

2MinReview by Voice for Busy Voters

SUMMARIZE

Problem statement :

There is a challenge for busy voters to catch the increasing information of proposals, affecting the development of the Cardano Community.

Describe your solution to the problem

Producing short English videos and podcasts lasting 2 minutes containing analyzed information for 25% of the proposals in each Catalyst Fund

Relevant experience

The 2Min Review team consists of CA, vCA, community builders, researchers, and video producers.

Social channel:

<https://t.me/The2MinReview>

DESCRIBE PLAN

Problems statement

The number of proposals in each funding round is increasing, this is a challenge for an ordinary voter to grasp the general information, the pros, and cons of each proposal. As a result, this has a certain influence on the overall voting quality. In detail, statistics show that the average growth rate of proposals in the Catalyst Funds is more than 40%, and the number of proposals in Fund 7 is expected to exceed 1,000. As a result, the amount of information that an average voter receives for voting is too large. According to incomplete statistics, with an average information volume of more than 500 words on each (not including attached documents) at Fund 6, if an average person spends 1 hour/day reading, it takes nearly 25 days to read all 700+ proposals. This is really a problem for Cardano voters, especially busy voters (ex: businessman, uber/grab drivers,...).

Therefore, short videos and podcasts [in English] are required for dealing with the problems listed above.

Solution

Producing short videos/podcasts lasting about 2 minutes/video containing compiled, analyzed, and evaluated information for about 25% of the proposals in each Catalyst Fund (filtered through 2MIN criteria by the 2Min Community). Information sources come from the proposal itself, comments, reviews from CA, and other relevant sources.

Each video on our channel can briefly provide voters with general information, advantages, and disadvantages of a particular proposal.

Team

Duc Tiger, [Co-Proposer], Founder of 2Min Review.

Social link:

- <https://twitter.com/DucTIGERpool>
- <https://t.me/DucTIGERpool>

Experience:

- Over 4 years studied in blockchain and cryptocurrencies
- Catalyst community advisor (CA) - Mr. Duc had assessed more than 1,000 proposals in F4, F5, and F6.
- Community manager and Stake Pool Operator at TIGER Pool.
- Leader team TIGER View - That we are focusing on finding out the best token for the Cardano ecosystem.
- Evaluated over 500 proposals through the 2Min tool in F5 and F6.

Huy Dinh Vuong, [Co-Proposer]; Core member of 2Min Review.

Social link:

- <https://www.linkedin.com/in/huy-v%C6%B0%C6%A1ng-997368152/>
- <https://twitter.com/huydinhvuong1>
- <https://www.facebook.com/leonardovuong>
- <https://t.me/vuongdinhhuuy>

Experience:

- Over 6 years of experience in academic research & data analytics in a Think Tank of Ho Chi Minh City Government.
- A member of The Young Southeast Asian Leaders Initiative (YSEALI) - a U.S. government's signature program to strengthen leadership development and networking in Southeast Asia.
- Catalyst community member since F5; Catalyst Community Advisor from F7.
- Team Member in TIGER View, a Core team in Viet Nam, focusing on hidden gems on Cardano Blockchain Ecosystem

Bui Quang Minh, [Co-Proposer]; Core member of 2Min Review.

Social link:

- <https://t.me/MinhBui2Min>

Experience:

- Core member in the 2Min Review team specializes in technology involvement of 2Min Review to integrate with the Cardano Blockchain Ecosystem.
- Idea presenter for 2Min Review at Idea Fest 6.
- Joined Catalyst voting since Fund 4, evaluated over 500 proposals through the 2Min tool in F5 and F6.

2Min Review's mission is to construct and maintain a Cardano community in Viet Nam, our social media channels (both Telegram and Facebook) have reached 4000+ members where these people share interests in Cardano-Catalyst related content. Based on the awareness of the above-mentioned huge amount of information, 2Min Review also aims to create simple, easy-to-understand, concise content and tools to help Cardano voters internationally.

After being funded in Fund 6

<https://cardano.ideascale.com/a/dtd/2Min-Review/370212-48088> , we are building 2Min Review's business ideas and model through Catalyst Boost Camp (since November 2021).

Roadmap (with goal & budget)

This proposal is launched at Fund 8 start day with these particular phases below:

Fund 8 (from the submission date)

Goal:

- List of 250 proposals.
- 250 articles summarizing information and analyzing 250 proposals, with a volume of information for presenting in 2 minutes (about 500 words/proposal).
- 250 videos for 250 proposals uploaded on the 2Min Review youtube channel before Fund 8's voting deadline.

Tasks:

- Filtering proposals at Fund 8 using the 2Min Criteria on Website platform / Mobile application, selecting 25% of submitted proposals (expected 250 proposals).
- Receiving articles (of 250 proposals) contributed by the community members.
- Reviewing articles in order to select the best 250 analytical articles.
- Receiving videos (of 250 proposals) and podcasts from selected authors and self-producing content by AI technology.
- Review videos and podcasts in order to maximize the videos' completion.

Request for Fund 8

- \$6000 Reward for reviewer 250 proposals 24\$ [items and calculation details in the attachment]

Fund 9 (from the submission date)

Goal:

- List of 250 proposals.
- 250 articles summarizing information and analyzes 250 proposals, with a volume of information for presenting in 2 minutes (about 500 words/proposal).
- 250 videos for 250 proposals uploaded on the 2MIN Review youtube channel before Fund 9's voting deadline.

Tasks:

- Filtering proposals at Fund 9 using the 2Min Criteria on Website platform / Mobile application, selecting 25% of submitted proposals (expected 250 proposals).
- Receiving articles (of 250 proposals) contributed by the community members.
- Reviewing articles in order to select the best 250 analytical articles.
- Receiving videos (of 250 proposals) and podcasts from selected authors and self-producing content by AI technology.
- Review videos and podcasts in order to maximize the videos' completion.

Budget request for Fund9:

- \$6000 Reward for reviewer 250 proposals 24\$ [items and calculation details in the attachment]

[link](#)

Content / Works		Quantity	Unit	Price / unit (\$)	Budget (\$)
Fund 8					6,270
1	Articles of proposal review and analysis (community members)	250	article	10	2,500
2	Article commenting, filtering (2Min Review team)	250	article	2	500
3	Podcast production (community members)	250	podcast	2	500
4	Video production (community members)	250	video	5	1,250
5	Video editing (2Min Review team)	250	video	2	500
6	Youtube Channel administration	1	fund	300	300
7	Spotify Channel administration	1	fund	300	300
8	Reserve budget (10% for the unforeseeable: 2% good proposals filtered out by 2Min Review Community)	20	video / podcast	21	420
Fund 9					6,270
1	Articles of proposal analysis (community members)	250	article	10	2,500
2	Article commenting, filtering (2Min Review team)	250	article	2	500
3	Podcast production (community members)	250	podcast	2	500
4	Video production (community members)	250	video	5	1,250
5	Video editing (2Min Review team)	250	video	2	500

6	Youtube Channel administration	1	fund	300	300
7	Spotify Channel administration	1	fund	300	300
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TOTAL BUDGET (\$)					12,540

Key metrics and KPIs

- Due to the characteristics of being an informational channel with a duration of about 2 minutes/video and limited entertainment, we focus on 03 main indicators to evaluate the success of the channel, including:
- Average view duration: with this indicator, we aim to 1.5 min/video after the end of Fund 9.
- Average Percentage Viewed: with this indicator, we aim to average 75% of the duration of each video watched after the end of Fund 9.
- New Subscriber: with this indicator, we aim to increase subscriptions by an average of 10 % per month over the evaluation period of 4 months.

Risk management

Building a list of 250 proposals depends on the 2Min Review's community. As a result, there is a possible risk that a number of proposals with high quality are filtered out from that List. To deal with this, the 2MIN Review team set aside 10 % of the total budget as a reserve for the purpose of ensuring content quality.

Conclusion

IMPACT: This proposal has a big impact. Each of our videos and podcasts will help Cardano voters in Vietnam and worldwide with basic information, advantages, and disadvantages of proposals submitted in Fund 8 and Fund 9, thereby, increasing the quality of voting at each fund. As a result, this affects voting performance.

FEASIBILITY: This proposal is feasible because of:

- Our goals are very specific, with key metrics, KPI, and timeline;
- The procedures and methods are well defined from the beginning.
- The 2Min Review team consists of members with experience in community building and development, conducting surveys - field research, currently contributing to Cardano as CA and vCA, experienced in producing, editing, and refining video content.

AUDITABILITY: This project is verifiable because of:

- Our goals are very specific, with key metrics, KPI, and timeline, easy to track and evaluate.

- Key metrics are specifically identified and can be found at the 2Min Review channel on the Youtube platform.
- The budget is explained in detail [as attached file]
- We are now ready to start Fund 7 with an established youtube channel and a few test videos of some of the featured projects at the Fund 6 has been uploaded]

So please VOTE for this proposal to contribute to the the growth of the Cardano ecosystem as a whole in both breadth and depth.

Best regards,

Requested funds in USD 12000