

## ***Proposal : Production of Polkadot Ecosystem content in Portuguese language Q2***

**Bidder:** 14GfbiKXqvwssDTSE5ucTke7bTfkH3AZrcuXipyupb3Yg4jA

**Date:** 04/04/2022

**Requested DOT:** 860.07 DOT ( \$17,640 USD )

**Short Description:** Financing for the production of 36 educational content. Each content will be produced in 03 media: Video ([YouTube](#)), Audio ([Spotify Podcast](#)) and Text Articles ([Medium](#), [Subsocial](#)) during the period of 03 months after approval of this proposal with a frequency of 03 weekly contents.

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### **1. Proposal Context**

Hello, my name is [Paulo Zago](#), I am an active member of the Portuguese-speaking Polkadot community. I produce cryptocurrency content and tutorials for the Polkadot ecosystem on my YouTube channel, Podcast and Articles.

I started creating content on my YouTube channel on the 25th of July 2021 and I have already produced 23 videos about the Polkadot and Kusama ecosystem.

I currently have a total of 23.990 views and 528 subscribers on my YouTube channel.

Due to my dedication to contribute to the development of the Polkadot ecosystem, some Tips of my content were requested and endorsed for the Polkadot and Kusama council and I am currently the moderator of the Polkadot and Kusama Portuguese Telegram group.

My proposal is to create 36 educational contents during a period of 03 months with the frequency of 03 contents per week. These contents will be developed for the Polkadot ecosystem in 3 different media formats. Each content will be produced specifically for each graduate.

Videos for the YouTube channel, podcasts for Spotify and other Apps streamers and the third formed in text media through Medium and Subsocial.

All content will be produced with a simple language, trying to make very detailed tutorials, bringing news of the projects and helping the current community and future members.

As you can see in the videos below, I've built a foundation of content to help new members of the Dotsama community feel more familiar with the Polkadot Ecosystem portfolio and details. I try to research and study the content produced around the world by the Polkadot community and translate it into Portuguese with a simple and easy to understand language to help beginner users.

### **Community Aid Tutorial Videos like these below:**

[Existential deposit for Polkadot wallet](#) - 11/6/2021

766 views / 78 Like - 1 dislike / 32 Comments

( Endorsed with Tips by Polkadot Council )

[How to teleport and send assets on Statemine](#) - 17 /11/2021

201 views / 21 like - 0 Dislike / 09 Comments

( Endorsed with Tips by Polkadot Council )

[How to set ID on chain on Polkadot and Kusama](#) - 02/07/2022

92 views / 12 Likes - 0 dislike / 04 comments

( Endorsed with Tips by Polkadot Council )

[How to submitting Tips for Polkadot and Kusama](#) - 02/07/2022

143 views / 23 Likes - 1 dislikes / 08 comments

( Endorsed with Tips by Polkadot Council )

### **Educational Videos**

[How to participate in Crowndloans in Kusama](#) - 9/12/2021

662 Views / 61 Likes / 0 Dislikes / 13 comments

[How to participate in Polkadot Crowndloans](#) - 11/04/2021

356 Views / 33 like - 0 Dislike / 5 comments

[How to install and use Polkadot wallet \(Extension\)](#) - 07/09/2021

1640 views / 146 likes / 1 Dislikes / 3 7 Comments

[How to install and use the wallet Website \(Substrate\)](#) - 08/09/2021

638 views/60 Likes / 0 dislikes / 15 Comments

### **Video about Polkadot Ecosystem and Parachains :**

[Overview about RMRK - Kanaria and Singular , Framework Remark](#) - 11/14/2021

706 views / 76 like - 02 dislike / 22 comments

[How to participate Acala Crowndloan](#) - 11/05/2021

450 views / 47 likes - 0 dislikes / 11 comments

[Overview Karura Dapp](#) - 08/07/2021

628 views / 47 likes - 0 dislikes / 15 comments

[Overview Phala Network and how to participate in a crowndloan Phala](#) - 01/11/2022

505 views / 40 like - 0 dislike / 11 comments

( Endorsed with Tips by Treasury Khala )

## Medium articles

[Produce content for Polkadot, help build Web 3 and earn crypto for it](#)

( How to submitting Tips for Polkadot e Kusama )

[Earn PHA tokens with staking from Phala Network](#)

Full tutorial showing overview of Phala's Dapp and how to stake PHA tokens. This text content has been endorsed by Phala's treasury and supports the [video](#) tutorial .

## Subsocial

[Send DOT and KSM as GIFT to your friends and family](#)

[How to set identity on chain in Polkadot and Kusama](#)

### 1. Problem Statement

- Large amount of information, updates and new features of the projects.
- Polkadot is complex for new users and even for those already involved in crypto
- The community needs to be well informed to be confident in participating in a project and investing their time and capital.
- Community participation in governance votes
- Understanding the proposals to be voted on by governance
- Understanding Polkadot technical updates
- Understanding the Substrate Portal and its tools
- Due to the growth of the Polkadot ecosystem and the enormous amount of information, it is very important to create these contents, which I suggest in my proposal, in order to bring the compiled information to the community to update.

### 2. Proposal Objective and Solutions

#### 1. What ?

My purpose is to bring tips, tutorials and information from Polkadot Ecosystem updates with an educational focus. Encourage users to better understand the ecosystem and thus effectively participate as a Polkadot member.

## **2. How ?**

My work process:

Step 1 - Search for content and updates

Search sources

Official Polkadot Channels like:

Website, medium, twitter, Web3 Foundation newsletter, YouTube channel.

Search for relevant content on medium, subsocial, twitter, created by members of the Dotsama ecosystem community from all over the world for translations and adaptations into Portuguese.

Search in official communication channels of Parachains.

Information on the Element support channel, Polkasassembly discussions and Community Forums.

2º step

content study

I try to seek correct and well-founded information to transmit responsible and complete content to the community.

3º step

Content production

Creation, development, recording and editing, art creation and marketing.

4º step

Post in the media

Through 3 media formats:

[YouTube Channel](#): Videos

[Spotify](#): Podcast

[Medium](#) and [Subsocial](#): Text Articles

5th step

Follow-up

Respond to and track community feedback and demand on content.

### **Objectives**

- Facilitate the use and understanding of the Substrate portal, tools and applications.
- Publicize and bring updates about the entire Polkadot Ecosystem
- Bring updates and encourage community participation in governance
- Report announcements and news about hackathons and projects developed by Polkadot to the community
- Educational tutorials to encourage the use of important Polkadot-supported community tools such as:  
SubID, Subscan, Polkastats, Polkascan, Dotscanner, DoTreasury, Polkasassembly

- Interviews with Ambassadors and Representatives of Polkadot and Parachains

### **3. How does this proposal change the current logic of Polkadot?**

This proposal contributes to the Polkadot ecosystem as the information will be transmitted in a continuous and quality way to the Portuguese-speaking world Polkadot community. Many crypto users will be informed and better understand how amazing Polkadot is and has many tools to contribute to the evolution of humanity.

### **4. Who will benefit from this proposal?**

This proposal benefits all current members of the Portuguese-speaking Polkadot community and all those crypto investors who have not yet invested in Polkadot can get to know it better and through this knowledge, come to have the possibility of being an active member in Polkadot.

### **5. Milestones and activities included**

*From the approval of this proposal, 03 contents will be produced per week during the period of 03 months, totaling 36 contents. These contents will be about news, updates, tutorials, translations, tips and educational content about the Polkadot ecosystem.*

Each content contains :

01 Video for YouTube channel  
01 Podcast for streaming platforms  
01 Text article for Medium and Subsocial

I will divide the content into 3 concepts:

1- Concepts and structure  
2- Educational Tutorials  
3- Ecosystem overview and news

*Monday:* Concept and structure

*Wednesday:* Educational tutorial

*Friday:* Overview and news about ecosystem

| Milestone | Deliverable | Notes       |
|-----------|-------------|-------------|
| 1         | 12 episodes | Due May. 06 |
| 2         | 12 episodes | Due Jun. 03 |
| 3         | 12 episodes | Due Jul. 01 |

### Structure of the contents

| Monday's                   | Wednesday's                     | Friday's                    |
|----------------------------|---------------------------------|-----------------------------|
| Concepts and structure     | Educational Tutorials           | Ecosystem overview and news |
| White paper                | Beginner guide overview         | news and actualizations     |
| Substrate                  | Portal substrate overview       | news and actualizations     |
| Parachains                 | Portal Substrate Detailed       | news and actualizations     |
| Treasury                   | Sub Scan overview               | news and actualizations     |
| Governance                 | SubID overview                  | news and actualizations     |
| Democracy                  | How to Stake                    | news and actualizations     |
| Web 3                      | How to keep your wallet safe    | news and actualizations     |
| Translations of Interviews | How to participate in crowdloan | news and actualizations     |
| Polkasassembly             | Wallets Polkadot                | news and actualizations     |
| Interview Ambassador       | Connect Ledger                  | news and actualizations     |
| Interview Ambassador       | DotMarketcap                    | news and actualizations     |
| Interview Ambassador       | Polkascan / Dotsan / Polkastats | news and actualizations     |

Note: content and order of content are subject to change as needed and community demand

## 6. Why Polkadot?

*When I met Polkadot I started to study and research about its ideals and structure, I had a connection with the fundamental concepts of Polkadot. I also strongly believe in the proposal of connectivity and sharing. I believe that the future will be increasingly connected and shared. Its governance design interests me a lot as it emerges as an option for our corroded government systems. I want to learn more and more in Polkadot, help build web 3 and teach the things I learn by sharing the relevant information responsibly to the community.*

*We look to a better and fairer future for humanity.*

## 7. If you have seen similar proposals before: why is yours different?

This is my first proposal in Portuguese sent to the Polkadot treasury. I'm a very creative person and I have many projects to contribute to Polkadot growth and development.

## 8. Payment conditions:

1. What is the amount requested?

*Total: \$17,640 USD - 860.07 DOT*

*36 Contents - @ \$490.00*

2. How does this amount cover the work of the proposal?

| <b><i>The Anatomy of Content</i></b> |                 |                     |                 |                 |
|--------------------------------------|-----------------|---------------------|-----------------|-----------------|
| <b>Task</b>                          | <b>Time (h)</b> | <b>Rate/h (USD)</b> | <b>Episodes</b> | <b>Total</b>    |
| Research / studying                  | 4               | \$20                | 36              | \$2,880         |
| Writing                              | 3               | \$35                | 36              | \$3,780         |
| Narration                            | 2               | \$35                | 36              | \$2,520         |
| Editing                              | 3               | \$40                | 36              | \$4,320         |
| Production                           | 2               | \$40                | 36              | \$2,880         |
| Marketing                            | 1               | \$35                | 36              | \$1,260         |
|                                      |                 |                     | <b>TOTAL</b>    | <b>\$17,640</b> |

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

N/A - 1 installment up front.

4. What is the address of the fund recipient?

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5. How can we contact the manager of the funds?

Email: paulocrestanizago@gmail.com

Riot: @paulo\_zago:matrix.org

6. What exchange rate are you considering?

DOT/USD on the EMA30, \$20.51/DOT at the time of submission.

## 9. Comments, Qs&As:

I'm dedicating myself and evolving more and more in the production of content. I tried to improve the recording materials, studio, background, sound, editing and visual art. I believe I'm doing a good job contributing to help the Portuguese-speaking Polkadot community to understand some details as well as portfolio, substrate portal, project features and updates. I would really like the board members to support this proposal of mine so that I can continue to evolve in content creation and contribute to the creation of dad web 3. This proposal is very important because I will be able to dedicate myself full time to research and content creation.

I leave below some comments of my contents for the members of the council and the community to have feedback on the work that I am already developing.



Video 1010 • há 2 dias

Excelente video. Só tinha canal gringo dando esta explicação.... Agora, você resolveu o problema de vez!!! Parabéns.... Like garantido!!!



RESPONDER

0 respostas ▾



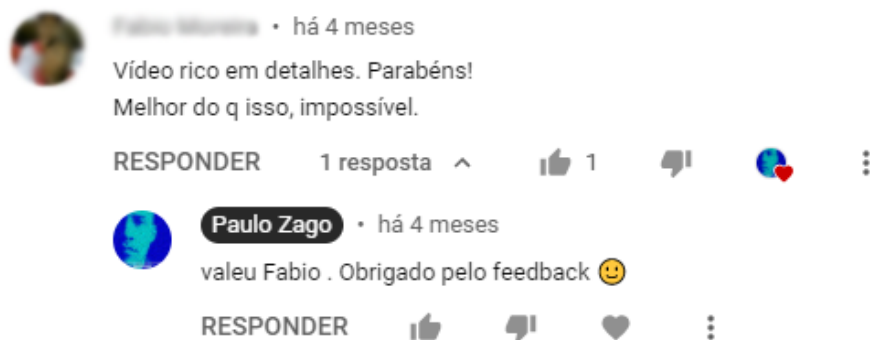
1



Comment translation:

“Excellent video. There was only a gringo channel giving this explanation.... Now, you solved the problem once and for all!!! Congratulations.... Like guaranteed!!!!”

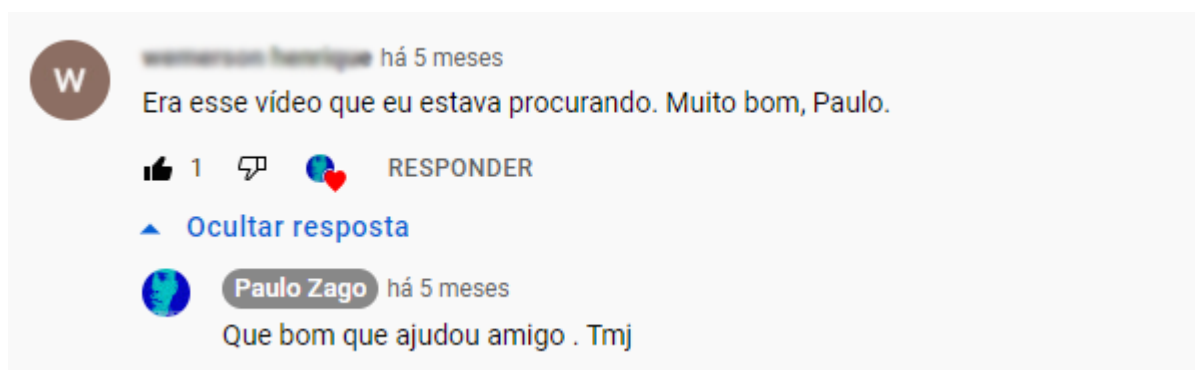
Video: [How to teleport and send assets on Statemine Comment](#)



Comment translation:

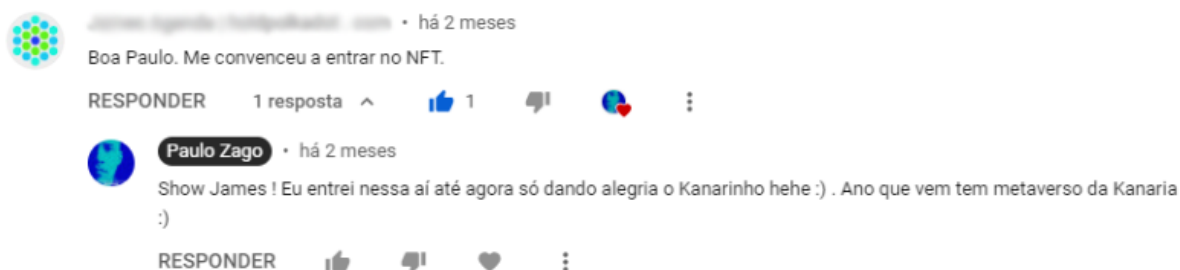
"Video rich in details, Congratulations ! Better than that, impossible."

Video : [How to use Polkadot Wallet on Substrate](#)



Comment translation: "This was the video I was looking for. Very good, Paulo."

Video: [How to participate in Polkadot and Kusama Parachains auctions](#)



Comment translation: "Good Paulo. Convinced me to join the NFT."

Video: [What is RMRK? Project with great long-term potential](#)

Feel free to add my statement:

"Paulo is a very active member of the Portuguese community and helped immensely by providing insightful tutorials based on community requests e.g. made a explaining the existential deposit when crowdloans started and a lot of people were confused and losing funds. A few months ago I made him a moderator on our Telegram group in recognition of his contributions and I think this proposal is a great next step for him."

( Lauro Grippa - Head Ambassador for Portuguese at Polkadot )

## **10. Final Thoughts**

I want to thank all Polkadot and Kusama community members, board members and ambassadors for their support and contributions. I will be available for any clarification. Feel free to ask any questions about my proposal.

Subscribe to my social media below to track progress, leave contributions and feedback. You are very welcome!

[Channel YouTube](#)

[Podcast Spotify](#)

[Medium](#)

[Subsocial](#)

See you in the future!