

# Treasury Proposal: Polkadot & Kusama Belgrade 2024

**Event Title:** Polkadot & Kusama Belgrade 2024

**Date:** 05.06.2024.

**Location:** Faculty of Organizational Sciences, Jove Ilića 154, Belgrade

**Organizing Entities:** MVP Workshop & Unique Network & Ceres

## Intro to Event

Polkadot & Kusama Belgrade 2024 is a one-day event aimed at bringing together members of the Polkadot & Kusama community, such as infrastructure providers, parachains, developers, and enthusiasts to discuss the growth and potential of the Dotsama ecosystem, share knowledge and forecast collaborations.

Several significant projects, organizations, and stakeholders such as Ceres, Origin Trail, Unique Network, MVP Workshop and Apilon in the Polkadot ecosystem have expressed interest in the event so far and have committed to attending the conference. We intend to take advantage of these relationships to increase the event's appeal and positioning in the Polkadot community.

As organizers, we strive to create an environment that promotes collaboration and human connection, which is essential for the web3 community to create valuable products and drive the mass adoption of Polkadot and Kusama.

# Why Belgrade?

Belgrade and Serbia have been one of the leaders in the growth of the Web3 industry in Europe over the past few years. Belgrade hosts a lot of such kinds of events and conferences because it is unique in many ways:

- Belgrade is a base for multiple Polkadot projects and a number of people from the community (including Parity) that can present the ecosystem well.
- Serbia has a very well-established and strongly bonded Web3 Community consisting of enthusiasts, investors, and industry experts.
- The Web3 industry in Serbia has been rapidly growing in the past few years because of the quality of development services that companies in our market are eligible to provide.
- A large number of Web3 startups with innovative ideas appear on our market, which represents an ideal opportunity for all ecosystem builders to get a chance to come and learn about the innovations that are being developed here.
- Web3 Companies from Serbia have been featured, many times, as implementation partners of industry leaders such as Parity (Substrate), Polygon, and others
- The government and state institutions already provide a lot of support for all kinds of events in the Web3 community and try to improve how we do business through the Web3 market by working on regulations. Serbia has established the first cluster organization dedicated to web3 in the world, once again showcasing the potential of this market to pioneer the Web3 industry

By hosting this event in Belgrade, Serbia, we aim to tap into the vibrant technology ecosystem and entrepreneurial spirit of the Balkan and Eastern European region. The conference will serve as a platform to connect local developers, community builders, and investor partners (venture capitalists, angels, accelerators) with Polkadot & Kusama projects and opportunities, fostering collaboration and driving innovation within the ecosystem. Additionally, we will actively engage with local Web3 companies, universities, and government agencies to showcase the enterprise potential of Polkadot and explore opportunities for its adoption in various sectors.

In addition, the event will coincide with Belgrade Blockchain Week, a time when the city will host several other notable events such as ETH Belgrade, ZK Day, Rust Summit, and more. This scheduling ensures that a significant number of crypto enthusiasts and

blockchain professionals will already be in Belgrade, enhancing the potential reach and impact of our event.

## Organizational Team



Nikola Mandić - Head of Business Development at MVP Workshop & Polkadot Ecosystem Contributor



Aleksandar Mitrovich - CEO of Unique Network



Stefan Sopic - Ex VP of Engineering at Parity Technologies

## Partners



**MVP  
WORKSHOP**

MVP Workshop is a Blockchain Product Research & Development Studio and one of the pioneers of Web3 in Europe. We are an innovative team of 50+ engineers, developers, designers, consultants, and marketers who are head-over-heels in love with the wide range of possible applications of blockchain technology.

Our experience counts 50+ developed Blockchain products, and we are proud to say that our biggest accomplishments in the Polkadot Ecosystem are:

- Parity's Substrate Delivery partners: 3,5 years ago we got in touch with Parity to build a variety of products for the Polkadot ecosystem, including [Substrate Starter Kit](#).
- Completed the grant to build UI Kit for Asset Conversion Pallet which is broadly adopted by developers that are building DeFi (DEX) solutions on Asset Hub system parachain. Almost half a year after the official release we have managed to adapt the product to scaling needs of Polkadot (since runtime 1.2.0 is live) and to introduce new features while providing the support for teams that are onboarding their products to Asset Hub by using our solution as a core.
- In April 2024 we have as well closed the grant on open governance to update the Substrate Starter Kit

Our position in the Polkadot ecosystem at the moment is multifaceted. Besides developing solutions for a number of clients, we are also advancing our own products, the Parachain Runtime Builder and UI KIT for Asset Conversion Pallet, which is now, six months after release, used by multiple teams that are building DEX products in the Polkadot Ecosystem. This initiative is crucial as it facilitates the creation of custom parachains, streamlining the development process and enhancing efficiency. Our active engagement and contributions aim to significantly enrich the Polkadot community with innovative tools and applications.

We have organized a Polkadot Community Day in Belgrade, held as part of the Belgrade Blockchain Week. This event brought around 100 community members together for networking with Polkadot Ecosystem Experts, parachain teams and enthusiasts. Here you can find the [recap of last year's event](#).



Unique Network is a parachain designed as a next-gen NFT chain, aiming to support advanced uses and attract many users. It explores new ways to use NFTs, which are key in managing distinct digital assets like digital real estate and fashion, as well as in gaming.

- As one of the top Polkadot parachains in active users and traction, it can represent real-world solutions to the wider dev community to attract them to Polkadot. It appeals to the EVM ecosystem with a full EVM compatibility, and to Web2 developers with its Unique SDK, which allows development in most Web2 languages with easy access to blockchain capabilities. Since a big part of the Unique team is based in Belgrade, they can assist in putting together a great event.
- The Unique Network NFT Marketplace has been relaunched to support next-generation NFT utility tools for creators. This marketplace offers a seamless experience for creating and trading advanced NFTs, promoting more sophisticated and functional digital assets.

Through these initiatives, Unique Network is driving significant advancements in the utilization of NFT as a tool for adding utility and providing sustainability of digital assets which are unlocking new use cases for potential builders to further expand their vision in the Polkadot Ecosystem.



Ceres Blockchain Solutions is a Belgrade-based software company specialized in the design, development, and implementation of Web3 software solutions. Their operations extend beyond creating in-house products; they play a significant role in empowering teams and individuals within the Web3 space. Through comprehensive consulting and outsourcing services, Ceres Blockchain Solutions aids in turning innovative ideas into sustainable software solutions.

Ceres Blockchain Solutions stands out not only for its comprehensive blockchain development services but also for its active engagement in creating and deploying a diverse range of DApps and platforms. Their portfolio, spanning from decentralized exchanges (DEXs), launchpads, farming platforms, gaming DApps, to governance systems, showcases their versatility and commitment to advancing the blockchain ecosystem.

# Polkadot Day 2023 - Recap

## Polkadot Day 2023 - Belgrade edition

Polkadot Day 2023 was a 1-day conference event hosted by MVP Workshop during the Belgrade Blockchain week last year. Event was supported by many parachain teams and polkadot builders including Unique Network, Apillon, Origin Trail, Ceres and others.. We have managed to successfully gather Polkadot community and these are event summary:

### Experience Polkadot Community Day

Immerse yourself in the world of Polkadot as we bring together a stellar lineup of industry experts, innovators, and visionaries. Explore the exciting world of parachains, cutting-edge infrastructure and technology, and growth plans as our eminent speakers share their knowledge and help to build the Polkadot ecosystem's future.

5+

Speakers

200+

Attendees

2

Workshops

5+

Investors

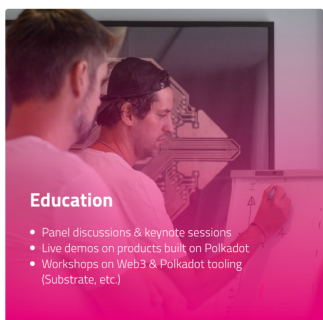


## Activities

The aim of the event is to provide networking, education and building initiatives for both local talent to dive into Substrate and Polkadot/Kusama, but also international experts and investors to make new connections or partnerships and collaborate on innovation in the space through building on Polkadot.

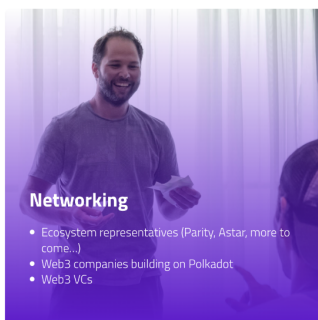
### Education

- Panel discussions & keynote sessions
- Live demos on products built on Polkadot
- Workshops on Web3 & Polkadot tooling (Substrate, etc.)



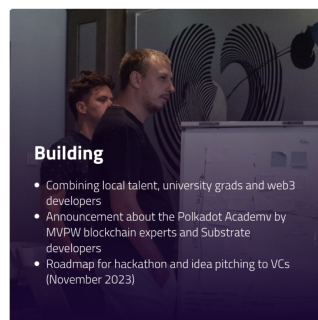
### Networking

- Ecosystem representatives (Parity, Astar, more to come...)
- Web3 companies building on Polkadot
- Web3 VCs



### Building

- Combining local talent, university grads and web3 developers
- Announcement about the Polkadot Academy by MVPW blockchain experts and Substrate developers
- Roadmap for hackathon and idea pitching to VCs (November 2023)



## Overall summary:

Polkadot day (an event held during Belgrade Blockchain Week), was organized on June

5th, 2023, in a Business Auditorium of the Faculty of Organizational Sciences.

**The total number of attendees was between 50 and 100** (with 200 Eventbrite registrations), in which we've included 9 speaking & educational sessions (2 fireside chats, 1 workshop and 6 keynotes) amongst 11 speakers:

- Vladimir Lelicanin, CTO at MVP Workshop
- Andreja Markovic, Technical Project Manager at Parity Technologies
- Malisa Pusonja, CTO at Attic42
- Stefan Sopic, Head of Engineering at Parity Technologies
- Maria Matyushina, Director of Software Engineering at Unique Network
- Beno Van Gansen, Director at SORA
- Danijel Radulovic, Lead Developer at Ceres Blockchain Solutions LLC
- Nikola Todorovic (Lead Developer for Parachains) Branimir Rakic (CTO) from OriginTrail
- Urban Osvald, Developer Relations Manager at Parity Technologies
- Alex PromoTeam, Polkadot & Kusama Head Ambassador

The attendees that gathered were distributed in a following way:

- 25% Faculty Students
- 40% Web3 Developers
- 20% Web3 Local Companies representatives
- 15% Speakers

### Media showcase

We'll feature some of the images here in the document, but here's [a link to access all the images](#) from the event.





The video production team has also created an 'Aftermovie' featuring B-Roll scenes from the event, as well as a 3-minute interview presenting the thoughts about the

conference. You can access the Full-HD video [here](#) or you can preview the video in our [event summary post](#) which was published on MVP Workshop's LinkedIn profile

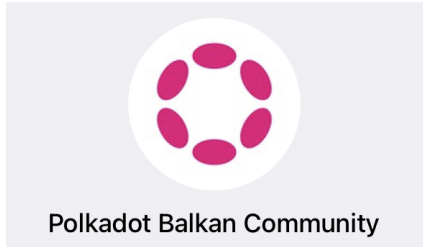
One of the aftermovie parts highlights Stefan Sopic, ex. VP of Engineering at Parity shares his impressions on the event. ***Big shout out to Stefan for all the help he provided if he ever reads this!***



### Community Building and Education initiatives

MVP Workshop team continued developing the local community of Web3 developers and students wishing to enter the Polkadot technology and build the next generation of products in the ecosystem.

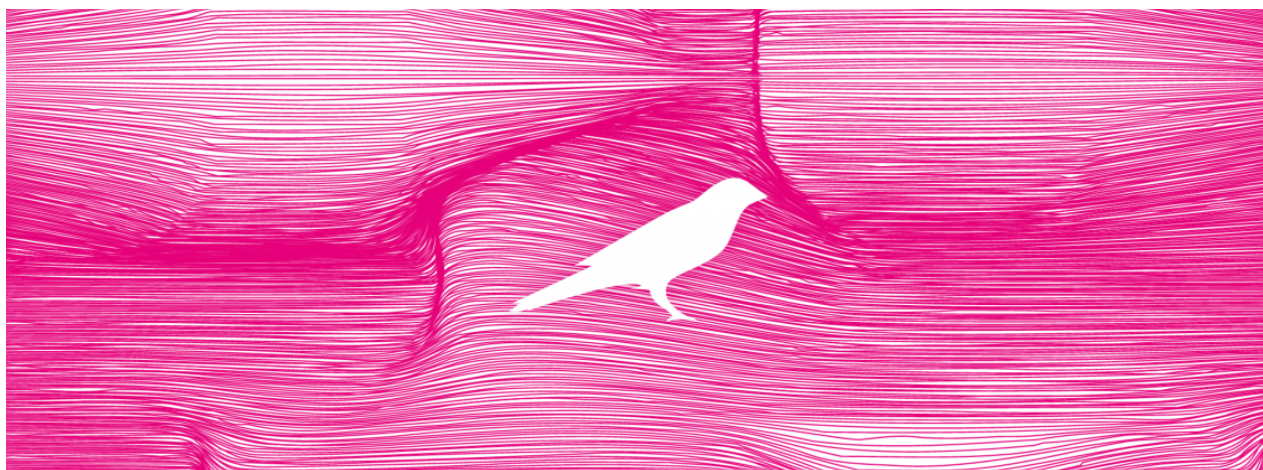
The community is created on Telegram, and serves as a place for builders to network, as well as learn everything from Polkadot basics to low-level protocol (Runtime) advanced coding – starting from the content created during Polkadot day, but also new educational content produced by MVP Workshop in-house experts.



The education is part of MVP Workshop contribution to the Polkadot ecosystem for a years as we have been creating a lot of educational content in the early days of Polkadot and Kusama and we are continuously putting our efforts to keep that going.

[Intro to Kusama & Substrate Video](#) - Which explains what are good Rust starting points to onboard on Polkadot/Substrate framework and how to utilize runtimes to build in the Polkadot Ecosystem

[Kusama Approach blog post](#) - Showcasing how Kusama, a canary network for Polkadot, facilitates innovation and experimentation in blockchain technology through its unique economic model, decentralized governance, and low entry barriers, ultimately providing a testbed for new features and third-party integrations before they are deployed on Polkadot.



And many more which can be found on our [educational blog](#)

## How are we facing it in 2024

By hosting Polkadot & Kusama Belgrade 2024, we aim to further address the challenges that were highlighted a year before and provide a dedicated space for the Dotsama community to showcase its growth, innovations, and expanded horizons within the thriving blockchain environment of Belgrade and Eastern Europe. We seek to create an inclusive and engaging event that offers ample networking opportunities, insightful discussions, and educational sessions specifically tailored to the Polkadot ecosystem.

Furthermore, our event will contribute to increasing the visibility and presence of the Polkadot ecosystem within the blockchain community of Belgrade and the Eastern Europe region. By promoting the benefits of Polkadot and highlighting its potential for innovation and adoption, we aim to attract a broader audience and foster the growth of Polkadot within the crypto-friendly community.

Through Polkadot & Kusama Belgrade 2024, we strive to address the before mentioned problems by providing a dedicated platform that caters to the needs of the Polkadot community, fosters valuable connections, and promotes the growth and adoption of Polkadot within the local and regional blockchain ecosystem and accomplishing following objectives .

At Polkadot & Kusama Belgrade 2024 we are thriving to sponsor the ETH Belgrade, main event of Belgrade blockchain week by obtaining the exclusive sponsorship deal made for Polkadot/Kusama to get visibility and spread awareness about the ecosystem to the broader Web3 Community that will be visiting ETH Belgrade. Sponsorship will include having package of free tickets for some of Polkadot & Kusama Belgrade attendees to attend the ETH Belgrade as well, a booth in a central hall to actually gather Polkadot enthusiasts and promote merch, ETH Belgrade speakers dinner spot for Polkadot & Kusama Belgrade organizers to network and 1 keynote presentation slot at main event (ETH Belgrade). Alongside that we will be able to onboard a 15% discount code for all the other Polkadot members who would want to participate in ETH Belgrade.

Alongside that we are also opening the doors of our event to all the participants of Rust Summit that are happening on June-6th as a part of Belgrade Blockchain Week as well with a intent to introduce the Polkadot technology and Substrate framework to the audience of experienced Rust developers which could possibly result in onboarding new teams to build products in the Polkadot ecosystem using Substrate.

## Objectives and Impact

We aim to establish "Polkadot Belgrade" as a distinct brand, organizing quarterly gatherings to strengthen the Polkadot community. Building on the success of last year's Polkadot Community Day during Belgrade Blockchain Week, we plan to make this conference a tradition, promoting collaboration and knowledge sharing among projects, parachains, experts, and enthusiasts. This initiative will reinforce our leadership in fostering a vibrant Polkadot ecosystem in the region.

The primary objectives of Polkadot & Kusama Belgrade 2024 are:

- Polkadot/Kusama Ecosystem Introduction & Education

Raising awareness about the innovative Polkadot/Kusama ecosystem, infrastructure, and parachains, highlighting emerging technologies built on Substrate and its benefits and conveniences compared to other solutions. Highlighting the interoperability, security, scalability, and multi-chain possibilities in Polkadot/Kusama unique ecosystem, as well as showcasing the Substrate development framework, infrastructure providing, and enterprise solutions.

- Onboarding developers to Substrate framework

Educating developers on specific skill set, that is necessary to grow the Polkadot ecosystem, by organizing tech workshops that will be dedicated to the Substrate framework with a goal to engage those developers with the Polkadot ecosystem and convert them into contributors.

- Project visibility increment

Providing a platform for local startups to increase their visibility within the Polkadot/Kusama ecosystem. Projects will have the opportunity to connect with investors, showcasing their solutions for the first time, while the selected ones will get a chance to further prepare pitch presentations as our initiative proceeds.

- Polkadot 2.0
- IAM

## Event Program

Polkadot & Kusama Belgrade will have a full and exciting schedule, offering something for everyone interested in blockchain technology. The day will include:

- Workshops: Practical sessions where attendees can learn about new technologies in the Polkadot ecosystem from experts.
- Startup Pitches: A chance for new companies to present their ideas to investors and leaders in the industry, showing off the innovative work being done in Polkadot.
- Keynote Presentations: Talks from important people in the blockchain field who will share their knowledge about the current and future state of Polkadot.
- Panel Discussions: Group talks with different experts who will discuss and give their opinions on important topics in the blockchain and Polkadot areas.

- Networking Party: An engaging social event where attendees can connect with peers, experts, and industry leaders in an informal setting. This gathering offers a unique opportunity for building relationships, exchanging ideas, and fostering collaborations within the Polkadot ecosystem. Ideal for both seasoned professionals and newcomers, the networking party facilitates meaningful interactions, helping to expand professional networks and deepen community ties.

This lineup is designed to be informative and interesting for everyone, whether you are a developer, entrepreneur, investor, or just someone who is enthusiastic about blockchain. Our lineup for now features:

- Aleksandar Mitrovic - CEO of Unique Network
- Aleksandar Dimitrijevic - Infra & Tooling Lead at Parity Ecosystem Success
- Nikola Mandic - Head of BD at MVP Workshop & Polkadot Ecosystem Contributor
- Jimmy Tudeski - StakeNode & Web3 Foundation Decentralized Voices
- Philip - Developer Bagpipes
- Danijel Radulovic - CTO at Ceres Blockchain Solutions
- Branimir Rakic - Origin Trail
- Ramsey A. -Decentration.org
- And more to be announced..

Full speaker list will be available on our website followed by agenda, which is going to be released on May-20

# Budget

## Costs Breakdown

### Venue:

- Space: **Faculty of Organizational Sciences for conference** + Attic42 Hub Open space for Co-Working & Podcast studio for recording interviews with speakers and community members
  - LED Screen
  - Sound equipment
  - Microphones

- Video projectors
- WiFi for attendees
- Seats
- Security
- Cleaning services
- Exhibition Stands

**Subtotal: 9800\$ -> Sponsored by MVP Workshop**

### **Production:**

- Management staff
- Technical staff
  - Technical operator
  - Video Recording team
  - Photographer
  - Post-production

**Subtotal: \$6200 -> Sponsored by MVP Workshop**

### **Marketing:**

- Paid Advertising
  - LinkedIn campaigns
  - Twitter campaigns
  - Instagram ads
  - Google ads
- Ecosystem partnerships
- ETH Belgrade sponsorship
  - 5 tickets for Polkadot & Kusama Belgrade attendees to attend ETH Belgrade
  - Booth in a main event hall
  - 1 speaker slot to present polkadot on ETH Belgrade (probably assigned to some of ambassadors, community representatives or Parity employees)
  - 15% discount code (POLKADOTBGD) for all the Polkadot & Kusama Belgrade attendees for ETH Belgrade tickets
  - And much more to be announced
- Email marketing
- Promo materials
  - Rollup-s
  - Booklets
  - T-shirts

- Gift Bags
  - Accreditations
- Landing Page
- Marketing team
  - Marketing lead
  - Graphical designer
  - Social media manager
- University Promotions
  - FON
  - RAF
  - ETF
  - PMF

**Subtotal: \$7000**

### **Foods & Drinks:**

- Food
- Drinks
- Coffee Breaks

**Subtotal: \$4000**

### **Networking event:**

- Space: Boat party
  - Staff
  - Reservations
- Drinks

**Subtotal: \$5800**

### **Speakers:**

- Travel costs
  - Flight tickets
- Accommodation
  - Hotel costs
  - Transfer costs

**Subtotal: \$7250**

**TOTAL: \$24,000**

We are looking to get a community based co-financing from treasury as MVP Workshop will be covering all the venue and production costs on our own which is totaling \$16000 and present around ~40% of the investment while on the other hand we are seeking to get **\$24000** from treasury to cover all the other expenses which is totaling **820 KSM** (by date of 16-May)

## Success Metrics

Key metrics (KPIs):

- Total applications: 300+
- Total attendees: 100-150
  - Web3 developers and university students with coding experience in C++/Rust (60%)
  - Web3 Startups (20%)
  - VC Investors, Accelerators, Business Angels (10%)
  - Ecosystem representatives & Parachain teams (10%)
- + Additionally we are targeting to have 2-3 Enterprise representatives

Other metrics:

- 5+ testimonials from Keynote speakers and Workshop moderators
- 50+ testimonials from event attendees
- 5-star attendee satisfaction rate on the official feedback form
- Setting up the official Polkadot/Kusama Belgrade (Balkan) community and growing up to 500+ members, with further intention to grow it as the project proceeds

## Conclusion

Polkadot & Kusama Belgrade 2024 is an important event planned during Belgrade Blockchain Week. It aims to bring together people who work with Polkadot and Kusama technologies. This event is a great chance for experts, developers, and business leaders to meet, share ideas, and plan new projects.

Hosting this event in Eastern Europe is especially important because it helps shine a light on the technological skills and innovations from this region. We believe this will

encourage more developers and startups to join the Polkadot community, leading to more and better projects.

The activities planned for the day, like workshops and discussions, will focus on how the Polkadot network can be used in many different ways. We want to show off what has already been achieved and explore future possibilities.

By the end of Polkadot & Kusama Belgrade 2024, we hope to have sparked new ideas and collaborations that will make the Polkadot community stronger and more connected. We are excited about this event and look forward to your support to make it successful. Together, we can help the Polkadot ecosystem grow and reach new heights.

## Additional information

As for now we don't have all the speakers confirmed and in case that any spare KSM is left due to reduced costs in some categories it will be returned to Kusama Treasury.

For any further inquiries and additional information please contact our organizational team lead:



[Nikola Mandić](#), Polkadot & Kusama Belgrade Co-Organizer & Head of Business Development @MVP Workshop

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