



Proposal: Big Tips for Content in Portuguese - Verbo da Sabedoria Channel

Proponent: 14iWWjHr2VLTNW2p5ZzmqNeD1ox2udjsU9VsP5k3murqeNiJ

Date: 13/10/2023

Requested DOT: 700 DOT

Short description:

We are a Brazilian channel (Verbo da Sabedoria) that brings educational content to the Portuguese speaking community (Brazil, Portugal, Angola, Cape Verde, Guinea-Bissau and Mozambique) through copyrighted videos, articles and also dubbing.

The team consists of John Rhodel (Parachainboy), Cacarlos Sawaki (CJ) and Gabriel Bonugli (Gabekoin), We request retroactive funding for 11 videos produced about news from the Polkadot ecosystem. We'll request funds every 4 videos. Thus always keeping the delivery in the first place and ordering after reaching the goals.

Our Links:

Twitter: <https://twitter.com/vdscripto>

Youtube: <https://www.youtube.com/@vdscripto>

Medium: <https://medium.com/@verbodasabedoria>

Telegram: <https://t.me/verbodasabedoria>

1 - Context of the proposal:

Retroactive funding for 11 videos made between the periods of July 26th to October 9th 2023, the amount requested for this big tips would be 700 DOT for the 11 videos, every 4 videos we intend to bring a retroactive request for delivery, with statistical and informative data.

- 1- https://www.youtube.com/watch?v=Lj4CaDy_GE&t=2s - [REPOST] Teddy DAO
- 2- https://www.youtube.com/watch?v=I5rpNI_Bq0A&t=31s - [REPOST] Golpes X Projetos
- 3- https://www.youtube.com/watch?v=jmiLm_0tb9o&t=16s - [REPOST] ★ Formando os
- 4- https://www.youtube.com/watch?v=O3xLWuDD_u0&t=20s - [REPOST] Onde Encontrar
- 5- <https://www.youtube.com/watch?v=veXEyDni18w&t=1s> - RMRK: Desafios e Potencial
- 6- https://www.youtube.com/watch?v=Mp_G3wmPwZQ&t=6s - Temporada de Eventos
- 7- <https://www.youtube.com/watch?v=Wedw3CFueXc&t=2s> - Tokens Destravados
- 8- <https://www.youtube.com/watch?v=eriQUjnN8WU&t=30s> - Robert Habermeier
- 9- <https://www.youtube.com/watch?v=Tgw8H6cHAeQ&t=12s> - VdS Dubs: Fundador
- 10- <https://www.youtube.com/watch?v=Dwy3Q38plA0&t=2s> - VdS Dubs: 3 Coisas Hydra
- 11- <https://www.youtube.com/watch?v=YidvjMR-4SY&t=44s> - VdS Dubs: Caos na Kusama



Metrics and statistics Youtube (26 July - 09 October):

Youtube Followers (4.177):



Video Statistics:

Those are the real views after we reposted the 4 videos.

Conteúdo	Título do vídeo	Horário de publicação do vídeo	Visualizações
Total			5949
Tgw8H6cHAeQ	VdS Dubs 🚨 URGENTE: Fundador da Polkadot Mescla Suporte Assíncrono TPS 8x? - SER, Have ya' H	Aug 22, 2023	1591
veXEyDni18w	RMRK: Desafios e Potencial 🚀 O Futuro da Singular e Skybreach Notícias da Semana Polkadot/Kusam	Aug 26, 2023	1311
Dwy3Q38plA0	VdS Dubs 🚨 3 Coisas Sobre a HydraDX \$1M na Liquidez Roteada da Moonbeam SER, Have ya' Hear	Sep 1, 2023	1237
YidvjMR-4SY	VdS Dubs 🚨 O que aconteceu com Kusama? 😱 Caos no Canário da Polkadot! SER, Have ya' Heard?	Sep 6, 2023	569
Mp_G3wmPwZC	Temporada de Eventos Polkadot 🚀 Blockchain Rio 2023 Notícias da Semana Polkadot & Kusama	Sep 20, 2023	222
eriQUjnN8WU	Robert Habermeier e Sua Saída da Parity 🚀 Notícias da Semana Polkadot & Kusama	Oct 7, 2023	218
I5rpNI_Bq0A	[REPOST] Golpes X Projetos Promissores! Notícias Semanais Dotsama DOT KSM Kusama	Sep 21, 2023	206
O3xLWuDD_u0	[REPOST] Onde Encontrar as Melhores Notícias da Polkadot 🚀 Halving do Bitcoin Próximo Dotsama	Sep 21, 2023	162
Wedw3CFueXc	Tokens Destravados em Breve 🚀 Notícias da Semana Polkadot & Kusama	Sep 29, 2023	158
jmiLm_0tb9o	[REPOST] 🌟 Formando os Melhores Desenvolvedores Dotsama DOT Kusama	Sep 21, 2023	144
Lj4CaDy_GEK	[REPOST] Teddy DAO 🚀 Faça a diferença com NFTs de caridade! Notícias Semanais Dotsama	Sep 21, 2023	131

****The metrics below are not 100% accurate, since Youtube provides only the total including the deleted videos we reposted.**

Views Country Target Top 5:

País	Visualizações ↓	Tempo de exibição (horas)	Duração média da visualização
☐ Total	17.836	126,7	0:25
☐ Brasil	6.002 33,7%	31,8 25,1%	0:19
☐ Portugal	1.707 9,6%	8,6 6,8%	0:18
☐ Estados Unidos	1.305 7,3%	6,8 5,4%	0:18
☐ Canadá	1.153 6,5%	23,4 18,5%	1:13
☐ Itália	1.125 6,3%	6,5 5,2%	0:20

Views Followers/Not Followers:

Status da inscrição	Visualizações ↓	Tempo de exibição (horas)	Duração média da visualização
☐ Total	17.836	126,7	0:25
☐ Inscrito	17.069 95,7%	104,2 82,3%	0:21
☐ Não inscrito	767 4,3%	22,4 17,7%	1:45

Where Subscribers Come From:

Origem da inscrição	Inscritos ↓	Inscrições obtidas
☐ Total	3.263	4.190
☐ Página de exibição do YouTube	2.560 78,5%	2.560 61,1%
☐ Feed dos Shorts	1.582 48,5%	1.582 37,8%
☐ Seu canal do YouTube	36 1,1%	40 1,0%
☐ Pesquisa do YouTube	4 0,1%	4 0,1%

Age range of viewers:

Idade do espectador ↓	Visualizações
☐ 13 a 17 anos	—
☐ 18 a 24 anos	13,7%
☐ 25 a 34 anos	26,1%
☐ 35 a 44 anos	30,7%
☐ 45 a 54 anos	21,2%
☐ 55 a 64 anos	7,1%
☐ A partir de 65 anos	1,4%

Gender:

Gênero do espectador ↓	Visualizações
☐ Feminino	20,3%
☐ Masculino	79,8%
☐ Especificado pelo usuário	—

Devices:

Tipo de dispositivo	Visualizações ↓	Tempo de exibição (horas)
☐ Total	19.617	138,2
☐ Computador	13.322 67,9%	84,7 61,3%
☐ Dispositivo móvel	5.919 30,2%	48,0 34,7%
☐ Tablet	188 1,0%	1,2 0,9%
☐ TV	183 0,9%	4,3 3,1%

We have a strong community in Telegram ~500 msg's per day:

 VDS Cripto

Usuários

Estatísticas

Ranking

Referências

Custom

Jul 26 - Oct 10

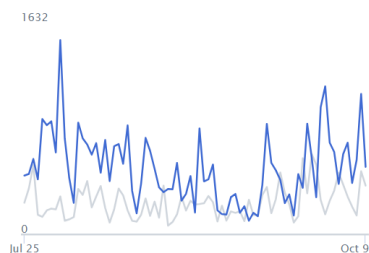
API

☐ Show users not in group

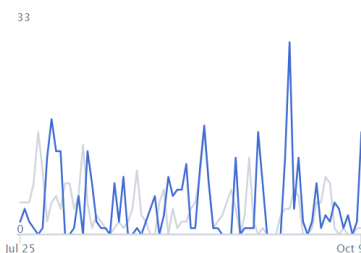
NAME	ACT	MSG	AD	DSJ	LM
Kohari (935889962) @kohariftm	15.5%	7777	77/77	N/A	2023-10-10T20:30:41.000Z
GabeKoin (1245128198) @gabekoin	12.5%	6389	77/77	N/A	2023-10-10T20:33:17.000Z
Parachainboy (1007106156) @parachainboy	15.5%	5865	76/77	N/A	2023-10-10T20:52:14.000Z
Andre (546157254) @andremendes	9.60%	4286	72/77	N/A	2023-10-10T20:26:35.000Z
Edu - I don't answer DM (1377579648) @eduardogoveia	6.88%	3098	77/77	N/A	2023-10-10T20:39:48.000Z
OL (869836169) @cryptbubble	10.1%	2179	67/77	N/A	2023-10-10T20:23:40.000Z
PAPI Caronte (1362871844) @papaicaronte	4.04%	1487	66/77	N/A	2023-10-10T13:26:58.000Z
Afonso (1866823401) @afonsocastelo	2.28%	1235	69/77	N/A	2023-10-10T11:41:07.000Z

Avg. DAU 3 3 prev. period Média de mensagens por dia 517 249 prev. period

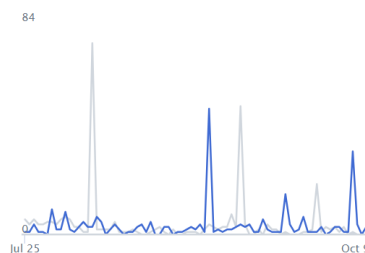
Mensagens +107.1%
39864 19245 previous period



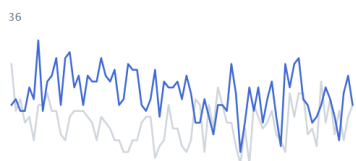
Novos usuários +17.5%
355 302 previous period



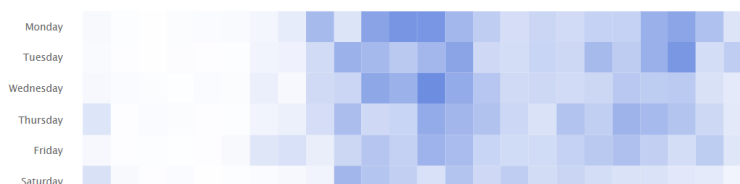
Left users -11.2%
270 304 previous period



Usuários ativos +2.0%
251 246 previous period



Activity heatmap



Twitter Impressions:



We're working on improvements to analytics.twitter.com. In the meantime, you may see some met download reports [here](#). You can try the new version of account analytics beta [here](#).

28 day summary with change over previous period

Tweet impressions
28K ↑15.2%



Followers
6,083 ↑400



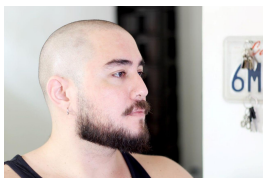
About US:



John Rhodel Bartolome - AKA "Parachainboy" - Founder Verbo da Sabedoria, Polkadot Senior Ambassador for Brazil, Ambassador of parachains such as: Phala, Oak, Bifrost, Moonbeam, Integritee, Nodle, Crust and Aleph Zero, Content creator, rookie member Polkadot Heroes, director of the Filipino unit at Wagmedia, software engineer, and also with experience producing Polkadot events in Brazil, Blockchain SP, View Party Decoded Curitiba and Blockchain Rio.



Gabriel Bonugli - AKA "Gabekoin" - Polkadot/Kusama Senior Ambassador / Ambassador: Phala, OAK and Polimec also have been contributing as Community Manager, Content Creator, Writer, Translator, member of Kusamigos, marketing specialist and also with experience producing Polkadot events in Brazil, View Party Decoded Curitiba and Blockchain Rio and Curitiba Crypto Day.



Carlos Sawaki (CJ) - I've been studying the markets for 5 years and crypto for almost 3, with some courses also taken in the area. With the great changes taking place in the world, the interest in blockchain technology ended up becoming the current focus in my professional development, having recently joined the team of content creators at WAG Media, Equilibrium and Polimec (Ambassadors Programs on Polkadot Ecosystem) and started an experimental channel on Youtube called Medo de Ficar de Fora (which is the translation of Fear of Missing Out in portuguese), also a contributor to the Youtube channel Verbo da Sabedoria and The Kusamarian.

Our Portfolio:

https://docs.google.com/spreadsheets/d/186R9xgXZbGvsKT1_GYgR4ir1lc7Dnr_JnCdl3nbgeUE/edit?usp=sharing - This portfolio got funded by Wagmedia

2 - The motivation for this proposal:

Communication through digital media channels has become one of the most effective ways to reach and influence vast audiences in the modern era. Our channel, Verbo da Sabedoria, has made its mark by producing high-quality, impactful content for the Portuguese community in Polkadot. However, to continue expanding and enhancing our reach, we require funding. Here are the reasons why investing in our channel is pivotal.

Educational:

If our channel has an educational bent, funding will allow us to produce content that not only entertains, but also educates and informs audiences, making a positive contribution to Polkadot beginners and enthusiasts alike.

Technical Improvement:

Funding will allow us to purchase better quality equipment, more advanced editing tools and animation software, thus ensuring a superior visual and sound experience for our audience.

Expand Polkadot Contents:

With adequate funding, we will be able to diversify and expand our content portfolio, covering more varied topics and innovative formats, thus reaching an even larger and more diverse audience.

Advertising and Promotion:

Through effective advertising campaigns, we can expand our reach and attract new followers. Promotion is vital for any channel that wants to grow and stand out in a saturated market.

Consistency and Frequency:

Funding will ensure we have the resources we need to consistently produce content, keeping our audience engaged and expanding our impact in Brazil.

3 - Payment conditions:

What is the amount requested?

700 DOT

What is the address of the fund recipient?

12WQMLv8itdKJ83R4y3qNGYCRrsU6bFjyd4ZvcE4tmJoSiPv

How can we contact the manager of the funds?

Name: John Rhodel Bartolome

Email: johnrhodelbartolome@gmail.com

Telegram: @parachainboy

Discord: johnrhodel

Name: Gabriel Bonugli

Email: gabrielbonuglii@gmail.com

Telegram: @gabekoin

Discord: gabekoin

Name: Carlos Sawaki

Email: carlosawaki@gmail.com

Telegram: @carlosawaki

Discord: cejota

If you have any doubts, please contact us, we are open to suggestions, thank you very much.