



Proposal: Polkadot SF Ecosystem Meet-up Events!

Proponent: [Dot Address] 1EKRJey3fBmXVZS5CpLkRrEN9HxxYrXKrm7rYTxuTDKKZTz

Date: 12/28/2022

Requested KSM: 4,187 DOT

Short description: This proposal aims to fund several activities organized by parachain teams in San Francisco 1/12 - 6/18 2023

1. Context of the proposal:

This proposal aims to fund several activities organized by parachain teams during the first half of the year 1/12 - 6/18 2022. With this proposal we aim to receive a pre-payment to cover costs for the details stated in this proposal.

This proposal is a community-led proposal, led by several parachains that have shown high interest in being part of the organizing team of this proposal. Oak Network, Gear, Moonbeam, Robonomics and Crust Network came together to lay out a plan for Polkadot Meet-up events throughout SF every month! Every parachain is welcome to participate in the planning and organization of the events.

A public call has been made to initiate the organizing group for the Polkadot SF Event Series. The parachain teams mentioned above have shown a willingness to participate in the organization of the events.

Our goal is to host multiple events in the bay area to make our presence known to the community. Currently, there are hundreds of projects that host one event in random locations. Since the event market is currently saturated most people forget the projects that are hosting these events. Our strategy is to host multiple events in the same city so that everyone in that location learns about Polkadot, and never forgets our presence in the community. Furthermore, we can decrease the costs of the events since we can create preexisting contracts with coworking spaces in SF. Our teams also won't need to pay to travel to different locations as Oak, Crust, Moonbeam, and Gear all have team members in the bay area.

Every event will be educational with a panel or a technical talk, but it will be organized in a different style (from happy hour with a panel to a technical talk at a coworking space) and at a different location (all in SF but at different venues). The first event will be a panel event which is an intro to Polkadot, and the following events will be technical talks from one of the Parachain teams. The first 10 minutes of each technical talk will be an intro to Polkadot and which parts of Polkadot the Parachain team uses most or is specialized in, and the last 20 minutes will be reserved for a technical overview of how the parachain uses Polkadot or how someone can build on Polkadot using that parachain.

This event strategy has been used by Near, Celo, and Chainlink who have seen great success in building in-person communities! Near hosts a monthly meet-up in SF, Celo hosts open events



every Thursday at their office, and Chainlink hosts community meet-up events once a month. As of now, the organizing team is not aware of any other Polkadot events planned for next year in SF. All funds of this proposal will go to the organization of the events.

Please note we created this original proposal 3 months ago, and the price of \$DOT has fluctuated. We will adjust our events based on the price of \$DOT if it rises further by adding an additional event. If price decreases then we will decrease the amount of events. Please let us know if you have any questions.

This proposal requests pre-funding for the planned events.

2. Problem statement:

The San Francisco bay area is the world's largest technology hub, but Polkadot has little to no presence in the area. Other prominent projects have community hubs in these areas and have seen great success including Celo, Chainlink, and Near. Currently, Polkadot projects have been trying to host events here, but with a lack of funds, it is hard to compete with other larger projects in the area.

3. Proposal Objective/solution/s to point 2:

3.1 The goal of the proposal

The goal of this proposal is to create a Polakdot community hub in San Francisco and to create much more awareness about Polkadot and its Parachain projects! All educational events will be live streamed and the content will be published on Polkadot's official Crowdcast channel. All event live streams will be promoted as Polkadot San Francisco Community Hub event series.

Branding:

All 6 events will have Polkadot branding per the Polkadot branding guidelines set forth for Polkadot events. Parachains may bring their standing banners and have their logo on flyers as a cohost that is all.

Success would involve

1. At least combined 200 sign-ups on the event links for each event
2. At least 100 attendees at each event
3. 200 new sign-ups to the Polkadot Newsletter
 - a. We will facilitate this by having each attendee fill out a welcome survey when they enter the event which includes asking them if they want to be added to the Polkadot Newsletter, and any of the individual Parachains newsletters
 - b. We will ask people if they want to be added to the newsletter on the luma
4. 200 new members on each Parachain Discord server
 - a. We will put a QR code of the Polkadot Discord server at the entrance of the event
 - b. We will put QR codes of Parachains discord servers at each of the Parachains tables in the event



- c. We will also add a link to the Polkadot discord in the welcome survey
- 5. Recurring Attendees:
 - a. We will keep track of who attended each event and do a \$DOT giveaway for those who attended 5 out of 6 events

3.2 How we will do this

- **Event communication process:**
 - It will be an RSVP-style event: We will create a Luma, Eventbrite, and Meet-up link for audience registration for free.
 - Promotional channels: Eventbrite, Meet-up, Parachain, and Polkadot Twitter accounts, SF Telegram groups, direct email invitations
 - Audiences: Polkadot Community, and Web3 developers, end-users. The total estimated audience number averages 100 ppl per event, 600 in sum over all events
 - At the event we will have all attendees fill out a sign-in survey where they will give us their email, tell us about themselves (dev, investor, or just enthusiast) and opt into the Polkadot Newsletter. We will also send one email following the event with promotional content from all Parachains.
- **A draft layout for the program could look like this:**

Event 1:

Date: May31st, 2023, 6:30 - 9:30pm

Name: Polkadot SF: The Future of Polkadot and its Parachains Panel

Panelists: Yuvia (Crust Network / Moderator), Chris (Oak Network), Dave (Gear), Kevin (Moonbeam), Vitaly (Robonomics)

Hosted by: Crust Network, Oak Network, Moonbeam, and Gear

Location: Mindspaces SF

Estimate attendees: 100 people

Budget: \$3050

Description: The introduction to our event series in SF! This panel will include one person from each Parachain project. We will discuss why we chose to build on Polkadot, where we see Polkadot going in the future, and how we plan to build up the community in the SF bay area. Around the room will be tables with each Parachains merch and banner! The Agenda will be as follows: 6:30-7:00 pm light networking (waiting for people to arrive), 7:00-7:30 panel, 7:30-7:45 (Q&A from crowd), 7:45-9:00 pm networking. See the last page for the full budget breakdown.



Panel Content: Please view this document for full details

https://docs.google.com/document/d/1RKHK74PfSNzXbZITCG0EuN5wrAnU3_SjHgXL9TdcS4E/edit?usp=sharing

Event 2:

Date: June 29th (Monday), 2023, 6:30pm - 9:00pm

Name: Polkadot SF: Let's talk Interoperability and XCM with Oak Network

Hosted by: Oak Network, Crust Network, Gear, Moonbeam, Robonomics

Location: Mindspaces SF

Estimate attendees: 100 people

Budget: \$3050

Description: This event will be a happy hour networking event which will have a short 30 minutes technical talk from Oak Network! The Agenda will be as follows 6:30-7:00 light networking (waiting for everyone to arrive), 7:00-7:30 Oak Network Technical Talk, 7:30-7:45: Taking questions from the crowd, 7:45 - 9:00 pm Networking. Around the room will be tables with each Parachains merch and banner!

Technical Talk Content:

https://drive.google.com/file/d/1p1J8iepwPtjL7kL_euwH2J5cvvCEgO27/view?usp=sharing

10 minutes: Intro to Polkadot and how it facilitates Interoperability, Intro to XCM

10 minutes: How Oak Network uses Polkadot (focus on XCM)

10 minutes: Small tutorial of how to integrate Oak via Polkadot

Event 3:

Date: July 27th (Thursday), 2023, 6:30pm - 9:00pm

Name: Polkadot SF: Lets talk decentralized Storage on Polkadot with Crust Network

Hosted by: Oak Network, Crust Network, Gear, Moonbeam, Robonomics

Location: Mindspaces SF

Estimate attendees: 150 people

Budget: \$3050



Description: This event will be a happy hour networking event which will have a short 30 minutes technical talk from Crust Network! The Agenda will be as follows 6:30-7:00 light networking (waiting for everyone to arrive), 7:00-7:30 Crust Network Technical Talk, 7:30-7:45: Taking questions from the crowd, 7:45 - 9:00 pm Networking. Around the room will be tables with each Parachains merch and banner!

Technical Talk Content:

<https://docs.google.com/presentation/d/1YyJeRJfo1P5t06MingfRyzboRI3txBO/edit?usp=sharing&oid=104094751791240618475&rtpof=true&sd=true>

10 minutes: Intro to Polkadot and how it facilitates decentralized storage

10 minutes: How Crust Network uses Polkadot (focus on XCM)

10 minutes: Small tutorial of how to use Crust via Polkadot Files

Event 4:

Date: August 31st (Thursday), 2023, 6:30pm - 9:00pm

Name: Polkadot SF: How to use Smart Contracts on Polkadot with Moonbeam!

Hosted by: Oak Network, Crust Network, Gear, Moonbeam, Robonomics

Location: Mindspace SF

Estimate attendees: 100 people

Description: This event will be a happy hour networking event which will have a short 30 minutes technical talk from Moonbeam! The Agenda will be as follows 6:30-7:00 light networking (waiting for everyone to arrive), 7:00-7:30 Moonbeam Technical Talk, 7:30-7:45: Taking questions from the crowd, 7:45 - 9:00 pm Networking. Around the room will be tables with each Parachains merch and banner!

Budget: \$3150

Technical Talk Content:

https://docs.google.com/presentation/d/1TuA86_hiHk8clvorHFRmB5EFSZfZROGUEvaj6RkVixl/edit?usp=sharing

10 minutes: Intro to Polkadot and why Polkadot doesn't have its own smart contract (need to use Moonbeam)

10 minutes: How Moonbeam facilitates smart contracts on Polkadot

10 minutes: Small tutorial of how to create a smart contract on Polkadot via Moonbeam



Event 5:

Date: September 28th, 2023, 6:30pm - 9:00pm

Name: Polkadot SF: How to use Smart Contracts on Polkadot with Gear!

Hosted by: Oak Network, Crust Network, Gear, Moonbeam, Robonomics

Location: Mindspaces SF

Estimate attendees: 100 people

Description: This event will be a happy hour networking event which will have a short 30 minutes technical talk from Gear Technologies! The Agenda will be as follows 6:30-7:00 light networking (waiting for everyone to arrive), 7:00-7:30 Gear Technologies Technical Talk, 7:30-7:45: Taking questions from the crowd, 7:45 - 9:00 pm Networking. Around the room will be tables with each Parachains merch and banner!

Budget: \$3050

Technical Talk Content:

https://drive.google.com/file/d/1PA4Ix4u49IMgJIRjKp6_LNqaMjxG8N41/view?usp=sharing

10 minutes: Intro to Polkadot and why someone should create smart contracts on Polkadot parachains like Gear/Moonbeam/Astart compared to ETH, Solana, Aptos etc

10 minutes: How Gear facilitates smart contracts on Polkadot,

10 minutes: Small tutorial of how to create a smart contract on Polkadot via Gear

Event 6:

Date: October 26th, 2023, 6:30pm - 9:00pm

Name: Polkadot SF: Let's talk Polkadot Appchains with Robonomics

Hosted by: Oak Network, Crust Network, Gear, Moonbeam, Robonomics

Location: Mindspaces SF

Estimate attendees: 100 people

Description: This event will be a happy hour networking event which will have a short 30 minutes technical talk from Robonomics! The Agenda will be as follows 6:30-7:00 light networking (waiting for everyone to arrive), 7:00-7:30 Robonomics Technical Talk, 7:30-7:45: Taking questions from the crowd, 7:45 - 9:00 pm Networking. Around the room will be tables with each Parachains merch and banner!



Budget: \$3050

Technical Talk Content:

https://docs.google.com/presentation/d/1SZ-lfpMWHZ_YB2m246TEc3xqEMF5avPmqOwl8nFJ778/edit

10 minutes: Intro to Polkadot and how Polkadot can support niche industries like Robotics

10 minutes: How Robonomics is used and is supported by Polkadot

10 minutes: Small tutorial of how to use Robonomics via Polkadot

a. How does this proposal change the network? How do the milestones of the project achieve the ultimate goal? List the solution and milestones to reach your goal.

Since the funding of this proposal will support organizing Polkadot events in the global tech hub capital, it will contribute to expanding the Polkadot brand and provide more awareness to our ecosystem. Furthermore, hosting events in SF will positively affect the Polkadot brand as projects which are known to have a base in SF are seen as more legitimate, and professional by investors.

b. Who does this solution help?

Getting the support from the council for this proposal will help the Polkadot brand and all participating parachain brands. By making our presence in SF known we will stand out from other projects that just host once in a while, and by hosting technical talks we will teach new developers how to build with our projects!

c. Milestones and tasks to include

Milestone	Deliverable	Date
1.	Confirm locations and budget	1 month before each event
3.	Confirm live stream, Create event links (meetup) for each event	2 weeks before each event
4.	Promote the events, Add events to the public SF crypto event lists, and send sign-up links to SF group chats	Starting 2 weeks before each event, and continuing until day of
5.	Finish Technical Talk slides/script or panel questions	1 week before the event
8.	Execute events	Day of event

Please note that, upon delivery, each milestone needs a report for the Council to evaluate progress: The report can be shared in the original post generated on Polkasassembly or Commonwealth when submitted on-chain and should clearly state the milestone delivered and any information on the progress (including



developed tasks, links to the code, a comparison with the original proposal and any challenges encountered). If any part of the milestones changed, please state this on the report.

4. Why Polkadot Network?

The whole organizing team of the events series and respectively of this proposal are Parachains, building on Polkadot.

5. Payment conditions:

Please see the cost breakdown below.

- a. What is the amount requested? Should this be divided on installments? Will each milestone represent a treasury submission?

The total amount requested is \$18,300 (DOT allocation calculated based on the 7-day avg rate on subscan when submitting the proposal) - in one payout.

- 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 budget breakdown below. The amount covers all the planning + execution

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

For events 1 and 3, the payments are due 2 weeks after the event

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

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

TG: @SteveCrust

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

7-day moving average

- g. Budget details.

Cost breakdown

Item	Details	Cost (\$)
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Food	Pizza for 100. Pizza cost is estimated based on previous events we have hosted Escape: \$34 each	\$350
Beverages	This is a budgeted amount that we will stay under	\$150
Photographer / Professional Audio for Livestream	Freelance videographer/photographer to take photos and Livestream the panel and technical talks.	\$1000
Mindspaces Rental Fee	Please view this link for the quote sent by their event manager: https://drive.google.com/file/d/1Rvcck8EzV4P2UMTUzJFEgxWNZxkl56oR/view?usp=sharing Note: Manager said he can get rental fee down to around \$300-400 an hour if we pay for 6 events in advance.	\$1550 (at \$400 an hour + 200 cleaning fee + 150 set-up fee)
	Total for 1 event	\$3050
	Quantity of Events	6
	Total Cost for Event Series	\$18,300