
Proposal: Dot.alert() operational costs

Proponent: 12uokSRn2hmEWPZuzHK1xqnFxRgyoApLtXRBd4jFan2x2T1P

Date: 08.09.2022

Requested USD: \$18,840 (DOT amount to be calculated on the day of on-chain submission)

Short description: [Dot.alert\(\)](#) is a knowledgebase that provides practical guidelines for managing assets safely across the DotSama ecosystem. This proposal aims to establish a social contract between Dot.alert() and the Polkadot Treasury to fund the quarterly operational costs of the platform.

1. Context of the proposal:

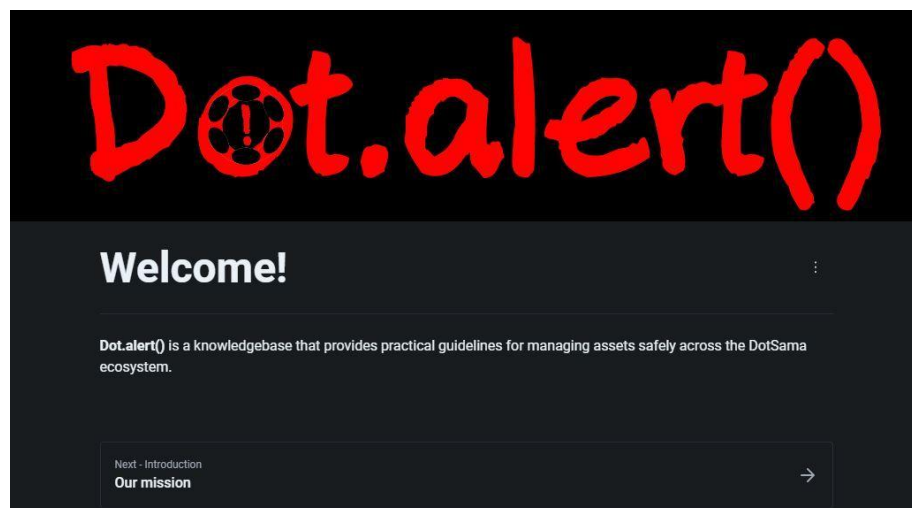
The DotSama ecosystem is fundamentally complex.

Relay chains, Parachains, Crowdfunds and Cross-chain transactions are technologies that require users to juggle a lot of new concepts in real-time.

With this alluring novelty come a lot of unwanted risks: errors when transferring funds, incompatibility between account types, limited integration of cold storage devices, hacks on experimental trading protocols, phishing on community forums, lack of clarity around legal obligations, etc.

Dot.alert() brings forth insights and must-have resources to guide DotSama users throughout their journey. **Dot.alert()** is open-source, multilingual, and accessible. Anybody can contribute in their area of expertise, pages can be auto translated in the browser, and the content is targeted at the general audience.

Overview of the platform:



Dot.alert()

Search...

Welcome!

INTRODUCTION

Our mission

Our platform

CONTENT

1.Acquisition

Existential deposits

Address formats

Transaction explorers

2.Storage

3.Operations

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1.Acquisition

Sending, receiving, and teleporting assets.

There are various avenues for obtaining DotSama assets ahead of **onboarding the ecosystem**.

These include :

- Getting a **gift** (ex: Polkadot/Kusama vouchers)
- Getting a **payout** (ex: *Kappa Sigma Mu* pot)
- Getting a **tip** (ex: Polkadot/Kusama Treasury tips)
- Getting **funding/a grant** (ex: Polkadot/Kusama Treasury spends, W3F grants)
- Buying through fiat on-ramp on a webapp (ex: *Singular*, *KodaDot*, *Talisman*)
- Swapping on a Decentralised exchange (ex: *Karura*, *ZenLink*)
- Swapping on a Centralised platform (ex: *Swapspace*, *Changelly*)
- Buying/swapping on a Centralised exchange (ex: *Kraken*, *Binance*)

Claim New Gift

Dot.alert()

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3.Operations

4.Social support

5.Regulations

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What are they?

Address formats are a method used to represent a single account across different networks. Relay chains have their own recognisable address format, but this is not always the case for Parachains.

DotSama accounts are purpose-built for interoperability: users only need to create one account to instantly interact with a variety of networks.

Fortunately, there is no need to open or connect your wallet every time you need to access address formats for your account. There are some online utilities that will convert any DotSama account address into all available address formats across all networks, provided that the address that you enter is valid.

EN

Point.alerte()

Chercher...

INTRODUCTION

Notre mission

Notre plateforme

CONTENU

1. Acquisition

Dépôts existentiels

Formats d'adresse

Explorateurs de transactions

2. Stockage

3. Opérations

4. Soutien social

5. Règlements

Propulsé par GitBook

Que sont-ils?

Les formats d'adresse sont une méthode utilisée pour représenter un seul compte sur différents réseaux. Les chaînes de relais ont leur propre format d'adresse reconnaissable, mais ce n'est pas toujours le cas pour les Parachains.

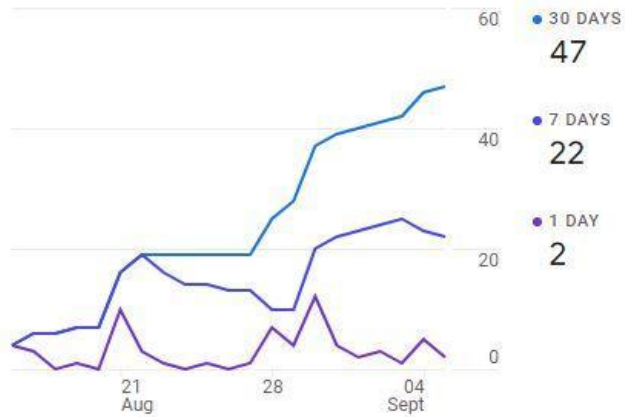
Les comptes DotSama sont spécialement conçus pour l'interopérabilité : les utilisateurs n'ont besoin de créer qu'un seul compte pour interagir instantanément avec une variété de réseaux.

Heureusement, il n'est pas nécessaire d'ouvrir ou de connecter votre portefeuille chaque fois que vous avez besoin d'accéder aux formats d'adresse de votre compte. Il existe des utilitaires en ligne qui convertiront n'importe quelle adresse de compte DotSama dans tous les formats d'adresse disponibles sur tous les réseaux, à condition que l'adresse que vous entrez soit valide.

FR

HOW ARE ACTIVE USERS TRENDING?

User activity over time



WHAT ARE YOUR TOP CAMPAIGNS?

Engaged sessions ▾ by
Session source/medium ▾

SESSION SOURCE/... ENGAGED SESSIONS

t.co / referral	29
(direct) / (none)	20
reddit.com / referral	17
kusama.pol... / referral	4
i.reddit.com / referral	1
old.reddit.com / referral	1
out.reddit.com / referral	1

[View traffic acquisition →](#)

Users ▾ by Country



COUNTRY	USERS
United States	16
Germany	4
Australia	2
Brazil	2
Canada	2
France	2
Russia	2

[View countries →](#)

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Welcome! - Dot.alert()	90
1.Acquisition - Dot.alert()	35
Address formats - Dot.alert()	21
Monthly quizzes - Dot.alert()	21
Our mission - Dot.alert()	19
Our platform - Dot.alert()	17
Existential deposits - Dot.alert()	16

[View pages and screens](#) →

Demographic details: Language 



Custom 16 Aug - 5 Sept 2022 ▾



Search...		Rows per page: 10 ▾ 1-8 of 8				
Language ▾	+	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user
Totals		47 100% of total	47 100% of total	73 100% of total	77.66% Avg 0%	1.55 Avg 0%
1 English		31	31	62	80.52%	2.00
2 French		4	4	3	60%	0.75
3 Portuguese		3	3	2	66.67%	0.67
4 Spanish		3	3	2	66.67%	0.67
5 German		2	2	2	100%	1.00
6 Russian		2	2	1	50%	0.50
7 Romanian		1	1	0	0%	0.00
8 Ukrainian		1	1	1	100%	1.00

[Analytics](#)
[Home](#)
[Tweets](#)
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dot.alert()

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Tweet activity

Aug 27 – Sep 7, 2022
Export data

Your Tweets earned **1.0K impressions** over this 12 day period



YOUR TWEETS
During this 12 day period, you earned **88 impressions** per day.

[Analytics](#)
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Tweets
Top Tweets
Tweets and replies
Promoted
Impressions
Engagements
Engagement rate

dot.alert() @dot_alert · Sep 2 Transaction explorers can be much more than dull aggregators of blockchain transactions: they can tell the story of your trials and tribulations within DotSama. See for yourself with @WalletryOrg's dapp: Walletry. walletry.org #Polkadot #Kusama #Dotsama #web3 View Tweet activity	200	14	7.0%
dot.alert() @dot_alert · Sep 5 Light clients are an essential piece of middleware for web3 services. Within the Dotsama ecosystem, they will grow to power a variety of dapps and wallet operations, so that users can finally bid goodbye to downtimes, outages, & censorship. #Polkadot #Kusama #Dotsama twitter.com/TheKusamarian/... View Tweet activity	139	5	3.6%
dot.alert() @dot_alert · Aug 27 Are you looking to start your journey across the DotSama ecosystem but have no idea how to? Check this short series of helpful pointers: dot-alert.gitbook.io/dot.alert/cont... #Polkadot #Kusama #Dotsama #web3	111	9	8.1%

Engagements

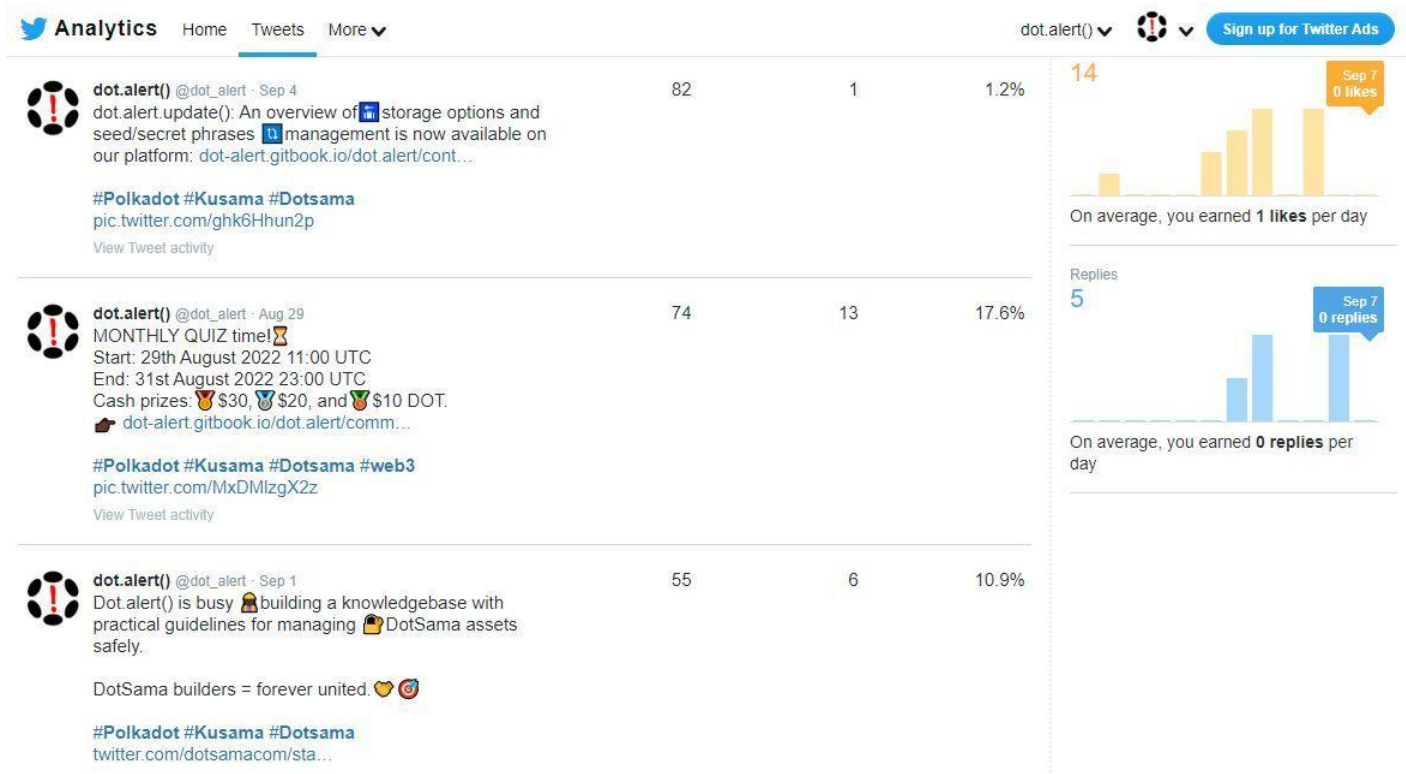
Showing 12 days with daily frequency
Engagement rate
6.4%
0.0% engagement rate
Sep 7

Link clicks

14
0 link clicks
Sep 7
On average, you earned 1 link clicks per day

Retweets without comments

2
0 Retweets without comments
Sep 7
On average, you earned 0 Retweets without comments per day



↑ Posted by u/Nachann26 6 days ago 🏆

3

Dot.alert() update #1: A breakdown on the management of Address Formats

↓

Education

Love the content Ser! Here's reward #2 for today! :) Enjoy the week of ad-free browsing on Reddit!

↑  **r/Kusama** · Posted by u/Nachann26 12 days ago

5

Dot.alert() provides guidelines for managing assets safely across the DotSama ecosystem.

↓



cryptoadkeeper · 9 hr. ago

Articles? Don't see em just a mission statement

↑ 1 ↓ Reply Give Award Share Report Save Follow



Nachann26 OP · 5 hr. ago · edited 5 hr. ago

Here is the link: <https://dot-alert.gitbook.io/dot.alert/>

Dot.alert() is a **knowledgebase**, not an app.

You can find the articles under the *CONTENT* label. Of course, not all sections are populated yet, as we launched 12 days ago. More articles will follow in due course.

If you are looking for **on-chain events notifications**, look into *Web3.alert*: <https://web3alert.io/> or keep an eye on the upcoming *Litentry app*: <https://github.com/litentry/litentry-app>. :)

↑ 1 ↓ Reply Share Save Edit Follow ...



cryptoadkeeper · 5 hr. ago

No, I'm just in the never-ending search for a decent token tracker that has everything in one place. Some do and don't work right. Some don't and work right

↑ 2 ↓ Reply Give Award Share Report Save Follow



Nachann26 OP · 2 hr. ago

Oh, I see.

Have you tried Dotmarketcap?: <https://www.dotmarketcap.com/ecosystem>

If so, reach out to their team and see if they can build something along the line, since they already have the API available. :)

↑ 1 ↓ Reply Share Save Edit Follow ...



dot.alert() (@dot_alert)

Are you looking to start your journey across the DotSama ecosystem but have no idea how to? 😞

Check this short series of helpful pointers: <https://t.co/FgO6VdSPU8>

#Polkadot #Kusama #Dotsama #web3

Twitter • 08/27/2022

❤️ 6

[Dot.alert\(\)](#) was launched on 16th August 2022 by Anaëlle LTD (a free-lance web developer, former Languages and ICT Educator) who has previously published [Guide to Polkadot-JS](#) (July 2021 – now), revised and edited [Polkadot for Beginners](#) (January – February 2022), and worked as a Sentinel Captain for [Talisman](#) (January – June 2022).

She is continuously involved in community tech support and discussion/feedback on *Polkadot Francophonie* (AnaëlleLTD#2876), *r/Kusama* and *r/dot* (u/nachann26), and *Polkasassembly* (@anaelleltd).

2. Problem statement:

The DotSama ecosystem is unique in the blockchain space in terms of vision, design, and developments. This uniqueness represents a noted barrier to entry for crypto and non-crypto audiences because:

- Lots of platforms are constantly being deployed and marketed to users.
- Lots of user-friendly tools are being built yet remain underutilised for lack of user awareness.
- New users need to DYOR, but there is no real starting point available.
- Users go by trial and errors and risk their assets at every stage.

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

[Dot.alert\(\)](#) wants to:

- Provide an overview of the functionalities of popular platforms.
- Present a selection of tools/software in context for the audience to understand their relevance.
- Propose entry points to guide newcomers in their research.
- Flag potential risks that users could encounter in their journey.

[Dot.alert\(\)](#) aims at contributing to the growth of the DotSama ecosystem and benefitting its stakeholders under the following terms:

- Develop a knowledgebase customised for DotSama users that can be used as a reference for exploring the ecosystem.
- Target articles at entry users so that they can be understood by a non-crypto audience.
- Ensure that content remains open-source and accessible to a multilingual audience so that it can be translated in-browser and re-used by creators.
- Design a collaborative platform for sharing community expertise so that content can be populated by contributors with specialist knowledge.

Proposed structure and content: [UPDATED 13.09.2022]

Sections	Subsections	Status
2.Storage	Mobile wallets: Audits, security features, cross-compatibility, dapp integrations. Browser extensions: Audits, functionalities, crosschain/multichain support, cold storage integrations. Air-gapped signers: Security features, QR code support, dapp integrations. Cold storage devices: Security features, network support, dapp integrations. Recovery setups: Proxies, seed/secret phrase splitting tools. Anti-phishing features: Dapp authorisations management, anti-phishing libraries implementations, phishing repository integrations.	Ongoing
3.Operations	Voting: Direct democracy (user-friendly platforms), Democracy delegation (Delegates selection for Gov 2.0). Staking: Nominating (validators selection, decentralisation ranking), Validating (commissions setups, monitoring tools). Crowdfunding: User-friendly platforms, deposits, reports. Crowdloaning: DYOR procedures, wallet integrations. Swapping: Slippage, crosschain/multichain support, portfolio management tools. Lending: Audits, bootstrapping mechanisms, impermanent loss, derivatives valuations, crosschain/multichain support. Borrowing: Audits, liquidation mechanisms, crosschain/multichain support. NFT trading: Authenticity verification, data stores integrations, royalties mechanisms, wash/insider trading, crosschain/multichain support. Prediction trading: Audits, markets setups, crosschain/multichain support. [...]	Pending

4.Social support	Reddit: Community rules, privacy settings, reporting/blocking, incognito navigation. Discord: Community rules, admin roles, server & privacy settings, searching. Twitter: Creation date, #hashtags, activities, content relevance, incognito navigation. Telegram: Community rules, admin roles, privacy settings, searching. Youtube: Creation date, activities, content relevance, comments quality. Subsocial: Creation date, activities, content relevance, feedback quality.	Pending
5.Regulations	Networks: Infrastructure, participation, privacy ; Communities (decentralised) vs Consortiums (authorised). Platforms: Services, licensing, compliance; Custodial (CEX) vs Non-custodial (DEX). Investments: Issuance, insurance, taxation; Tokens (users) vs Coins (projects) vs Securities (institutions). Pledges: Structures, transactions, taxations; Donations (individuals) vs Fundraisers (NFP associations) vs Philanthropy (angels). Incomes: Terms & conditions, social security, taxation; Volunteering vs Employment vs Contracting vs Trading.	Pending

Dot.alert() proposes the following strategic plan for the next 12 months:

	Areas for development	Strategies	Human Resources
Content of the platform	Creation of 50+ open-source articles with perspectives on ecosystem platforms/tools operations and their inherent risks.	Maintain flexibility to showcase a wide range of platforms/tools and cover their functionalities with as little bias as possible.	-Project management team -Writers
Recruitment for the platform	Hiring of specialist writers for articles on DeFi protocols, NFT marketplaces, prediction markets, regulatory bodies, international legislations, and proposed blockchain-related laws. Contracting of SEO specialists.	Liaise with ambassadors and existing communities (i.e moderation teams, anti-scam squad, <i>WAG Media</i> creators, etc.) to source expert contributors for the articles.	-Project management team
Feedback on the platform	Analysis of GitBook insights, Google Twitter Reddit analytics; organisation of monthly quizzes; creation of user surveys.	Build a continuous online presence to interact/support users who reach out to learn about/comment on the ecosystem.	-Project management team -SEO specialists
Promotion of the platform	Referencing on Reddit/Twitter and introduction of advanced SEO.	Ensure continued visibility of the platform after weekly updates to retain/acquire users over time.	-Project management team -SEO specialists

Dot.alert() proposes the following milestones for the October-December 2022 quarter [UPDATED 13.09.2022]:

Milestones	Objectives	Targets	Tasks	Frequency	Costs (rates)
12 articles (including 3 specialist articles) hosted on GitBook and GitHub	To educate ecosystem participants and new entrants	> 300 unique visitors > 50 returning users > 2 mins engagement	Project Management (editorials, direction, communications, payroll, campaigns, reports)	Quarterly Recurring	\$14,400 (\$60/hour)
			Technical writing (sections 2, 3, & 4)		\$1000 (\$50/hour)
			Specialist writing (section 5)		\$1200 (\$75/hour)
			Editing (content revision, proof-reading, illustrations and links)		\$420 (\$35/article)
			Publishing (GitBook team plan)		\$120 (\$40/month)
3 recruitment campaigns	To hire writers for the platform	> 6 writers	-Advertising/briefing -Interviewing/shortlisting	One-off	\$500 (\$50/hour)
3 feedback sessions	To evaluate the content of the platform	> 100 quiz and survey participants	-Review analytics (Google, Twitter, Reddit) -Conduct user surveys (with raffles) -Run monthly quizzes (with prizes)	Quarterly Recurring	\$600
3 SEO audits	To improve the findability of the platform	TBD after the 1 st audit	-Conduct keyword research -Upgrade content architecture -Recommend linking strategies	Quarterly Recurring	\$600
TOTAL	-	-	-	-	USD \$18,840

4. Why Polkadot Network?

Polkadot is a brand-new hub of cutting-edge technologies, creative developments, and emerging communities. This all-round and holistic approach to web3 technologies is what makes the network stand out in the blockchain space. However, the imperative of decentralisation that drives the ecosystem has left onlookers reeling for lack of quality, meaningful, and accessible information.

Currently, there are a lot of community proponents working on aggregating ecosystem data, disseminating parachain projects updates, and conducting one-off meetups/podcasts/seminars about Relay chain technologies. These are well-designed initiatives, but none of them offer the continuity of discourse and scaffolded presentation needed by entry users looking to onboard and make sense of the ecosystem with ease.

Therefore, a lot of opportunities remain for building more comprehensive learning spaces and producing accessible educational resources focused on the specificities of this ecosystem.

Dot.alert() is working towards a collaborative platform to showcase the innovative solutions offered by DotSama developers, celebrate the contributions of long-standing DotSama community members, and educate new entrants about risk management within the DotSama ecosystem.

5. Payment conditions:

This is a 3-month period prepaid amount payable upon submission of the proposal.

The total DOT allocation for the proposal will be calculated using the [7-day average rate tool](#) by **Subscan** on the day of on-chain submission.

6. **Comments, Qs&As:** Include here any public relevant information, questions and the respective answers covered on any of the communications channels pertinent to this proposal up to date.

N/A

7. **We'd love to hear about how you got to know about the Polkadot on-chain treasury: let us know, in a few sentences, how did you become familiar with the spending mechanism and the on-chain treasury?**

The *Polkadot Wiki* and *Polkadot-JS Apps* provided information about the on-chain treasury.