



Fintech online "Radio+1", which promoting benefits of DASH.

1th - 31th March 2018 report

Funding proposal at DashCentral: <https://www.dashcentral.org/p/FinTech-online-radio-R1>

Proposal News&Updates: <https://www.dash.org/forum/threads/plus1radio-updates-news.28169/>

Proposal status: In progress

On general schedule:

Start of live broadcast and functioning website. Some fixes needed in the structure of the website, that influence the view and functions of site - behind schedule.

Over budget.

The proposal is over budget due to Dash price reduction in more than 3 times since proposal was posted at pre-budget discussions and DashCentral. Totally we asked 35 DASH monthly for the period of 3 months. At the time pre-discussion was posted, DASH rate was \$1221. Now (30th March) the rate is \$358 for 1 DASH.

We proportionately reduced staff expenses in all possible domains, also we constantly think about reducing current expenses. Part of content produced during daytime (from 8 am to 8 pm) - is repeated during night time (8 pm to 8 am) due to broadcasting for different clock zones. Also listeners ask to repeat several programs. Marketing and advertising budgets (including SMM) was reduced to minimum. Site development, SEO and bug fixing were in priority for growth of organic traffic and quoting. Also our priority was in barter informational partnership with local events and media-resources.

Changes were made because DASH exchange rate changed more than 2 times since proposal was posted. And USD exchange rate was reduced from 58 RUB/USD to 57 RUB/USD.



Using escrow: No

We don't use escrow and we are thankful to DASH community for reliance, which, we believe, was justified by launching a new full-fledged media resource. Given the global nature of the project, instead of escrow, we consider the transfer of a share of the project (blocking voting shareholding, or a similar number of tokens of the company) to the ownership of DAO DASH. In future, we are confident, that we will earn enough trust to act as escrow for other projects in Russia in the interests of DAO DASH.

Major project expenditures in the last 30 days (1th March - 30th March 2018):

44 DASH - staff salary (including taxes).

4 DASH - office rental payments.

1.3 DASH - additional studio equipment.

5.1 DASH - payment for website specialists.

0,7 DASH - office expenses (electricity, Wi-Fi and internet, office materials, pass badges, etc)

1.5 DASH - conversion of funds and exchange fees, transaction fees.

Totally 56.6 DASH during March.

Amount of Dash converted to fiat:

70 - during 2 periods of funding (2 of 3)

Average DASH rate for conversion of first tranche - \$603, second - \$415.

Remaining: 0

Amount of Dash has already been paid out to the proposal by the treasury: 70 Dash

Not yet been spent amount: 0 Dash

The value of Dash used when creating the funding request:

\$965 - at the moment of posting proposal for pre-discussion at Dash forum, 30th Dec 2017

\$813 (21 January 2018) - creating proposal at Dash Central.

\$589 (2 February 2018) - First transaction from DashCentral.

\$618 (4th March 2018) - Second transaction from DashCentral.



Changes to the schedule:

Launch of the English version of the site - will be ready by middle of April.

Launch of audio and video podcast sections - will be ready by middle of April.

Creation and test launch of mobile app - will be implemented in May 2018, because of the reduction of funding.

Realisation was delayed due to problems with site development (view below in Current Challenges section) and reduce of budget (Dash rate significantly decreased).

Approximate completion date for our project:

Our project is continuous and our aim - be in constant cooperation with DASH in order to become the official media of the DASH-Digital cash. We are preparing our offer to DASH Core, with the transfer of the share of "Radio+1" in the form of a blocking voting shareholding in the ownership of DAO DASH.

End of current funding period and completion date - 8th May (Third transaction from Dash is scheduled on 6th April). After this we will apply for a second funding period.

Approximate Completion Date:

The project is continuous and will be scaling to different languages and countries by franchise.

Our scope has changed:

Already made and planned significant enhancements to promote the project through various communication channels with potential listeners: broadcast on Discord, Bitradio, RadioGarden, SmartTV, lives in social networks. We will increase the availability of the "Radio+1" for the listeners.

It is planned to create an emergency notification of listeners and users of the site about emergency situations in the world, as well as emergency situations in the cryptocurrency industry.

Current Challenges:

Our team, like any startup, has overcome many problems. The first was the delay in the supply of furniture and equipment to the office and studio - computers and components.



The next problem is the disruption of the terms for the development of the site and the elimination of technical flaws in the structure of the site.

Recruitment was not as easy as planned. Some people, who gave their agreement to work as radio staff, changed their plans. We conduct additional recruitment.

There were some technical problems with equipment and software in studio, they were resolved.

Planned changes in the promotion of information from the site in news aggregators due to bureaucratic barriers in obtaining a media license.

Rotation of personnel within the company in view of multitasking and reducing staff costs and optimizing the tax burden.

The technical problem with broadcast in Discord from the part of Discord.

Possible Future Challenges:

In the coming month, due to the fact that the last transaction in the current funding stage will be 35 DASH - expenses will exceed the amount of financing. Part of expenses will be covered by our own means, and in future - by placing third-party advertising on our radio (website and live).

Possibly, we will change the site developer due to inactivity in correction of technical problems, which significantly hinders the development of the project, of promotion and of indexing by search services.

There may be a delay in the development of the project due to legal registration in the period of scaling project by franchise for countries outside CIS jurisdiction. Specialists in international law will be involved to solve this problem.

Milestones:

More than 500 publications on website and their live broadcast.

Info Partners:

Alex_Ru - DASH Russia coordinator.

Oleg Karimov, founder of "Territory of DASH in Belarus", rucrypto.com

Yuriy Gunn

DASH-groups [in VK.com](https://vk.com) (1300 participants) and [in Telegram](https://t.me) (3900 participants).

Publications about DASH on our website and our main Milestones in March. News were reposted to Russian DASH communities in Telegram, VKontakte..



30 March

Publication and live broadcast: Dash added to Abra wallet and in listing of two exchanges

<http://plusoneradio.com/news/coins/dash-добавлен-в-кошелек-abra-и-листинги-двух/>

29 March

Publication and live broadcast: GetFreeDash reaches 100 000 participants

<http://plusoneradio.com/news/coins/getfreedash-ДОСТИГ-ОТМЕТКИ-В-100-000-УЧАСТНИКОВ/>

28 March

Publication and live broadcast: Maxim Popov: Dash will win cryptocurrencies race, report of Maxim Popov from

<https://dashdigital.cash/report/>

<http://plusoneradio.com/news/coins/dash-pobedit-v-cryptogonke/>

Publication and live broadcast: Interview with Oleg Karimov: Crypto enthusiasts will go into Belarus jurisdiction

<http://plusoneradio.com/news/events/каримов-криптоэнтузиасты-перейдут-п/>

27 March

Publication and live broadcast: First Crypto ETF launches Dash masternode.

<http://plusoneradio.com/news/events/first-crypto-etf-запускает-мастерноду-dash/>

On the air: 6p.m., 7p.m., 9p.m. breaking news.

26 March

Live: Interview with Alex_Ru

Publication and live broadcast: Alex_Ru: Reduction of DASH emission will not affect the value of coins

<http://plusoneradio.com/news/coins/эксперт-снижение-эмиссии-dash-не-отрази/>

Publication and live broadcast: Annual reduce of Dash emission

<http://plusoneradio.com/news/coins/произошло-ежегодное-снижение-эмисси/>



25 March

Milestone: Our radio was listed by BitRadio

<https://bitrad.io/radio/24340/Plusoneradio-News/>

24 March

Publication and live broadcast: Staff changes in Dash Core Team

<http://plusoneradio.com/news/events/перестановки-в-dash-core-team/>

Publication and live broadcast: Dash votes for compensation to the team.

<http://plusoneradio.com/news/coins/dash-голосует-за-компенсации-команде/>

23 March

Publication and live broadcast: Dash votes for new design.

<http://plusoneradio.com/news/coins/dash-golosuet-za-noviy-dizain/>

22th March

Milestone: at the initiative of our listeners and active participants in the DASH community and by our inner beliefs, we believe that charity should be permanent and we are developing this direction. On this day, the proposal was discussed with Reidar Barstad (Norway).

<https://www.dash.org/forum/threads/seeking-russian-contacts.31820/#post-175758>

In future we will continue cooperation with funds "[Gift a life](#)", [LizaAlert](#), to support victims of Kemerovo tragedy.

21 March

Publication and live broadcast: DASH Market Launches 5 New Trading Pairs.

<http://plusoneradio.com/news/coins/рынок-dash-запускает-5-новых-торговых-пар/>

Publication and live broadcast: Elena Drab: Anonymity in Dash is just one of the options

<http://plusoneradio.com/news/coins/елена-драб-анонимность-в-dash-всего-лишь-о/>

Milestone: Our radio was listed by RadioGarden



<http://radio.garden/live/saint-petersburg/plus-one-radio/>

20 March

On the air: 4:30p.m., 5p.m., 9p.m. breaking news

The largest broker company, Robomarket, started working with crypto-currencies.

Briefly: Bitcoin, ethereum, bitcoin cash, Dash, Litecoin and Ripple, paired with the US dollar, were listed to platform.

19 March

Milestone: "Radio+1" became partner of cryptonomica.info

<http://cryptonomica.info/2018/03/19/криптовалютное-сообщество-получило/>

Milestone: partners agreement were achieved:

Bank Ratings Agency <http://www.sotnibankov.ru>

Global Blockchain Summit <https://mania.events/>

18 March

Publication and live broadcast: DAO Dash became the owner of Dash Core Group

<http://plusoneradio.com/news/events/дао-dash-стала-владельцем-dash-core-group/>

Publication and live broadcast: Dash will be available on Xena Exchange

<http://plusoneradio.com/news/coins/dash-будет-доступен-на-xena-exchange/>

17 March

Publication and live broadcast: Dash applied for a protective patent for Evolution

<http://plusoneradio.com/news/coins/dash-получила-защитный-патент-на-evolution/>

16 March

Live: Interview with Vladimir Popov - Dash marketing with Maxim Popov, 18:09.

Publication and live broadcast: Dash and another 17 coins added to Abra

<http://plusoneradio.com/news/events/dash-и-еще-17-токенов-появилось-в-крипто-прил/>



15 March

Publication and live broadcast: Dash integrates with a global electronic wallet Payza.

<http://plusoneradio.com/news/events/dash-интегрируется-с-глобальным-электрон/>

On the air: 4.30p.m., 6.30p.m., 9p.m. breaking news

Dash integrates with the global electronic wallet Payza

14 March

Publication and live broadcast: The educational project Dash Venezuela was launched.

<http://plusoneradio.com/news/coins/открыт-образовательный-проект-dash-venezuela/>

Live broadcast, 1-hour interview, site publication: Maksim Popov about DAO Dash

<http://plusoneradio.com/news/coins/максим-попов-если-предложение-хороше/>

Publication and live broadcast: Dash has been added to the BACE, CoinSwitch, Styx24 listing.

<http://plusoneradio.com/news/events/dash-добавили-в-листинг-bace-coinswitch-styx24/>

4/

Repeat on the air: 1p.m. and 2p.m. breaking news

12 March

On air: Interview with Oleg Karimov (rucrypto.com) 6:13p.m.

Publication and live broadcast: Dash will be available on Wirex cards.

<http://plusoneradio.com/news/events/гендиректор-wirex-мы-подписали-контракт-с-da/>

Repeat on air: 6p.m. breaking news.

Milestone: Launching 24/7 live radio



11 March

Milestone: Final technical ether tests were done.

10 March

Publication and live broadcast: Dash Telegram-chat was compromised

<http://plusoneradio.com/news/flash/взломан-telegram-чат-dash/>

7 March

Milestone: Radio+1 became partner of [Digital Transformation Conference](#) (organizers of the conference - from highest, governmental level: [Russian Federal Agency for Intellectual Property, Patents and Trademarks](#), [Ministry of Finance](#), [Ministry of Economic Development](#) and [Government of the Russian Federation](#)). We plan to participate and conduct negotiation with DASH Core.

2 March

Milestone: Live chat was created in Telegram app. Link to chat was posted on website main page.

Chat link: <https://t.me/plus1radio>

1 March

Milestone: Launch of websites plusoneradio.ru and plusoneradio.com. Site is adopted to all gadgets, during minimization and go to sleep mode, broadcast continues if Internet connection is available. Broadcast on the link.

Milestone: "Blockchain Academy" (acbc.io) trained staff of "Radio+1". Agreement of partnership and regularly podcasts produced for us by ACBC on the radio air.

Future Plans

Cooperation with the Dash Core. The proposal to transfer the share (blocking voting shareholding) of the company to the management of DAO DASH in the form of inclusion of DASH representatives in the constituent documents of "Radio+1", or by transferring the appropriate amount of tokens of "Radio+1" to the ownership of DAO DASH.

Fix Discord voice channel broadcast, at DashNation server.



Start and continuation of informational partnership (citing and reciprocal publications to increase traffic to our website and plus1radio and DASH-Digital cash brand recognition) with the next partners:

- gidm.ru, Yandex.Maps, Google.Maps - russian companies, map providers.
- Business School "UP" - partnership with their top-management for promotion of our Radio. Their correspondent will make unique content for us, such as interviews with business speakers, blockchain projects, crypto-events.
- Business Solution Bricks, media-center and crypto-reality-show, to promote DASH
- "Synergia" business school - partnership, their pool of experts are interesting for us, to increase traffic, citing and making quality content on the air and in texts for search engines.
- stratotrade.com/ru/ - website traffic exchange by citing and SMM cross-postings
- DeHedge dehedge.com/ru - partnership, traffic
- RACIB (Russian Association of Cryptocurrency and Blockchain) racib.com - membership in association, pool of their experts, content, traffic, clever promote of DASH on highest (near-governmental) level.
- EvodeskEvolution - evodesk.ru - barter partnership - promote each other, we are getting traffic and their loyal audience.
- CryptoLady - membership in association, pool of their experts, promote Dash to nascent female society in russian cryptocurrency market.
- CryptoCartel in Kyiv, Ukraine - partnership as friendly media
- ForkLog.com - partnership as friendly media - citing, SMM cross-postings
- Expert Council on the Digital Economy, Blockchain and Cryptocurrency under the State Duma of the Russian Federation - partnership as friendly media, exclusive comments from their experts (highest, Russian government level), coverage of Council events on air, we got a status of an authoritative source of information status for our listeners, the audience of loyal listeners will increase, more people will hear about the benefits of DASH.
- Partnership with Dash Force News,

Finish tests of live video stream from studio to VKontakte, Facebook, Instagram, Periscope, YouTube.

Publications in russian mass-media (Interfax, Ria, RT) - after website finally fixed - huge audience will informed about Radio+1, traffic to website.

Presentation of website and launch of podcasts in English (middle of April)

Test broadcasting on radio channels of SmartTV.



Planned deliverables for the coming months:

1. Launch an English site with news. - the first decade of April
2. Launch of TV channel for Smart TV with an audience of 8mln. - the first decade of April
3. Launch of podcasts and profiles in social media. The first decade of April
4. Launch a podcasts on the website - the second decade of April.
5. Engineering and further development of the site - whole April.
6. Launch of new author's programs on trading and legal issues, mining and ico subjects. - April
7. Obtaining a certificate of registration of the media and the beginning of an advertising campaign for the promotion of radio and TV. - April
8. Release of own radio tokens on blockchain, part of them will goes to DASH team for free - April.
9. The popularization of DASH-Digital cash and DASH Evolution is our constant priority.
10. Development and launchment of strategy to attract proven advertisers and avoid scams in crypto-community.
11. Promotion of new projects from the DASH community with the promotion of work with DASH with funding from the DASH treasury. whole of April.
12. Organization of cooperation with DASH Core on the level of the official media of the community and the transfer of radio shares to the management of dash core
13. Participation and coverage of conferences. Speeches, with clever promotion of DASH benefits.
14. Launch of studio in Moscow.
15. Expansion of the database of experts at the expense of foreign speakers.
16. Experiment of creation of a business on the live radio air with sales in DASH in collaboration with rucrypto.com.
17. The realisation of live broadcast of radio on its own server and on the server DashNation in Discord as voice channels in different languages.
18. The realisation of broadcast in FM, in partnership with radiostations with loyal audience of radio related subjects.
19. Technical tests of broadcast and recording podcasts in English.
20. Creation of an emergency alert for listeners and users of the website about emergency situations in the world, as well as emergency situations in the cryptocurrency industry (hacking exchanges, threats of hacker attacks, fraud alerts relevant to the world of projects, etc.), together with exchanges, news aggregators, founders of



cryptocurrencies, equipment manufacturers, developers of crypto-wallets, etc. Purpose - prompt notification of market participants about potential threats, improving their safety, increasing the number of regular listeners.

21. Issuance of tokens monetizing airtime, advertising, banners and publications on the website, in social networks Radio+1.

Due to the scale of the goals of the Radio+1 team to promote DASH-Digital cash, for implementation of which it is necessary to provide adequate funding - we are interested to transfer part of the company's share to DAO DASH and monetize the project by increasing capitalization (website, Studio, FM frequency), with such transfer, the relevant part will become the property controlled by DAO DASH.

Additional news:

We are also work on collaboration with speakers on long term: they will increase traffic to our website by citing their speeches and interviews on their resources. The other side of this collaboration - is a formation of a positive impression among listeners as an authoritative media with qualified speakers on different subjects and for different countries.

If the Dash price goes down:

The project will request more funds and maintain scope: **X**

The proposal owner will cover the difference and maintain scope: **X**

Within the framework of the placed proposal - over-financing will be covered at the expense of own funds of founders of the project and attraction of advertizing. The next step will be to request an increased amount (taking into account the correction of the exchange rate DASH)

If the Dash price goes up:

The project will be delivered to specification and the proposal owner will keep the Dash appreciation profit: **X**

The project scope will be expanded until all extra funds are exhausted: **X**

In our next budget proposal we will cover different scenarios of development (changes in the exchange rate of DASH) while reducing the amount of funding - the difference will be covered by the funds of the founders of the project.



With the same amount - we guarantee the planned development.

With the increase in funding (with an increase in the exchange rate of DASH) - will be further improvements in the project, introduced new programs and increased the budget for the promotion. Ideas for improvement and development of the project will be offered constantly, the first of them - will be set out in the next proposal for funding (previously - at the DASH forum).

The ways that the proposal benefits Dash directly:

Our project already benefits DASH and people, who listen us, and who collaborate with us. "Radio+1" team promotes the benefits and calculations in DASH among employees (some of them are ready for differentiated payment), part of the calculations with contractors takes place in DASH.

The top-management of our team prefer DASH among other currencies and transfer their affection to employees. Employees subconsciously perceive this and begin to understand all the advantages and convenience of the DASH. Employees find even more news about DASH and talk about them on live radio air and in negotiations on cooperation with partners.

When the media license is received from the registration authorities, a full-fledged promotion for search engines and news aggregators and social networks of related projects and partners will be launched.

Thus, the broadest coverage of the Russian-speaking audience will be ensured, while the public will already have an opinion about our radio as an authoritative source of information (see the Additional News point above)

The same strategy will be applied when scaling a project by franchise to other languages.

This is not direct and obtrusive advertising people are tired of. It is competent presentation of information by professional journalists and "word of mouth" strategy, which always works.

Is this proposal producing revenue? Does this proposal have the intention or possibility of generating profit or revenue other than that profit or revenue received from the Dash treasury?

At this stage project does not receive revenue from third parties. Extra funds come from the personal funds of the founders of the project.

We will propose an option for consideration:



Funding by DASH until the globalization of the project (in English, German, French, Portuguese and Chinese), with the transfer of equity to the team of DASH CORE and attraction of third-party advertising within the scope of the radio broadcasting. In light of ban by Facebook, Instagram, Google and Yandex of advertisement of cryptocurrency projects - our project can achieve self-sufficiency within a year.

How many people are you reaching?

We can't publish openly our marketing metrics until a media license is obtained from the registration authorities. This is the internal trade secret of the enterprise. We are ready to discuss specific indicators with representatives of the DASH personally. At this stage of the project we are listened by russian-speaking people in 62 countries. 90% are male, ranging in age from 25 to 45 years, higher education, the income above the average. Accurate data and statistics will be published after obtaining a media license.

Our experts and invited speakers develop our community, we are listened to by deputies, officials, owners of small and medium-sized businesses, employees of branch government agencies, crypto enthusiasts, owners of mining farms, traders, etc.

Also, our potential audience - the owners of Smart TV and FM radio listeners.

Visitors, participants and organizers of conferences and meetups, audience of 500 people, local and international blockchain projects.

How do you plan to keep the radio show on the topic of DASH with an economy that is also impacted by many other cryptocurrencies that may be more popular than DASH?

Will your radio show have a bias towards DASH or will it remain neutral?

Broadcast in general: events will be covered as they happened, without prejudice. Also there will be news and an overview of the benefits of DASH, they will be regularly published on the website, social networks and radio broadcast.

On the air we talk about the economic phenomena in general, including coins that may be more popular than DASH, thereby providing guidance for SWOT analysis for DASH, radio+1 content can be used by the DASH development team as a marketing research. Information on the air and on the site is useful for all users, including DASH users, as



now rarely anyone owns and conducts operations in a single cryptocurrency. DASH promotion strategy is described above.

More information on the news presenters, correspondent, block presenters, journalists:

Danilin Alexey - Chief Editor, newscaster, presenter, correspondent, day and noon block presenter, producers and air schedule coordinator.

[https://ru.wikipedia.org/wiki/Данилин, Алексей Олегович](https://ru.wikipedia.org/wiki/Данилин,_Алексей_Олегович)

Pashkov Yuri - newscaster, presenter, morning block presenter

Jirkova Elena - newscaster, presenter, morning block presenter

Shapina Natalia - newscaster, presenter, day and afternoon block presenter

Chistyakov Mark - trainee newscaster.

Gavrilov Dmitry - newscaster, breaking news presenter.

Muratova Marina - newscaster, breaking news presenter.

Tarasov Dmitry - newscaster, breaking news presenter.

Kirillova Ekaterina - producer

Kazhukalo Irina - producer

Baigazin Aleksandr - producer

Alexey Vasilevski - Chief Website Editor, experienced in mining, cryptocurrency exchange, trading, equipment.

Anastasia Sopikova - website editor

Daria Sidelnikova - website editor

The middle age of staff is 29 years old.

The listed staff has huge experience in journalism and most of them are from Alexey Danilin's team from "Radio Baltika" (LIFE! media-group, Russia), that has been closed by LIFE! top-management due to restructuring of media holding. All of our staff you can be reached in Telegram live chat: t.me/plus1radio



Sergey Piternov - sound engineer

Alexandra Anikina - sound engineer

Olga Leontieva - sound engineer

Maxim Fedorov - CEO

Maxim Katsupi - PR-director

Stas Yuhimchuk - Technical director

Andrey Filippov - creative director

Vladimir Lukin - commercial director

Ilya Rudnik - podcast presenter "Business by the rules and without".

Alina Kuzmiychuk - podcast presenter "Astrology and Cryptoeconomics".

Bogdan Bakaleiko and Elena Nikulicheva - podcast presenters "Kursach".

Kirill Mihailov - podcast presenter "Blockchain Academy"

Other employees - freelancers, in view of optimization of the workflow and the tax burden on the company.

We cooperate with "Blockchain Academy acbc.io" to provide knowledge about cryptocurrency and blockchain. We organize personal consultations and lectures for the staff to promote DASH benefits, each member of the team knows the history of the Radio+1 project development from the idea to its implementation and applying of funding from DashCentral.

Do you plan to run any ads on the radio show? Could you provide us with details on what ads and how much revenue you are generating from these ads?

First of all, we run a full-time radio, not a show. The project is the same as FM broadcasting. Online broadcasting is the main advantage of our project, especially when scaling the project to other languages. At this stage, the Radio+1 is listened in 62 countries around the world thanks to the broadcasting on the Internet. A proposal for consideration related to the advertising is described above.

Advertising is the main source of income for such projects, in future the project will be self-supporting through advertising placements. The main priority in the selection of promotional offers will be aimed at excluding the



possibility of popularizing fraudulent projects. To do this, we plan to address to the pool of our own and involved experts.

Could you provide more information on your marketing and advertising plan? What is your SMM promotion?

Promotion in social networks will be launched as part of the full-scale promotion of the project after obtaining a media license and the end of testing of live broadcast in groups in VKontakte, Facebook, Instagram, YouTube.

Feel free to contact us:

CEO: Maksim Fedorov, mvf@plusoneradio.ru, [@Maks_R1](#)

PR-Director: Maksim Katsupi, pr@plusoneradio.ru, [@katsupi](#), Discord: @katsupi

Chief Editor: Alexey Danilin, adanilin@plusoneradio.ru, Telegram: [@Alexey_Danilin](#)



PLUSONERADIO.RU