

THE DOTS

WE CAME TO MAKE MEMES

The Dots Magazine - 2nd proposal

Proponent: 1jdqZ53uEWAVFMGD1FCYsUyu4BpqrbgwRw2NpKpPPQEG2z

Date: 16th August, 2024

Requested: \$38,980 USDT for 6 month of operational work

Short description: The first Polkadot meme media using signature humour as a tool to attract and retain new users in the Polkadot ecosystem.

Project Category/Type: Content Creation/Marketing

Previous Proposal: [link](#)

Introduction

The Dots Magazine is an initiative created by two Polkadot fans in the late of January 2024 in order to cover the Polkadot universe in a humorous manner. We want to emphasise that we're one of the few treasury funded media projects that treat the treasury money as an opportunity to make something BIG and creative for Polkadot, not as a budget to be spent. We also support multipolarity of opinions, freedom of expression and are strongly against serving anyone but the community. Thanks to our 1st passed proposal, we received funds to exist and also got the time to consider our strengths and weaknesses and how we can improve ourselves.

Why memes, and why us?

Memes rule the internet, especially in crypto. Unfortunately, Polkadot lacked dedicated meme media - a significant oversight. We're filling this gap with Polkadot-focused memes combining meme culture with accessible technical content. Our goal is to boost community engagement through relatable, non-nerdy information for mainstream users and create viral meme content about Polkadot and the ecosystem.

There were bad days, there were good days, but we've never stopped creating and delighting the Polkadot community. We've proven our dedication and have no plans to change our original vision.

Who are we?

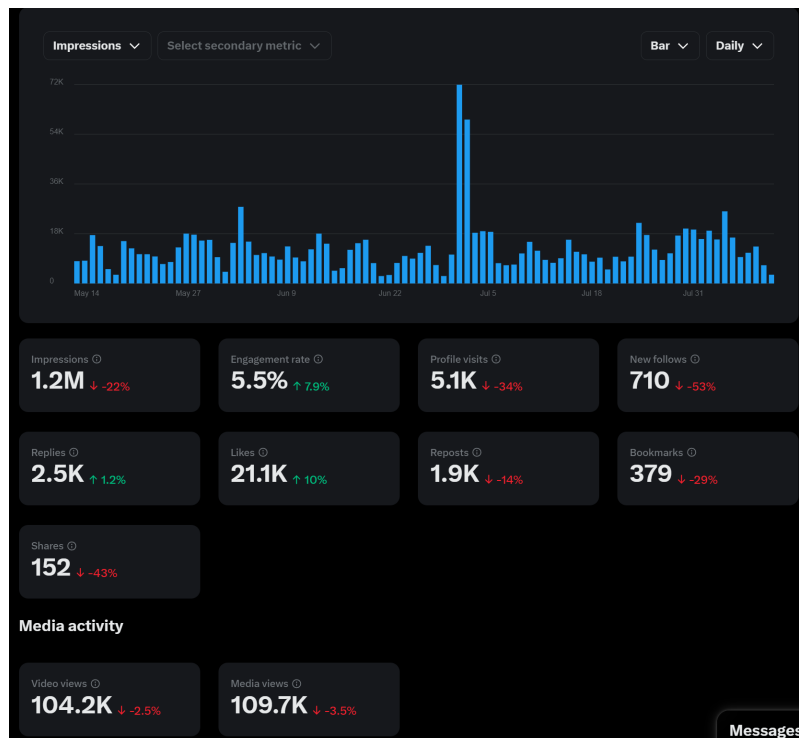
[Mantra](#), a Meme Lord, professional content creator and ecosystem researcher. Ambassador at Phala Network.

[John Mental](#), a Polkadot Senior Ambassador, Web3 content creator and contributor to the ecosystem since 2020. Councillor at Basilisk, Hydrator and contributor at Hydration.

What have we done so far?

The Dots now has 1960+ followers, 2.7M impressions, 5.3% engagement rate and tens of thousands likes and comments. We're pretty sure we have shown our dedication, traction and strong presence in the Polkadot community. Our understanding of Polkadot, the crypto market in general and our use of humour takes entertainment content for Polkadot to the next level.

The Dots Analytics over the past 3 months



Our iconic memes:

<https://x.com/TheDotsMagazine/status/1797937402054656014>

<https://x.com/TheDotsMagazine/status/1797595083237409243>

<https://x.com/TheDotsMagazine/status/1808072817792938022>

<https://x.com/TheDotsMagazine/status/1808084638151098814>

<https://x.com/TheDotsMagazine/status/1766452805345100245>

<https://x.com/TheDotsMagazine/status/1791117710874522083>

<https://x.com/TheDotsMagazine/status/1809166581068394910>

<https://x.com/TheDotsMagazine/status/1813883917646385420>

Our iconic videos:

<https://x.com/TheDotsMagazine/status/1806337826008473821>
<https://x.com/TheDotsMagazine/status/1795125843787743472>
<https://x.com/TheDotsMagazine/status/1782819061593763991>
<https://x.com/TheDotsMagazine/status/1816494948394357184>
<https://x.com/TheDotsMagazine/status/1787452252288065647>
<https://x.com/TheDotsMagazine/status/1820793216565719196>

Also, we actively participate in community life at various events. This year, our team visited Sub0 Asia in Bangkok as well as Polkadot Day Belgrade (an official side event of ETH Belgrade). We produced dedicated content and conducted a series of interviews with founders and ecosystem contributors.

Sub0 Asia:

<https://x.com/TheDotsMagazine/status/1779929165141041390>
<https://x.com/TheDotsMagazine/status/1778079748100407687>
<https://x.com/TheDotsMagazine/status/1776541794118897686>
<https://x.com/TheDotsMagazine/status/1775203882978746809>
<https://x.com/TheDotsMagazine/status/1773424401372823829>

Polkadot Day Belgrade:

<https://x.com/TheDotsMagazine/status/1804187860712538225>

Why are we asking for funding now?

We're about to run out of money, and there are 2 reasons for this:

1. **Price drop.** Due to market fluctuations, we received KSM worth \$6.9K instead of \$10K, which was a solid hit to our budget. And the KSM price has been only getting lower.
2. **Unrealistic budget.** First of all, we admit that is only our mistake and we've been trying to mitigate it as much as we can. Providing high-quality, relevant and, most importantly, fun content requires much more effort, time and money than we thought.

In the current proposal we want to correct our previous mistakes and evaluate our future work fairly. It has been 125+ days since the creation of the 1st proposal, and given that the 2nd one can be approved in a 28 days + spending period, we believe that we've chosen the reasonable timing to submit the new proposal.

Budget

We're requesting **\$38,980 USDT** for 6 month of operational work and here's a breakdown of our budget:

1. Salaries (tax included) - \$29,280

- Mantra is responsible for the vision of The Dots, ecosystem research, script writing for videos and creating textual and visual content such as memes, news, articles, shorts and infographics.

Working hour: 35\$

Total working hours per month: 88 hours (Monday - Friday: 4-hour work day, Saturday: 2-hour work day). \$3080 per month.

- John is responsible for the full cycle of video production and some of the visuals (script writing, video editing, motion graphics, use of AI tools (including Deep Fake software installed locally on PC), voiceover editing, sound design and post-production.

Working hour: 50\$

Total working hours per month: 36 hours. \$1800 per month.

2. Promotion on X - \$5200

- \$800 per month on promoting our content (mostly video content) on X.
- Additional one-time payment of \$400 to promote our content produced in August.

3. Tools - \$2100

- \$350 per month on AI tools, software, etc. (\$76 Photoshop (2 licences) + \$95 Runway + \$30 Luma + \$22 Eleven Labs + \$30 Midjourney + \$20 ChatGPT + \$70 reserved)

4. Part-time work - \$2400

- \$400 per month on work such as digital design, 3D modeling, digital art, etc., that is outside of our specialty, but we'd like to implement it in our content.

We will publish a monthly report of our expenses on the Polkasassembly proposal page. All unspent funds at the end of the 6-month period will be sent back to Polkadot Treasury.

Scope of Work

Visual graphics production

- Memes
- Infographics about Polkadot & Kusama/parachains
- AI art

Video production

- 2-4 professionally edited videos per month
- 8-16 short videos per month

Copywriting

- News
- Entertainment content
- Non-nerdy educational articles

Community building

- Answer FAQ questions and educate Twitter audience about Polkadot & Kusama
- Nurture community spirit on X

Brand development

- Create a mascot to represent The Dots and use it in fun, engaging content about Dotsama and crypto in general
- Animate mascot using AI tools and motion graphics for our videos

Graphic Design & Artwork

- More precise and professional templates for infographics created by part-time graphic designers
- Use professional art for our content created by part-time artists

Special Project "The Dots and Frens"

- Host interviews with founders showcasing their products
- Host interviews with ecosystem contributors, highlighting important and hot topics in the ecosystem

THE DOTS MAKES DOT GREAT AGAIN!