
Proposal: Community Hub - Pilot Program

Proponent: 5CFM9FFCPeSnNj64ECcDWn4jUF1WdRZVYharqqRQkQitiomc

Date: 19.03.2023

Requested DOT: ____ DOT (\$20,000 USD equivalent based on [EMA30 price](#) on submission)

Short description: Community and Investor hub to digest all the sources of media that are pushed forward within the Polkadot Community. See working [site here](#).

1. Context

Knowledge Management in crypto is far from ideal. While we welcome the speculation caused through rumors and half-truth filled threads over twitter, the full truth is often lost in broader narratives. Albeit public, important and exciting developments are often overlooked; most people look at news from secondary sources like influencers or news outlets, instead of owned by the teams themselves. This proposal is meant to give the community of builders their voice and to enable any level of investors with tools to retrieve trustworthy information from primary sources.

Effectively, this proposal aims to bridge dialogue from team members at Parity, Web3, and other Polkadot affiliated organizations, to the hands to both retail and institutional investors in a digestible manner.

As a first step, we aim to build summaries for all the Polkadot related content that is provided to the market. This will allow anyone to speed quickly by reading through summaries of community calls, technical explainers, and podcasts. The vision is to create a hub where people who want to digest the latest information on Polkadot can go, and in the future include summaries created weekly based on interviews with people who are in business development or partnerships , ecosystem development, or technical buildout of Polkadot. This will be organized in a simple manner that will allow anyone who wants to keep up to date with Polkadot developments, to stay on track and to be able to “double click” into the most interesting and relevant developments to the ecosystem.

Team

With extensive experience in the crypto industry, our team lead has been actively engaged in retail investment since 2016 and institutional investment since 2019, with over 8 years of investment experience at various hedge funds.

Through countless interactions with investors and crypto builders, we have developed a comprehensive understanding of the culture of crypto. Our team has utilized a wide array of

tools, spanning data and news platforms, in pursuit of delivering high-quality information to the masses. We recognize that a primary issue within the crypto trading sphere is the delayed dissemination of public information. Our mission is to bridge that gap, ensuring a more efficient flow of vital knowledge to all parties involved in the ever-evolving world of cryptocurrencies.

Our team size is currently two, and we plan to bring another technical summary writer on-board if and when this proposal is accepted. We have already been doing this ourselves for many years now, and see an opportunity to bring this idea to the broader market. We know how much it has helped us in our process to better understand the 360 view of a project or chain.

2. Problem Statement

As an investor, there is a severe mismatch of information dissemination lost through secondary sources. After reading through the docs of any project, the information flow is extremely scattered, from forum discussion to discord chatter to twitter threads. The community and investors need a one stop shop they can rely on once they have a solid understanding of the project. As a part of the due diligence process, one needs to digest every piece of information available to the market, and given the fragmented nature, there is no place one place to go that has all the information related to Polkadot presented in a digestible manner.

Signs of Ripe Market for Community Hub

- **Time Constraints in Crypto are Severe:** Many people have busy schedules and struggle to find the time to listen to multiple full-length podcast episodes. Short summaries provide a condensed version of the main points and discussions, allowing these individuals to quickly absorb the key information without investing too much time.
- **Information Overload is Rampant:** With the vast number of podcasts available, it can be overwhelming for listeners to try to keep up with all the content they are interested in. Short summaries can help by distilling the most important elements from each podcast, making it easier for listeners to process and retain the information.
- **Attention Span and Engagement is Extremely Short:** Some people may find it challenging to stay engaged and focused throughout lengthy podcast episodes. Short summaries offer a more concise and accessible format, which can be more appealing to those who have difficulty maintaining their attention for extended periods.

Existing Examples of Tangential Products

- **Delphi Digital Podcast Summaries:** These are compiled summaries of all Delphi Digital's podcast. Most people don't have the time to listen to hours on hours of podcasts and want to access the information. [Link Here](#).
- **Twitter Summary Threads:** "Intern" Accounts for many popular crypto projects, news sites, and podcast sites help the market digest. This has not been done on a Chain-Layer level yet. Short summaries in the crypto space, like Twitter threads, have

gained popularity because they distill the essential information from longer pieces of content, making it more accessible and digestible for a wider audience. This allows people to quickly grasp the key points and stay informed without having to delve into the full content, which may be time-consuming or require more in-depth knowledge.

Examples: [Wintermute Intern](#), [Delphi Intern](#), [CMS Intern](#)

3. Solution

The primary objective in promoting the Polkadot Network is to disseminate up-to-date information to investors and interested parties. To achieve this, creating a centralized hub that compiles all relevant content, including interviews, podcasts, and keynote presentations, is essential. Summaries accompanying each piece of content will ensure that users can quickly grasp the key points, facilitating a more comprehensive understanding of the network's advancements and potential.

By focusing on creating and improving this information hub, we can effectively bridge the gap between the Polkadot Network and its potential audience. Centralizing high-quality information and making it easily digestible is crucial to attracting new investors and fostering a deeper understanding of the platform's capabilities. Ultimately, this strategy will contribute to the growth and adoption of the Polkadot Network, showcasing its potential to revolutionize the decentralized technology space.

As a future vision for this program in collating existing content, the hub should be improved to incorporate exclusive information obtained through interviews with key team members. This approach not only ensures that primary information is easily accessible, but it also offers valuable insights directly from those driving the network's development. Providing first-hand information in a concise manner will empower users with the knowledge they need to make well-informed decisions and engage more deeply with the Polkadot ecosystem.

Goals

- Our program aims to capture every Polkadot-related video and audio piece, providing comprehensive summaries for each. This will enable everyone in the community to stay updated with the latest developments and insights, ensuring easy access to essential information and fostering a well-informed ecosystem.
- A primary goal of our program is to disseminate high-quality information. By prioritizing accuracy, clarity, and relevance, we ensure that our audience receives reliable content that not only educates but also fosters trust and confidence in the Polkadot Network and its potential.

- We strive to empower our audience with the ability to understand what is most important and relevant in the Polkadot community. By curating and organizing content based on significance and topicality, we enable users to quickly identify and access information that aligns with their interests and needs.
- Our program aims to actively engage with content creators whose work we are summarizing. By collaborating with them, we can distribute our summaries through their channels, effectively reaching a wider audience and amplifying the impact of their original content.
- To ensure real-time updates and broader accessibility, we will maintain a dedicated Twitter page where we share concise threads on our summaries. This approach will enable quick consumption of vital information, keeping followers informed and engaged with the latest Polkadot-related news and developments.

Execution

Approach and Methodology

To begin with, our approach to creating the initial target list of media for podcast summaries involved a comprehensive assessment of the podcast and media community. The primary goal was to identify content that boasted both high reach and a significant level of interest from audiences. This ensured that the podcasts selected would be relevant and valuable to our target audience, increasing the likelihood of user engagement and satisfaction.

Once the potential media were identified, we compiled and analyzed data on each podcast to determine the time and resources required to create comprehensive summaries. By evaluating the feasibility of our team's capacity to compile notes and distill the essential information, we were able to confidently commit to covering a vast majority of the primary content. This data-driven approach ensured that our resources were allocated efficiently, while maintaining a high standard of quality for our summaries.

It is important to note that our methodology was unbiased, focusing solely on audience reach and interest. After the successful completion of this pilot program, we plan to expand our target list to include any additional podcasts or media that may have been missed during our initial research. As the Polkadot ecosystem continues to grow and evolve, we expect our media list to do the same, accommodating the ever-increasing need for concise summaries as people's bandwidth becomes increasingly stretched thin.

Initial Target List

- Coverage of any long form podcasts, audio, presentations covered through the following sites:
 - [Polkadot Network Youtube](#)

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- [Polkadot Twitter \(Spaces\)](#)
 - [Parity Twitter \(Spaces\)](#)
 - [Polkadot News Twitter \(Spaces + Podcasts\)](#)
 - [The Kusamarian](#)
 - Each Summary will include the following
 - Key Takeaways
 - Summary Topics
 - Explainers for Each Summary Topic
 - Work with each of these groups to build engagement

Example Work For First Iteration

Our team has demonstrated a strong commitment to delivering summarized content to the broader public, having already completed summaries for 15 long-form podcasts and presentations. You can explore our existing [page here](#), where you'll find detailed summaries of each piece. We envision the creation of an extensive repository, containing summary-level data for all Polkadot-related content, streamlining access to valuable information for interested individuals.

By providing guidance to those interested in specific topics, we aim to make the process of discovering relevant content as seamless as possible. In addition to our summaries, we will include links to the original work, catering to those who prefer to consume content in its original form. This comprehensive approach ensures that our platform accommodates the diverse preferences and needs of the Polkadot community, ultimately promoting a more informed and engaged audience.

Who does this proposal help?

- For the busy [Polkadot Community](#), our program is designed to keep everyone up to date with the latest developments, regardless of time constraints. We provide comprehensive yet concise summaries that allow users to quickly absorb essential information, enabling them to stay informed and engaged with everything happening within the Polkadot ecosystem.
- Catering to the [Polkadot-curious community](#), our goal is to offer digestible summaries on specific topics of interest while also providing an extensive array of additional resources. This approach allows users to explore their curiosity and build engagement with the broader Polkadot landscape, fostering a deeper understanding and appreciation of the network's capabilities and potential.
- Our program aims to support both [retail and institutional investors](#) by providing a professional portal that enables them to delve deeply into specific topics they wish to become industry experts in. This comprehensive platform offers a wealth of information

and resources that empower investors to make informed decisions based on an in-depth understanding of the Polkadot Network and its numerous applications.

- For news outlets, our program offers an invaluable resource that allows them to access and explore accurate, detailed information about Polkadot. This, in turn, enables more precise reporting on the network, ensuring that the wider public receives reliable, trustworthy news and insights into the ever-evolving world of Polkadot and its associated projects.

Milestones

Milestone	Month	Deliverable	Tasks
0	0	Begin Project	Build summaries within Notion Page
1	1	First Month of Summaries	Build summaries within Notion Page
2	2	Second Month of Summaries	Build summaries within Notion Page
3	3	Contract Website Buildout	Compile a list of agencies to build out a landing page according to design specifications. Contact one to build website
4	3	Third Month of Summaries	Build summaries within Notion Page
5	3	Review Website Reach Analytics and build marketing plan	At the end of Month 3, build a report that details the reach of the website after the first month, and a plan to engage more users

4. Why Polkadot Network?

The first reason for our decision to highlight the Polkadot Network is its remarkable scalability and decentralization features, which have not yet been extensively explored in the broader crypto narrative. Despite being a powerful blockchain platform that can accommodate a multitude of blockchains, Polkadot has remained somewhat under the radar compared to its competitors. This presents a unique opportunity to delve deeper into a promising technology that has yet to be fully recognized by the wider cryptocurrency community.

Polkadot is the vibrant ecosystem of developers and builders working tirelessly to create innovative solutions. However, the attention they receive is disproportionately low when compared to their contributions. By aligning ourselves with this network, we hope to raise awareness about the groundbreaking work being done on this platform, showcasing their efforts and highlighting the potential impact of their projects on the decentralized world.

Understanding the fundamentals that drive the Polkadot Network is crucial for its long-term growth and success. Unfortunately, there is a significant gap in knowledge for many people, which results in the underestimation of the network's potential. By addressing this need for clear, concise, and comprehensive information, we can help newcomers and enthusiasts alike to grasp the intricacies of the platform, enabling them to make more informed decisions and contribute to its expansion in a meaningful way.

To achieve the goal of attracting attention to Polkadot and its developments, the dissemination of high-quality primary information is essential. By highlighting the latest advancements, research, and use cases within the Polkadot ecosystem, we can encourage new people to join and explore the network, thereby fostering its growth and evolution. By prioritizing the dissemination of accurate, reliable, and timely information, we can effectively showcase the true potential of Polkadot and pave the way for broader adoption in the decentralized technology space.

5. Payment Conditions

Budget

Description	Desc.	Budget	Distribution
Summary Notes	Up to 30 Per Month, 90 Total over 3 Months	\$10,000	In equal parts at end of Milestone 1, end of Milestone 2
	<i>Total Summaries Per Month</i>	30	
	<i>Total Summaries for Pilot</i>	90	
	<i>Total Hours Per Summary</i>	3 hrs	
	<i>Total Hourly Work</i>	270 hrs	
	<i>Cost Per Hour</i>	\$37.03	
	<i>Total Cost</i>	\$10,000	
Website Buildout with Agency	1 Month	\$10,000	Full Amount at end of Milestone 2, going into the final month of work

Amount Requested Total: \$20,000 USD paid in equivalent DOT tokens based on Exchange Rate methodology below.

Distribution

- **Start of the Project: 16.66%**
- **Completion of Milestone 1: 16.67%**
- **Completion of Milestone 2: 66.67%**

Address of the Recipient: 5CFM9FFCPeSnNj64ECcDWn4jUF1WdRZVYharqqRQkQitiomc

Exchange Rate: Payment is in DOT based on the [EMA30 DOT price](#) on Subscan on the day the payment is due. This minimizes fluctuations in DOT price and aligns the incentives.

Manager Contact: CryptoAccess.Business@gmail.com

Next Steps & Future Work

- Assess effectiveness of Pilot Program
- Expand content reach as more media is produced on Polkadot
- Post exclusively on primary website
- Build twitter audience with threads on each summary
- Advertise to draw viewers