content for AwesomeDOT Podcasts
Category	Polkadot General
Tier of Spending	Tier 1 - Piecemeal
Proponent	AwesomeDOT
DOT Address	12uof3PZxDBURLVqj5DAJiyUADiqdCYwhq27wAmr2ML1L7fG
Requested Allocation	\$4000 USD (963 DOT)
Date	10 Sept 2024
Other	-

Table of Contents

General Project Information	1
Table of Contents	2
Context	3
Target Audience & Projected Impact	3
Messaging	3
Proposal	3
Scope of work	3
Key Deliverables	3
Success Criteria & KPIs	3
Milestones	4
Timeline	5
Budget	5
Other costs	6
Known constraints	7
Polkadot Reputation	7
Prior Work	7
Why Polkadot?	7

Context

The AwesomeDOT Podcasts is a series aimed at discussing the technical aspects of Polkadot with various community members. Following the success of the initial episodes of podcasts, which generated significant traction on platforms like Twitter/X and YouTube, AwesomeDOT is seeking funding to produce and promote 16 podcast episodes (10 new and 6 retroactive). The goal is to continue dissecting the technical nature of Polkadot, its rapidly evolving technology, and the impact of these advancements on everyday applications and development within the ecosystem.

Previous Tip Application: We previously applied for a tip on the Polkadot treasury for 5 retroactive episodes at \$400 per video ([Referendum #1128](#)). After discussions with the community, we recognized the need to adjust our cost structure and overall approach to be more efficient. This proposal reflects those adjustments.

In addition to discussing widely recognized topics, our project is dedicated to giving visibility to lesser-known yet promising projects within the Polkadot ecosystem, such as Paraspell, RegionX and DeDot. These projects, built with immense hard work and potential, often struggle with discoverability. Through our podcasts, we aim to provide these projects with a platform to be heard, recognized, and appreciated by the broader community, thereby improving their visibility and encouraging wider adoption.

With endorsements and retweets from major players like Web3 Foundation and OpenGuild, the podcast series has proven its value in the community. The next phase aims to build on this momentum, further growing our audience and enhancing the visibility of Polkadot's technical advancements. Our aim is to educate and engage the Polkadot community by bringing insightful discussions to a broader audience. We believe that by increasing our visibility, we can contribute to the overall growth and understanding of the Polkadot ecosystem.

Target Audience & Projected Impact

Our target audience includes developers, blockchain enthusiasts, and members of the Polkadot community. By engaging with this audience, we aim to:

- Increase awareness and understanding of Polkadot's technical aspects.
- Foster a sense of community and collaboration within the ecosystem.
- Promote the contributions and insights of various community members.

Messaging

The messaging for the project will align with the AMI Bounty Charter, focusing on:

- Highlighting the technical strengths and innovations within the Polkadot ecosystem.
- Promoting collaboration and community engagement.
- Showcasing the expertise and contributions of community members.

Proposal

We propose the production and promotion of 16 episodes (10 new and 6 retroactive) of the AwesomeDOT Podcasts. Each episode will include marketing content designed to maximize reach and engagement. This proposal is to enhance the reach and engagement of our podcasts through a targeted marketing and promotion strategy. We will continue creating and sharing engaging content on social media, producing reels, and actively engaging with our audience.

Goals:

1. Further increase the visibility and reach of AwesomeDOT Podcasts.
2. Continue to enhance audience engagement and interaction.
3. Promote the Polkadot ecosystem's technical strengths and its community members.

Scope of Work

Key Deliverables

1. Fifteen published podcast episodes on major platforms.
2. 80 short-form videos/reels for social media (5 per episode).
3. Regular social media posts and interactions.
4. Weekly engagement reports.

Success Criteria & KPIs

- Viewership Metrics: Number of views/listens on each platform.
- Engagement Metrics: Number of comments, likes, shares, and overall engagement on social media.
- Growth Metrics: Increase in followers/subscribers on social media and podcast platforms.

Milestones

Milestone 1. AwesomeDOT Podcasts			
Task	Description	Resource	Deliverable
Task 1	Record, edit and publish Podcasts on Spotify, Apple and YouTube	1 Content Writer, 1 Host	16 Podcasts
Task 2	Create reels and promote episodes on social handles	1 Content Writer, 1 Editor	80 Reels
Task 3	Monitor and engage with audience	1 Content Writer	Weekly Report

Timeline

Timelines		
Milestone	Task	Time
1	Record and publish 16 Podcasts including marketing and promotions	12 Weeks
Total time		12 Weeks

Budget

Task	Hours	Rate	Total
Research & Hosting	6 hours	\$30/hr	\$180
Editing & Social Media	N/A	N/A	\$70
Total per Video			\$250

Total Budget	
Milestone	Cost
1	\$250*16 (Incl. content boost)
Budget	\$4,000

Other Costs

- None

Known Constraints

Potential constraints include schedule conflicts with guest speakers, technical issues with content production, and the need for ongoing engagement and monitoring of social media platforms.

Team Reputation

The AwesomeDOT team consists of experienced members actively contributing to the Polkadot ecosystem, maintaining the Awesome-DOT GitHub repository, and hosting podcasts with prominent community members. We have made significant progress, now with 95 stars on our GitHub repository and 110 followers on Twitter.

Polkadot Reputation

Our involvement in the Polkadot ecosystem includes maintaining the Awesome-DOT GitHub repository, which has grown to 95 stars, with contributions from senior community members like Dr. Radha Krishna Dasari and Kian Paimani.

We've also seen substantial engagement from our podcasts, with our Twitter/X account achieving 22,100 impressions and our YouTube channel accumulating 18 hours of watch time across previous episodes. This traction highlights the growing interest and relevance of our content within the community.

Twitter/X Statistics



Youtube Statistics



Testimonials



Prior Work

- Youtube: <https://www.youtube.com/@Awesome-DOT>
- GitHub repository: <https://github.com/haquefardeen/awesome-dot>
- Website: <https://awesome-dot.com>

- Twitter/X: <https://x.com/TheAwesomeDOT>
- Podcasts
 - Episode 1: [Exploring AI Tools & Smart Contracts in Polkadot](#)
 - Episode 2: [Deep dive into Polkadot Testing Suite](#)
 - Episode 3: [Exploring Polkadot 2.0: In-Depth with Dr. RadhaKrishna Dasari](#)
 - Episode 4: [Deep Dive into Coretime Marketplace with RegionX](#)
 - Episode 5: [Building a Better Polkadot Client: The DeDot Story with Thang](#)
 - Episode 6: [Connecting the DOTs for XCM: Paraspell's Polkadot Journey with Dušan Morháč](#)
 - Episode 7: [Building Kagome: Polkadot's Journey Towards Client Diversity with Kamil](#)
 - Episode 8: [Democratizing the Real Estate Market with Xcavate](#)

Why Polkadot?

We aim to promote the Polkadot brand because of its innovative approach to decentralization and its community. Our goal is to contribute to the ecosystem's growth by highlighting its technical strengths and fostering community engagement through our podcasts. We do this to dissect the technical nature of Polkadot and its rapidly evolving technology by talking to Polkadot experts and making sense of the technical decisions as well as its impact on day-to-day applications or development in Polkadot.