
Proposal: Polkadot Decoded 2023 - post event report **June 28-29, 2023 in Copenhagen, Denmark - Post-Funding**

Proponent: "W3F Multisig"

Beneficiary: "W3F" [16maYYXg9chsfsBVoiSbSWzmFveamERwShPZv3SB5hVnYTmT](#)

Date of proposal: December, 2023

Requested: EUR 493'422.28

Short description:

Polkadot Decoded was back for its fourth edition on June 28th and 29th, 2023, with a fully hybrid experience of online and in-person events. We also welcomed many attendees to watch parties hosted worldwide by our ambassadors and community. There were also follow-up satellite events hosted regionally in the USA, Europe, LatAm and China in July. These satellite events aimed to be regionally focused. Whereas the Flagship event had a global focus.

1. Context of the proposal:

Polkadot Decoded's Flagship event took place on **June 28 and 29, 2023 in the Øksnehallen in Copenhagen**. It's the biggest yearly conference focused on all things Polkadot. It brought together the Polkadot community, web3 enthusiasts, new/curious DOT holders, and builders who wanted to hear about developments in the Polkadot ecosystem. It is our global Flagship event and should therefore create pivotal experiences to both online and offline attendees. Decoded aims to evolve into a general assembly for all things Polkadot/Kusama.

The program line-up featured presentations, panels, workshops, demos, fireside and barcamp chats. We heard from Polkadot ecosystem teams, Parity, and the Web3 Foundation who showcased the best of Polkadot and Kusama. The event did focus on content curated for a higher-level and broader audience, as well as for decision makers and enterprises.

The target audience has been crossing over all six of our target personas: Business Decision Maker, Technical Decision Maker, both from startups and Enterprises interested in Polkadot, Builders from teams in the Polkadot ecosystem, DOT Holders, Developer, Polkadot enthusiasts and supporters. Polkadot Decoded aims to be a general assembly for all things Polkadot/Kusama. However, we are mainly focusing on decision makers and enterprises.

We saw curated networking to grow community interaction and exposure. Attendees had access to Polkadot's first Event App, where they were able to connect with other attendees and created their own 1:1 meetings using dedicated breakout rooms. There was also an open networking

area to enable attendees to come together and build relationships. Games, activities, co-working space and lounge seating were provided. To engage the community and create spaces for the ecosystem and attendees to network, there was a **networking booth area** on both days. During assigned slots, parachains and ecosystem teams could showcase their projects and connect with attendees.

This time we had one central location as our Flagship in Copenhagen for decision makers, enterprises, ecosystem, and DOT holders. We helped the community and ambassadors to host viewing parties during the Flagship event. Here they were able to connect with the community and celebrate Polkadot Decoded together. The Flagship event was live-streamed to these viewing parties and had light food and drinks available.

Additionally, in July after Polkadot Decoded, simultaneous satellite events with regionally focused, independent and smaller agendas were organized by the local communities with the support of Parity. Proposed regions were Europe, LATAM, China and the USA. Programming at the satellite events consisted of 3-5 speakers and afterparties. Each satellite event should have had between 200-500 attendees, depending on venue size. Having these happen in succession to Polkadot Decoded's Flagship event maintained community engagement, while also keeping Polkadot Decoded in the conversation for a broader global reach. This allowed those who were not able to travel to the Flagship event connect regionally with their local Polkadot community and enabled them to celebrate Polkadot. Alternatively, Polkadot community members had also the opportunity to attend both the Flagship event and their regional event.

Both the viewing parties and the satellite events had separate proposals (bounty or treasury) organized by the ecosystem teams and ambassadors organizing each. This proposal is only intended to cover the Flagship event in Copenhagen.

2. **Problem statement:** Our community is vast and worldwide. Hosting this general assembly conference allows for our community to come together to connect and share the best of Polkadot and Kusama to further our global movement and to foster community building. While also providing opportunities to connect regionally and locally for those who cannot travel to the Flagship event.

For this edition of Polkadot Decoded we wanted to evolve the conference to be the general assembly for all things Polkadot and Kusama incorporating a festival vibe. In doing so we were able to expand and further ignite our community. In broadening our audience and agenda we were able to have a bigger global reach and impact. This enabled Polkadot to be in conversation and showcasing the best of our tech and the real use cases we are solving.

3. Proposal Objective/solution/s to point 2:

Primary objectives

- Attract, engage and convince decision makers in startups, web2 companies and enterprises who evaluate platforms to consider and join Polkadot.
- Inspire and excite attendees by showcasing successful and innovative projects, new use cases from Enterprise and Web3 companies.
- Update the community and audience on Polkadot's roadmap and groundbreaking technologies.
- Grow, engage and enthuse the global community of developers, token holders and fans, strengthening their interest in and belongingness to Polkadot, turning them into advocates and "Polkadot citizens."
- Send a strong message to the market about Polkadot's momentum and the success of teams in the ecosystem.

Secondary Objectives

- Foster collaboration and knowledge sharing in the ecosystem.
- Deepen relationships and friendships in the community.

Ticketing and NFTs

To have a better control of no-shows amongst registered attendees, we charged a deposit (EUR 100 max) in order to get a ticket. The deposit was returned if the ticket holder checked in at the event or canceled the ticket in time prior to the event. Not returned/picked-up deposits are mentioned in the closing budget and lowered the treasury exposure by reducing the final/closing invoice amount.

There were also free NFTs as proof of attendance post-event.

Marketing

The marketing costs have been spent mainly for Social Media campaigns to promote different stages of the run-up. The campaign costs were mainly spent to promote content on Twitter,

LinkedIn, Google, YouTube, Reddit and other online platforms. No Parity Tech creative fees or opex costs are impacting the total budget.

Agenda finding and speakers

The agenda and speaker selection were curated by Parity's Events Team at no additional cost with a sophisticated call-for-papers process that relied on community involvement to ensure the agenda matches the needs of the audience. The call-for-papers submission has been shared with our ecosystem and teams building on Polkadot and Kusama, as well as with an advisory board. The advisory board consisted of members from engineering, Business Development and marketing teams. Together with Parity's Events Team, the community, ecosystem teams and the advisory board, we curated an agenda that showcases the best of Polkadot and Kusama.

For the submissions, we had the following presentation formats for the community to choose from:

Names for each stage, talk formats & descriptions for Flagship Event:

Impact Stage

- **Polkadot In Action**

- Share one or more specific use cases for Polkadot and show how the technology is bringing success, adoption, and momentum, or the potential for widespread adoption, to the Polkadot ecosystem. This could include a use case that your own team/company addresses or potential use cases that others could work on, such as Web3 gaming, asset tokenization, decentralized social, identity, or any other use case pushing the boundaries of Web3. Demonstrate how Polkadot's technology stack uniquely enables innovation, efficiency, scalability or other benefits for this use case, and how it can give teams and projects a competitive edge. Keep in mind that the program may be divided into sections for specific verticals, so having a clear use case category is advised.
 - Who is it for?
 - Business decision makers considering Polkadot
 - Web2 businesses & enterprises considering Polkadot
 - Blockchain startups considering protocols to build on
 - Token holders & potential token holders
 - Tracks (TBC):
 - Web3 Gaming

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- Asset tokenization
 - Metaverse
 - NFTs/POAs
 - Sustainability
 - Security
 - Smart Contracts
 - Web3 in media/art
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- **Polkadot & the Movement for a Better Web**
 - High-level visionary talks and thought leadership on the big problems Polkadot solves. For this format, the focus should be on the capabilities of the technology, not the code. Share your vision of Polkadot and let the world know how it can help and is helping build a better web and a brighter future. Talks in this category can also cover high-level topics such as positive developments and momentum in policy, governance, social impact, sustainability, humanitarian use cases, and more.
 - Who is it for?
 - Token Holders
 - General audience
 - Business decision makers
 - Policy makers
 - Existing Polkadot community
 - Tracks (TBC):
 - Decentralized Social
 - Legal / Policies
 - Governance
 - DAOs+ Community
 - Scalability
 - Founders/Startups

Unleashing the true potential of Web3

- Demonstrate how Polkadot is leading the way to the multichain future with the most viable and powerful technology for Web3. When and why should Web3 teams, Web2 enterprises and developers consider building their own use-case optimized blockchain on Polkadot, and what are the various options for building dapps in the ecosystem? Talks in this category should demonstrate the true potential of Polkadot's tech stack to fuel a new wave of innovation, helping prospective teams inform their decision on the

right platform for their blockchain or Web3 application, including a look at the resources and tools available for builders in the ecosystem.

- Who is this for?
 - Prospective builders/founders
 - Business decision makers
 - Technical decision makers

Tech Stage

- **Polkadot Deep Dive**

- A tech talk or workshop diving deep into the technology of Polkadot and/or an ecosystem project, aimed at bringing new builders into the ecosystem. This format can include a project demo or hands-on workshop to showcase your work on a technical level or a deep-dive into the technology of Polkadot itself. Project technical demo proposals must include a link to your project's Github repo. Workshop proposals should include an outline of what your educational goals are, i.e the outcome you want your audience to achieve after attending your workshop.
 - Who is this for?
 - Technical decision makers and developers from enterprises, SMEs, and startups considering building in the Polkadot ecosystem
 - Existing Polkadot builder community
 - Web2 developers
 - Tracks (TBC):
 - Tools / Infrastructure
 - Data / Cloud
 - DeFi
 - Cross Chain Interoperability
 - Security
 - Smart Contracts
 - On-Chain Privacy

Ecosystem Showcase

- **Polkadot Ecosystem Showcase**

- Present/demo your own project to the community in a short talk sharing key information and insight into the benefits provided, the users served, the problems solved, and the adoption potential behind your project. Share why you chose to

build on Polkadot and how the technology helps you meet your project objectives. Demos in this category should be aimed at a non-technical audience.

- Who is this for?
 - Token holders
 - General audience
 - Existing Polkadot community
 - Potential startup founders

We had two different stages; one focusing on Keynotes, Panels, Fireside chats, Polkadot & the Movement for a Better Web and Polkadot In Action. This stage catered to all attendees, with a special focus on decision makers, enterprises and DOT holders. The second stage featured Tech-Talks and Workshops for those attendees who are currently building within the ecosystem and are eager to hear what is to come for Polkadot and Kusama, as well as updates on current projects. We also had dedicated breakout sessions for ecosystem teams to showcase their current projects through short demos.

Location and Venue

Copenhagen is a very central and accessible city in Europe. Its airport offers non-stop flights from 165 international destinations and is in close proximity to the city center. Making it easy for attendees to travel to. Copenhagen has also been ranked second for best city globally to host eco friendly and sustainable events and has a low crime index. Denmark's capital is known to have open minded citizens

Situated in the heart of the Meatpacking District (Kødbyen), only 50 meters from Copenhagen Central Station, Øksnehallen is the perfect venue¹, comprising a single large room, with its characteristic pillars holding up the roof and ceiling with large skylights. The layout is very flexible and can easily be split up into smaller compartments. With a floor space of 5,000 square meters, Øksnehallen is one of Copenhagen's best and most established venues, suited for all types of events and exhibitions.

FINAL COSTS:

Category No	Description	Actual
1	Venue Costs,	EUR 304'148.84
2	Technical Production, AV Equipment, etc	EUR 323'465.13
3	Food and Beverages	EUR 105'910.39
4	Entertainment elements and functions	EUR 51'436.98

¹ Initially the text, taken from the venue's website said '3,500 person capacity' - we removed the number as it is misleading. It is meant to be for a standing reception and not for a conference setup with chairs, stages, etc.

5	Marketing Costs	EUR 201'465.11
6	Staff Costs, Agency Fees, Production Team Travel	EUR 236'901.88
7	Swag, printed branding	EUR 66'273.16
8	Ticket Revenue and credit card fees	EUR 18'101.94 -
9	Administrative side costs (tax consultation and registration in the country of event)	EUR 7'465.00
	Swiss VAT at 7.7% for grants #1 and #2	EUR 60'486.76
	PREVIOUS TREASURY PAYOUTS	EUR 846'029.03 -
	TOTAL	EUR 493'422.28

4. Why Polkadot Network?

- To amplify the brand and attract new prospects to both Substrate, Polkadot and Kusama;
- To educate and demystify Substrate for building on Polkadot, Kusama and their parachains.

5. Payment conditions:

Amount paid out on 22APR2023: 81,375 DOT @ USD 5.915 = EUR 437,483.68 (DONE).

The amount requested included installments to secure the venue and the dates and key suppliers as described in milestone 1.

Amount paid out on 16MAY2023: 84,164 DOT @ USD 5.282 = EUR 408,545.35 (DONE).

The amount requested included final prepayments to suppliers for tech equipment and food & beverages as per above table.

Amount requested for after-the-event payout: EUR 493,422.28 = USD 531,985.70

The amount requested includes post event payments reconciled as per above table and explained in more details and audited in the annex.

How does this amount cover the work of the proposal? What tasks are to be included in the payment?

Detailed description above.

Treasury timeline related to milestones: when are installments (if any) due?

All previous milestones are paid as per above timing and the final tranche is due upon approval of this post-event proposal.

What is the address of the fund recipient?

Beneficiary DOT address and proposer address belonging to the Web 3.0 Technologies Stiftung (W3F)

How can we contact the manager of the funds?

Email: admin@web3.foundation

What exchange rates are you considering and why?

All costs budgeted are in EUR. The DOT rate for the on-chain submission will reflect the 7-day [avg tool](#) by Subscan.

REPORT FOR FINAL MILESTONE PAYMENT

POST EVENT REPORT FOR 2023 Decoded Copenhagen

To gauge the success of our objectives, we have identified quantifiable target results. Our objectives are focusing on the following areas: Event Registration, Brand Awareness, Lead Generation, Demand Generation, DOT Demand & Network Participation and Community Strength.

Key Targets for 2023 Decoded

EVENT REGISTRATION

- **Target:** 9,000 virtual registrations
 - **Achieved:** 11,385 virtual attendees registered
- **Target:** 1,000 onsite registrations
 - **Achieved:** 1,123 onsite attendees registered

DEMAND GENERATION

- **Target:** 800 new newsletter subscribers

- **Achieved:** 7,469 new newsletter subscribers

BRAND AWARENESS

- 1.9 million organic impressions
 - **Achieved:** 3.4 million organic impressions
- 80 - 100 million paid impressions
 - **Achieved:** 85+ million paid impressions

DOT DEMAND & NETWORK PARTICIPATION

- Polkadot Wallet Usage

Target: All Decoded participants will receive a POA NFT, which for new ecosystem participants, will lead to an increase in the number of wallets. Over 15% of registered participants are new to the Polkadot ecosystem, meaning this initiative has a target metric of 1500 new wallets to receive the POA NFT.

Achieved: NFT POA initiative led to the use of more than 4,000 wallets, with 4,593 NFTs claimed.

- Increase Staking Participation

Target: Having presentations to ecosystem participants about the ease and benefits of staking will help support the efforts of increasing staking participation of DOT holders. Through increased engagement we expect the number of total stakers (sum of pool members, nominators, and validators) to surpass 60,000 stakers for the first time.

Achieved: We had several presentations with the Call to Action to Stake, including:

- Bifrost: The Rise of Liquid Staking and The Need for Interoperability
- Parity Technologies: The Next Step of the Polkadot UX Journey
- Parity Technologies: NPoS Impacts, Critiques and Future Potentials in Polkadot

COMMUNITY STRENGTH

Polkadot Decoded will serve as an impetus for in person events outside of the main event in Copenhagen: viewing parties during Polkadot Decoded and satellite events in July.

- Viewing Parties
 - **Target:** To have 30 viewing parties hosted by active community members around the world ([see map](#)). Dubai will have a special side event with guest speakers. We see these activities as an important indicator for potential ambassadors.

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- **Achieved:** We had over 39 viewing parties in various cities globally, with 361 attendees in-person.
 - Satellite Events
 - **Target:** Decoded will be the launch pad for increased ambassador engagement and the organization of Meetups. There will be satellite events in Europe, LATAM, China and the USA. Programming at the satellite events will consist of at least 3 speakers and an afterparty. Each satellite event is expected to have over 300 attendees each.
 - **Achieved:** Satellite events were held in Mexico, Vietnam, China and Argentina. These were all 1-day events and altogether attracted 1,781 in-person attendees, 66 speakers and 54 presentations.

ADDENDUM: EXTERNAL AUDIT (PAGE 1 of 4)**WADSACK**

Treuhand · Wirtschaftsprüfung · Steuerberatung

To the management of
Web 3.0 Technologies Foundation, Zug

Zug, November 10, 2023

Report of factual findings

In accordance with our Engagement Letter, we have performed the procedures agreed with you and enumerated below with respect to reviewing the On-Chain-Treasury Proposal “Polkadot Decoded 2023”.

Our engagement was undertaken in accordance with *Swiss Auditing Standard 920 Engagements to Perform Agreed-upon Procedures Regarding Financial Information* applicable to agreed-upon procedures engagements. We obtained appropriate evidence on a test basis. The procedures were performed solely for the purpose of reviewing the On-Chain Treasury Proposal and confirming that the actual costs occurred at the event “Polkadot Decoded 2023” are in line with the budget as per the On-Chain Treasury Proposal. The procedures are summarized as follows:

1. We have compared the actual costs incurred with the budget of the On-Chain Treasury Proposal (final event budget as agreed by the Polkadot Community) and checked that there was no deviation greater than 5%.
2. We have checked whether the costs incurred are related to the budget and the expenses are reasonably related to the event defined in the budget. For invoices that are not obviously related to the event, we have asked Web 3.0 Technologies Foundation for a detailed explanation why the invoice is related to the event in question which will be considered as factual evidence by Wadsack Zug AG.
3. In the course of the statutory year-end audit 2022, we have tested on a sample basis whether there is a formal invoice approval process within the Web 3.0 Technologies Foundation in line with the Web 3.0 policy shared with us by the Foundation.

ADDENDUM: EXTERNAL AUDIT (PAGE 2 of 4)

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We report our findings below:

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|-------------------------|---|
| With respect to item 1: | We confirm that the actual costs are in line with the budget. Deviances of 5% of the budget are considered immaterial. There is no deviation from the budget greater than 5%. |
| With respect to item 2: | We confirm that the costs are related to the budget and the expenses are reasonably related to the event. |
| With respect to item 3: | We confirm that there is a formal invoice approval process implemented within the Web 3.0 Technologies Foundation. |

Because the above procedures do not constitute either an audit or a review made in accordance with Swiss Auditing Standards, we do not express any assurance on any other financial information than the above.

Had we performed additional procedures, or had we performed an audit or review of the financial statements in accordance with Swiss Auditing Standards, other matters might have come to our attention that would have been reported to you.

Our report is solely for the purpose set forth above and for your information and is not to be used for any other purpose. This report relates only to the accounts and items specified above and does not extend to any financial statements of Web 3.0 Technologies Foundation taken as a whole.

WADSACK Zug AG
Qualified Signature

Roger Russenberger
Licensed audit expert
Auditor in charge


Qualified Signature

Martin Meier
Licensed auditor

Enclosure:
Appendix_A - Polkadot Decoded 2023, June 28-29, 2023 in Copenhagen, Denmark

ADDENDUM: EXTERNAL AUDIT (PAGE 3 of 4)

Appendix_A

Proposal: Polkadot Decoded 2023
June 28-29, 2023 in Copenhagen, Denmark

Category No	Description	Actual
1	Venue Costs - subtotals: 1.1 location rental 1.2 location admin and insurances 1.3 electricity/consumption 1.4 office and storage rental 1.5 staff and services by venue 1.6 cleaning 1.7 venue security 1.8 additional mobile toilets 1.9 mandatory smoking tent 1.10 registration tent 1.11 furniture rental 1.12 decoration, fences, greenery 1.13 mobile/inflatable walls 1.14 logistics furniture/deco	EUR 304'148.84
2	Technical Production, AV Equipment, etc: 2.1 Lighting 2.2 Video 2.3 Audio 2.4. Staging 2.5 Planning and Direction 2.6 Streaming and equipment 2.7 Cabling, side costs, media room 2.8 Equipment for hackathon	EUR 323'465.13
3	Food and Beverages 3.1 Food 3.2 Water, soft drinks 3.3 Venue service charge for crew 3.4 Refrigerators 3.5 Bar service day 1 outdoor 3.6 Coffee stations 3.7 transportation, logistics, crew	EUR 105'910.39
4	Entertainment elements and functions 4.1 social hour on first day incl. DJ and equipment 4.2 closing party, presented by Beatport on day 2	EUR 51'436.98
5	Marketing Costs 5.1 Social Media ads on Twitter, Reddit, Google (incl. YouTube), LinkedIn, StackOverflow and Brave	EUR 201'465.11

ADDENDUM: EXTERNAL AUDIT (PAGE 4 of 4)

6	Staffing and Agency Fees 6.1 Staffing Costs 6.2 10% Agency Mark-Up 6.3 Production Team Travel and Accomodation 6.4 Pre-Production incl. Onsite Meetings 6.5 Location Research/Scouting	EUR 236'901.88
7	Swag and branding 7.1 Swag design and production 7.2 Hanging banners 7.3 Printed backdrops 7.4 Outdoor branding 7.5 Indoor wayfinding	EUR 66'273.16
8	Ticketing 8.1 Ticket Revenue 8.2 Credit card fees 8.3 Ticketing system fees	EUR 18'101.94 -
9	Administrative costs 9.1 Tax Consultation on Swiss VAT situation (treasury taxation) 9.2. VAT consultation and processing for Denmark 9.3 Registration of a new VAT-ID in Denmark	EUR 7'465.00
10	Swiss VAT at 7.7% on treasury allocations #1 and #2	EUR 60'486.76
	PREVIOUS TREASURY ALLOCATIONS	EUR 846'029.03 -
	TOTAL	EUR 493'422.28

Post & document on Polkasassembly:

<https://docs.google.com/document/d/15OqE-hsNGepFpN-xqLDG1x5cHWJ55ltYroMGHaQnYQM/edit#heading=h.v6is2ta0txr1>

Tranche 1 (awarded): <https://polkadot.polkasassembly.io/treasury/255>

Tranche 2 (awarded): <https://polkadot.polkasassembly.io/treasury/278>