

Intersect Milestone Acceptance Form

The Milestone Acceptance Form must be completed on completion of each milestone and accompany the invoice submitted by to: billing@intersectmbo.org

The form can either be in the body of the email or as a separate attachment.

Contract Name	<i>Education and Multimedia grant</i>
Milestone Name	<i>Milestone 1: Initial Setup of Digital Platforms and Launch of Digital Platforms and Introductory Content</i>
Acceptance Criteria	
1. Platforms configured and accessible. 2. Platforms live with introductory content available.	
What & How	
What was delivered: 1. Digital Platforms Configuration: We configured digital platforms such as Gitbook, YouTube, Instagram, Twitter, and Discord, aiming to establish a strong project presence. In addition to these pre-planned channels, we identified an opportunity to enhance our communication and thus decided to add an element not initially anticipated: a newsletter on Substack. This strategic addition aims to strengthen our connection with the audience through exclusive content, project updates, and valuable insights. 2. Name and Visual Identity Creation: We developed "GovChainLab" as the official project name, accompanied by the creation of a distinctive logo and visual materials tailored for each mentioned digital platform. This approach ensures a cohesive identity and a striking, unified digital presence.	

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3. **Platform Launch:** We launched the platforms and disseminated introductory content that initially outlines the purpose of GovChainLab.

Posts Made and Reach Results:

INSTAGRAM:

Period: March 16th to April 7th

Summary of Activities:

4. **Feed Posts:**

- **First Post:** Inauguration of our Instagram with the mission and vision of GovChainLab, setting the tone for our content and interaction with the community.
<https://www.instagram.com/p/C4IkYzwxIHF/?igsh=MTBkenMzbTA4OXpydw==>
- **Second Post:** An inspiring reflection by Max Borders on decentralization extracted from his book "The Social Singularity", aiming to stimulate critical thinking and discussion among followers.
<https://www.instagram.com/p/C5RA1gCOOyQ/?igsh=NnlkaGRjMzA2Z2hw>
- **Third Post:** Sharing a post published on Substack about the recent interview with Frederik Gregaard, CEO of the Cardano Foundation, on DailyCoin, sharing insights on the growing

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interest of governments in blockchain technology and decentralization.

<https://www.instagram.com/p/C5RrxbrMHpK/?igsh=OHRnYTFIYm52Z2Nt>

5. Highlighted Stories:

- Team: Introduction of the team members involved in the project to humanize our initiative and showcase the faces behind the innovation.
- **Promotion:** Release of informative highlights directing followers to our other platforms – Discord, Substack, and Twitter, to increase synergy among the different communication channels.

6. Bio Link:

- Implementation of keepo.io/govchainlab providing a unified access point for all project links, facilitating navigation and interaction for interested parties.
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Engagement and Reach:

7. Total reach of **1,777** individuals in the reported period, demonstrating organic growth and interest in the topic of decentralization..
8. Currently with **54 followers**, indicating a developing community committed to the values of GovChainLab.

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TWITTER:

Period: March 16th to April 8rd

Summary of Activities and Engagement:

The Twitter account was created on March 16th, and since then, we have made the following posts:

Publications and Reach:

9. **March 16th:** Announcing the development of governance on Cardano and the approval of our project by Intersect, reaching 435 impressions. [Link](#)
10. **March 25th:** A thread explaining the project's objectives, garnering 552 impressions. [Link](#)
11. **March 26th:** An educational thread about blockchain and Cardano, recording 617 impressions. [Link](#)

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12. **March 29th:** Announcing the translation into Portuguese and dissemination of the Intersect newsletter, registering 953 impressions. [Link](#)
13. **April 2nd:** Complete translation of Intersect's Twitter post about GovTool statistics, registering 177 impressions. [Link](#)
14. **April 2nd:** Promotion of GovChainLab's Substack post with a reading tip on "The Social Singularity: A Path to a Prosperous and Decentralized Future", recording 23 impressions. [Link](#)
15. **April 2nd:** Promotion of GovChainLab's Substack post about the news "US states reached out to the Cardano Foundation to explore secure and transparent voting solutions", registering 413 impressions. [Link](#)
16. **April 3rd:** Complete translation of Intersect's Twitter post about Cardano Continuity, recording 144 impressions. [Link](#)
17. **April 9th:** Engaging post to announce an article on Substack about governance, recording 131 impressions. [Link](#)

Twitter Community Growth:

18. Currently, we have **40 organic followers**.



SUBSTACK (NEWSLETTER):

Period: March 16th to April 9th

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Posts Made:

1. GovChainLab – What is it? (March 25th)

- **Content:** An introduction to the GovChainLab project, clarifying its mission and objectives.
- **Link:** <https://govchainlab.substack.com/p/govchainlab-o-que-e>

2. What is Intersect? (March 25th)

- **Content:** Explanation of what Intersect represents in the context of the Cardano blockchain.
- **Link:** <https://govchainlab.substack.com/p/o-que-e-intersect/>

3. What is Cardano? (March 26th)

- **Content:** A basic overview of the Cardano blockchain, including its fundamentals, features, and differentiators.
- **Link:** <https://govchainlab.substack.com/p/o-que-e-cardano>

4. Complete translation of Intersect's Newsletter into Portuguese: (March 29th)

- **Content:** Full translation of the Intersect newsletter, bringing global content closer to the Portuguese-speaking community.
- **Link:** <https://govchainlab.substack.com/p/atualizacao-do-desenvolvimento-do>

5. The Social Singularity: A Path to a Prosperous and Decentralized Future

- **Content:** Post discussing Max Borders' book "The Social Singularity: A Decentralist Manifesto" aimed at presenting perspectives on decentralization and its importance.
- **Link:** <https://govchainlab.substack.com/p/a-singularidade-social-um-caminho>

6. US states reached out to the Cardano Foundation to explore secure and transparent voting solutions

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- **Content:** Post about Frederik Gregaard's recent interview with DailyCoin, CEO of the Cardano Foundation, sharing insights on the growing government interest in blockchain technology and decentralization.

- **Link:**
<https://govchainlab.substack.com/p/estados-americanos-procuraram-a-fundacao>

7. Complete translation of Intersect's Post into Portuguese: (April 3rd)

- **Content:** Full translation of Intersect's post on Cardano's Continuity, bringing global content closer to the Portuguese-speaking community.

- **Link:**
<https://govchainlab.substack.com/p/continuidade-da-cardano-resiliencia>

8. Complete translation of Intersect's Post into Portuguese: (April 3rd)

- **Content:** Full translation of Intersect's post on the DRep Pioneer Program, bringing global content closer to the Portuguese-speaking community.

- **Link:**
<https://govchainlab.substack.com/p/participe-do-programa-pioneiro-drep/>

9. Post: Building a Digital Nation: How the future governance model proposed by Cardano will work: (April 9th)

- **Content:** Provision of the translation of the Governance Overview database:
<https://docs.intersectmbo.org/cardano-governance/overview>

- **Link:**
<https://govchainlab.substack.com/p/a-construcao-de-uma-nacao-digital>

Engagement and Views:

So far, the posts on Substack have accumulated a total of **259 views**.

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Visão Geral

Todos os subscritores

5



Todos os seguidores

5



Visualizações dos últimos 30 dias

259



Taxa de abertura de 30 dias

45.45%



GITBOOK:

10. **Posts Made:** Posts Made: We published an introductory guide to GovChainLab, detailing the mission, vision, and objectives of the project.
11. **Reach Results:** We are setting up the means to track reach.

Discord:

12. **Posts Made:** A server with thematic channels that are expected to gain adherence over time. There is a channel with updates where all posts on all social networks are directed there.

YouTube: Channel created to initiate the deliveries of the next milestones.

MEETINGS

01/04 – Meeting with Professor Raul Ikeda, course coordinator at one of the top business schools in Brazil, Insper <https://www.insper.edu.br/>, located in São Paulo, interested in hosting an event with GovChainLab at the institution.

08/04 – Meeting to plan the upcoming meetings scheduled in the next milestones.

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08/04 - Meeting with the student representative from Insper business school <u>Insper</u>. In this meeting, it was agreed upon to determine the best date for an event in May, booking an auditorium, and other bureaucratic procedures.
Where
The deliverables can be viewed at the following links: • Gitbook: govchainlab.gitbook.io - Gathers centralized documentation and detailed project guides. • YouTube: youtube.com/@GovChainLab - Dedicated channel for hosting meetings and tutorials. • Instagram: instagram.com/govchainlab - Visual posts explaining content for easy understanding. • Twitter: twitter.com/Gov_Chain - For quick updates and community engagement. • Discord: discord.gg/QX5Vru3M - Community space for discussions and networking. • Substack: govchainlab.substack.com - Newsletter for exclusive content and project updates.
Quality/Testing
Each platform underwent a series of quality tests to ensure that the configuration met the required standards. For Gitbook, we checked the accessibility and navigation of the documentation. On YouTube, we tested the banner, audio, and video quality of uploads. On Instagram, we also checked for visually accessible writing and images. On Twitter, we ensured correct logo, banner, and writing. On Discord, we configured bots to assist in moderation and created various spaces with the possibility of community

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growth and content organization from the beginning. The Substack newsletter texts are reviewed, we use copyright-free images, and pay attention to creating an attractive visual layout.

Communication

The GovChainLab project celebrates the completion of its first milestone, advancing towards our vision of making decentralized governance more accessible and understandable in Portuguese. Here are the links and networks we have established, each playing a vital role in our educational mission:

- **Gitbook:** Our digital library where you can find information about the project. Access here: govchainlab.gitbook.io.
- **Substack:** Our newsletter channel where we share insights, educational content, project updates complementing the information from other platforms, and Intersect newsletters entirely in Portuguese. Subscribe at: govchainlab.substack.com.
- **Twitter:** Our platform for instant updates and community interactions. Stay informed by following: twitter.com/Gov_Chain
- **Instagram:** Our gallery of visual inspiration, presenting concepts in a simple and straightforward manner. Follow us at: instagram.com/govchainlab
- **YouTube:** Our visual and interactive channel where educational and informative videos will be available. Check it out at: youtube.com/@GovChainLab.
- **Discord:** Our community space for discussions and support, where collaboration is encouraged. Join the conversation at: discord.gg/QX5Vru3M.

These platforms represent the pillars of our communication strategy, designed to engage, educate, and expand knowledge about CIP 1694 in Portuguese. We invite everyone to explore the available resources and actively participate by providing suggestions about the future of decentralized governance.

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Accepted By Name & Email	<i><name of individual accepting the milestone></i>
Accepted By Role	<i><role of individual accepting the milestone></i>

Approved By Intersect	<i><intersect will date and sign as proof of delivery></i>
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Milestone Acceptance Form Guidance:

Accepted By – this should be the person responsible for completing the Quality or Testing review, the person of suitable expertise to attest that the milestone has been completed. It should not be a person from the delivering organization.

Communication – the cardano ecosystem thrives due to open participation and membership. Intersect will announce deliverables and celebrate the success of its partners. Please provide a few words on how we can best articulate and share this milestone being completed.