

Proposal: *Polkadot Wink event* by [727.ventures](https://727ventures.com/)

Proponent: 727.ventures

Dates (tbc): 6 September 2023 (Conference), 7-8 September 2023 (Hackathon), 11 September 2023 (Hackathon Closing & Pitch Event)

Requested allocation: USD 147 385 (Requested DOT: paid on approval date based on DOT price using EMA7 rate on Subscan)

Short description

Polkadot Wink aims to have 3 parts - Conference(online), Hackathon(online and offline + online track) and Pitch Day. It is focused on empowering existing ink! projects and involving new talented developers & business leaders in the Polkadot ecosystem. Alongside, particularly the 2nd hackathon track aims to unveil blockchain/Polkadot potential to Ukraine's big/middle enterprises and try to resolve their business problems using blockchain technology. On the 1st hackathon track, we plan to empower existing ink! projects by providing deep technical support, giving product, financial & marketing lectures, and connecting them to VCs on dedicated Pitch Day.

Both conference and hackathon are focused on utilizing Wasm ink! smart contracts and Polkadot's unique technology by empowering existing projects and attracting enterprise from non-web3 world.

Polkadot Wink Conference (1-day free virtual event) welcomes technical and business-oriented attendees to dive deeply into ink! possibilities, systemize knowledge, gain market insights and broaden teams business capacity. During the conference Hackathon attendees will get all the needed info to work with during the hacking part. Other attendees will dive deeply into Polkadot world. Agenda contains all the topics needed to know for building a successful project on ink!. Goal: give more advanced and deep knowledge to ink! ecosystem members, give all the needed info to build a project in ink! (, etc.) and attract new stakeholders from other ecosystems by showing them the advantages of ink! smart contracts.

Polkadot Wink Hackathon has two tracks.

1st Track (online) aims to empower teams that are already building their products using ink! smart contracts. We will gather teams with a track record of 2-7 months and give them the boost in the form of education, strong engaged mentorship, from business & tech experts, e.g. Parity, Astar Network, Aleph Zero, Brushfam, etc (every team will

have 4-6 mentor calls during the 2 hackathon days). Also funding - both in the form of winning prizes serving as an initial push and possible future investments from VCs who agreed to be an active Polkadot Wink Participants: Huobi Ventures, Kingdom Ventures, DFG Group, etc. Teams will have a chance to meet and present their products to the mentioned VCs on the Pitch Day.

During the Hackathon, teams will work on their projects' problem-solving and ideally will be a few steps closer to the deployment.

2nd Track (offline with online capability) aims to connect Ukrainian big enterprise to capable teams/founders and tech experts to try and resolve real world business issues leveraging Polkadot tech, specifically ink! smart contracts.

Thus formed in teams, under constant mentorship, participants will work during hackathon days to hack and gain reasonable traction towards the problems presented to them by the companies. Each team will have a person called an internal mentor - a skilled ink! developer, to overcome possible tech barrier.

We will also attract Ukrainian governance representatives to bring the idea of blockchain integration to the highest level.

Pitch Day: during the last day of the Hackathon we will combine judgment with a pitch day. To let attendees present their work to the VCs representatives. This will bring together ideas and investments + give early-stage teams the possibility to meet important investors and build connections with them.

Investors, mentors, and judges, who will be part of the Hackathon, are the main ink! stakeholders and representatives of the most impactful ink! companies. It will give an opportunity to the attendees to meet the main drivers of the ecosystem, build personal connections with the most influential ecosystem players and show their work and knowledge to the main ink! stakeholders.

Partners of the event: [Astar Network](#) (provides the infrastructure for building dApps with EVM and Wasm smart contracts), [Aleph Zero](#) (layer 1 privacy-enhancing blockchain that ensures scalability, low transaction fees, and maximum security guarantees for developers), and [Brushfam](#) (onboards businesses into Polkadot by creating the necessary development infrastructure, auditing, and giving advisory to the development teams).

ROI: With a moderate investment of \$147k, we aim for the following returns:

- 6-10 already existing companies utilizing ink! to get stronger, improve their market fit and funding situation, have tech challenges resolved, and be a few steps closer to deployment, market traction and revenues;
- 5 Ukrainian big&middle enterprise companies to get to know closely blockchain possibilities, particularly Polkadot technology;
- 1-2 new companies utilizing ink!/Substrate tech born by solving particular business request from Ukrainian big enterprise;
- 20-30 new founders and developers are made aware closely of Polkadot capabilities and 7-15 developers become actively engaged into the Polkadot ecosystem;
- all of the aforementioned will increase activity in the Polkadot ecosystem, which will increase amount of transactions and consequently contribute to the DOT value.

Table of contents

Proposal: Polkadot Wink event (Hackathon & Conference) by 727.ventures	1
Short description	1
1. Context of Proposal	4
1.1. Proposal Background	4
1.2. Team Background	5
2. Problem Statement and Solution	6
2.1 Problem Statement	6
2.2. Problem Solution	6
3. Polkadot Wink Conference	7
3.1 Detailed descriptions	7
3.2. Goals	8
3.3. Topics	8

3.4. Speakers	8
4. Polkadot Wink Hackathon	9
4. 1. Theme	9
4. 2. Structure	9
4. 3. Timeline and Format	10
4. 4. Target Audience	11
4.4.1. Target Audience	11
4.4.2 Application Process	12
4.4.3 Benefits For The Participants	12
4. 5. Partners	13
4. 6. Mentors	14
4. 7. Judges and judging criteria	15
5. Success Metrics	15
Participation metrics	16
Marketing metrics	16
6. Milestones	16
7. 727 ventures' team involvement	18
Organizational team	18
Marketing team	18
Graphic designer	20
Frontend developer	20
8. Budget	21
7.1. Whole Budget Overview	21
7.2. Budget Breakdown	21
8. Prizes	23
9. Contacts	24

1. Context of Proposal

1.1. Proposal Background

727.ventures is a venture studio that builds not only next-generation web3 companies but also the markets and ecosystems where they work in. We develop essential infrastructure products and organize events that help the market grow and evolve, while also attracting new talents and businesses to the Polkadot ecosystem.

In May 2022, people that currently work at 727.ventures successfully held a one-day virtual [WASM conference](#) with a total of more than 700 attendees, which has led the team to uncover the crucial need to constantly create spaces and platforms for high-quality interactions of all people from the industry: stakeholders and founders, business leaders and marketing specialists, engineers and developers, as well the importance of events aiming to educate and attract engineers and business leaders from the outside of the ecosystem circle.

The WASM Conference in a nutshell:

- Business stage and Technical stage
- Expo zone
- Networking zone
- 18 unique topics
- 2 panel discussions

We brought together key Wasm stakeholders to discuss the future of Wasm.

Before the first conference, the topic of Wasm was not widely mentioned and no community had been formed. However, as a result of the conference, the topic was brought up and a community of more than 700 conference participants and speakers (around 10 companies, using Wasm smart contracts, e. G. Astar Network, RMRK, Phala Network, T3rn, etc.) was formed. This community is now promoting the topic of Wasm ink! Smart contracts.

More details on the success of the WASM conference can be found in [WASM conference 2022 report](#).

Polkadot Wink Conference will continue the idea of ink! ecosystem growth and empowerment.

Continuing to follow the goal of exposing the Polkadot ecosystem to new opportunities and expanding the Polkadot community, in November 2022 727.ventures has brought Polkadot to the biggest tech event of the year - the **Web Summit 2022**. On all days of the event, the total number of visitors at the Polkadot booth reached more than **10,000 people**. A great number of connections with the internal and external stakeholders were built at the event, which has led to partnerships, long-term business relationships, and, as a result, the enrichment of the ecosystem. The main audience on the booth was enterprises representatives and companies of the non-web3 world, for whom the onboarding capabilities in web3 were demonstrated.

More on the outstanding results of Polkadot's presence at the Web Summit 2022 can be found in [Web Summit 2022 Report](#).

Nevertheless, growth should never stop. The sequence of events - Wink! Conference & Hackathon — is the next stage, a logical continuation of the aforementioned events, but from a more substantive side - to showcase Polkadot's capability in action.

Proposals on Polka Assembly:

Web Summit: [Executed Proposal](#) | [Public discussion](#)

WASM Conference: [Executed Proposal](#) | [Public discussion](#)

1.2. Team Background

727.ventures is a venture studio that creates, funds, and builds the next generation of Web3 companies.

727.ventures is dedicated to converting business ideas into successful companies, leading the development processes, improving and strengthening business models, and increasing market capitalization.

The team believes in a free future, freedom, and innovation, that's why we are constantly taking steps toward the development of the ecosystem and all its participants.

The vision of 727.ventures lies in ecosystem creation, taking leadership in moving the market forward, and creating the way if there isn't one.

Having identified the ecosystem's complication that lies in the lack of tools and knowledge to accelerate smart contracts development, especially in Wasm, 727's current team has been working on the tools to improve it that are currently being used daily by a great number of developers and teams.

The 727.ventures' team is leading the development of [OpenBrush](#) — an open-source library for smart contracts development on ink!. It aims to be the starting point for smart contract developers switching from Ethereum, making it easier for them to enter the Polkadot (ink!) ecosystem. OpenBrush is to Polkadot what [OpenZeppelin](#) is to Solidity now.

As a builder in the Dotsama ecosystem and an expert in ink! smart contracts, our expertise also lies in helping projects and teams migrate their smart contracts from popular Solidity to Polkadot's ink!. During this process, it was made clear that the transition process may be unnecessarily long. This has led to the creation of [Sol2Ink](#) - a tool for easy migration from Solidity to Ink! and Rust.

Late in 2022, Brushfam was founded to integrate these projects together. Brushfam onboards businesses to Polkadot Wasm by creating the necessary infrastructure, auditing, and giving advisory to the development teams.

Furthermore, 727 has been defining standards in Polkadot. 727 ventures' team developed the [PSP22](#) & [PSP34](#) standards, which were passed and adopted by the community and [Web3 Foundation Team](#), becoming the first accepted standard in the Polkadot ecosystem.

All this expertise is a significant advantage to organize the Hackathon in such a format, that not only ideas are developed, but products are built and companies are founded in the future as a result of acquired knowledge and expertise.

2. Problem Statement, ROI and Solution

2.1 Problem Statement

Having founded Brushfam that onboards businesses to Polkadot Wasm by creating the necessary infrastructure, auditing, and giving advisory to the development teams, 727.ventures has been striving to build Polkadot Wasm and providing developers, companies and projects with the tools, resources, and advice to expand the ecosystem.

The problems that were identified along the journey are:

- the lack of Polkadot native use cases, [more info here](#);
- the lack of awareness about Wasm smart contracts and ink!;
- the lack of mentorship for the early-stage Polkadot adopters;
- the challenges for early-stage, potentially profitable companies to fund/ get investments for their projects, thus many projects are in development or on pause for a long time (this problem has gotten bigger during the bear market);
- the lack of the events and educational workshops related to Wasm and ink!;
- the lack of solving real business problems through Polkadot technology;
- the lack of liquidity.

2.2. ROI & Problem Solution

Since there is a big need to find the most scalable solution to the identified issues and ecosystem blockers to continue building the future today, 727.ventures has come up with the fastest and one of the most efficient ways to do so - to conduct the Polkadot Wink Hackathon. To achieve our goals better, the Polkadot Wink Conference will be held prior to the hackathon, with each event building upon the previous one.

How our event will work on the problems:

- we see the need to increase the number of projects with a big volume of transactions in the ecosystem, which will help its development. Therefore, we want to organize a hackathon that will accelerate the progress of existing projects and onboard new projects from the Ukrainian enterprise sector.
- the 1st Hackathon track will gather **6-10 ecosystem teams** with proven traction to empower them and make these Polkadot native use cases stronger. During the selection process, a Hackathon team of technical and business experts will conduct interviews with 12-17 teams who have applied to participate. We will select the best teams, while those with insufficient preparation will receive feedback and recommendations to strengthen the technical and/or business aspects of their project.
- the 2nd Hackathon track will focus on highlighting the power of ink! in solving problems of non-web3 businesses using blockchain. It will create more use-cases in the future and will show that blockchain is needed technology even for non-web3 world. The hackathon team plans to solve **5-10 tasks** from **5 Ukrainian companies in various sectors of the economy**. During the selection process, the hackathon team plans to obtain tasks from more than 30 companies and choose the best ones. The preparation of tasks for the hackathon teams is intended to increase interest in blockchain solutions and the Polkadot ecosystem among enterprises that are considering blockchain technologies to solve their problems.
- Conference will give all the needed information which helps to create a project on ink! and will give a push to create and build new products
- 1st track teams will get a deep technical knowledge, mentorship and business insights to grow into the big players of the market with high capitalization, will get a chance to work under the mentorship of the proven experts, and will have an access to the key players and, most importantly, investors with a real chance to attract investments
- Wink! Conference will gather everyone interested in/ fond of/ dedicated to the Wasm ink! smart contracts. We will run a digital campaign to promote it among a wide target audience to grab attention to ink! and attract talents from other ecosystems to dive deeply into ink! Advantages. We are going to grow the Wasm ink! Ecosystem by bringing together **up to 1600 people** of target audience
- With this event we will cover the lack of events and educational workshops related to Wasm and ink!.
- In terms of our marketing campaign we will give lots of attention to popularising Wasm ink! among our potential target audience, planned awareness is up to **9M impressions**.

As a result, we see the growth of the ink! smart contracts ecosystem, development of the mature, innovative, native use cases and projects for further collaboration, and showcased (currently underappreciated) endless power of Wasm (ink!).

3. Polkadot Wink Conference

3.1 Detailed description

At the current state of the ecosystem, there's a constantly evolving need to create spaces, events, and possibilities for the education of engineers and business people; battle-seasoned ecosystem members, newbies, and those who are at the edge of joining.

This conference will be focused on the topic of Wasm (ink!) smart contracts. It has a goal to cover all topics needed to know before you start working on developing a product or building a business in ink! ecosystem, explore what has changed and improved in the ecosystem during the previous year, and how the technology evolved.

Instead of organizing workshops for a closed circle of hackathon participants, this event is open to anyone: any person regardless of occupation, experience level, or ecosystem will be able to join the conference for free.

3.2. Goals

At Polkadot Wink Conference, we are striving to reach a wide range of current and future stakeholders of the Wasm (ink!) ecosystem, with the ultimate goal of providing a comprehensive and meaningful experience for all attendees. Our focus is on delivering a valuable and informative event that will benefit all those involved, from developers and engineers to business owners, entrepreneurs, and other individuals or organizations who are interested in this technology. We are proud to bring together some of the most influential and knowledgeable professionals in the industry, who will provide attendees with invaluable insight into this rapidly growing and ever-evolving technology.

In a nutshell, the Polkadot Wink Conference will:

- cover all topics needed to know before you start working on developing a product or building a business in ink! ecosystem
- talk technical once again (WASM, ink!, limitless possibilities of smart contracts);
- cover business, financial, infrastructure, and funding topics
- explore what has changed in the ecosystem;
- provide a deep overview of how the technology evolved;
- showcase appearing use cases;
- spotlight the vast possibilities of ecosystem development.

3.3. Agenda

The final agenda will be published on the conference website.

Here is an agenda planned for now which will be improved after deep market research and collecting feedback from the key ink! stakeholders:

Business topics:

- The future and possibilities of ink! ecosystem. How ink! can push the industry forward for dApp development? (Markian Ivanichok, CEO at 727.ventures and Brushfam)
- Financial insights: financial model, financial accounting, tokenomics (Alexander Kaplaty, 727.ventures Financial Advisor & EBRD Banking)
- How Web3Foundation supports ink! infrastructure products? (Bill Laboon, Head of Education & Grants at Web3Foundation)
- Panel discussion (VCs representatives): Which projects are needed on the market & how to get funding for them?
- How to get Treasury grants: ideas the community is looking for (Parity, speaker tbc)

Technical topics:

- Introduction to ink! (Parity's core ink! team)
- The best ink! use cases: what is already out there & what is yet to be built (several speakers from best ink! based projects, tbc)
- Solidity vs ink!: benefits of building on ink! and migration guide using Sol2ink (Dominik, Head of Engineering at Brushfam)
- Swanky overview: a tool for Wasm smart contract developers (Hoon Kim, CTO at Astar Network)
- Restraining factors of the Wasm (ink!) ecosystem development and how to overcome those (speaker tbc)
- more tech topics are coming...

3.4. Speakers

We will attract 10-15 top speakers from the ink! ecosystem. The speakers' list will contain team members of Parity, Web3 Foundation, Astar Network, Aleph Zero, Brushfam, Phala, and others. Job titles of the speakers: CEOs, CFOs, Heads of Education/Grants for Business topics, and CTOs and Core Blockchain developers for technical topics.

Confirmed speakers:

- Markian Ivanichok, CEO at 727.ventures and Brushfam
- Bill Laboon, Head of Education & Grants at Web3 Foundation
- Alexander Kaplaty, Financial Advisor at 727.ventures Financial Advisor & EBRD Banking
- Parity's core ink! Team
- Dominik, Head of Engineering at Brushfam
- Sota Watanabe, Founder of Astar Network

- Hoon Kim, CTO at Astar Network
- Antoni Zolciak, Co-Founder of Aleph Zero
- Michal Swietek, CTO at Aleph Zero
- Representatives of DFG Group, Huobi Ventures, Kingdom Ventures
- Phala Network, speaker tbc
- More speakers are coming

Highly knowledgeable and experienced professionals in the field, boasting a wealth of expertise and insight into the topic.

The final list of speakers will be published on the conference website.

3.5. Format

Polkadot Wink Conference will be held as an online event to allow listeners and speakers to join from all over the world. Having had an experience with the virtual WASM Conference held in May 2022, having done a number of conclusions, and having participated in other events of the kind, we strive to make it an excellent experience for everyone involved. All the recordings will be available to the public as well, making the talks a great source of knowledge even for those who cannot attend all the lectures.

After conducting thorough research, we have decided to choose [Accelevents](#) as an online platform for the conference. This platform is specifically designed to minimize technology hurdles and elevate the event experience for both hosts and attendees. It provides all the needed features to imitate real-life events, allowing anything from easy registration and ticketing (the Polkadot Wink Conference is free to anyone) to build an agenda and exhibit hall.

Furthermore, to maximize growth opportunities, it's easy to download comprehensive event insights regarding performance, session registration, attendance, Q&A, poll results, networking metrics, and marketing metrics, for further analysis and use.

Also, we will rent a studio for hosting our virtual Polkadot Wink Conference to make sure that video and environment will look professional and the quality of host videos will be on the highest level.

Using the studio will allow us to get professional quality video and sound, which is impossible to achieve when holding a conference in a simple room. We will be able to use high-quality equipment and technology to broadcast our conference in real-time.

TERA studio will provide us with a spacious and comfortable space for the conference. We will be able to accommodate our team and camera crew in the studio, ensuring maximum comfort and efficiency of work.

Hosting a conference in the studio will provide us with greater flexibility in the locations for shooting, which will allow us to create a unique atmosphere and emphasize the uniqueness of our conference.

It will allow us to improve the visual perception of our conference, providing a higher quality video and improving the overall impression of the broadcast.

We are confident that this will help us attract more participants and spectators, as well as achieve our goals in holding this conference.

As a camera crew, our team decided to choose the team with whom we already have working experience in hosting the WASM conference. It includes microphones, professional lighting, cameras, etc.

The invoices will be added to this proposal and to the after-event report.

4. Polkadot Wink Hackathon

4. 1. Theme

We believe that Wasm ink! smart contracts will drive blockchain technology in the future. And to make this future come faster, we should empower existing ink! showcases and create new ones.

The Polkadot Wink Hackathon consists of **two tracks**. **The first one** looks classic — the goal here is to give teams that make projects on ink! a technological and business acceleration.

The second one (Polkadot Wink Ukrainian enterprises track) is probably the first time to be announced in the ecosystem. It focuses on big business.

Whenever we talk about mass adoption, we find that it is NOT always the center of attention and communication in the ecosystem. On the contrary, we are confident that Polkadot and parachains will become successful faster when powerful enterprises enter them.

It's a win-win strategy. Thanks to the hackathon, businesses should get innovative solutions to their problems. The ecosystem will receive an additional flow of users because of the marketing activities of the enterprises.

Attracting non-Web3 businesses to the world of Web3 is an inevitable process. Using the strengths of the 727.ventures team, and our strong networking among medium and large Ukrainian businesses, we want to accelerate this process and direct the onboarding of solutions to our ecosystem.

Currently, we are negotiating with 10+ enterprise representatives that are going to present at least 5 strong hackathon challenges. We have also held talks with representatives of the Ministry of Digital Transformation of Ukraine to involve them as judges for the 2nd track of the Hackathon. This will add media exposure to the hackathon not only globally but also in Ukraine.

4. 2. Structure

The hackathon will be divided into **three main parts**:

- Hackathon Opening

The grand opening of the hackathon will start on the next day after the Polkadot Wink Conference and be held to meet and greet the teams. Partners, mentors and judges will have a chance to introduce themselves, share useful tips and boost the teams' energy. These introductions will allow the participants to build a network of contacts that can be used for future collaborations, advice and guidance.

- The Hackathon: Hacking Part

This is the main part of the hackathon. For 48 hours, teams will work on their projects. The mentors, experts in the field, will be assigned to the teams and participants will be able to get their advice via chat or scheduled calls, while mentors will keep track of teams' progress, guide and troubleshoot. All the detailed instructions on the mentors' assistance will be given to the teams when their participation is approved.

- Hackathon Closing & Pitch Event

The last day of the hackathon will combine the judgment part with a pitch event. Judges will receive the feedback from mentors about team's work during the Hack days and will be focused on judging teams for their breakthrough ideas, non-standard solutions and maximum use of ink! benefits in this work. VCs representatives also will be judges and see all the team's pitches. It will give teams a chance to build personal connections with the investors, help young teams fundraise for their innovative ideas, so that the hackathon is only a starting point in their successful stories.

4. 3. Timeline and Format

The main hacking part of the Polkadot Wink Hackathon will last 2 days. It is planned as a short-term event, since we want it to be a starting point or a push for the teams to get back on track in their development or a breath of inspiration to start a project from scratch.

Hackathon formal announcement

1. Application submission period and pre-selection of applications
2. One-day education event
3. The hackathon
4. Closing day & Pitch event

A more detailed schedule will be available after the opening of the pre-Hackathon period.

The Wink! Hackathon is mostly a virtual event. It will be a great opportunity to gather teams, partners, mentors, judges, listeners, and viewers from all over the world without having to go through the hassle of long-distance travel. This will make it easier for those who may be limited by distance, financial resources and other factors to participate in the event.

The easiest way to organize a virtual hackathon is to use the online hackathon platform. It provides a comprehensive way to plan and manage a hackathon, with a range of features and options to make the process more efficient and enjoyable for organizers and participants.

As a hackathon platform, we've chosen [Taikai](#). Having done research on a number of such platforms the decision was made that it suits our needs and goals best. Taikai allows to manage everything from start to finish: register participants with a custom form, integrate communication channels like (Discord, TG, etc), view jury, mentors, and partners, have a criteria-based voting system, view jury points, provide the hackers with all necessary information with a nice UI.

To add more, Taikai has a great community and supports an event with a promotion- 1 mention in TAIKAI's weekly newsletter (25K active subscribers) and 2 posts (4K active followers across the platform).

These were the main decision-making points for us.

But we will also add the offline part for the 2nd track which will be optional for those who are in Kyiv (representatives of the Ukrainian enterprise and local attendees).

We are organizing the offline part of the 2nd track of the Hackathon in Kyiv. This section will only be available for those who are already present in Kyiv, while the rest of the participants will join online. It is essential to emphasize the offline aspect of the event to fully immerse the representatives of the Ukrainian business community in the Hackathon atmosphere, pique their interest in the Web3 industry, and ensure their complete availability on the required dates and times.

By providing an offline experience, we aim to create a unique and immersive environment for our participants. This will enable them to engage more deeply with the event and build meaningful connections with their peers in the industry. Our goal is to make this Hackathon a one-of-a-kind experience that will leave a lasting impact on all those who participate.

While the offline section is restricted to those who are physically present in Kyiv, we understand that not everyone will be able to attend in person. That's why we have made sure to provide an online option for those who cannot join us on-site. This way, everyone can still participate and benefit from the insights and knowledge that will be shared during the Hackathon.

In conclusion, we believe that combining the offline and online elements of this event will create a comprehensive and engaging experience for all participants. We look forward to seeing everyone at the Hackathon and are excited to share our passion for Web3 technology with the Ukrainian business community.

To host an offline part of the hackathon we decided to rent a conference hall, meeting rooms, and open space, to have physical places where our partners and participants can meet, work, and network. These are the key elements that are necessary for the successful organization of our offline part of the hackathon.

-Conference hall-

The conference hall will allow us to create a comfortable and professional place for discussions and awards. This will help to hold the awards ceremony together with Ukrainian enterprises, to better understand the topics, ask questions and communicate with each other.

-Meeting rooms-

Big meeting room (for 8 people).

Small meeting room (for 6 people).

Meeting rooms will provide participants with the opportunity to lead discussions in a narrower circle, as well as to consult and receive assistance from the experts and our mentors.

-Open space for 20 people-

A comfortable place to work where you can find like-minded people, discuss plans, and share experiences. This is a necessary space where participants will exchange ideas and work hard in teams on challenges from big Ukrainian enterprises.

As a result, the rental of the conference hall, meeting rooms, and open space is necessary for the successful organization of our offline part of the hackathon. This will allow us to create a comfortable and professional space for developers and experts to work in, create a conducive environment for participants that will encourage creativity and productivity, and allow us to attract more participants, as well as increase interest in our event.

Attendance at the offline event is not mandatory and is only available to participants located in Kyiv. The offline event will take place with strict adherence to all safety rules, as the venue is equipped with a bomb shelter.

The invoice will be added to this proposal and to the after-event report.

4. 4. Target Audience

4.4.1. Target Audience

1st Track:

This track will focus on the early-stage teams

- with 2-7 months of traction;
- proven potential;
- experience in the field of the Wasm (ink!) smart contracts, or smart contracts in general.

In order to be qualified to participate, the teams have to possess all the aforementioned qualities.

The emphasis will be on the teams who already have projects in development, and teams with fresh, innovative, new-level ideas.

The location of the teams does not matter — the hackathon is global.

2nd Track

This track will be focused on individual attendees:

- individual developers from ink! ecosystem with proven experience;
- individual developers from other ecosystems with proven experience;
- business leaders from the blockchain sphere (Product owners, future project founders etc.) with proven experience.

After an interview we will form them in teams. Features of this track will be in “mentors-insiders”: core blockchain developers from Brushfam team will work together with teams and will be mentoring them 24/7 during the hacking part. It allows to give attendees maximum practical knowledge and experience in ink! even if they didn't have any experience before.

Attendees from Kyiv will have an opportunity to work offline, but it's not mandatory.

This track will focus on highlighting the power of ink! in solving problems of non-web3 businesses using blockchain. It will create more use-cases in the future and will show that blockchain is needed technology even for non-web3 world. The hackathon team plans to solve **5-10 tasks** from **5 Ukrainian companies in various sectors of the economy**. During the selection process, the hackathon team plans to obtain tasks from more than 30 companies and choose the best ones.

Companies and governance structures we are in negotiations with (final list will be formed after deep analysis):

- Ukraine Governance representatives;

- Taryan Group (an investment and development company, founded for realization of the most progressive, innovative and ambitious development projects);
- Nova Poshta (private Ukrainian postal and courier company that provides logistics and related services for individuals and businesses);
- Uklon (Ukrainian ride-hailing service);
- Ukrainian subdivision of MyMeest (the largest spaces of online shopping);
- Monobank (Ukrainian online bank)
- more are coming.

4.4.2 Application Process

The application to take part in the hackathon is free for everyone. The registration will be done via the website.

In order to ensure the expertise and potential of the participating teams, each perspective participant will go through the thorough application process:

- 1 step: application via website;
- 2 step: in-depth interview;
- 3 step: approval of the application.

The application will be open 1,5 months prior to the start of the hackathon.

4.4.3 Benefits For The Participants

The motivation of the teams to participate is:

- **to build connections with the best investors and get potential investments;**

Usually, the teams can meet the investors on special community events, conferences, etc, where they can only get a few minutes of their time. Since the hackathon aims to help teams fundraise for their future or existing projects, investors will be invited to participate in the educational event, as well as the judgment process and “Pitch Event”. Participants will have an exclusive possibility to pitch their ideas and show themselves off to get potential investments.

- **to get exclusive direct access to the key ecosystem players and ink! developers, their expertise, and advisory;**

Same as with the investors, it is often not straightforward how to build connections with such companies. To give the teams this chance, big ecosystem companies will be involved in the hackathon in different forms and scope: as mentors, judges, and speakers at the educational event. There will be an ideal environment to network, teach

and learn, and potentially find a common ground to collaborate.

- **to speed up the development of their projects;**

Acceleration of the teams' project development is one of the goals of this hackathon. This will be a result of deep-dive lectures and workshops, sharing of expertise, and improving the tech stack used for these.

- **to build partnerships;**

Partnerships are crucial to grow any company and scale the innovation. That's the reason why this hackathon is the place to be for growing teams. It can be seen as the networking playground to find the right people to build win-win relationships that grow into successful partnerships.

- **to understand the business side of the product/project;**

Web3 in general is about technology and new innovative solutions to the long existing problems. While this is true, every project regardless of the specifications needs a strong business model. It's a fact that many great startups fail just because they don't know how to conduct business. And this is exactly the reason why the hackathon focuses not only on technology, but also on the business side of the projects.

- **to get solid winning prizes to invest in the development;**

Great ideas and work should always be rewarded. Moreover, the prize pool will serve as a push to continue developing these ideas into working projects at the hackathon and grow until it's time to fundraise.

- **to get exposure in the ecosystem through marketing activities like AMA with the top ecosystem players.**

The ecosystem is filled with a variety of great products. There's always so much going on, that not all the community members can track what is new on the market. To be heard about, new-comers need exposure. That's why another hackathon initiative is to help the teams get this exposure through marketing activities from and with the experts.

4. 5. Partners

The main partners of the Hackathon are Brushfam, Astar Network, and Aleph Zero. What unites these companies is not only the strong belief in the power of the Wasm smart contract, there's much more to that. All the partners, along with 727.ventures, have a core interest in leveraging unique features of Polkadot and ink!, solving the delivery problem of the young teams, bringing

new use cases, developers, and business leaders to Polkadot, bootstrapping the development, while making ink! accessible, easy, and safe to use.

Brushfam:

Brushfam is Polkadot ink! experts. The team is pioneering the ink! smart contract development by leading OpenBrush maintaining the standard library for ink! smart contracts, which also provide useful macros to make the development of ink! smart contracts easier. The Brushfam team is also maintaining Typechain-Polkadot, which can create typescript wrappers around ink! smart contracts, and Sol2Ink, a tool that automatically transpiles Solidity to ink!, offering easy migration or automatic support of both codebases. Furthermore, Brushfam's main goal is onboarding businesses to Polkadot Wasm.

Astar Network:

Astar Network is the #1 TVL Smart Contract Hub for Wasm + EVM on Polkadot. Astar Network is the leading smart contract hub that connects the Polkadot ecosystem to Ethereum, Cosmos, and all major layer 1 blockchains. Astar Network supports dApps using Wasm and EVM and offers the best technology solutions and financial incentives via its Build2Earn and Astar Incubation Program for Web3 developers to build on top of a secure, scalable, and interoperable blockchain.

Aleph Zero:

Aleph Zero is designed for use in the enterprise, Web 3.0, and DeFi. It's a Proof-of-Stake public blockchain with private smart contracts created from the ground up. A unique aBFT consensus protocol and privacy framework based on ZKPs and sMPC is combined with the Substrate stack. A standout feature of Aleph Zero is its use of ZKPs and sMPC to secure and protect user data. These technologies have the potential to revolutionize internet privacy and give us control over our online personas. The result is a safer internet where sensitive data is only released with our consent.

4. 6. Mentors

Mentors' of this Hackathon are experienced individuals whose main responsibilities will be to keep the teams on track, give advice and feedback, help solve arising issues, guide the teams through the whole process and ensure a meaningful experience for hackers. They will become teams' advisors for the given period of time and their importance cannot be undermined.

The confirmed mentors are:

- Brushfam
- 727.ventures
- Astar Network
- AlephZero
- Parity core ink! team

The full list of mentors, who have been carefully chosen for their experience and expertise, will be revealed to the public closer to the event.

4. 7. Judges (including venture capital's representatives) and judging criteria

Judges in fact are the most important decision-makers of any hackathon. Their main role is to unbiasedly evaluate the submissions and declare the winners. As judges, Polkadot Wink Hackathon will gather ecosystem visionaries to select the most innovative, powerful, and go-to-market ideas that have the potential to grow into strong ecosystem companies.

The full and comprehensive list of judges who will be making the final decisions regarding the hackathon submissions will be made publically available on the hackathon website.

Some of the judges are:

- Brushfam
- 727.ventures
- Astar
- AlephZero
- Parity core ink! Team
- Representative of the Ministry of Digital Transformation of Ukraine
- Huobi Ventures
- Kingdom Ventures
- DFG Group

The full list of judges and investors will be revealed to the public closer to the event.

[Judgment criteria](#) (could be improved after discussion with the partners and judges)

5. Success Metrics

Aiming at the quality of the project and taking into consideration its narrow theme, the following expected outcome was defined:

Participation metrics

Conference total registrations: **800-1600**;

Conference participants: **600-1400**;

Participating hackathon teams: **5-12** teams on the 1st track and **4-6** teams on the 2nd track (15-30 attendees).

Marketing metrics

- Digital Campaign
Planned awareness: **5M-9M impressions**
Planned channels: Twitter (main channel), Google Ads (for small budget), optional Reddit
- Article on the Hackernoon to attract devs from other ecosystems
- Announcements in relevant Telegram/Element channels and communities
Potential reach: **10K-20K Users**
- Organic promotion on Twitter (including regular posts on our and our partner's channels, public talks, etc) & influencer marketing
Potential reach: starts from **250K**

The budget and KPIs could be resplited between the channels during the campaign to ensure maximum effectiveness.

To read more about planned marketing activities, please refer to [section 7](#).

Hackathon's success will be evaluated by the 727 marketing team and **will be included in the post-Hackathon Treasury Report**.

Polkadot branding will be used according to the all brand guidelines.

6. Milestones

The preparation of the hackathon is ongoing at the time.

Milestone	Deliverables	Progress	ET
Milestone 1	<i>Hackathon Planning</i>	In Progress	1,5 months
	Hackathon's goal, theme, structure, target audience, timeline & format	Done	
	Definition of the application process	Done	
	Budget calculations	Done	
	Proposal	Done	
	Proposal Application	In Progress	
	Branding, website and graphic materials	In Progress	
Milestone 2	<i>Hackathon Preparation & Registration</i>	Not Started	2 months

	Confirmed participation of partners/ mentors/ judges	In Progress	On-Going
	Confirmed participation of conference speakers	In Progress	
	Application period: applicants' interviews and qualified teams' selection	Not Started	
	Helpful resources for the hackers (hacker manual, dev library)	In Progress	
	Format specific operational tasks	In Progress	
	Conference & Hackathon promotion	Not Started	
Milestone 3	<i>The Conference and the Hackathon</i>	Not Started	4 days
	Successful conference & hackathon	Not Started	
Milestone 4	<i>Post Hackathon</i>	Not Started	2 weeks
	Hackathon report	Not Started	
	Article on Medium	Not Started	
	Public talk with the winners of the hackathon	Not Started	

7. 727 ventures' team involvement

Organizational team

Organizational team includes:

- 3 team member working on the hackathon & conference full time for 3 months;
- 7 team members working on the hackathon & conference part-time + on advisory basis;

Organisation requires the input of other team members in order to be successful (including Financial Advisor, CGMO, CSO, Operations Manager, a recruiter (to assist in the teams' onboarding), and tech team (creating the dev library, advisory support, mentoring etc).

The tasks include, but are not limited to:

- building of the events' strategy, goal & stakeholders definition;
- planning and execution;
- clear definition of the agenda that outlines the purpose and objectives of the events;

- budgeting;
- registration process;
- creation of all the materials (like hacker manual, educational library, online platform event if needed);
- review of teams' applications + interviews with the teams;
- communication with participants, mentors, partners, sponsors and all the parties involved;
- funding process (preparation of the proposal, discussions, follow-ups, putting up for vote on-chain, etc);
- coordination of the event at the time when it takes place (leading the process, synchronization of teams, mentors, judges and troubleshooting of any kind);
- post-event strategy.

Marketing team

All the marketing activities will be carried out by internal experts in the field, in cooperation with external 3rd parties.

Marketing activities for the events are varied and diverse, and include – but are not limited to:

- Marketing strategy;
- Branding;
- Regular postings (at least every other day for two months) in separate Polkadot Wink Twitter account;
- Permanent support in 727.ventures & Brushfam Social Medias
- Separate Telegram channel and chat for Hackathon participants and Conference participants - creation and maintenance;
- Videos from the Hackathon and Conference on YouTube;
- Promotion in the community;
- Influencer marketing;
- Publications on the Hackathon - dedicated websites;
- Communication strategy;
- Post-event marketing.

There's a part of the budget which is specifically allocated to marketing activities that require collaboration with third-party companies in order to achieve the greatest possible efficiency.

These are:

- Digital Campaign

Will be focused on attracting participants to the Polkadot Wink Conference and growing awareness of ink! Advantages that will lead to replenishment of the market with new talented devs and business leaders.

Planned awareness: **5M-9M impressions**

Planned channels: Twitter (main channel), Google Ads (for small budget), optional Reddit

- Article on the [Hackernoon](#) to attract devs from other ecosystems

Publishing on Hackernoon is a great way to communicate with a wide audience. We will attract new people to the ink! ecosystem from other ecosystems and increase ink! recognition and value among other blockchain languages.

- Announcements in relevant Telegram/Element channels and communities

Community building is one of the main ways to develop the ecosystem as a whole, so we will actively promote our idea in the already existing community.

- Announcements in Polkadot and cross-chain community chats in Telegram, Discord, and Element
- Announcements on Polkadot and cross-chain Twitter news accounts

Potential reach: **10K-20K Users**

[List of news accounts](#)

- Organic promotion on Twitter (including regular posts on our and our partner's channels, public talks, etc) & influencer marketing

In order to attract the attention of a high-quality target audience, first of all, it is necessary to use our social networks and the social networks of all our partners since this is where the main core of potential participants is.

- Regular posting on our Twitter Page following the content plan
- Regular posting on partner's social media
- Influencer Marketing

Influencer marketing is also one of the most powerful tools in promoting blockchain events, especially educational ones, as the community believes in professionals and experts.

Potential reach: starts from **300K**

Graphic designer

The 727.ventures' internal graphic designer will be responsible for crafting all the graphic content necessary for the event.

The graphic materials include the website (with separate pages for hackathon and conference) that will first serve as an info-point for all interested in the events and it will later become a guide for participants with all the useful information.

Furthermore, they will also be tasked with creating visuals to be used on websites, social media, and other digital media platforms.

Frontend developer

The website will be developed in-house by a highly skilled internal frontend developer, who is experienced in creating user-friendly and visually appealing websites. They will use their technical expertise and creative flair to ensure that the website looks professional and is easy to navigate.

8. Budget

The purpose of treasury funds is to cover the operational costs related to the hackathon organization, promotion (marketing) costs, third-party costs (i.e. vendors, venue/ online platform, etc), and prizes.

Please, note: the budget breakdown may be subject to minor changes since some costs might be optimized in the process, while some additional expenses might occur.

7.1. Budget Overview

Rewards Pool	USD 46 000
Costs	USD 101 385
Total budget	USD 147 385

7.2. Budget Breakdown

Operational Costs

Costs	Description	Hours	Cost/ hour	Total Cost
Organizational Costs	Conference & Hackathon organization. Please find a more detailed description in <i>section 7</i> .	845	\$64	\$54,080
Operational Marketing	All the marketing and promotion activities. Please find a more detailed description in <i>section 7</i> .	100	\$68	\$6,800

Graphic design	Design of all the visual assets for the Hackathon and the Conference. Please find a more detailed description in <i>section 7</i> .	50	\$25	\$1,250
Website development	Development of the website by 727 internal experts. Please find a more detailed description in <i>section 7</i> . The estimation of hours was made by the frontend developer who will be working on the website	60	\$22	\$1,320
Total				\$63,450

Organizational & Marketing Costs

Name	Description	Total Costs
Digital campaign — targeted advertising	Please see <i>section 7</i> for a detailed description.	\$13,000.00
Article on crypto portal	Please see <i>section 7</i> for a detailed description.	\$500.00
Promotion in community and social media	Announcements in Telegram channels, Web3 dedicated Twitter; Web3 AMAs participation. Please see <i>section 7</i> for a detailed description.	\$2,000.00
Paid cooperation with influencers and opinion leaders	Cooperation with 4-5 influencers with an average price of \$500 - \$600. Please see <i>section 7</i> for a detailed description.	\$2,000.00
Virtual conference platform	Please see <i>section 3</i> for a detailed description.	\$8,000.00
Virtual hackathon platform	Please see <i>section 4</i> for a detailed description.	\$3,500.00
Studio and filming crew for the Conference	We will rent a studio and filming crew with all the needed equipment to ensure high-quality videos. Please see <i>section 3</i> for a detailed description.	\$2,450.00
Offline part for Ukrainian enterprise representatives and Kyiv local attendees	Please see <i>section 4</i> for a detailed description.	\$6,485.00
Total		\$37,935.00

8. Prizes

Hackathon prizes are an essential part of the competition and can provide the teams with a much-needed financial boost. They will act as the initial source of funding for the participating teams, allowing them to jumpstart their project ideas and begin working on creating the solutions they envision. Ultimately, the hackathon prizes are a great way to ensure that the teams have the resources they need to make the most out of their participation.

Polkadot Wink Hackathon Prizes:

1st Track:

First Prize	USDT 12 000
Second Prize	USDT 7 000
Third Prize	USDT 4 000

2nd Track:

First Prize	USDT 12 000
Second Prize	USDT 7 000
Third Prize	USDT 4 000

There are no bounties in this hackathon, however in addition to the main prizes, the partners will have a chance to offer the teams additional monetary prizes or exclusive opportunities (for projects that meet specific criteria, pre-defined by every partner).

9. Contacts

In case of any questions, please contact the core organizational team:

Maria Nevskaya

email: maria@727.ventures | **telegram:** @nevskayamaria | **element:** nevskayamaria:matrix.org

Alina Antropova

email: alina@727.ventures | **telegram:** @alantropova | **element:** alantropova:matrix.org