



Polkadot < > Blockchain
Training Alliance (BTA)
Proposal

OBJECTIVE

The goal of this proposal is to create a Substrate-specific course that will allow developers to learn how to effectively build on Polkadot. The partnership provides new developers from the Web2 space to learn Polkadot's technology and increase developer activity within the Polkadot ecosystem.

In this course students will learn how the Polkadot platform works, from an understanding of the governance and treasury process to hands-on lab environments for writing code. Technologies covered in this course are Polkadotjs, Substrate, WASMI, libp2p and Rust and more. Getting certified will demonstrate students have the skills needed to build applications and solutions on Polkadot. Whether students want to add to their blockchain skills for career prospects or want to learn how to build a blockchain solution that has the ability to communicate with multiple blockchains into a single network, this course will be the ideal fit.

What is included from BTA in this proposal:

1. BTA will develop and produce a Substrate-specific training course, 20 hours in length, which will be available at no cost on the BTA website for any interested students to enroll into. The Comprehensive outline is listed below and BTA expects it will take students approximately 20 hours to complete the training videos and labs. This training project will be driven from Kris Bennet (Chief Learning Officer) to Polkadot for all curriculum design/layout and question/exam formatting.
2. Students will be able to access details about the course via the Blockchain Training Alliance website at: <https://blockchaintrainingalliance.com/products/polkadot> (note this link is not live currently). The link will include the following on the page:
 - Short preview video covering students will learn in the course
 - Course Overview
 - Course Prerequisites
 - Detailed Course Outline
 - FAQs on the course

A similar example of the course page can be found on the BTA site at:

<https://blockchaintrainingalliance.com/products/blockchain-architecture-training-online>

The pricing on this page will reflect a \$0 price and students will be able to checkout for free via the BTA website. Checkout will include the student's name and email. Once the student orders the class, the student is provided access via the BTA Learning Management System. Access will be available to the student for one year.

3. BTA will host the training course on their current Learning Management System. The class will be on demand and student will have access for one year, starting immediately on the day of enrollment. On demand training is designed for those who prefer to develop the skills they need on their time and at their own pace. Students can stop, pause, rewind, and revisit the videos and labs provided in the class as needed.

4. The instructor is a Substrate specialist; proficient in Rust development who would work alongside with Kris Bennet, our Chief Learning Officer who has taught over 100,000 students on Blockchain technical content. You can see the background of Kris Bennett [here](#). BTA will work closely with the team at Polkadot to ensure content is current, relevant, and accurate. This route provides the fastest go-to-market option with the course.
5. BTA will provide extensive marketing to drive traffic and enrollments into the course, including:
 - Drip campaigns to existing students (currently 140,000+) as well as new students within their Network.
 - Post the course to all BTA social media platforms, LinkedIn, Instagram, and Twitter
 - Call to action on website homepage and announcement banner
 - Syndicate course to partners, licensees and other syndicates
 - Perform outreach to various blockchain communities, influencers and content creators asking to support adoption for the course.
6. BTA will provide all post-production editing & rendering to create a high-quality production video that'll be viewed by thousands of developers. Each of the sections listed will be covered in these videos. BTA expects the final production will be a series of 20-25 videos and 7 labs.
7. BTA will provide a certification at the conclusion of the class. The exam is hosted on a BTA platform, it is 90 minutes and 70 questions. Students must pass with a score of 70% or higher to become certified.
8. Through the internal BTA Learning platform students will have a support rep to handle all student issues and questions when taking the course. This is done through an already developed ticketing system; tickets are responded to within 24 hours. The ticketing process works as follows:
 - Student through BTA Learning Platform can create a new ticket
 - The ticket goes to BTA support which includes both non-technical support for access issues, certificate issues, or any general questions regarding the course and technical support which includes lab guidance, coding support, and questions about the course content.
 - Non -technical support is provided by BTA support staff and technical support is provided the instructor and instructor assistance.
 - All tickets are responded to within 24 hoursThe ticketing is included in the budget and there will be no additional fee for students to access the ticketing or gain access to support.
9. BTA will work in partnership with Polkadot for students who complete this training to provide them updates to upcoming hackathons, community events within the Polkadot ecosystem.

Training Course Outline:

POLKADOT

Polkadot high level overview: Introduction and overview, major features, vision

Course Overview:

Polkadot is the next generation in blockchain technology that can transfer data across public, open, permissionless blockchains as well as private, permissioned blockchains. In this course you will learn how the Polkadot platform works, from an overview understanding of the governance and treasury process to a hands-on lab environment for writing code. Technologies covered in this course are Polkadotjs, Substrate, WASMI, libp2p and Rust and more. Getting certified will demonstrate you have the skills needed to build applications and solutions on Polkadot. Whether you want to add to your blockchain skills for your career prospects or you want to learn how to build a blockchain solution that has the ability to communicate with multiple blockchains into a single network, this course is perfect for you.

Prerequisites:

Basic knowledge Ubuntu 18.04, Command Line, NodeJS / JavaScript / ReactJS and

HTML. Course Topics and Outline:

- Kusama: Introduction
- Polkadot vs. Kusama vs. Rococo vs. Westend
- DOT, KSM and their use cases
- Understanding the Polkadot Architecture
- Interoperability and parachians
- BABE and GRANDPA
- Nominated proof of stake
- On-chain governance
- Shared security
- Transaction fees
- On-chain treasury
- Polkadot Host
- Forkless upgrades
- Bridges
- Parathreads
- Common good parachains
- Parachain slot auctions
- Parachain crowdloans
- PolkadotJS

XCM (Cross-Consensus Messaging)

- What is it
- Address format

BUILDING

- Getting started: overview of building options, Substrate intro
- Intro to Substrate
- Intro to PolkadotJS
- Apps UI, extension
- Architecture
- Setting up your environment
- Substrate Node template

FRAME

- Storage
- Events and errors
- Origins and calls
- Pallet coupling

- Metadata
- Scale codec
- Testing
- Weights
- Benchmarking
- Polkadot JS API

Lab Environment

BTA will have a detailed lab guide available for students to navigate through labs. The labs are designed so students come out of the training with the proficient skills to effectively build on Polkadot. There will be video tutorials of each lab available to help assist students; any student that has lab issues can immediately contact BTA support. The guide will include lab setup and cover details steps on the following topics:

Polkadot{.js} extension
 Create an account
 Balance Transfers
 Building a Smart Contract
 How to Connect to a Parachain
 Substrate
 Create your first Substrate blockchain
 Start a private network
 Permissioned Network
 Develop Smart Contracts with ink!
 Create a Parachain with Cumulus

BTA Course Experience

BTA has been developing, filming and producing training on Blockchain since 2017. Our training programs include non-technical courses and technical training on topics like, Blockchain Security, Solidity and chaincode. BTA has trained over 100,000 students and provides certifications in Blockchain that are recognized around the world. All filming and production is done in house and production is done in a manner to ensure students are able to easily understand the content and practice their learning with a series of comprehensive labs. BTA is trusted by dozens of Fortune 500 companies and the US government to provide high quality education.

Metric of Success

BTA is focused on ensuring that developers in the Web3 space are aware of the opportunity to take this free training. Our success will be based on student enrollment, and we would like to see 5,000 students enrolled in the course by year end 2022.

Breakdown of Proposal & Price 8.074

Payment Conditions

Allocated total funds (\$128,950) via DOT (current 7-day rate at \$8.074 = 15,971.02 DOT):

- 50% upfront – 7985.51 DOT
- 50% upon the completion of the course –7985.51 DOT

BTA instructor to teach the course. This instructor will work with Polkadot to make sure the curriculum is designed to bring developers up to speed on Substrate. BTA will own the rights of the video and will deploy on their LMS (learning management system) Thinkific. BTA will also promote the course on their socials, providing mini (teaser) clips to drive developers to sign up for the course. The cost includes:

Category	Details and Team	Amount (USD) / DOT
Curriculum design and layout:	BTA curriculum design team, organize outline, timing of course, structure chapters, review/edit the course slides and review lab guide. BTA support team will review exam questions, loading of exam to certification platform, load the course into the BTA LMS	\$28,950 / 3585.58
Instructor (Substrate Specialist):	Substrate specialist working with Kris Bennett and team at Polkadot to create the course content, develop the slide deck for students. Instructor will create a series of labs that will allow students hands-on experience with substrate.	\$30,000 / 3715.63
Filming	Filming will be done in studio to provide the most professional look and feel for students. BTA will utilize in house film team to video the course. Filming is expected to take 4-5 days and will leverage both the instructor and BTA film team.	\$10,000 / 1238.54
Editing & Production	Once filming is completed the editing of the videos will be completed in a 1–2-week time period to cut video into chapters and subsections. Lab videos will be edited to demonstrate the lab walkthroughs for students.	\$20,000 / 2477.09
Marketing / Campaigns:	BTA will deploy several marketing strategies to let students know about the free course including mass emailing to the current BTA student database using MailChimp, strategic campaigns on LinkedIn, Twitter and Google Ad spend.	\$30,000 / 3715.64
Tech / Studentsupport	Students will be supported through the BTA ticketing system on the LMS system. Students will be provided free support on both technical and non-technical issues within 24 hours of the	\$10,000 / 1238.54

	request. For technical questions and lab support a substrate expert will provide support.	
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Total Price: \$128,950 USD (BTA can receive payment via token treasury / DOT's)