



RIO DE JANEIRO BRAZIL
BLOCKCHAIN RIO - PROPOSAL FOR DISCUSSION
DOTSAMA ECOSYSTEM ACTIVATION

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Requested KSM: KSM: 4,124.51 KSMs USD \$259,721.00 (EMA7 on 02/08/2022)



1. About the Event - Summary

In September, the Blockchain Rio event takes place in Rio de Janeiro. Its program includes the leading names and authorities that move the scenarios of technology, innovation, academia, government, culture, legislation, social movements and sustainability, among others in Brazil. All focused on a single theme - Blockchain.

It will be an unprecedented event in terms of thematic and dimensioning for the country. In fact, a gigantic panel will take place on the 1st, 2nd, 3rd and 4th, at Pier Mauá, an area

revitalized for the World Cup and the Olympics and which today hosts the biggest and most significant events in Brazil. After all, Rio de Janeiro is the city where all the news happens and from there it spreads throughout the country, including São Paulo, the financial heart of Latin America.



The event will also take place in the first week of Rock in Rio. Which is excellent. Because Rio receives people from all over for the Festival. And as Rock in Rio has a very varied schedule (on the 1st Iron Maiden, on the 2nd Post Malone and on the 3rd Justin Bieber) and is also sold out, there will be a lot of people who came to the Festival walking around the city looking for a big event with hype. We believe that Blockchain Rio will be this option, as its place of realization is known precisely because of this.

<https://blockchainrio.com.br/>

1. Introduction

We are committed to this proposal for some reasons. The first refers to the delay we are experiencing in the country in relation to the adoption of WEB3 technologies. There is a lot of interest in fact (which was very clear from [the results we had with Polkadot DECODED Rio](#)) but there is a lack of greater understanding of DOTSAMA (which is recognized in qualitative terms but without people really knowing the reasons for this).

At the same time, we realized throughout our survey that there is already a plan in place that will bring many students from underserved areas of our city to the event and we also want DOTSAMA to be perceived as an inclusive community.

That's why we invited GBaci, Nigerian and author of Polkadot for Beginners, to be one of our keynote speakers. His book (which will be physically launched at the event with the support



of RMRK) symbolizes how the third world can actually contribute actively to DOTSAMA. And we believe his presence is indeed an example for all these young people.

Along with GBaci we also invited Bruno Skvorc (RMRK) and we are waiting for this confirmation to materialize. To adjust this project it was necessary to make radical cost cuts. And if Skvorc accepts our invitation, it will be done through RMRK's own resources.

Dan Reecer (Acala) and the Founders of GLMR Apes (MrTin and Mar1) were already scheduled and are expected to join us for this party. Well, Acala needs no introduction. About GLMR Apes, it's the most successful NFT Collection on the Moonbeam Network, and also a great example of how to build a worldwide DAO in weeks - no Backers, no Grants. Only with the strength of DOTSAMA. This is another story that we think is inspiring for everyone.

Our participation in the event will be inclusive and we are now inviting all active members of the DOTSAMA ecosystem to be with us. Our production will be open to anyone who wants to expose their projects and ideas (until 15/08/2022), whether they are Ambassadors or Representatives of Parachains, Dapps and Teams. Just get in touch by email: contato@polkadot.com.br.

Blockchain Rio will be many things at once. A unique opportunity to establish ties with corporate, institutional and government decision-makers. And also to make contact with students (college, university and even postgraduates), developers and creative professionals. All of it in a country of continental size marked by a festive culture and which is open to understanding and applying our knowledge.

For this, we are building a physical structure that allows DOTSAMA to hijack the narrative of the event for itself. It will be a playful and Stagrammable space, in which we will receive guests from Blockchain Rio itself to establish these bonds. In the intervals of this programming (which is still in the process of definition), we will also use this space as a cinema, showing part of the subtitled material on our [Polkadot Brasil Youtube channel](#), in addition to our participation in channels with large audiences and fundamentalist orientation.

2. Proposal History

This proposal is the result of two months of intense discussions involving its developers and also a lot of feedback that we get after initially publishing a feasibility study that currently has two versions:

2.1. First Version

<https://docs.google.com/document/d/1wsSkAK2Cx0pcW2iMSz35kZxOrPrizUnvp8Eh2iDdMck/edit?usp=sharing>

In this study, we did scenario mapping, a study of strengths and weaknesses, and overall costs for a very strong presence based on a total occupancy strategy. After evaluating several points, we came to the conclusion that everything would be too expensive (\$1,034,639.30) and would involve a lot of logistics and we discarded many items to develop a second version.

2.2. Second Version

https://docs.google.com/document/d/1p-1u6CO8xpPPWRwzGpgpwalFI_sQuxdUrjAUwTvwDp4/edit?usp=sharing

This second version was generated after feedback that involved opinions that came to us from Úrsula O'kuinghtons (W3 Foundation and Parity), Ezio Rojas (Parity), Maarmapa (HEAD Ambassador LATAM), Lauro Grippa (HEAD Ambassador Portuguese Community), Raul Romanutti (from Council), Alex Hatoum and other members from Polka Haüs. After evaluating many suggestions and referrals, we recalculated costs to \$661,093.60. All these feedbacks resulted not only in the reduction of these budget but also in an improvement in the overall quality of our presence.

2.3. This Current Version

All of these previous discussions took time to produce, document, and debug. And our initial intention was to send these values separated into two proposals in a proportion of 80% for Polkadot and 20% for Kusama. As time does not allow us to do that now, we again redirected our efforts to generate a version that we could send only through Kusama, **guaranteeing the necessary liquidity to already have resources available for initial expenses at the same moment of approval (Francisco Carvalho, organizer of Blockchain Rio, guaranteed us these advances), which would be reimbursed as soon as the funds arrived.** This version does not contain all the elements of the previous ones. But it is based on maintaining our initial vision, given this current scenario.

3. Objectives

- Position DOTSAMA as a protagonist in the construction of the WEB3 infrastructure - necessary to introduce Latin America on the path of the 21st century.
- Treat the matter as a strategic decision. With reflexes in the short, medium and long term for the entire DOTSAMA ecosystem.
- Bringing real economy to the DOTSAMA ecosystem that justifies the investment.
- To surpass the groundwork, in terms of impact and experience, that has been carried out by other networks within Brazil - Polygon, Solana, Cardano and Harmony (most notable examples).

- Disseminate Substrate as the definitive WEB3 framework for building the future of impact organizations.
- Create a friendly narrative for the country's Banking and Financial sector. Selling the ecosystem as a set of useful tools to build back-offices with low cost and efficiency.
- The same discourse must be established for the innovation and startup sector - which must see DOTSAMA as a playground of integrable tools to build the future applications that will take the sector to the next steps with WEB3 technology.
- Introduce and build relationships with important Brazilian stakeholders.
- Introduce and build relationships with local media for the DOTSAMA ecosystem.
- Generate Spontaneous and Coordinated Media through our Press Office (included in the total cost of Event Cover - 4 days - US\$ 6.500,00).
- Demystify the blockchain theme, having the Polkadot ecosystem as the main reference for the Brazilian C-Level and government decision-makers.
- Give visibility and establish DOTSAMA protagonism for LATAM decision-makers and leaders.
- To establish in a single movement a whole network of qualified relationships with decision-makers that do not exist at the moment. But for that, a small backup team will have to be created with qualified NetWeavers to forward opportunities that will act strongly for a period of 60 days after the event.
- Strengthen international presences with executives and key members of the Polkadot ecosystem in Brazil and abroad.
- Foster the inclusion and initiation of training of low-income students in the ecosystem through knowledge and opportunities.

4. Attention Points

- As it has a varied program that attracts different audiences on different days, Rock in Rio will end up being a positive factor as it fills the city with tourists who end up going only for one or two days of the Festival. On the days that they won't be at Rock in Rio, they will look for other events and Blockchain Rio, in our view, will absorb a large part of this flow.

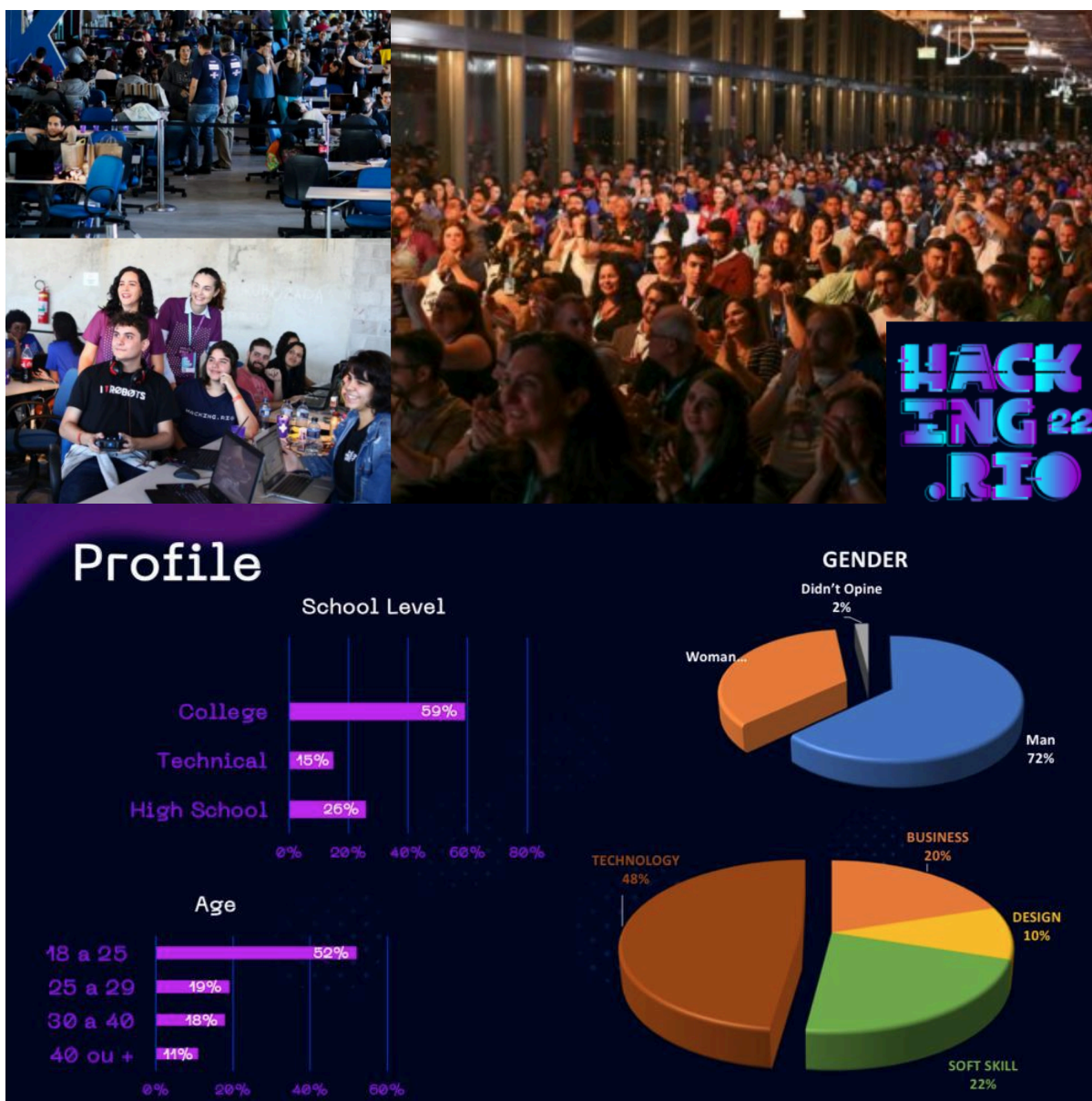
- Because it is expensive for a large part of the population in Brazil, 10,000 free tickets were allocated to really engage Social Movements.
- Another 2,000 free tickets were released to public school teachers, for distribution to College, Technical and High School students. This distribution is being done via Seduc (Secretariat of Education of the State of Rio de Janeiro), which is also an institutional partner of the event.
- Another 10,000 free tickets were released for the State University of Rio de Janeiro (which has 43,000 students enrolled between undergraduate and graduate degrees) and has just closed quotas for participation in the event.
- Already confirmed as Sponsors and Exhibitors: [Nodle](#), [Ernest & Young](#), [Upland](#), [Singularity DAO](#), [ExoWorlds](#), [RNP \(National Education and Research Network\)](#), [State University of Rio de Janeiro](#), [Real Rain Forest](#), [LIVE University](#), [Purple Cats](#), KODO Assets, [Dillianz](#), [11:FS](#), [Ambify](#), [Cash Fort BR](#), [Loopipay](#), [X-Pay](#), [NFTFY](#), [NFTickit](#) and [Reserva](#)



- Among the confirmed guests we can highlight: Paulo Alvim (Brazilian Minister of Science, Technology and Innovation), Ayumi Moore Aoki (Founder and CEO Global Woman in Tech), Christyl Johnson (Nasa Deputy Director for Technology and Research Investments), Sheikha Moazh bint Nasser (First Member of United Arab Emirates's royal family and President of the Qatar Foundation, UNESCO Special Ambassador, owner of Harrods, Valentino and Balmain), CZ (Founder and CEO Binance), James Aslett (Head of Education Binance), Nina Silva (Founder and CEO

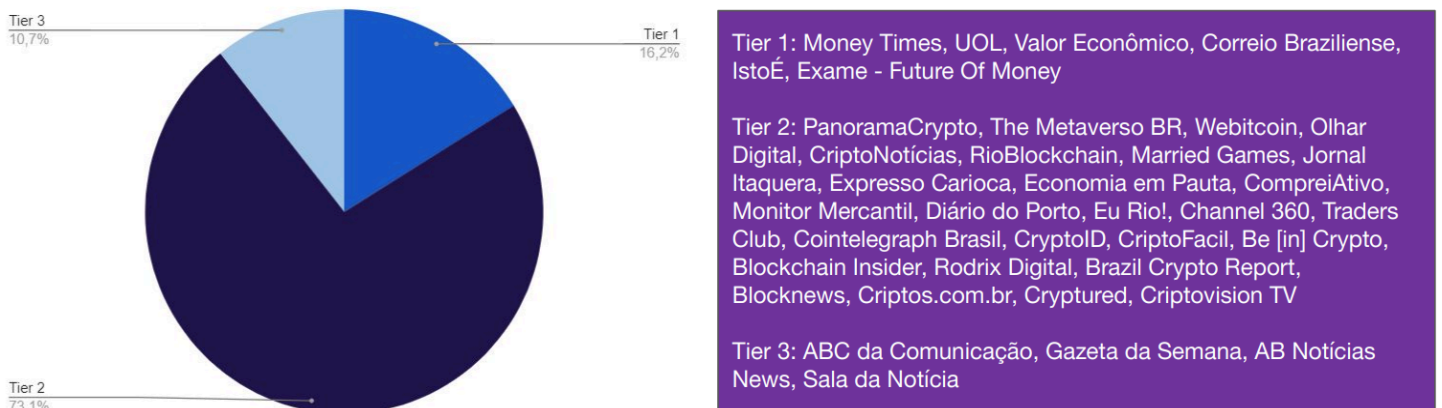
Black Money), Sandra Boccia (Editorial Director Globo for Época Negócios Magazine and Pequenas Empresas & Grandes Negócios Magazine), Paula Rechtman (Venture Capital AWS - Amazon Web Services), Isabel Velarde (Founder Innovation Hub Consulting).

- Within Blockchain Rio, Hacking Rio will be held, which is the largest Hackathon in Latin America. Having a strong presence there, we can establish a base of contact with these participants, most of them students linked to the areas of technology, design and innovation. This Proposal grants (in the form of a bonus) Polkadot's entry into this area for activation actions.



HACKING RIO IN NUMBERS (2018)

- 42 hours straight
- 2,500 Subscriptions
- 589 Hackathons Participants
- 500 volunteers
- 12 clusters
- 187 mentors
- 41 jurors
- 115 projects developed
- 15,769 bottles of water
- 5,600 slices of pizza
- 1,800 sandwiches
- News about the event increases day by day in the Media as more contracts are signed, as well as confirmations of participation.



42 stories in total

- Nodle is the newest sponsor of Blockchain Rio Festival (15)
- Blockchain Rio and Hacking.Rio (10)
- Institutional release (10)
- Dirk Leuth at Blockchain Rio (6)
- Blockchain Rio Festival announces partnership with Live University (1)
- We will condition the distribution of gifts and Drinks in our bar to Instagrammable actions, going viral.
- Ambassador Gustavo Massena is currently working to establish a synergy between Rock in Rio and Blockchain Rio, involving the Polkadot presence.



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- Úrsula O'kuinghttons (W3 Foundation and Parity) was nominated for a Women in Tech Award. The awards ceremony will take place within Blockchain Rio, as part of its first day (September 1) schedule.

5. Strategy

Blockchain Rio is an event of great proportions. And that will attract major decision-makers and the general public at a time when the city will be full of tourists (who will come to Rock in Rio and because of the variety of programming they won't go every day).

Even though the market is going through a period of heavy losses, we don't perceive this as a lack of general public interest. In fact, there are more and more people in Brazil trying to understand the WEB3 scenario and this is also on the agenda of all financial institutions in the country.

To give a taste of this interest, at our DECODED Rio event (where we received 220 people) 30 were in fact VIPs with great decision-making power, [as Reported](#).

All this interest has a reason. In Brazil, the regulatory scenario is extremely favorable and because of this we have a broad basis for dialogue with C-Level decision makers and authorities (whether they are from the spheres of Public Power or Market Regulators) and Blockchain Rio will certainly be an excellent platform for that.

Decisions that take place in Brazil influence all markets in Latin America. We are the largest economy on the continent, we have an immense territory and everything that works in the country is soon assimilated by our neighbors, who maintain strong commercial ties with Brazil on account of the MERCOSUR Bloc (formed by Brazil, Argentina, Paraguay, Uruguay, Venezuela, Ecuador, Colombia, with Mexico and New Zealand as observers).

Because of this, our idea is present DOTSAMA to market decision makers as the definitive solution to become part of this great movement called WEB3. In Brazil, everyone loves news and wants to be part of it soon. And this is true for ordinary people as well as for Public, Private and Government Institutions. It is no coincidence that the first Bitcoin ETF in the world was created in Brazil. The Brazilian people are extremely competitive and as soon as they know something new they want to understand more, stand out and be recognized for it. Another point that will define our strategy will be the approach to the public. As it is a very large space, the event will need a volume of people (15 thousand per day) and this will define a large part of our approach.

We are also a festive culture and we need celebrations to consolidate relationships and brands. In Brazil and especially Rio de Janeiro, if you throw a good party, you become the one everyone wants to have a relationship with. And if you offer the passport to this experience free of charge, you capture all the attention for yourself. But in a positive way,



because everyone in Brazil wants to help those who communicate by celebrating and providing unforgettable moments for everyone.

5.1. Polkadot Takes You to Blockchain Rio

A Polkadot Takes you to Blockchain Rio campaign will be created where we will offer 10,000 free tickets to those who sign up on our form and confirm their presence. This ticket will give access to the 4 days of the Event and to MOO LAYER ZERO - DOTSAMA EDITION Party that is included in the program for Saturday and that will take place IN THE SAME PLACE OF BLOCKCHAIN RIO.

As this ticket base is really large, we established a distribution strategy based on this Party, which in Rio is a great attractor of the audience, formed by influencers and decision-makers in all spheres of society.

This strategy is the same one that NFT Rio used recently and it was a huge success as it made the event the talk of the week across the city.

There is another factor that makes us believe a lot in this approach, which is the fact that Rock in Rio is sold out and there will be a lot of people in the city wanting to participate in something big and intense.

A fair like Blockchain Rio, with a party like that on its schedule, will be the right destination for this crowd, who, in order not to pay the ticket, will have their first contact with the DOTSAMA universe. We can even get people to answer a simple and easy question about Polkadot at the top of the form that contextualizes the brand, generating “share of mind”.

In order to guarantee presence at the event as well, the free passport will only be valid for those who are already at the event before the main doors close.

We will also carry out an approach with Mercado Bitcoin (the main Exchange in the country, with 4 million customers) to also establish a partnership that reinforces this distribution of free passes.

The event will also feature two more parties, one on Friday and one on Sunday. We will also use them as platforms for distributing these Free Tickets, but without brand activation included in the parties themselves. For this, we will use a different mechanic based on the sale of tickets for the parties. Those who buy these tickets gain access to our form and can also request their Free Ticket with us. This approach allowed for a large budget cut while maintaining our initial goals.

	Full Price	Student Discount Price	Average price	Individual purchase of 10,000 tickets per average price	Polkadot Free Pass	Polkadot Takes You Campaign Costs Paid Media Instagram and Youtube
Tickets	\$107,00	\$54,00	\$80,50	\$805.000,00	Blockchain Rio Bonus	\$4.000,00

5.1.1. MOO - Layer ZERO - DOTSAMA Edition

Moo is an iconic party in Rio de Janeiro. And it will capture the public on Saturday, the 3rd and main day of the Event, in addition to publicizing all the other days. Whenever it is held, Moo Party draws crowds of thousands of people onto the city streets.

With the pandemic, Moo has been inactive for two years, which is generating great expectations about the return of its editions - always marked by engaging experiences based on electronic music, design and technology.

Despite being a street party, its oldest audience is made up of people who decide in different spheres of Brazilian society, including the financial market, large corporations and public authorities. For **MOO Layer ZERO - DOTSAMA Edition** scenography will be customized to bring our brands to this public. In this edition, we will bring together members from other parties such as V de Viadão, Kode (to be confirmed), in addition to the presence of Ju Jacobina (former-Minha Luz é de Led).



With 18 years of existence, the Moo Party has brought to Rio de Janeiro more than 200 performances by national and international artists (among them Ellen Allien, Ritchie Hawtin, Todd Terje, Matias Aguayo and others) and is a reference in the quality of production and content. The last editions were held in the noblest space of carioca culture, which is the street that connects Centro Cultural Banco do Brasil (the largest mixed economy bank in the country) to Casa França-Brasil. In all these years of operation, Moo was also an attraction at the Olympic Games and at the RMC, TIM Festival and TIM Summer Mega-Festivals (in the latter two in partnership with TIM, which is one of the main mobile telephony operators in the country).

Party	Moo
Costs	\$5.500,00

Also, our HEAD Ambassador, [Lauro Grippa](#), together with his group (that created the [Gil Futurível](#) project for [Kusama Society](#)) is preparing a series of multimedia actions (not included in this Proposal*) that will further elevate this experience using Metaverse and Augmented Reality resources to generate a playful way to introduce basic concepts of WEB3 and also account activations, which will be applied not only to this Party but also to the event as a whole.

* To develop this work there is (or will be) a Motion running inside [Motion #186](#).

5.2. DOTSAMA ECOSYSTEM ACTIVATION - WEB3 NARRATIVE

When analyzing the basic plan of the event, we realized that the entire exhibition hall was organized in a somewhat cluttered way and that it would not be possible to give a great emphasis to the participants through small 3x3 stands. We point this out as a Weakness Point of the event.



At the same time, we perceive this configuration as a great opportunity to carry out an occupation project that allows the DOTSAMA ecosystem to lead the narratives of the entire event through a large physical installation structure positioned right at the entrance of the Pavilion. An area that would be

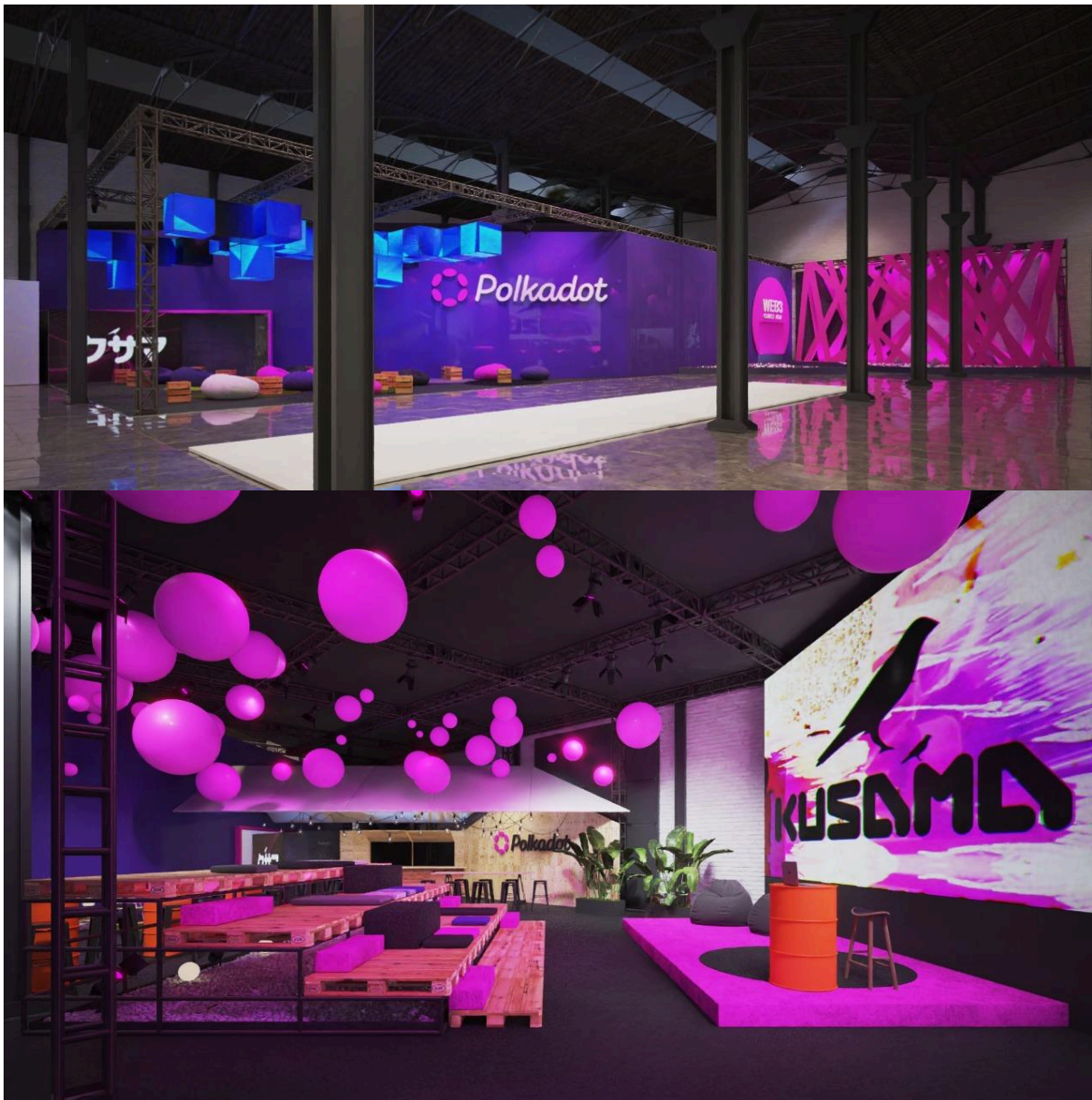
mandatory for everyone who was at the event, conceptually functioning as a gateway to the entire cryptoverse. We are currently creating a playful concept for this. Like a WEB3 Futuristic Resort, in which we will have several situations in this area that allow the public not



only to circulate but also to interact with us, assimilating in different ways concepts that form our universe.

As part of this large structure, we will create a small amphitheater (configured as a half arena) which will also serve as a cinema.

In this space, a program of its own will be created, which will bring guests from Stages 1 and 2 to interact with us and deepen discussions that will be raised in their panels and lectures. All this will work as a form of direct funding for the entire ecosystem and will be the beginning of great dialogue with major players, authorities and the general public.



The coordination of this grid of attractions will be in charge of Ambassador [Gustavo Massena](#). Massena is an experienced business strategist, responsible for major articulations in Brazil's innovation scene. He is a lawyer, a serial entrepreneur and has been conducting dialogues with different sectors of society for years to make large projects viable. He is also used to leading processes of co-creation and establishment of dialogue that turn into real businesses for the ecosystem.

To support Gustavo, we want to invite Úrsula O'kuinghttons (W3 Foundation and Parity) and Ezio Rojas (Parity) - to be confirmed - to actively participate in these discussions with Gustavo and guests. The purpose of this synergy is to take these issues out of the Brazilian context and connect them with an agenda for the entire continent, creating records that will be exhibited after the event on the Polkadot Brasil Youtube channel.

The Discussions that will take place at this stage will be connected to the major themes that organize the event itself and will serve to define our guest grid.

BLOCKCHAIN RIO THEMES:

- Cybersecurity in the Decentralized World;
- Global Regulatory Environments;
- Social Inclusion and Decentralized Education;
- Venture Capital;
- Fintech Disruption;
- Blockchain GovBR;
- Opportunities in the Energy Sector;
- Blockchain Applications for Logistics;
- Blockchain, Internet of Things (IOT) & Artificial Intelligence (AI);
- DeFi: Decentralized Finance;
- Metaverse and its Consequences;
- Tokenization and NFT as a Solution for the Music Industry;
- ESG;
- Refi: Regenerative Finance;
- Smart Contracts and the Future of Law;
- Web 3.0: Where we Came from and Where we are Going;
- Talent Fair.

This entire occupation is a large and complex structure that must be scrutinized by the Fire Department. We are aware of this and are working with a really professional team made up of creative designers, architects, assembly engineers and project managers who have been working for over 15 years with Ambassador [Eduardo Cardoso](#) (Proponent and Executive

Producer of DECODED RIO), who will be directing this entire process. Cardoso (who is also the author of this Proposal) is an experienced Creative Director and has set up numerous complex fair projects for large companies in the Oil, Transport, Financial Markets and Entertainment Industry (TV).



This entire structure will occupy an area equivalent to 20 Stands. But it was negotiated to cost just the list price of 5 units, plus bonuses in all areas of the event. All of this will allow us to create a strong impact presence but at a much lower cost than we initially anticipated. Of course, all this required many conversations and alignments.

In all of them, Francisco Carvalho (Blockchain Rio organizer) spared no effort to meet our requests, as he is also a great DOTSAMA enthusiast. Right now he is talking to members of the Central Bank, more precisely members of the Implementation Committee of our CBDC, so that they can get to know the technology behind Polkadot better since the platform they will choose is not yet defined. The same conversations are being developed with the Deans of the main Universities in the country, and Directors of their respective research and innovation centers.



This structure was designed to occupy the entire main entrance road to the Exhibition Pavilion and will have three entrances and exits so that it will be impossible for the participants in the Fair not to pass through it.



5.2.1. Kappa Sigma Mu Tropical BAR

To ensure total quality in our reception, we will also have a Kappa Sigma Mu Tropical Bar inside that space headed by the Uruguayan mixologist Fabián Martínez (elected most creative bartender in Brazil by Absolut Creative).



Martínez commanded our Bar at Polkadot DECODED Rio and his drinks were an absolute success at this event. This time we asked him to create a special, low-cost Drinks List, which at the same time informs and encourages everyone who participates in this experience. As it is a daytime event, the menu suggested by Martínez consists of alcoholic and non-alcoholic drinks, as shown below:

Alcoholics

POLKADOT (pink color)

Gin, orange, artisanal red fruit soda with spices.

KUSAMA (light green color)

Gin, green apple syrup, artisanal mint pear tonic.

KUSAMA SOCIETY (stronger and experimental)

Gin, tincture of Asian herbs, handmade yuzu lemon soda with cucumbers.

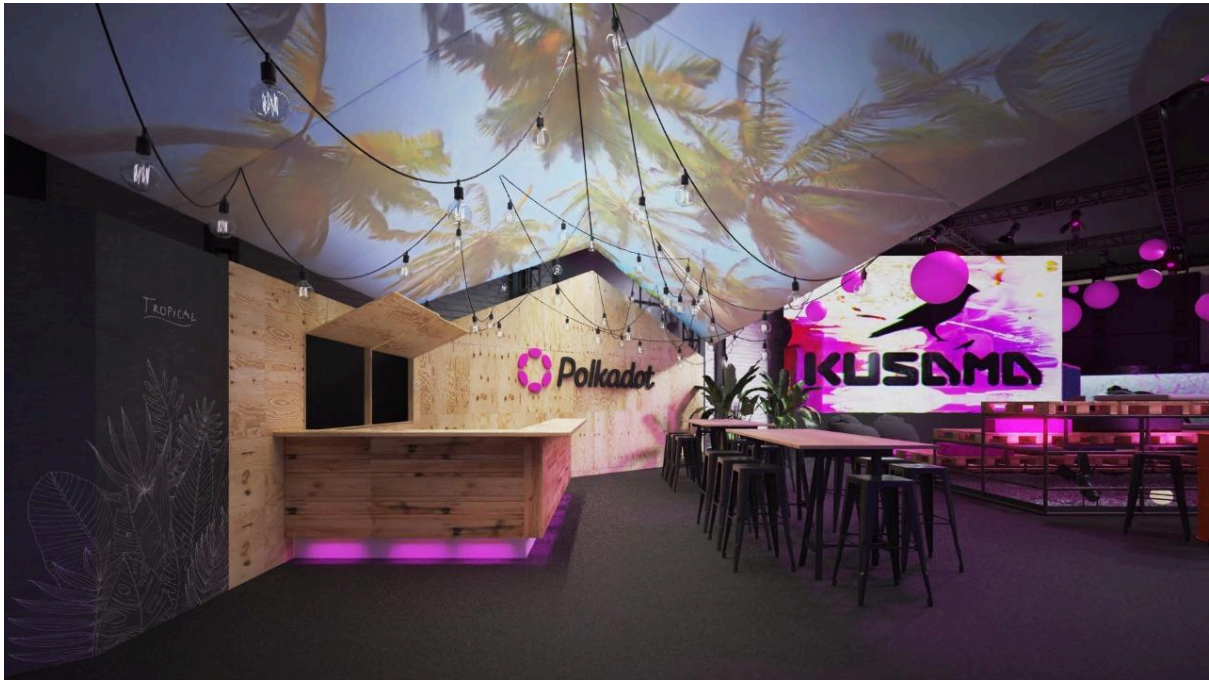
Non-Alcoholics (if deploying, do not drink 🙄)

SUBSTRATE EVM

Handmade hibiscus soda with cinnamon and purple basil.

SUBSTRATE WASM

Handmade Sicilian lemon soda with mint and ginger.



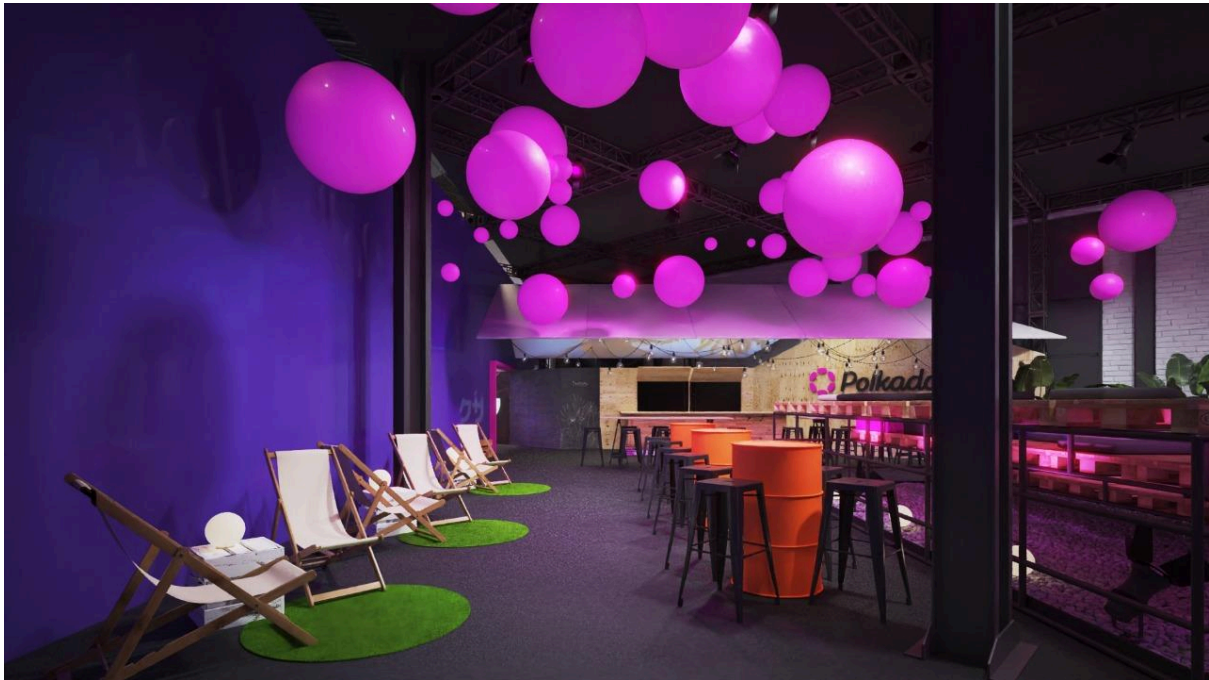
On account of his experience with other fairs and events, Martinez suggested a measure to keep costs down to work with an expectation of 400 Drinks per day and two attendants. This amount of drinks would be cumulative if the daily consumption varies to less in a few days (a situation even expected for Thursday and Friday - and which always happens at events in Rio).

For example, if on Thursday we have a consumption of 300 drinks, this accumulates another 100 for the other days. And so on until we get to Saturday and Sunday, days on which we expect more people.

One measure we can take to regulate this demand is to establish proof of presence. That is the person who requests the drink should first publish a photo of themselves on social media in our space, going viral and expanding our brand presence.



To Customize our Kappa Sigma Mu Bar (shown here only in raw wood) we recruited the Rio Graffiti icon [Bra99a](#) (in the photos above).



	Cost for up to 400 Drinks per Day	Days	Total
Cocktail Bar	\$750,00	4	\$3.000,00



5.3. Main Stage Brand Activation

The event's main stage occupies one of the sheds entirely and can seat up to 1,000 people per lecture. In this space, all lectures will be filmed and broadcast after the event, which will also generate records of all these participations.

Its structure includes a large screen, lighting and sound system with multimedia capabilities. For this space we suggest the following:

- Take advantage of all opening, break, and closing spaces of lectures to insert 30 seconds of our brands (Kusama and Polkadot) in each of them on the big screen. And take advantage of these 30 seconds to pass on content that reinforces the Kusama and Polkadot Brands.
- These strategies guarantee us 88 insertions of 15 seconds each. And we suggest that this time be split between Kusama and Polkadot - thus generating 44 inserts for each.
- As the audience will be rotating, we will need only 6 films in this duration. One for Kusama and one for Polkadot and one with a summary of highlights of our Ecosystem on each day of the event (a total of four).
- The exhibition of these pieces must follow a criterion that guarantees the next day's programming in the last two daily exhibitions, and on the last day only the institutional films Polkadot and Kusama would be programmed in the same time slot.

	Original Price	Discounted Price	Total
Main Stage Brand Activation	\$60.000,00	\$17.500,00	Blockchain Rio Bonus

Along with this package of insertions, we also guarantee 1 hour of participation per day of representatives of our ecosystem in this noble stage of Blockchain Rio. As the program is divided into several thematic panels, we can insert our agenda into these discussions.

5.3.1. Programming for the Main Stage

So far, we have the following planned schedule:

- Dan Reecer (Acala)
- GBaci (to launch his book Polkadot for Beginners)
- Bruno Skvorc (RMRK) - To confirm
- MrTin and Mar1 (GLMR Apes - Moonbeam)

In case of changes we will communicate through Polkasemby.

5.3.2. Secondary Stage



In addition to the large space in the Main Hall, Blockchain Rio also has a more intimate Secondary Stage. The capacity of this space was designed to accommodate up to 200 people per lecture.

All lectures will also be filmed and broadcast after the event, which will also generate records of our participation. Along with this package of insertions, we also guarantee 1 hour of participation per day of local representatives of our ecosystem in this intimate stage of Blockchain Rio. The schedule for this stage is still being defined and will feature Brazilian Ambassadors and guests. As we define this Schedule, we will make the necessary communications through Polkasassembly.

5.4. Hacking Rio

Due to the cuts we made, we will not have any scenographic element in this space, however, we maintain access to it with the organization as a brand activation bonus and we will be able to use it for the multimedia actions planned by Lauro and his team. As this space is an audience formed by Hacking Rio participants, we believe it is the best place to develop these activities.



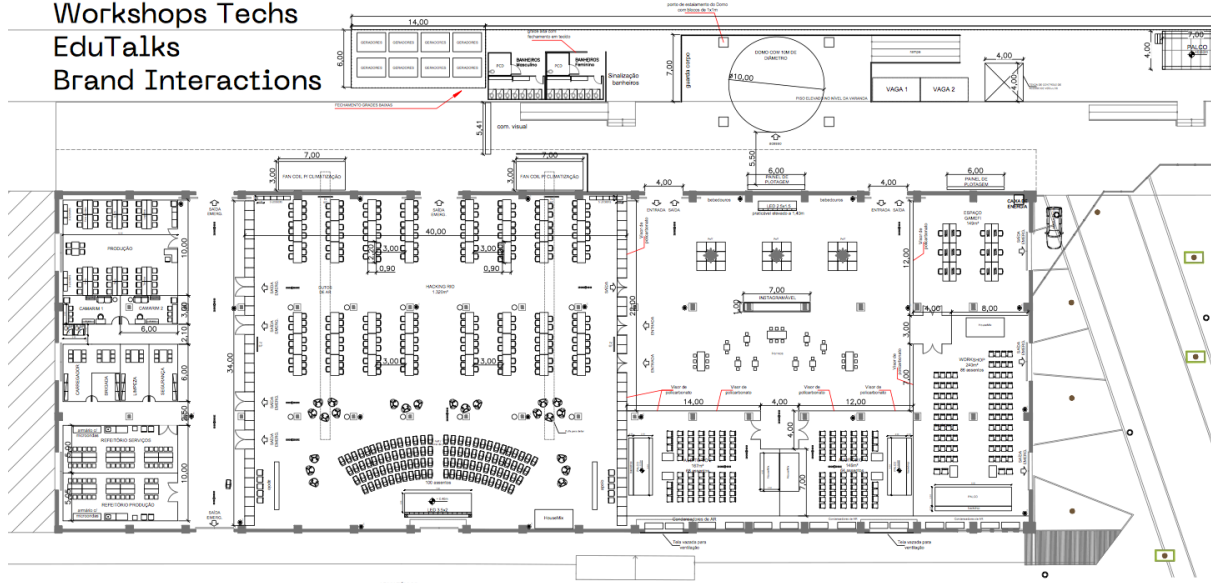
We were also able to negotiate the participation of Lauro Grippa within Hacking Rio itself, where he will give a lecture on our ecosystem and also on decentralized financing. In return, our team of NetWeavers will choose 4 projects developed within Hacking Rio (and that are in fit with DOTSAMA) to develop a mentorship on how to forward them for funding within our ecosystem.

Hacking.Rio Experience Zone (1.320m2)

Workshops Techs

EduTalks

Brand Interactions



5.5. Gifts Production



As we mentioned at the beginning of this document, we are open to receiving proposals that allow the positioning of brands related to our ecosystem as part of the entire activation that we are proposing here (as shown above). Interested parties can forward their requests to contato@polkadot.com.br (until 15/082022).

The example above demonstrates the arrangement we propose to make possible the arrival of Bruno Skvorc (RMRK) or any other key member linked to the RMRK (according to his own indication). In fact, we made the invitation but due to cost-cutting measures, we did not

include travel and accommodation costs as part of this Proposal. At this moment we still haven't had a definitive answer, but we think it's fair to include this consideration since its acceptance involves, in addition to costs, operational issues for the RMRK. We are including these remarks for the sake of transparency and also to demonstrate that we will try to accommodate as far as possible all requests that are forwarded to us in time (again, until 15/08/2022).

	Quantity	Final Costs
T-shirts - Policromy front and cover with 1 color	1.000	\$6.500,00
Botons	2.000	\$500,00
Polkadot Book Printing	2.000	\$6.000,00
Folder Printing	10.000	\$2.500,00
Printing Stickers	4.000	\$1.000,00
Total		\$16.500,00

5.6. Event Host

Our main objective with this action is to start a closer relationship with decision makers and for this, we will count again on the presence of Andrea Abreu. With 20 years in the market, Andrea is a specialist in the development of these relationships, which are very important for us to generate success in our activations. Andrea will act before, during and after the event, moving her network of contacts formed throughout her journey as a highly sought-after professional within the Brazilian markets and institutions.

<https://www.linkedin.com/in/andrea-abreu-70665841/>

5.7. Disclosure

The event will be publicized through three distinct phases (Pre-Event, During the Event and Post-Event).

5.7.1. Pre-Event

Our main outreach channel will be the Polkadot Takes you to Blockchain Rio Campaign, in which we anticipate \$4,000 for paid media expenses. To reinforce this effort we will also use the Twitter account linked to the site polkadot.com.br (**214** Followers), posts on my personal profile (**214** Followers) and of Lauro Gripa (**6,893** Followers). On LinkedIn, we will use my personal profile (**1,279** Followers). Through these accounts, we will make posts to communicate organically to interested parties. We are also talking about the possibility of doing a joint action with Mercado Bitcoin (the main exchange in the country with 4 million registered users), in addition to another synergistic action with Rock in Rio.

5.7.2. During the Event

During the event, we will record all the meetings that take place in our **DOTSAMA ECOSYSTEM ACTIVATION** in videos and then post them on the Polkadot Brasil channel on Youtube (see Post-Event). We will also take photos during the event to post on our Twitter and LinkedIn accounts to communicate that the event is happening. These posts will be made in English and Portuguese.

5.7.3. Post-Event

After the event, together with the meeting, we will publish a video (on our channels on Youtube, Twitter and LinkedIn) that will document the DOTSAMA participation in the event. The same will happen with every encounter we have in our activation structure.

For all this audiovisual record we will have a team formed by the duo of photographers and videographers Renan Olivetti and Artur Medina (I Hate Flash), famous for registering the human and surprising side of events in Brazil, the same ones who performed in Polkadot DECODED Rio.

<https://ihateflash.net/sobre/olivetti>

<https://ihateflash.net/sobre/medina>



5.7.4. Press Advisory

We are also planning to hire a Press Advisor that will not only publicize the event but also invite journalists and influencers covering the areas of technology, finance and innovation. Our goal is not just to publicize our participation in the event, but also to develop a lasting channel for the ecosystem's relationship with these professionals, already started in Polkadot DECODED Rio efforts.

6. Proponent

EDUARDO CARDOSO (ECARDO50) - Creative and Project Director since 1998, Polkadot Ambassador since 2020, elected member of the GLMR APES DAO's Council (the top 1 NFT collection on Moonbeam Network). He has been working as a Communication Consultant and Product Planner in the Traditional Financial Market for over 20 years, accumulating awards in Brazil and abroad. Regularly contributed to the development of the ecosystem as a Speaker (DOTSAMA Adventures), Editor (polkadot.com.br) and also as one of the Creative Directors at the Kappa Sigma Mu Society Brand Project. On Youtube, he collaborates on the Polkadot Brasil, Polkadot Spanish and PolkaCortes channels and has had 2 award-winning pieces in animation (for Astar and Parallel) in the Polkadot Year-End Contest (2021 edition).

<https://www.linkedin.com/in/eduardo-cardoso-perfil/>

7. Who also collaborates in the viability of this proposal

LAURO GRIPA - About 10 years of experience in software development, he has been specializing in software quality, security and privacy. Started using Ethereum in 2016 and teaching Solidity in 2017. He is the founder of the Brazilian Polkadot community, where he produces educational content about large-scale decentralized systems. One of the first members and first brazilian to join the Kusama Society. Believes in technology as hope in the fight for freedom and equity.

FRANCISCO CARVALHO - Founder e Ceo of [Vision Realty](#) (Real State) and Blockchain Rio. Specialist in Blockchain at MIT, he is also an Advisory Board Member in Venture Capital: Crypto Valey Associate.

GUSTAVO JOPPERT - Gustavo is a creative entrepreneur and lawyer, partner at Templo.cc, an innovation consultancy that supports large companies in digital transformation and culture. Partner at TEMPLO VENTURES, a venture builder that supports entrepreneurs to build their companies, relate to investors and take their products to market, Director and co-founder of BIOS (Brazilian Institute of Science) of data with UNICAMP. He is co-responsible for the initiation of 4 anarchist collectives in Rio de Janeiro. He has skills in community management, facilitation of creative processes, commercial activities, negotiation, mediation of dialogues and conflicts, project management and design thinking. He is currently a Polkadot and Kusama Ambassador and Venture Builder and Grants Consultant at Hathor.Network.

RAPHAEL KLING - Ph.D. in disruptive technologies from the University of Newcastle in England and has been developing Virtual and Augmented Reality projects since 2008. He is currently a blockchain researcher, Polkadot and Kusama Ambassador and project implementation advisor in NTFs for sustainability and ESG Graduation - Social Communication Puc-RIO, Master in Engineering UFRJ, Doctorate in Engineering Newcastle University.

JULIANA CABEZA - Graduated in Fashion at Senai Cetiqt, she has worked with the most important brands and events in Brazil such as Farm, Osklen, São Paulo Fashion Week, Fashion Rio, Vogue Magazine and Jornal O Globo. She works with the production of events such as O Cluster (the largest creative economy fair in Rio de Janeiro) and Moo Party (see summary above). In 2022, together with Eduardo Cardoso, she produced Polkadot Decoded Rio. She is also the administrator of the YouTube channel Polkadot Spanish and frequently collaborates with the channel Polkadot Brasil.

JÉRÔME POIGNARD - Designer, Founder of POINTILLÉ Communication and Member of the France-Brazil Chamber of Commerce. Graduated from Les Gobelins School - Chambre de Commerce et d'Industrie in Paris. With 20 years of experience and award-winning projects. Specialist in creation, product planning, brand identity, technology and media, among other subjects related to applied innovation in the universes of Branding, Design, Advertising and Communication. Jérôme has carried out successful projects for companies such as Astérix & Obélix in France (Art Director, Creation & Merchandising), Universal Music, L'Oréal, PSA, Petrobras, Michelin, Queiroz Galvão, Aliança Francesa, Ágora, ICAP, HSBC and Planner, among others.

ANTÔNIO MARCELO - CEO of Código Brazuca, game designer, educator, voxel artist and web3 evangelist. It has more than 80 games developed and published, in addition to several works in the area of gamification for large companies. It also raised two Polkadot and Kusama nodes, currently online here in Rio de Janeiro. He has been an educator for over 15 years in the areas of games and operating systems. Author of 15 books on Linux and game design, he contributed to the development of several initiatives in the Free Software movement. He also works as a game designer for the web3 game Cyberskies.

FLORIANO VAREJÃO - Floriano Varejão is a musician, artist and entrepreneur. For 10 years he has participated as a manager of technology, education, sustainability and music projects. In 2018, he worked with Gilberto Gil as phonographic rights manager at Gege Produções and participated in the production of his latest album, called OK OK OK. He has worked as an innovation consultant for large Brazilian companies such as Brmalls, Globosat, and Quinto Andar, among others. Today, he serves as CEO of start-up Databoi, which developed a computer vision algorithm to track the Brazilian cattle chain via smartphone photo, saving all data on the blockchain. In parallel, he acts as an ambassador for Kusama.

LUCIANO VASSAN - Co-founder of BrasilNFT where he works as Head of Artistic Development and New Business. Public Relations, Advertising, Musician and Music Producer. Graduated in Public Relations from the State University of Rio de Janeiro (UERJ), Advertising from the Pontifical Catholic University of Rio de Janeiro (PUC-Rio) and Music Production from IATEC. Great experience in the Third Sector, in education and sustainability projects, and a specialist in Innovation Management methodologies, Design Thinking and Corporate Architecture. He is one of the creators of Ecofeira Rio. Worked as Project Manager in Technology in the development of Sites, Systems, Corporate Portals, E-commerces, Distance Learning Projects, Mobile Applications and Virtual and Augmented Reality. He attended and led projects in companies such as Fundação Roberto Marinho,

Canal Futura, CR Vascoda Gama, GRESS Acadêmicos do Salgueiro, FIRJAN, Redeconomia de Supermercados, FluminenseFC, Café Capital, NGO Rio de Paz, Vezpa, among others. produced soundtracks for cinema, commercials, theater and corporate videos. He worked with artists such as Marcelo D2, Black Label Society (USA), ZahyGuajajara, Amon Amarth (NOR), João Cavalcanti (Casuarina), Rapadura Xique Chico, Cauldron (CAN), Marcelo Mimoso, Start Rap, Stephan Peixoto (Sain), No Guerra (ARG) and Dzi Croquettes. He is currently at the forefront of projects that unite art, technology, education and citizenship in schools, indigenous villages and quilombola communities.

8. Cost Sheet

Item	Costs
Executive Production	\$4,000.00
Financial Assistance	\$2,000.00
On-site Production	\$1,000.00
Polkadot Te Leva Campaign (Paid Media Instagram and Youtube)	\$4,000.00
Brand Activation - Party	\$5,500.00
Special Occupation Project (Event space + physical structure)	\$150,000.00
Event Cover - 4 days	\$6,500.00
Cocktail Bar (400 drinks per day)	\$3,000.00
Activation Hacking Rio Shed	Bonus
Brand Activation - Main Stage (30 seg)	Bonus
Travel Expenses	\$6,400.00
Swags, gifts and support material	\$16,500.00
Graphic Designer	\$4,000.00
Motion Designer	\$4,000.00
Content Curation	\$4,000.00
Curation (Operational Support)	\$1,000.00
PR Financial and Institutional Market	\$4,000.00
Team NETWeavers 60 days (Gustavo, Eduardo)	\$4,000.00
Extra Costs	\$5,000.00

TOTAL PARCIAL	\$224,900.00
Taxes (15%)	\$32,850.00
Variation Margin (6%)	\$1,971.00
TOTAL	\$259,721.00

9. Payment Conditions

- a. What is the amount requested?

\$259,721.00 USD (4,124.51 KSMs) - KSM Value - \$62,97 USD (calculated by the 7 day average rate on 02/08/2022)

- b. How does this amount cover the work of the proposal? What tasks are to be included in the payment?

The amount covers all the planning + execution of the event for at least 2000 attendees.

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

Currently planning to have the event beginning on September 01, 2022. Ideally, to receive the fund as soon as possible, once this proposal is approved, we will start our initial expenses with liquidity provided by Francisco Carvalho (organizer of Blockchain Rio) and as soon as the resources are available we will have to carry out this reimbursement.

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

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

Contact: Eduardo Cardoso [ecardoso@polkadot.com.br]

Discord: _ecardo5o#3065

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

Following guidance from board members, we are using the 7 day average rate on the day of submission by Coingecko.
<https://www.coingecko.com/en/coins/kusama>