Treasury Proposal: [Pudgy Penguins <> Mubert Protocol Events Tour, Powered by Polkadot]

Proponent: 136byv85wjXJYdXusb8yScgE89UEuKRaYUM5RZyoPN4zKkxG
Date: 03rd of June 2025
Requested USDC: 81.000 USDC Total (including 10% slippage)
Short description: Europe + Asia Events and Partnerships Tour with Pudgy Penguins
Project Category/Type: Community events ▾
Previous treasury proposals: BOUNTY PROPOSAL #1   BOUNTY PROPOSAL #2
(both rejected, even though MOU and partnership with Pudgy Penguins confirmed and signed + in development)

1. **Context of the proposal**

The motivation behind this proposal stems from the recent milestone achieved by Mubert Protocol-Team in building and launching the first data rollup on the Polkadot ecosystem. With the technical foundations established and early grant support from the Web3 Foundation (large grant from the Web3 Foundation), we seek to amplify our go-to-market strategy by co-hosting a high-impact series of events through a signed collaboration with Pudgy Penguins (also including technological efforts).

   a. The origin of this proposal is deeply rooted in extensive ecosystem engagement and strategic alignment between Mubert Protocol, Polkadot, and the Pudgy Penguins brand. After finalizing a Memorandum of Understanding (MOU) with Pudgy Penguins, and working on a detailed Scope of Work (SOW), the opportunity arose to activate the partnership during the **Pudgy Penguins Asia Tour 2025** — a high-visibility, multi-country event series spanning Turkey, Japan, and Singapore (or Seoul).

   b. This initiative was discussed across multiple communication channels including Telegram, meetings, and formal MOU negotiations, involving both the Mubert and Pudgy Penguins teams. Early collaboration efforts with SubWallet and Mythical Games (who are building the Pudgy Penguins Game) also played a pivotal role in aligning the vision to strategically showcase Mubert and Polkadot's synergy during these events. (additionally, positioning Polkadot strategically)

Team Background and Motivation

- **Mubert Protocol / Mubert Inc.**: A company building the first *Data Rollup* chain on Polkadot, focused on streaming and consumable data such as AI-generated music. The platform already boasts 28 million users. (in total 10+ team members)

- **Sarah-Maria Kollnitzer**: A seasoned BD and growth executive with over 12 years of experience in AI and Web3, and a driving force behind strategic partnerships and execution.

- **Alex Mubert**: Founder of Mubert, experienced in scaling B2C products, including Mubert's user base and protocol roadmap.

The team is driven by the mission to bridge Web2 audiences (such as fans of Pudgy Penguins and AI-generated music) with Polkadot's innovative infrastructure. Their motivation lies in creating real-world touchpoints, onboarding new users, and increasing ecosystem awareness via music, content, and on-chain engagement. There are **no conflicts of interest or affiliations** with Polkadot governance bodies that may influence this proposal unduly.

Ecosystem Alignment and Supporters

- **Web3 Foundation**: Initial development funding of a large grant

- **Pudgy Penguins**: Signed MOU with Mubert Protocol for Asia Tour activations, and integrations, as well as growth efforts.

- **SubWallet**: MOU in progress to integrate Polkadot wallet access for event attendees.

- **Mythical Games**: Collaboration in development to support the Pudgy Penguins game launch.

- **KOLs and Tier 1 VCs**: Planned inclusion through VIP networking events and livestreams. (list to be shared by Pudgy Penguins Team)

Through co-branded livestreams, AI DJ sets, and NFT-to-music demos, this proposal is designed not as a one-off sponsorship, but as a strategic funnel to drive long-term engagement with Polkadot across consumer, developer, and partner audiences.

2. Problem statement

Polkadot lacks (to a certain extent) strong visibility in consumer-facing use cases and cultural events (especially in music, and related to creator economy - an audience and target market Gavin Wood is passionate about). Despite having powerful tech, it's still seen as infrastructure-heavy and not connected to real-world, relatable experiences, and leveraging external communities like Pudgy Penguins.

There's a gap in reaching Gen-Z audiences, creators, and music fans—groups that are already active in Web3 but rarely interact with Polkadot. Competing chains like Solana, SUI, and Polygon are more present in these spaces through events, partnerships, and media.

This proposal solves that by using Mubert's signed partnership with Pudgy Penguins and upcoming event activations to position Polkadot at the center of high-visibility, creator-driven experiences—bridging a critical adoption gap in Asia and beyond.

3. Proposal objective(s) or solution(s)

This proposal aims to co-host and execute three high-impact activations as part of the Pudgy Penguins Asia Tour 2025, with the core goal of onboarding new users to the Polkadot ecosystem through real-world engagement, AI-driven music innovation, and Web3 culture. By integrating Mubert Protocol — the first data rollup on Polkadot — into widely attended events and digital campaigns, we directly link Polkadot to mainstream consumer touchpoints.

The Solution

We've partnered with Pudgy Penguins, one of the most recognized brands in Web3 culture, to deliver co-branded event experiences powered by Polkadot. These include:

- AI Music DJ Sets (opening shows at major events) powered by Mubert

- On-chain music experiences linked to NFTs on the Mubert Protocol, powered by Polkadot

- Branded livestreams, panels, and content

- Community activations in Turkey, Japan, Singapore/Seoul
  (Side Events, Community Events)

- Lead generation through live demos, IRL booths, and VIP networking

All branding, technology, and content will clearly position Polkadot as the infrastructure behind Mubert Protocol — making Polkadot part of the story, the experience, and the technology.

How This Changes the Network

Today, Polkadot is still perceived as infrastructure-first and developer-focused. This proposal introduces Polkadot to a new, younger, and more mainstream audience — via culture, music, and content. It shifts the narrative from "just a protocol" to a real-world enabler of Web3 experiences.

It also activates Polkadot's ecosystem partners like SubWallet, Talisman, and Mythical Games in real-life user-facing ways.

Who This Helps

- Polkadot Ecosystem: Gains exposure to 1000K–200K new users through livestreams and IRL activations. (estimation on lower end, as with last Livestream series, Pudgy Penguins generated 1m+impressions)

- Developers and Builders: More inbound demand for integrations and partnerships.

- Wallet Providers (e.g., SubWallet, Talisman): New users onboarded directly during activations, connected to Mubert Protocol on Polkadot

- Community: A stronger narrative around what Polkadot can do, not just how it works.

What Makes This Different

We've seen Web3 events, NFT parties, and hackathons. But this proposal blends culture and infrastructure — integrating on-chain music, AI, NFTs, and physical events into one unified experience, powered by Polkadot.

Example from Pudgy Penguins:

https://www.notion.so/pudgypenguins/24-Hour-Abstract-Stream-Case-Study-1ce17ff2bdb78020b25cf4c84e1e73d3

None of the above positioned a protocol like Polkadot at the center of the cultural moment. This one does.

- [NOTION PAGE](#) - Pudgy Penguins Events Proposal
- [Twitter Pudgy Penguins](#)   [Twitter Mubert](#)   [Instagram Pudgy Penguins](#) [Youtube Pudgy Penguins](#)   [Mubert Instagram](#)   [Mubert LinkedIn](#)
- [Specific offer, Mubert + Events Plan <> Pudgy Penguins](#)
- [Pudgy Penguins started to position AI Music (Mubert) on official website](#)

Milestones

Milestones	Tasks	Deliverables	Notes
1	1.1 Pre-Event Set Up	Event plan, co-branded content, merch, speaker slots, Luma, Event Blasts, F&B, Operations, confirmed	We work on the preparation, integration and planning of the event with Pudgy Penguins. Including panels, content strategy - related to social media blast. Including Polkadot and related projects into the pre-event set up.
	1.2 Cross Media Approach	Plan, Produce, Push, and support content from, with and for Pudgy Penguins, Mubert and Polkadot	Leveraging the reach, and brand positioning of Pudgy Penguins, combined with the integration to reach their audience, and convert them towards Mubert and the Polkadot ecosystem. Executed before, during and after every event effort taken (for all 3 events)
	1.3 Community Push	Luma event reach increase, applications push, and improved positioning	In every content approach, Luma events page, and Livestreams via female community, Polkadot and Mubert Protocol are specifically positioned strategically
2	Execution: Istanbul Activation + Closing	AI DJ set (closing event), Mubert Protocol by Polkadot booth, dinner, community activation	Mubert will provide AI DJ Set, powered by Polkadot during the Istanbul Blockchain Week, Booth and Merch positioning with Mubert powered by Polkadot, private dinner and access to community, partners, and builders, as well as community activations online and offline
3	Execution: Japan Activation and Community Event	Live show (Event), livestream, KOL content, co-branded presence, Event positioning	Participating and cooperating on community event, VIP Dinner, and AI DJ Set provided by Mubert and powered by Polkadot. Including pre-, during- and post-event social media blasts
4	Execution: Singapore/Seoul Activation and Event	Side Event, Panels, NFT x Music launch, livestream, Community Event	Collaboration on Night Event, Community Event, and VIP Dinner with Pudgy Penguins, including social media efforts, pre-, during- and post- event, as well as

			launch of NFT to Music product by Mubert Protocol on Polkadot in collaboration with Pudgy Penguins.
5	Post-event Reporting + Lead Funnel Activation	Report (Leads, Social Media, Sign Ups, Reach, Transactions and Volume…), Hubspot Tracking lead distribution, social follow up	Clear Dashboard specifically for event efforts, related to properties and workflow automation to improve reporting. Brand Voice and reach, across website, social media, and community. Leads Lists to be shared with Polkadot and projects across the ecosystem to insure increased reach and growth (Partnerships, KOLs, and Opportunities)
6	Final Report	Consolidated report for Treasury + Public	Post all 3 event and activations, as well as social media efforts.

Timelines

Tasks	Staff1	Staff2	Staff3	Time	Notes
1.1 Event Strategy, BD Planning, MOU Execution	Y	Y	Y	5 days 120h 3x5x8	Finalize Scope, Partners, Positioning
1.2 Content Merch & Design	Y	-	Y	4 days 64h 2x4x8	Content, Visuals, swag, co-branded templates
1.3 Speaker Slot & Interview Coordination and Preparation	Y	Y	-	2 days 32h 2x2x8	Schedule, Massaging, Qs, Interview Set Up
1.4 Istanbul Activation	Y	Y	Y (2x)	5 days 160h 4x5x8	AI DJ set at closing party, booth, dinner, livestream, content pre- during- and

					post- event, as well as community activation
1.5 Japan Activation	Y	Y	Y (2x)	5 days 160h 4x5x8	Content, panel, livestream, VIP Dinner, Event participation, content efforts, and growth efforts related to Mubert Protocol powered by Polkadot
1.6 Singapore/Seoul Activation	Y	Y	Y (2x)	5 days 160h 4x5x8	NFT x Music product push, side event, private dinner and DJ set related to announcement of product, powered by Polkadot
1.7 Livestream Prep + Execution	Y	Y	Y	3 days 72h 3x3x8	Overlay, branding, stream setup, announcements, invites, Notion pages with Qs, and invites as well as confirming pre-livestream
1.8 Lead Collection (CRM Dashboard, QR flow, etc.)	Y	-	Y	2 days 36h 2x2x8	Hubspot setup, QR flows, tagging, properties related to different markets, audiences and reports.
1.9 Follow Up, and E-Mail Funnel (Campaigns)	Y	-	Y	2 days 48h 2x3x8	Email sequences, segmentation built and connected to Hubspot reporting for future

					partnerships, lead distribution and KPI tracking
2.0 Reporting & Post Event Analysis	Y	Y	Y	3 days 96h 4x3x8	Individual reports per activation, related to mail, Luma sign ups, social media reach, sign ups, transactions etc.
2.1 Final Delivery Report (All Events Summary)	Y	Y	Y	2 days 48h 3x2x8	Wrap-up, final metrics, ecosystem intros with total report attached
TOTAL TIME			38 Days	996 hours	

Staff 1 - Alex Mubert   Staff 2 - Sarah-Maria Kollnitzer   Staff 3 - Marketing Team + Product

Budgets

ISTANBUL

Tasks	Hourly rate	Costs	Notes
1.1 Afterparty: AI Music + Integration + Visuals (related to music)	-	$5,000	Includes sound design, visuals, stage presence, licensing
1.2 Community Event Activation	-	$3,000	Light local setup + brand inclusion via collab partners
1.3 Creator Content / Recap Video	-	$2,000	Short recap video + Twitter Content (Visuals, Written, and Video), as well as blog posts focusing on Mubert Protocol with pudgy Penguins on Polkadot

1.4 Travel, Accommodation and travel related costs	-	$ 3,300	Including flight, accommodation, meals, local transport, and others (e-sim, visa, WiFi)
TOTAL COSTS		**$ 13,300**	

TOKYO, JAPAN

Tasks	Hourly rate	Costs	Notes
1.1 Shinjuku Nightclub – DJ Set + Branding	-	$ 10,000	High-end club production, tech setup, DJ set, visuals
1.2 Local Community Event	-	$ 5,000	Creator zone, branding collab, social efforts, Merch, booth, and activation efforts
1.3 VIP Salon Night (Dinner + Playlist)	-	$ 3,000	Playlist creation, gifts, venue coordination, set up, invitation, announcement and promotional efforts
1.4 Social Reels / Artist Collab Content	-	$ 2,000	Custom short form content , Livestream (long form, and doc style creator push)
1.5 Flight, Accommodation and travel related costs	-	$ 5,150	Including flight, accommodation, meals, local transport, and others (e-sim, visa, WiFi)
TOTAL COSTS		**$ 25,150**	

Tasks	Hourly rate	Costs	Notes
1.1 Main Event - Music, Visuals, Presence, Collaboration	-	$ 15,000	Large-scale production, LED screens, co-branding, AI Playlist development, Marketing Funnel, and integration
1.2 Community Event (Remix contests + Creators)	-	$ 7,000	Includes custom remix platform push + collab with local musicians
1.3 VIP Event (Exclusive Sets, Gifts, Content, Music…)	-	$ 5,000	Tailored experiences, curated content, KOL presence
1.4 Recap, UGC Collab Production	-	$ 3,000	Multi-angle edits, reels testimonials
1.5 Flight, Accommodations, and travel related costs	-	$ 5,150	Including flight, accommodation, meals, local transport, and others (e-sim, visa, WiFi)
TOTAL COSTS		$ 35,150	

Total Budget Summary (Including Travel, and Pudgy Penguins Collaboration Offer)

Category	Amount (USD)
Event Production (3 Cities)	$60,000
Slippage (10%)	$6,000
Travel for 2 Team Members	$15,000
Total Request	**$81,000**

4. Proposal report

Success for this proposal means real-world traction for Polkadot, attention towards the partnership between Pudgy Penguins on top of Polkadot and the collaborative efforts in the Mubert Product, leading to transactions on Mubert Protocol — by embedding the brand into major cultural events, connecting directly with users, and demonstrating how on-chain innovation (like Mubert Protocol's data rollup) can power consumer experiences.

This isn't about visibility for visibility's sake — it's about **measurable user onboarding, ecosystem partnerships, and narrative shift**. We aim to position Polkadot not just as infrastructure, but as a platform enabling real, creative, and consumer-facing products, being the layer under Mubert, supporting music and consumable data onchain.

a. What are the success metrics and targets linked to the deliverables?

Success metrics

Milestones	Deliverables	Targets	Notes
1	Tier 1 Leads	20+	Including Mocaverse, MyNeighborhodAlice, Kaito, Aethir, and others
	General Ecosystem Leads	75+	BD contacts, infra tools, wallets, creator tools, etc.
	Partnership Initiatives	5-10 new ecosystem partnerships (min)	Include DApps, wallets, creators, and infra players
2	Community and User Touchpoints	100 - 200k (minimum, aiming for 1 million+)	Via livestream, social media campaigns, and content reach
	Event Attendance	4,000+	Across Istanbul, Tokyo, and Singapore
3	Post-Event Engagement	10-15% of users reached via retargeting	Email campaigns, Mubert platform funnel, and follow-ups
4	Social Media	1.5M+ total reach	KOL campaigns with Pudgy

	Impact (X, IG, TikTok)		Penguins, recap reels, and user-generated content

Impact on the Polkadot Community

This proposal directly supports:

- Ecosystem Growth: Generating real B2B and B2C leads, increasing partnerships, and onboarding users.

- Narrative Shift: Polkadot is no longer just developer-focused — it's now part of cultural moments and consumer innovation.

- Onboarding Pipelines: Events are not isolated — they trigger content, email flows, in-app touchpoints, and long-term brand lift.

- Cross-Ecosystem Bridges: Through Pudgy Penguins and creators, we bring exposure across chains, apps, and mainstream audiences.

By tying everything back to measurable results — not just vibe — this proposal aims to deliver lasting ecosystem value.

We will share all milestone progress directly on the original proposal post submitted via **Polkassembly** or **Subsquare**, depending on the platform used. Each update will include a clear summary of milestone completion status, links to supporting deliverables (videos, recaps, photos, content, lead reports), and a comparison between original objectives and what was delivered.

Each milestone update will follow this structure:

1. **Milestone Status** – Completed / In Progress / Delayed

2. **Description of Work Done** – Tasks completed, assets delivered, any modifications

3. **Supporting Materials** – Photos, livestreams, video recaps, documents, event decks

4. **Lead Tracking Overview** – Snapshot from Hubspot Dashboard and leads lists (exported and shared within the Polkadot leads sharing structure)

5. **Challenges or Deviations** – If a milestone changed, we will clearly explain why, how, and whether additional resources were needed

6. **Metrics Summary** – What was achieved (e.g. user reach, new partners, impressions) (shared in different dashboards for social media, e-mail conversions, leads, dashboard..)

We will report each city/event activation as an individual update:

- **Post-Istanbul** report (~2 weeks after event)

- **Post-Tokyo** report (~2 weeks after event)

- **Post-Singapore/Seoul** report (~2 weeks after event)

A **final consolidated report** will be shared after the tour concludes (October 2025). This report will follow the official Polkadot treasury template, and will include:

- Full comparison to the original proposal

- All deliverables linked and categorized

- Ecosystem impact (quantitative and qualitative)

- Insights learned and future roadmap

- Budget report and any declared surplus

If any milestone needs to be adapted (e.g. change in city or content format due to external reasons), this will be reported transparently within the relevant milestone post, alongside rationale and adjusted outcomes.

All reports will be publicly available and linked in the Polkassembly/Subsquare thread for accountability and community review.

5. **Payment conditions**

Please specify any special conditions regarding the payment of this proposal.
Requested in liquid stablecoins, received until end on June 225 (events tour kicks off by then)

  a. **Requests**: $ 81,000 USDC (including 10% slippage)

Developments

No technical developments are tied to this proposal. It's an event series — the budget supports execution, visibility, and ecosystem growth, not milestone-based product delivery.

Targets

Yes. While it's not split by milestones, targets include:

- Successful delivery of all 3 events (Istanbul, Tokyo, Singapore/Seoul)
- DJ sets, livestreams, panels, and community activations completed
- Full recap, leads, and performance metrics shared after each event

Accounts

Polkadot address: 136byv85wjXJYdXusb8yScgE89UEuKRaYUM5RZyoPN4zKkxG

Identity: Mubert Protocol

Communications

Project Manager: Sarah-Maria Kollnitzer   Alex Mubert
Telegram: @sarahxmary   @alexmubert
Email: sm@mubert.com ceo@mubert.com

Alex and Sarah-Maria the point of contact and happy to answer questions anytime via DM or in governance chats.

6. Comments, Qs&As

7. Why Polkadot Network?

We chose Polkadot because it gives us the infrastructure to build what we couldn't build anywhere else — the first **data rollup chain**, optimized for real-time, consumable data like music, audio, and creative content.

Polkadot's modular and scalable architecture lets us handle high-frequency, on-chain interactions without compromising UX - relevant for data transactions, as their volume will increase significantly over the coming years. The parachain (now rollup) model supports custom logic — which is exactly what we need to manage streaming metadata, licensing, and attribution on-chain.

We also see a huge opportunity to bridge Web2 creators and Web3 infra. With Polkadot's focus on **interoperability** and its support for **data availability**, it's the perfect foundation to bring AI-generated music and real-time media into the blockchain world.

On top of that, the **Web3 Foundation, and Meganta Labs has been highly supportive** — we've already received a grant to develop the protocol and are working closely with their team to align with the broader ecosystem roadmap.

This proposal isn't just about events — it's a way to show what Polkadot can power in real life: real users, real data, real content. That's why we're building here.

8. **We'd love to hear about how you got to know about the Polkadot on-chain treasury.**

HWe got introduced to the Polkadot Treasury through David and the Web3 Foundation team, while working on the grant for the Mubert Protocol. When we started looking deeper into ecosystem growth efforts, and strategies, we started to dive deeper into the onchain governance system - especially Polkassemly i.e. From there, we started checking in with the team, and the Foundation to learn how the treasury supports real, user facing adoption and efforts. This felt like the right step to align our event and growth marketing efforts with ecosystem goals across Polkadot.