

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:

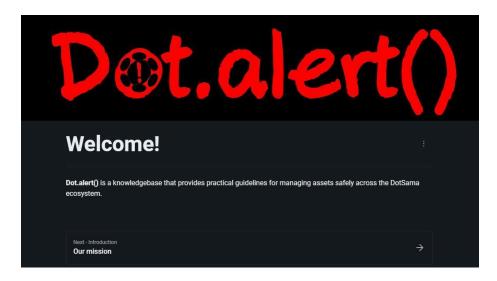
The DotSama ecosystem is fundamentally complex.

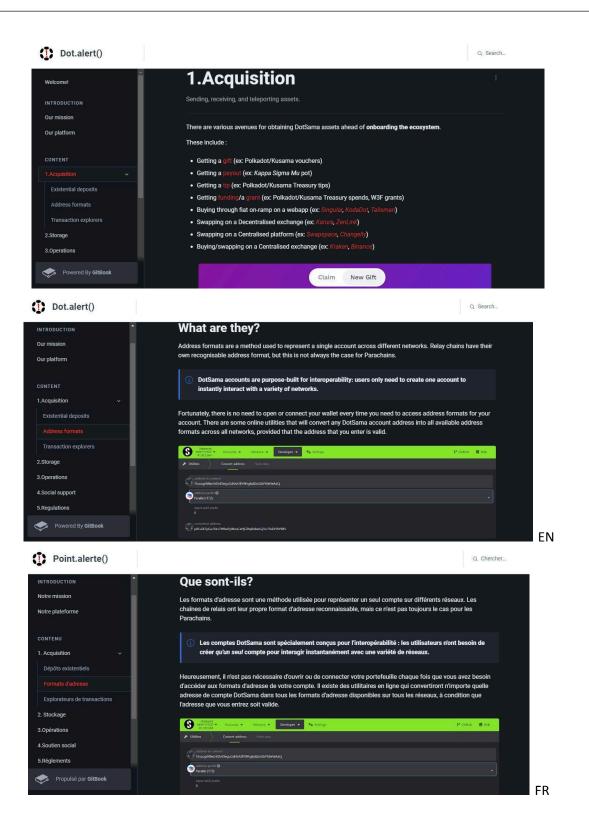
Relay chains, Parachains, Crowdloans and Cross-chain transactions are technologies that require users to juggle a lot of new concepts in real-time.

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:

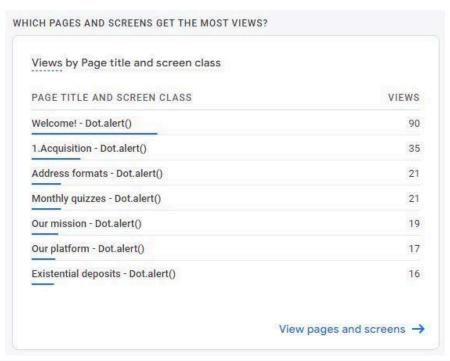


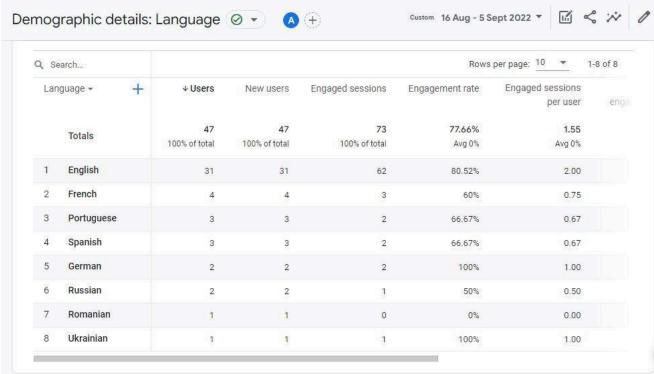


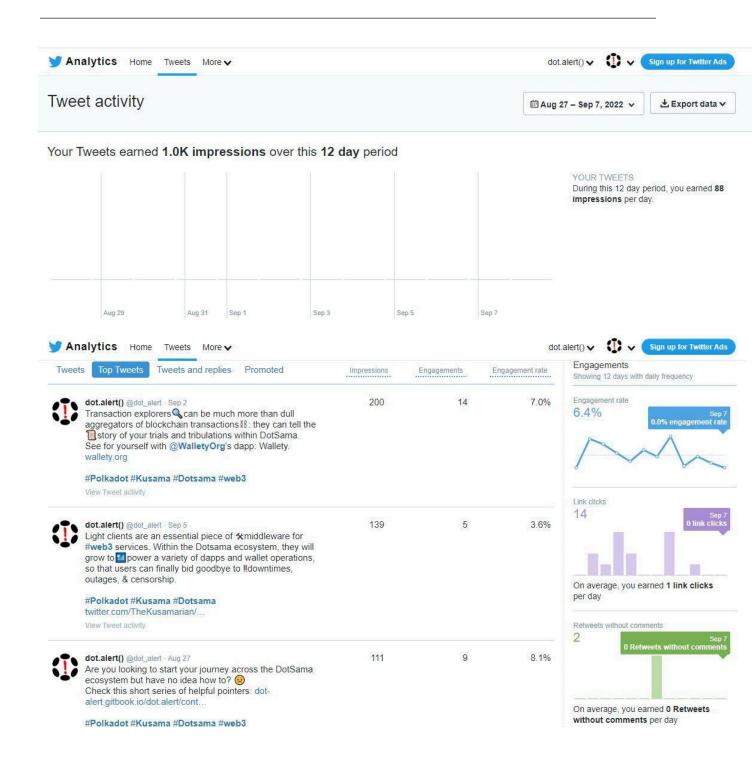


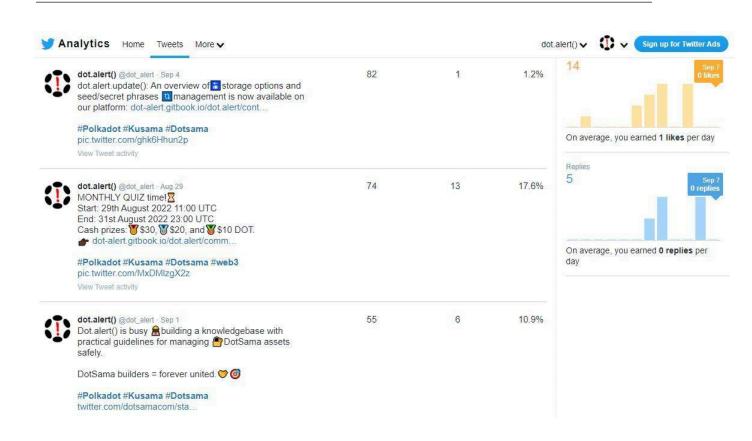
Engaged sessions ▼ by	
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SESSION SOURCE/ ENGAGED	SESSIO
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(direct) / (none)	20
reddit.com / referral	17
kusama.pol/ referral	4
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Dot.alert() update #1: A breakdown on the management of Address

√ Formats

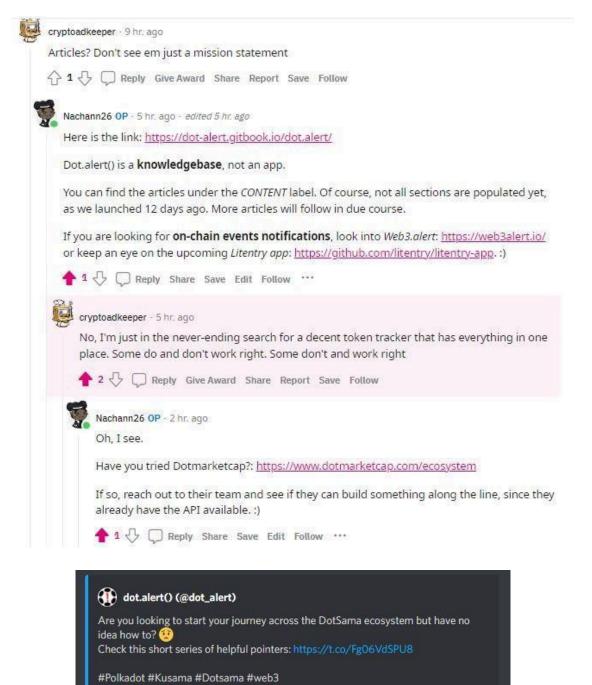
Education

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

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



Twitter • 08/27/2022



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

She is continuously involved in community tech support and discussion/feedback on *Polkadot Francophonie* (AnaelleLTD#2876), *r/Kusama* and *r/dot* (u/nachann26), and *Polkassembly* (@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.	
3.Operations	Voting: Direct democracy (user-friendly platforms), Democracy delegation (Delegates selection for Gov 2.0).	Pending
	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.	
	[]	



4.Social support **Pending** 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. 5.Regulations Pending 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.



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) Technical writing (sections 2, 3, & 4) Specialist writing (section 5) Editing (content revision, proof-reading, illustrations and links) Publishing (GitBook team plan)	Quarterly Recurring	\$14,400 (\$60/hour) \$1000 (\$50/hour) \$1200 (\$75/hour) \$420 (\$35/article) \$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 <u>7-day average rate tool</u> 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.