
Proposal: San Francisco Blockchain Week Polkadot Summit

Proponent: 1j5YyEGdcPd9BxkzVNNjKkqdi5f7g3Dd7JMgaGUhsMrZ6dZ

Date: August 30, 2022

Requested DOT: USD \$47,215.00

(DOT rate based on the [7 days avg rate](#) opening price at day of submission)

Short description: Produce Polkadot Summit a full day conference to present Polkadot Ecosystem Developments to SF Blockchain Week attendees. SF Blockchain Week is where blockchain startups, enterprise companies, academics, developers, and investors from around the world come together to define the future of blockchain and cryptocurrencies.

1. **Context of the proposal: we aim to have as much context as possible to understand how a proposal came to the proponent's mind, please include here:**

Astar Network is coordinating the production of Polkadot Summit and will host Parachain Teams, Core Parity Team Members, Berkeley Blockchain Accelerator Leaders as well as infrastructure providers to Polkadot Parachains, for example Alchemy, Blockdaemon, The Graph, etc.

The Summit will consist of **two tracks**.

The main track will be focused on overall ecosystem updates and education about Polkadot and the second track will be technical education.

Business Track, Speakers Confirmed:

Eric Wang, Head of Strategic Growth Projects, Parity Technologies - Closing Statement, Polkadot Past, present, and Future

Shawn Tabrizi, Runtime Engineer Lead, Parity Technologies - Tech Talk TBD

Yev Munchik, Founding Partner, Launch Legal - State of Legal in Web3 Lightning Talk

Sota Watanabe, CEO and Founder, Astar Network - Future of Smart Contracts in Business

Carolina Mello, Head of Content and Communications, Nodle - Speaker on Panel, Web2 vs Web3: So you want to work in Web3? Hiring, Culture, Ambassadors, Global Workplace, Decentralized Workforce: Web2 vs Web3. In Web2 you do a lot of paid advertising in marketing, in Web3 you focus a lot on your community growth; in Web2, you focus on revenue generation and profitability, and in Web3 you focus on delivering value and growing an ecosystem of applications/devs to be self-sustaining
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Robinson Burkey, Director of Growth, Acala - Acala, Moonbeam, Astar, Parallel Opening Panel

Logan Saether, CEO and Founder, Zeitgeist - Web2 vs Web3: So you want to work in Web3? Hiring, Culture,

Ambassadors, Global Workplace, Decentralized Workforce: Web2 vs Web3. In Web2 you do a lot of paid advertising in marketing, in Web3 you focus a lot on your community growth; in Web2, you focus on revenue generation and profitability, and in Web3 you focus on delivering value and growing an ecosystem of applications/devs to be self-sustaining
Tamara Frenkel and Alex Hatoum, Co-Founders of Polka Häus - Morning Keynote: Polkadot is still different from other blockchains in several advantageous ways that also present several interesting challenges.
Devin Rabasso, BD, Zeitgeist - Lightning Talk, Building in Dotsama
Zoé (Zora) Meckbach, Global Ambassador Lead, Polkadot - to MC the event
Joe Wu, CEO, Astrid DAO - Panel on Astar Ecosystem of dApps, more speakers to be confirmed
Valeria Kholostenko, CMO, Astar Network - Moderate Panel with Acala, Moonbeam, Astar and Parallel - Challenges, Why Polkadot, How far we've come, what's next, current climate and growth
Kenny Li, Co-Founder, Manta Network - Lightning Talk: ZK and Privacy, Without privacy, scaling blockchain to 1 billion users (or more) will make blockchain the biggest and most convenient global surveillance tool on the planet. What are the limitations of blockchain without privacy? Just how big of a problem is this surveillance?
Girl Gone Crypto, Blockchain Media - Moderate Panel Women in Web3 - Entering the space, Technical vs Business knowledge, Increase of Women in Web3? Compensation? How each got into Web3, Future of Women in Web3
Chris Li, CEO, Oak Network - OAK Network is a layer-1 for on-chain automation. At OAK, we provide other parachains with out-of-box functionalities, such as recurring payment, auto-compounding and stop-loss trade, and automated NFT strategy. It is 10x cheaper for other chains to leverage and pay for our automation, than to build it themselves.

Technical Track, Speakers Confirmed:

Micha Nodle, CEO and Founder, Nodle, Connecting Web3 to the Physical World, Edgenode Computing
Irsal McGinnis, CTO, Oak Network, OAK Network is web3's hub for cross-chain automation, enabling multi-chain apps to schedule and automate any Substrate extrinsic, ink smart contract or EVM smart contract function. In this talk, we would like to present how other chains, DApps and smart contract developers can use OAK's automation via XCMP. They are able to take advantage of a powerful conditional transaction model that contains triggers based off of time, price, and blockchain events.
Hang Yin, Co-Founder, Phala Network, Phat Contracts: Scaling computation and meeting the needs for the next generation of developers in Web3. What it does, when to use it & demo of dApps that can be built.
Vitaly Bulatov, Co-Founder MerkleBot and Robonomics: IoT devices on the blockchain, what they mean for traditional sectors like manufacturing and home automation, special guest SPOT the robot dog.
David Rhodus, Co-Founder Sumi: Wallet to Wallet secure communications. Using the Substrate framework to enable interesting multichain integrations for wallet communications inside and outside the Polkadot ecosystem.

The main room can hold up to 300 people and the second room up to 100.

Polkadot Summit will take place at the **Fort Mason Center Gallery 308** and **Store House**, and Astar Network had already paid the \$8,525 deposit to reserve the venue.

Astar Network will partner with local blockchain groups to help co-promote the event to the local community in San Francisco. We as well be having Alchemy, Blockdaemon, and The Graph as speakers who all have a loyal base in San Francisco, as well as community events they organize which they will promote the event to. We also receive advisory support from Berkeley Blockchain Accelerator of which Astar Network is an alumni.

Astar team has done the research on the costs and here are the estimates as close as possible to the actual costs that are necessary for a successful event production.

2. Problem statement: what problem is this proposal trying to solve? Make it as granular as possible to allow stakeholders to understand the logic behind it.

San Francisco Blockchain Week located in the global center of technology and innovation is produced and presented by University of California at Berkeley, Blockchain at Berkeley, Berkeley Blockchain Accelerator, Gamer, Aleo, and 0x. Being one of the largest gatherings in the world for developers and blockchain professionals, which concludes with Eth San Francisco the World's Largest Ethereum Hackathon, the event presents an excellent opportunity to educate about the Polkadot Network and its developments.

In-person event creates a tremendous opportunity for the Polkadot community to connect with each other, network, explore collaboration opportunities and learn from each other. For newcomers to Polkadot, an event of this type allows Polkadot to attract new developers, marketers, and other business people to experience our vibrant thriving ecosystem and to grow and expand its offering and developments.

3. Proposal Objective/solution/s to point 2: What is the goal of the proposal? What does 'success' look like? Explain what your solution is after taking into consideration the context and the problem. Make sure to consider all points included in the problem statement to ensure a complete and balanced proposal, and try to be as granular as possible.

The goal of Polkadot Summit is to have an inviting place for Polkadot enthusiasts and Polkadot curious to have somewhere to gather, share ideas, and learn about new

projects and developments. The event will gather **400 people** including academics, developers, VCs, students, enterprises, retail investors and blockchain aficionados.

Polkadot Summit will generate over 8 hours of raw video footage to be distributed on YouTube and raw footage shared with participants per request to distribute on their channels. Astar Network will edit the footage to be distributed on Astar's YouTube Channel. Additionally, the event will generate thousands of online impressions, Media coverage, visibility to Polkadot on Social Media Channels and new builders coming to the Polkadot Network ecosystem through the joint promotion of Astar Network, Speakers, and Partner Organizations.

- a. Who does this solution help? Specify which stakeholder will benefit from the solution.**

Community members, project team members, and the broader community that will attend San Francisco Blockchain Week in person.

- b. Milestones and tasks to include:**

Milestone	Deliverable	Link	Notes
0.	Secure the Venue	NA	Venue reserved with a nonrefundable deposit that was necessary to win the bid for the venue and has been paid by Astar Network on July 14th, 2022
1.	Setup the event	NA	Create EventBrite, Meetup etc event with description information by September 1st, 2022
2.	Market the event	NA	Post event on socials, community channels, event channel beginning on September 1st, 2022
3.	Host the event	NA	Set up the location and host the event on November 3rd, 2022

Tickets will be distributed on a first come first serve basis with an RSVP.

- c. Include any extra links completing the proposal here**

<https://www.polkadotsummit.com/>

4. Why Polkadot Network? Why did you choose to build in Polkadot? What is it about this network that encourages you to submit this proposal? If you have seen similar proposals before: why is yours different?

We are already building different projects within the Polkadot ecosystem. We are creating this event to foster an in-person community during an important time for Polkadot.

5. Payment conditions: please specify any special conditions regarding the payment of this proposal.

Please include here:

- a. What is the amount requested? Should this be divided on installments? Will each milestone represent a treasury submission?
- b. How does this amount cover the work of the proposal? What tasks are to be included on the payment? Please allocate parts of the total request to the milestones explained above.

See above, number 1: Contest of Proposal.

- c. Treasury timeline related to milestones: when are installments (if any) due?

September 15th, 2022

- d. What is the address of the fund recipient?

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- e. How can we contact the manager of the funds?

Astar Network - @shunp_w3 on Telegram (Shun Ishikawa, COO, Astar Network)

- f. What exchange rate are you considering and why?

7-day average based on the day of submission - according to [Coingecko](https://www.coingecko.com/).

- g. Budget details.

TOTAL CHARGES:

Venues: Gallery 308, 300 ppl Theater Style Capacity and Store House up to 100 various seating styles, rental includes chairs, and tables.

Total for the venue cost and rental is \$17,825

Internet for both spaces with optimal bandwidth - \$10K

Catering - \$7,450 approximate food cost for breakfast and lunch

Video - \$8,700.00 recording of both business and tech tracks

WasteBuster, for large events recommended, if not needed the money will be returned to the treasury - Additional Cost \$1000

Janitorial - Onsite clean up person for spills, bathroom checks, etc. Cost \$240

Media: Girl Gone Crypto - \$1K flight + hotel

Market Across - \$1K flight only

TOTAL COST everything included is \$47,215

Astar Network is providing seasoned event producer, videographer, and social media marketing free of charge for the event, as well as promotion and marketing.

Item	Cost (\$USD)
Venue rental, furniture during the event (chairs, tableware, desks, tables etc) Content projection video and audio	\$17,825
Connectivity: Brown Pelican WiFi (exclusive Provider of internet for Fort Mason): Bandwidth 75Mbps \$4K(recommended), network engineer \$1,3K, PM \$345, Travel \$50, VBP3 (Network core etc) \$4,450, Samsung 524i \$400	\$10,000
Catering, Breakfast and Lunch	\$7,450
Video (recording during the event and post production to distribute videos online via the official Polkadot youtube channel)	\$8,700
Additional Waste Cleanup Post Event	\$1,000
Onsite Janitorial	\$240

Any unused fund will be returned to Polkadot Treasury with receipts demonstrating spend	
Media Sponsor	\$2K
Total	\$47,215.00

