Project Manager: **Ayax Labombarda**
Project Catalyst Proposal's name: **Innovatio Digital HUB**
URL IdeaScale Proposal: **https://cardano.ideascale.com/c/idea/398848**
Date Start: **01/06/22**
Date Finish: **24/11/22**

KPIs Challenges:

Is the hub's Fund 8 proposal in keeping with the MVH principle? → Yes, it's.
Do they have an understanding of their target audience? → Yes, we did.
Can they accurately project their reach (physical and online) in the first
3, 6, 12 months? → Yes, metrics in the last 5 months.

Can they accurately project the number of onboarded members to the hub in 3,
6, 12 months? → Yes, metrics in the last 5 months.

Have they given an indication of a financial sustainability model? → We
didn't achieve it.

Have they given an indication of budget costs vs 'cost to launch'? (eg. A
CTH may only apply for 1/5 of their cost to launch due to the demand
pressures of acquiring catalyst funding) → N/A in digital communities.

**How many external organizations did this community-focused challenge bring into the
Cardano ecosystem?**

**How many developers did this community-focused challenge bring into the Cardano
ecosystem?**

KPIs Projects:

1) Number of verified members within the Discord community. → 564 verified members.

2) Number of views and interactions of the content produced on the different social networks. → Social Media Metrics

NOVEMBER ONLY

Total SOCIAL MEDIA Impressions: 15.871
Total SOCIAL MEDIA Interactions: 2.251

3) Number of participants in the activities developed by the Innovatio community. → PODCAST, MASTERCLASS, LET'S TALK ABOUT IT, BREAKOUT ROOMS.

4) Interaction statistics in Discord and future crowdsourcing tools implemented. → Discord Metrics and Engagement.

5) Amount of audiovisual content produced. → Efemérides, reels, videos, posteos de santi.

- Ephemeris updated November 2022: 26
- Weekly and Treding Topics News Post: 41
- Onsite and Virtual Events Posts: 32

Key Achievements:

Increasing the number of members in our community.
One of our main achievements has been to increase our Discord membership community from 350 verified members to 575, almost doubling the membership base in 4 months of work, achieving a higher engagement between different valuable members.

Launch of Cardano Newsletter
One of the proposed initiatives was the development of a Newsletter containing information and activities of the Catalyst community and space, something that was expanded to cover not only Catalyst, but also Cardano and has opened the door to collaborate with Cardano Foundation ambassadors and strengthen ties with Emurgo Academy.

Incorporate new community leaders to the team

Due to the growth of members in our community and the continuous search for more engagement and quality networking, we have been forced to add new community leaders to the project, with more experience and knowledge in the Web3 space. In this way, we were able to distribute the tasks more efficiently and have an exclusive Community Developer for our community discord server.

We have launched our first interviews, infographics and audiovisual content.
At this stage of the community, we have launched our first two interviews, one in Spanish and one in English about Cardano Ecosystem projects, we have decided to do them live on Twitch to give viewers the opportunity to interact and ask questions, as well as to later upload it to YouTube and make shorter audiovisual content.

Key Learnings:

We have opened a new important audiovisual channel for the brand such as Twitch and Youtube.
We have learned how to conduct live interviews on Twitch, being able to have a live communication channel with our community members and viewers, which also provides us with a good source of content for Tik Toks, Instagram Reels, YouTube and Podcast.

We have been able to form a skilled and experienced team for the next challenges.
In this last stage, we are pleased with the great team that we have been able to form to face the next challenges of our proposal founded on Fund 9, immersing ourselves in the Polkadot and Avalanche ecosystems.

We launched internships for members of the Latin American community to immerse themselves in the job opportunities of the web3.
Thanks to the different amount of content we can produce to attract developers, entrepreneurs and consumers to the Web3 ecosystem, we have developed an internship plan so that people who are interested in learning can gain experience in Innovatio and enter the labor market in a practical way.

Next Steps: Our next steps go hand in hand with the Fund 9 funded proposal, which is about exploring and getting to know the Polkadot and Avalanche ecosystems, their most relevant communities and projects, their entrepreneurs, developers and organizations and we will foster the cross-chain between these chains and their projects.

Conclusion: In conclusion, this last stage of our community has given us a lot of learning and has prepared us for an interesting next challenge, to expand cross-chain collaborations between different blockchains by networking between members and projects.

Social Medias: https://linktr.ee/innovatiospace

Video Presentation: https://www.youtube.com/watch?v=7Zr-k1vzFRk

EXTRA INFORMATION SENT BY EMAIL.

De: Roberta Lifonso <roberta.lifonso@iohk.io>
Enviado el: lunes, 19 de diciembre de 2022 10:14
Para: Ayax Labombarda <ayaxlb@innovatiofounder.com>
CC: Catalyst Team <Catalyst@iohk.io>
Asunto: Re: Closing Report ID 800213

Hi Ayax,

We have reviewed your report, would you be able to provide further details on the deliverables?

For example, in your Ideascale's proposal you listed the following goals:

- Adapt activities from at least 3 communities external to Innovatio that are part of the Catalyst community.

- Generate at least 2 audiovisual pieces of content per week for the different social networks.

- Make a daily activity in the community to promote community engagement. (Check actual Workflow)

- Generate at least 2 professional interviews with serious Catalyst projects to visualize the value of blockchain technology in a didactic way.

- Reach at least 800 verified members.

Can you provide links to these activities/goals?

You also mentioned the following deliverables, could you please link them to some evidence so that we can see what has been achieved?

1) Number of verified members within the Discord community.
2) Number of views and interactions of the content produced on the different social networks.
3) Number of participants in the activities developed by the Innovatio community.
4) Interaction statistics in Discord and future crowdsourcing tools implemented.
5) Amount of audiovisual content produced.

Looking forward to your reply,

Roberta

Roberta Lifonso
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Hey Roberta, glad to see you 😊

Thanks for your answer, of course, let me help you to prove more details regarding our closing report.

Details of the deliverables 1 to 5.

1. In this section, we have implemented community activities that the Cardano community performs periodically throughout the ecosystem within our Newsletter, the intention was to make them visible to users outside the ecosystem of Catalyst. . [Example 1](#). - [Example 2](#) - [Example 3](#) – [Example 4](#)
   At the beginning it was done weekly, then we made a bi-weekly version in Spanish and English and now we have discontinued this initiative since it achieved the intended impact. (Completed)

2. We invite you to view our articles on the various social networks, mainly Twitter, LinkedIn and Instagram. [Linktree LINK](#) (Day of the date ; Copywriting Articles by Santiago ; Innopodcast ; Masterclass ; Community Events) - (Completed)

3. In this deliverable, we refer to being active for the community whenever they need it, in addition to generating engagement and content periodically. We invite you to see our activity on the Discord server and Twitter. ⬜ [Linktree Link](#) (Completed)

4. In this deliverable, we have started a new educational and intellectual segment called Innopodcast, a one-hour podcast, where we will know the B-side of entrepreneurs, developers and influencers. We seek to know their beginnings, experiences, visions, philosophy and others, this is a space of human knowledge, it is a space of Innovatio. Check [Innopodcast #1 ES – Metera with Daniel Sampson](#) & [Innopodcast #1 EN – DripDopz Team](#) (Completed)

5. In this deliverable, we have not been able to reach 800 members in the proposed time, the bear-market and the delay of Catalyst activities, has made it difficult for us to reach more public, however, we continue to grow and plan new things. We currently have almost 600 verified members and 800 in total, we are looking to reach this goal through organic growth in the coming months (Pending).

To provide you with a more organized evidence of the KPIs & deliverables, we have organized them in this Google doc in our Drive: [GOOGLE DOC](#)