

Proposal: A Social Contract between PolkaWorld and Polkadot Treasury - Ops and Maintenance proposal

Proponent: 12mP4sjCfKbDyMRAEyLpkeHeoYtS5USY4x34n9NMwQrcEyoh

Date: 2/8/2021

Requested DOT: to be completed at submission, approx **4357 DOT** total allocation for **September, October, November** depending on EMA(30) AVG rate (DOT = 15.81 usdt) [here](#).

Short description: This is a social contract between PolkaWorld (the biggest Polkadot Chinese community in China) and the Polkadot Treasury. This proposal is aimed to cover the operational costs of September, October and November 2021.

Background

PolkaWorld is the first Polkadot Chinese community. For the past two years, PolkaWorld was running as an independent Polkadot Chinese community funded by Web3 Foundation. We contribute to the Polkadot community by publishing Polkadot Chinese articles (translated from Polkadot Blog/wiki or produce the original content), interviewing Polkadot eco-constructors, and organizing Meetup/Polkadot China Tour /Substrate Workshop and Substrate Hackathon in different cities in China to help people learn Polkadot well and build a strong Polkadot Chinese community!

For now, PolkaWorld now has more than 40,000 followers, and so far we have collaborated with the Polkadot ecosystem and Web3 Foundation in the following ways:

- published a total of 600 Polkadot /Kusama/ Substrate articles (Wechat official account can't share a link).
- reached total readings of 1,105,912 (based on WeChat official account) in 2020
- Interviewed 30 eco-projects/Substrate developers.
- Hosted 11 [Meetups/Polkadot China Tour](#), for 2953 participants.
- Hosted 16 [Substrate workshops](#), for 1153 developers interested in Substrate.
- Hosted 1 [hackathon](#), for 22 teams from 4 countries around the world

Since June 2021, we have established a Social Contract with the Polkadot Treasury, and get funding from the Polkadot Treasury. Please check our monthly reports ([June](#), [July](#)) here to learn more!

Timeline Breakdown

Workscope & OKR Breakdown: 1 September - 30 November, 2021

Objective: To help the Chinese community in getting the latest development updates on Polkadot and to fully understand and learn about parachain development.

1. Content Creation & Marketing

OKRs for the 3 months period of this proposal:

- Publish 120 articles related to Polkadot on PolkaWorld and polkaworld.pro and at least 5 top blockchain media.
- Interview 6 team members from Polkadot eco-projects.

Todo in each month:

1. Produce 40 articles **per month** related to Polkadot/Kusama, parachain/parathread, PLO, and weekly reports, Substrate, general Polkadot news and Polkadot eco projects - with a frequency of at least one article per day, 6 days a week.
2. Distribute 4 articles on the ParityAsia's wechat account every month.
3. Interview with 2 team members from Polkadot eco-projects/builders **per month**, and spread the interviews in the PolkaWorld community and at least 5 top blockchain media outlets.

2. Events Organisation & Management

OKRs for the 3 months period of this proposal:

- Plan A: Host 3 meetups in 3 different cities, 1 per month: Chengdu, Shenzhen, and Xiamen, at least 80 participants per meetup. (Please note that we also have a plan B

on this, which is to hold the [Polkadot China Tour](#) in September - 3 meetups in 3 cities(Beijing, Shanghai, Shenzhen or Chengdu) still, but within a month. And whether we choose plan A or plan B, we will still hold 3 meetups in 3 different cities)

- Host 6 online broadcasts, 3 for the parachain/Crowdloans topic with 3 Polkadot ecosystem teams and 3 for Q&A from the community.

Todo in each month:

1. Hold 1 offline meetup **per month** (a different city per month) (Register 150+ person, 80+ people show up to the meetup) on the topics of parachains, eco-projects and Substrate.
2. Host 2 online broadcasts **per month**, one for the parachains topic which will invite an ecosystem builder/eco-project to share their auction plan and progress of the parachain, and one broadcast for the community in Q&A format.
3. promotion material design and production for each event, such as 1-2 Wechat articles for promotion and sign-up, 1 web-based sign up link, 3 - 4 posters, Livestream links for participation
4. film editing for each meetups and upload on [polkaworld.pro](#) and YouTube
5. Online broadcasts should focus on the topic of parachain auctions, inviting 3 eco-project to share the progress of parachain and their PLO plan every 2 weeks.
6. Host 3 online broadcasts, answering the questions from the community every 2 weeks.
7. promotional material design and production for each online broadcast, such as 1 Wechat article for promotion and sign-up, 1 poster

3. Website Maintenance

OKR for the 3 months period of this proposal:

- Update all articles/videos to the new website [polkaworld.pro](#) each month.
- Publish the timely news (can't calculate the quantity temporarily, because it's real time news) of the Polkadot ecosystem.

Todo in each month:

1. Update all articles/videos to the new website polkaworld.pro and publish the timely news.

4. Reporting

Publish a Monthly Review and Report on Polkasassembly on the last day of every month, including performance data and all activities and materials created, to be shared with the Direction channel for regular updates.

Budget

Tasks	COST (1 month) and Human Resources	Total Allocation
1. Produce 40 articles and publish on 5 top blockchain media outlets 2. Website maintenance and update	• 2 Content Operations Managers: ◦ USD 4,615.00 monthly per person	USD 9,230.00
3. Interview / AMA with 2 ecosystem builders 4. Host 2 online broadcasts	• 1 online activity Operations Manager: ◦ USD 3,846.00 monthly	USD 3,846.00
5. Organise and host an offline Meetup	• 1 offline event operation: ◦ USD 3,846.00 monthly • 2 roll up banner: USD 46.00 • 50 t-shirts: USD 384.00 • 150 drinks: USD 230.00 • Event Venue Leasing: USD 1,538.00 • travel expense: USD 923.00 • Video recording: USD 615.00	USD 7,582.00

6. design all materials that online/offline activities/articles need	1 designer: - USD 2,307.00 monthly	USD 2,307.00
TOTAL		USD 22,965.00

Based on the budget in the above table, we apply for USD 22,965.00 per month, that is USD 68,895.00 in total (from September to November) for the Chinese community operations and event costs.

Please note that PolkaWorld requests **4357 DOT** for the **September, October and November** milestones this time depending on EMA(30) AVG rate(DOT = 15.81 usdt) [here](#).

Note:

1. This is a Social Contract between PolkaWorld and Polkadot Treasury, PolkaWorld will develop a new OKR and budget every three months, and the OKR and Monthly Report will be reviewed by Polkadot Council. Subsequent extension on this agreement depends on Council approval.
2. And please note that we will OOO from October 1st to October 7th, it's China's National Day. But we will try our best to ensure 40 articles in October.