Closeout Report

Project Closeout Report - F8: Grow East Asia, Grow Cardano

Name of Project: Storytelling Using Mighty Cardano
Project URL: https://cardano.ideascale.com/c/cardano/idea/62032
https://projectcatalyst.io/funds/8/grow-east-asia-grow-cardano/storytelling-using-mighty-cardano
Project ID: 800326
Project Manager: Pinky Manzano
Date Project Started: May 2022
Date Project Completed: Aug 2025
List of challenge KPIs and how the project addressed them:

Challenge KPIs: Limited knowledge of Cardano and blockchain fundamentals in countries of East Asia - the Philippines in particular have limited exposure to blockchain and education and practical applications are still developing.

How they were addressed: Storytelling Using Mighty Cardano builds Cardano blockchain awareness and engagement beginning in the Philippines through informal education: bite-sized and digestible illustrations in storytelling and culturally relevant comic format content. We developed the character Mighty Cardano and created 8 comic strip episodes to present blockchain concepts in a relatable, narrative-driven format. A dedicated page in the website leads Mighty Cardano's audience to Project Catalyst to invite them as contributors–as a builder, storyteller or helper.

List of project KPIs and how the project addressed them:
Project KPIs and how they were addressed:

(1) Storytelling and creation of the character Mighty Cardano - We created the original character, base drawings, illustration and storytelling through comic panels, branding assets for use in social media and website
(2) Build a live and public landing page - Purchased domains for web pages and email marketing; Fixed web page issues on SEO; created email campaigns for engagement
(3) Build social media accounts and organic content - public social media accounts with weekly drops of the episodes

Key achievements (in particular around collaboration and engagement):
- Creation of base drawings of main characters, Mighty Cardano and Aki.
- Completion of Series/Chapter 1, 8 episodes, total of 62 panels
- Published live website and email marketing webform campaign
- Developed visual style and narrative tone appropriate for Filipino audiences
- Set up social media accounts (IG, X) and purchased a website and email domain
- Development of brand assets and digital marketing roll out with teasers, bio intros, and first release of comics
- The website and accounts are at the early stages of development
- Engagement initiated with local comic fans, creators and users with crypto profiles. Organic ave CTR of the website today is at 16.7% since the website was published on Aug 12.

Key learnings:
- Narrative storytelling is an effective and humanizing way to introduce complex technologies like blockchain to non-technical audiences.

- Localized language and communication helps break down barriers to understanding complex technical systems
- Visual-first content with local voice and Filipino analogies have a strong potential to resonate across diverse PH and East Asian demographics.
- Mental health challenges can significantly affect project timelines and highlight the importance of compassionate project planning

Next steps for the product or service developed:
- Roll out of content plan/publish 8 episodes - weekly organic posts on social media
- Add a glossary of terms to introduce Cardano terminologies
- GA4 integration, SEO, and keyword search (Google Search Console) - optimization and data analysis to identify the profiles of MC audience
- Write story arc for Series/Chapter 2: Fundamentals of staking on Cardano with analogies to daily Pinoy life.
- Collaborate with local blockchain educators and proponents for wider reach
- Improvement of line art by adding color to increase the value of the visuals.

Final thoughts/comments: With the completion and closing of this project, I want to express my gratitude to the Catalyst team for their patience and support. I kindly request the community's help in sharing our work and inviting individuals to collaborate with us. Additionally, I encourage efforts to expand this project into other languages for neighboring countries in East Asia. As an early learner of the Cardano ecosystem, this project has been a valuable learning experience for me.

Links to other relevant project sources or documents:
- Comic episodes: [Series/Episodes 2-8 (A4).](#)
  - [4-panel format/Episodes 1-6](#)
  - [Single panels with improved font & text/Episodes 1-5](#)
- Other brand assets and story drafts: [Creative and storytelling files](#)
- Instagram: [@mightycardano](#)
- X: [@Mightycardano](#)
- Landing page: https://www.mightycardano.com/home
- Project Closeout Presentation file: [PDF format with links](#)

Link to Close out video: https://youtu.be/35Vku09Sabw