

Treasury Proposal: Onboarding Artists to Polkadot Asset Hub and driving user engagement

Proponent: [Damsky](#), KodaDot COO

[15VmrRmgPhKMfBaniS5ei4dCcVL54GMLCfnVRryynSYzvyys]

Date: 4.5.2024

Requested Amount: Equivalent of **\$72,101** in \$DOT as EMA7 on a day of submission which results in 9997 \$DOT

Short description: This proposal aims to secure funding to onboard artists & users to Polkadot Asset Hub through weekly drops on [KodaDot](#). 50% of the revenue goes back to the treasury.

Project Category/Type: Marketing ▾ Ecosystem collaboration ▾

Previous treasury proposals:

- <https://kusama.polkassembly.io/treasury/68>
 - <https://kusama.polkassembly.io/treasury/107>
 - <https://kusama.polkassembly.io/referenda/220>
 - <https://polkadot.polkassembly.io/referenda/93>
 - <https://polkadot.polkassembly.io/referenda/377>
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Changelog

1. Background

- 1.1. Context of the proposal
- 1.2. Problem statement
- 1.3. Preliminary Discussions and Research
- 1.4. Introducing the Kodadot team
- 1.5. What value does it bring for \$DOT holders?

2. Proposal Details

- 2.1. Objectives
- 2.2. Solution
- 2.3. How do the Polkadot stakeholders benefit from this solution?
- 2.4. Objectives
- 2.5. Milestones
- 2.6. Budgets

Proposal report

- 1.6. Quantitative Metrics:
- 1.7. Qualitative Metrics:
- 1.8. Communication:

Payment conditions

- 1.9. Requests
- 1.10. Developments
- 1.11. Contingencies
- 1.12. Submissions
- 1.13. Targets

[1.14. Accounts](#)

[1.15. Communications](#)

[Comments, Qs&As](#)

[Why Polkadot Network?](#)

[We'd love to hear about how you got to know about the Polkadot on-chain treasury.](#)

Changelog

- 50% of the revenue from sales goes to treasury
 - 50% of the revenue from sales go to transparent community fund curated by KODA which will be used to onboard more artists
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1. Background

After years of building in the Polkadot ecosystem, it's now time to market the products built. This is a first step and introductory proposal to bring big names and artists to Polkadot. Following this proposal and likely satisfying the community, we'd like to focus on bringing much bigger names to Polkadot. Think Banksy, Beeple, Tyler Hobbs and others. We, however, need to approach this step by step.

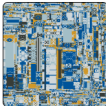
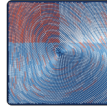
KodaDot, a native in the Polkadot ecosystem, is a community-driven NFT marketplace that has been delivering cutting-edge infrastructure and marketplace components for the benefit of the entire network. With a strong focus on creating public goods, KodaDot has created and maintains a vibrant community of contributors who have collectively earned over **\$500k** in bounties while driving innovation and value creation within the Polkadot ecosystem.

By leveraging our deep technical expertise and intimate understanding of the Polkadot landscape, we have developed custom-built solutions that are designed to harness the full potential of NFTs on the Polkadot Asset Hub, enabling a new era of digital asset ownership and trade.

1.1. Context of the proposal

KodaDot, a long-standing contributor to the Polkadot ecosystem, aims to showcase the network's potential by bringing established generative artists from other ecosystems to mint their art on the KodaDot platform and the **Polkadot Asset Hub**.

These are just 4 most successful drops we had. [Check out the other generative art drops](#)

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Collectors	393								
Volume	148.38 DOT								
Collectors	980								

1.2. Problem statement

While Polkadot offers a robust and innovative ecosystem for NFTs and digital art, there is a need to attract more **artists** and **collectors** from **other** networks to recognize its potential. By onboarding established generative artists and showcasing their work on Polkadot, we can secure greater collaboration across ecosystems and drive adoption of the network by bringing users from the outside.

1.3. Preliminary Discussions and Research

The KodaDot team has conducted extensive research and engaged in discussions with artists, collectors, and community members to identify the key challenges and opportunities in bringing

generative artists to Polkadot. This proposal is the result of these discussions and aims to address the identified needs.

In discussions with Distractive, a Polkadot-native marketing company, and Polkadot's social media, we have secured their support in amplifying each artist drop, publishing success story PRs, and creating anticipatory press releases to generate excitement for upcoming drops.

1.4. Introducing the Kodadot team



Yangwao
Founder



Viki Val
Co-founder and
CTO



Damsky
COO



Luu
Artist relations
& QA



Exez
Design, UX & UI

- [Yangwao](#) - Founder
 - Seasoned Substrate developer. He created the first Substrate account generation tool, [Subket](#), and co-developed [vue-polkadot.js](#) - a library of Vue components for interacting with Polkadot.
- [Viki Val](#) - Co-founder and CTO
 - Full-stack developer who has experience building Ethereum and Polkadot projects, including early NFT infrastructure on Kusama.
- [Damsky](#) - COO

- 4+ years in community growth and marketing in Web3. Led community initiatives for prominent Ethereum & Polkadot projects and events. **Polkadot Ambassador**.
- [Luuu](#) - **Artist relations & QA**
 - Head of artist relations with a savvy understanding of NFT creator needs. Curator of various **online/offline Polkadot NFT galleries**. Polkadot Ambassador.
- [Exez](#) - **Design, UX & UI**
 - Exez, Design Lead - Young & creative UI/UX designer with **years of experience** in Web3. Created intuitive interfaces for multiple dApps, wallets & projects.
- Ghifari - Marketing & Socials
 - A CompSci graduate with 2.5 years in growth and marketing in web3. Experienced in Solana and Polkadot

KodaDot's team of experts in Substrate, NFTs, community growth, design, and curation, combined with our extensive open-source developer community of [over 130 contributors](#), uniquely positions us to deliver innovative solutions that will attract established generative artists to the Polkadot ecosystem. Our deep understanding of Polkadot's technical aspects and our experience in creating vibrant NFT communities enable us to create a seamless onboarding process for artists and collectors.

1.5. What value does it bring for \$DOT holders?

By attracting established generative artists to mint their art on Polkadot, this initiative will:

- Increase the visibility and credibility of the Polkadot network in the art world
- Drive demand for \$DOT as the native token for purchasing and trading NFTs
- Attract new users and collectors to the Polkadot ecosystem
- Showcase Polkadot's capabilities as a growing platform for NFTs and digital art

2. Proposal Details

2.1. Objectives

The main Polkadot objectives of this proposal are to:

- Onboard 13 established generative artists from other ecosystems to mint their art on KodaDot and the Polkadot Asset Hub
- Showcase Polkadot's capabilities as a growing platform for NFTs and digital art
- Attract new users and collectors to the Polkadot ecosystem
- Increase collaboration and innovation across ecosystems
- Stay relevant in the wider web3 space

2.2. Solution

To achieve these objectives, KodaDot has done:

- Reached out to and onboarded 13 generative artists, focusing on those with established followings on Twitter
- Provide comprehensive support to artists, including assistance with minting, marketing, and community engagement
- Collaborate with Distractive to develop and execute a targeted PR campaign showcasing the generative art minted on Polkadot
- Facilitate payments to artists in \$DOT
- Collaborate with Polkadot Insider, Distractive and Polkadot twitter account to drive engagement to new drops every couple weeks.

2.3. How do the Polkadot stakeholders benefit from this solution?

Polkadot stakeholders will benefit from this initiative in several ways:

- Increased visibility and credibility of the Polkadot network in the art world, attracting more users and investors
- Greater demand for \$DOT as the native token for purchasing and trading NFTs on KodaDot and the Asset Hub
- Enhanced network activity and value driven by the influx of new users and collectors
- Strengthened position of Polkadot in the Web3 space as a consistent player in NFTs and digital art
- 50% of the revenue from the sales goes back to the treasury

2.4. Milestones

Milestone	Total	Status	Details
Milestone 1: Artist outreach, onboarding & technical operations	/	Done	Link
Milestone 2: Artist compensation	\$69,500	Done	Link

Milestone 1 Deliverables

- Identify and reach out to 13 generative artists with established followings on Twitter
- Provide comprehensive onboarding materials and support to artists, including technical assistance with minting on KODA and the Polkadot Asset Hub
- Coordinate with artists to schedule their individual drops and ensure smooth execution
- Manage the technical aspects of each artist's drop, including smart contract deployment, metadata creation, and platform integration
- Provide ongoing support to artists throughout the duration of the initiative

Milestone 2 Deliverables

- Distribute compensation to each artist based on their agreed-upon price range based on the sheet
- Ensure timely and accurate payments to each artist
- Maintain clear communication with artists regarding compensation and any related issues
- Provide transparency to the community regarding artist compensation
- Successfully launch drops with the artists every 2 weeks

2.5. Budgets

Milestone	Total	Status	Details
Milestone 1: Artist outreach, onboarding & technical operations	/	Done	Link
Milestone 2: Artist compensation	\$69,500	Ongoing	Link
Buffer	\$2601	Will be returned	
TOTAL	\$72,101		

3. Proposal report

3.1. Success Metrics to reach

Quantitative Metric	Target
Number of generative artists onboarded	13
Total number of unique artworks minted	1664 (assuming 128 pieces per artist)
Total value of artist compensation	\$69,500
Number of users participating in drops	1000+
Increase in number of generative art NFTs minted on the Polkadot Asset Hub	20%
Increase in the number of users using Polkadot Asset Hub & minting drops	15%
Qualitative Metric	Target

Artist satisfaction with the onboarding process and support collected through a survey	High
Community sentiment towards the initiative and its impact collected through social media monitoring	Positive
Media coverage and social media mentions generated, collected through media monitoring tools	Significant
Strengthened relationships with key generative artists, assessed through feedback and future collaborations	Achieved
Artist satisfaction with the onboarding process and support collected through a survey	High

3.2. Communication & Reporting

We will provide regular updates on the progress of the initiative through KODA's official communication channels, including blog posts, social media, and community forums. The team will also submit reports to the Polkadot community, detailing the achievements, challenges, and next steps for the initiative.

These reports will include:

- Progress on each milestone
- Key performance indicators (KPIs) and metrics
- Insights and learnings from the initiative
- Feedback from artists, users, and the community
- Financial overview and budget allocation
- Next steps and future plans
- Invoices from artists and payment confirmations

4. Payment conditions

4.1. Requests

The total requested amount for the completion of milestones 1-2 is **????**. This covers the work already delivered in Milestone 1 and work for Milestones 2 which is in progress

4.2. Contingencies

In the event of any delays or unforeseen circumstances affecting the completion of a milestone, the KODA team will promptly communicate with the Polkadot community and provide a revised timeline and action plan.

4.3. Submissions

Detailed reports will be submitted upon the completion of each milestone, outlining the work performed, results achieved, and any relevant metrics or insights.

4.4. Targets

The overall target of this initiative is to successfully onboard 13 generative artists, facilitate the minting of 3,328 unique artworks, engage 5,000 users through quests, and distribute \$45,000 worth of \$DOT rewards, ultimately driving adoption and growth of the Polkadot ecosystem.

4.5. Accounts

All funds will be delivered to the KODA Treasury account:

<https://polkadot.subscan.io/account/15aAxjciPFTFiyibgzT5rwS7JDfGFPRHWdRDHkdyUtDRJhyb>

4.6. Communications

The project manager can be contacted at:

cryptodamsky@gmail.com

The proposer is also available on Matrix under the handle:

@damsky:matrix.org or telegram <https://t.me/damskyftw>

Comments, Qs&As

Include here any relevant public information, questions along with their respective answers about this proposal that have been covered on any communication channels to date.

Why Polkadot Network?

We've been loyal to Polkadot since day one. The thesis is simple. If we don't market Polkadot based products now, we may not see the light of the next cycle.

We'd love to hear about how you got to know about the Polkadot on-chain treasury.

Our team learned about the Polkadot OpenGov through research, discussions, and active participation in the Polkadot community.