Treasury Proposal: Polkadot Relayers 2023

Proponent: Tribe/AngelHack `13Ghf2T883ZobjngC1BAgR1BWvK2P7qP37gGxHDVFf3fjbmw`
Date: 30.05.2023

Requested DOT: USD$175,000 | 35,277.535 DOT

*DOT calculated via EMA7 on the day of the official submission, 2023-06-26 08:59:54 (+UTC) - 1 DOT ~ 4.96 USD. Conversion: $175,000 USD ~ 35,277.535 DOT

Short description: The Relayers program seeks to focus on nurturing committed project teams looking for mentorship, investment, and ecosystem support whilst they build on Polkadot.

Context

The Polkadot Relayers is a community-first early-stage incubator programme that seeks to grow talented builders in their endeavour to build dApps on Polkadot's parachains. The inaugural launch of the Polkadot Relayers took place last year in 2022, and was successful in accomplishing its initial objective of bringing together developers and entrepreneurs, as well as providing individuals with a platform to actualise their innovative ideas. This year, the Relayers program seeks to focus on nurturing committed project teams looking for mentorship, investment, and ecosystem support whilst they build on Polkadot.

As such, AngelHack is proposing to continue with the next iteration of the Relayers program which will be executed across August to October in 2023, with particular focus on the following geographical regions:

1. Europe
2. Asia
3. North America
4. Latin America

The 2023 edition seeks to improve on the learnings from the Relayers program in 2022, building on participant feedback and working very closely with 7 dedicated parachain teams to create a cohesive initiative that gives back to the Polkadot ecosystem.

We are submitting this proposal for a total treasury funding of **USD$291,400**. This includes the budget required to operate this program and travel grants *(see Appendix A for full budget breakdown)*. We are also looking to split funding up into different milestones, as seen in the Budget Proposal below. The funding requested will cover operating expenses as well as both the virtual and in-person logistics costs to launch and execute this program.

Problem Statement

We strongly believe in the ability of the Polkadot Relayers program to become a fundamental cornerstone in developing quality dApp and parachain teams on the Polkadot chain. There is a need to provide committed teams with mentorship, community support, and a conducive environment to facilitate their building on Polkadot. This is especially important as the ecosystem matures and the community expands.

Program Objectives

The Relayers program in 2023 hence seeks to solve the following objectives:

1. Nurture 14 committed teams looking to build on Polkadot, providing them with mentorship and community support from the 7 dedicated parachains, AngelHack, and Parity Technologies
2. Facilitate close collaboration across participating teams and their parachain mentors, fostering a Relayers-specific community that is self-sustaining
3. To support the creation of quality dApps and increase new developments for parachains
4. To rally support from Web3 investors to have a larger involvement in the program, with potential further collaboration with the Polkadot ecosystem

Target Audience

As the Relayers program requires full commitment and intensive participation across 9 full weeks, we are looking to work with committed teams with genuine interest in the Polkadot ecosystem.

These teams would potentially be:

1. Alumni finalists/ participants of past Polkadot Hackathons
2. Externally sourced teams i.e. participants of other Web3 Hackathons but are looking to build on Polkadot
3. Teams building/ looking to build on the participating parachains

Beyond this, teams will also need to fulfil the following criteria before they are considered eligible for the program:

1. Genuine interest in Polkadot (existing Polkadot community)
2. Teams coming into Polkadot Relayers should have a functioning MVP
3. Have a basic technical understanding of Polkadot and blockchain
4. Projects without prior funding (either VC or private capital)
5. Able to commit 15 hours a week over the course of Polkadot Relayers 2023

Successful teams entering the program will not only have fulfilled the aforementioned criteria, but would have also gotten an official endorsement from the parachain teams through our selection process (see our Execution Plan for more details).

Participating Stakeholders

As this program is meant to be for the parachains themselves to find talented and motivated builders to continue building dApps on their platforms, we will be working very closely with the following 7 parachains alongside Parity Technologies to ensure that the Relayers 2023 will be a program that is able to meet their needs and further their goals for ecosystem development.

The parachains who will be working alongside us for the program are:

- Astar
- HydraDX
- Interlay
- Moonbeam
- Oak Network
- Unique Network
- Zeitgeist

Success Metrics

The success metrics we will use to evaluate the Relayers program are defined below:

1. **Number of teams incubated in the Relayers program**
   This is defined as the number of teams who entered and successfully graduated from the Relayers program by attending at least 80% of the sessions.

2. **Demographic of Showcase Day attendees**
   As post-program support is crucial to the success of the Relayers program, our outreach efforts must coincide with the profile of Showcase Day attendees who are likely to support the participating teams in their future endeavours.

3. **Participant Experience & Testimonials**
   We will gather statements from participants that describe how the program has benefited their team in any way.

Expected Outcome

The goal for the 2023 iteration of the Polkadot Relayers is to create a conducive environment for participating teams to interact with each other and receive comprehensive support both during and after the program itself. Numerically, we aim to achieve the following outcomes based on our success metrics above:

1. **10/14 graduating teams:** We want to ensure that both participating teams and ecosystem team mentors' time are respected fairly as all stakeholders have to commit a large amount of time to participate in this program. However, we are unable to foresee unexpected circumstances that might be faced by participating teams during the length of the program. As such, we are targeting to have minimally 10 teams to graduate from the Relayers program. The criteria to graduate would be to attend at least 80% of all the sessions planned.

2. **30 attending investors for the Showcase Day**: We want to ensure that our outreach efforts are always aligned to the interests of participating teams and the ecosystem as a whole. We hope to receive at least 30 attending investors for our Showcase Day, which will be a 50% increase from the investor attendance garnered from 2022. This metric will be calculated based on the number of unique VCs/ investors attending.

3. **6 positive participant testimonials**: Participant Testimonials are invaluable for gaining an understanding of how successful an event was and how participants felt about the experience. Testimonials can also provide useful ideas for our program improvement and can help identify areas that may need more attention.

Program Updates

Based on our budget proposal, we will separate the budget milestones in a consistent manner. Within each milestone we will provide a progress report based on the above success metrics to keep the community updated on where we are at with regards to the aforementioned objectives. In our concluding report, we will also include the potential amount of funds raised by these teams to update the community on how investment-ready these graduates are.

Program Details

Program tracks and parachain teams

Category	Description	Parachain teams involved
XCM	This track aims to help teams focusing on cross-chain interoperability across Polkadot to utilise OAK Network's features to better their services and to also support partnering chains i.e. Astar, Mangata, or Moonbeam.	OAK Network
DeFi	Builders can make use of this track to grow the multitude of DeFi-related solutions, including DEXs, AMMs, and stablecoins, with the main goal to contribute to growing the adoption of DeFi within the Polkadot ecosystem.	Interlay HydraDX
NFT/ Gaming	This track aims to foster education and innovation within the overarching NFT/ Gaming industry. Participants can expect to utilise Zeitgeist's SDKs to evolve their dApps to cater to the needs of the larger ecosystem, or expect to build production ready dApps for Unique Network through NFT pallets.	Unique Network Zeitgeist
Smart Contracts	A diverse track focused on nurturing quality dApps to be built on either Astar or Moonbeam, empowering teams to grow their dApps, and achieve product-market fit & successful adoption.	Astar Network Moonbeam

Program Platforms Used

To provide a smooth experience to all Relayers participants, AngelHack will host the Relayers program on intuitive platforms such as Typeform, Zoom, Zep, etc. The platforms were selected based on a few considerations – their ease of use for users, data privacy policies, the potential to drive engagement and participation rates, and the ability to support program branding. Program segments within Relayers 2023 will be planned around these platforms to ensure a seamless experience for all participants from registrations to the end of the program. Any platform subscriptions will be fully covered under our service fee.

Our platforms for communications will include Discord Channels and Telegram to provide continuity to the Relayers program series, as well as greater accessibility to the AngelHack and parachain teams throughout this entire program.

Execution Plan

Program Timeline

Week	Expected Dates	Format	Objective(s)
W1	**September 5, 2023**	Virtual	**Relayers Kickoff**
	September 6, 2023	Virtual	**Workshop 1** – Mindset of a Web3 founder
	September 7, 2023	Virtual	**Workshop 2** – Web3 Business Model + Monetization On-chain
W2	**September 12 - 14, 2023**	IRL	**Investor Engagement @ Token2049** Itinerary includes: - Parity Event - Parachain Workshop Kickoff - Investor Introduction Events - Relayers Dinner
W3	**September 19 , 2023**	Virtual	**Workshop 3** - Start-up Finance & Fundraising
	September 21, 2023	Virtual	**Workshop 4 -** Introduction to Polkassembly and Governance on Polkadot
W4	**September 25 - 29, 2023**	Virtual	**Parachain Office Hours 1**
	September 26, 2023	Virtual	**Parachain Product Sprints 1**
	September 28, 2023	Virtual	**Parachain Product Sprints 2**
W5	**October 2 - 6, 2023**	Virtual	**Investor Mentors^ Check-in 1**
	October 3, 2023	Virtual	**Parachain Product Sprints 3**
	October 5 , 2023	Virtual	**Pitch Workshop**
W6	**October 9 - 13, 2023**	Virtual	**Parachain Office Hours 2**
	October 10, 2023	Virtual	**Parachain Product Sprints 4**
	October 12, 2023	Virtual	**Builder Hangout!**
W7	**October 16 - 20, 2023**	Virtual	**Investor Mentors^ Check-in 2**
	October 19, 2023	Virtual	**Showcase Day Dry-Run**

W8	**October 23 - 25, 2023**	Virtual	**Parachain Office Hours 3** **Investor Mentor Check-In 3**
	October 26, 2023	Virtual	**Showcase Day**

^Investor Mentors are defined as mentors who can provide fundraising advice and share more on investment trends to help the participating teams prepare for eventual fundraising. They do not need to be an investor.

Marketing and Community Outreach

We will be utilising the following (but not limited to) marketing channels to share more about the program to our aforementioned target audience: social media, blogs, PR, targeted community outreach, email newsletters and advertising. Marketing and community outreach will be carried out 2 months prior to the start of the program.

On top of our existing social media and digital marketing strategies, we will also reach out to the participating parachain communities to refer projects they think would be suitable for the program. We will also tap on our ambassador network and community partners to widen our marketing funnel and reach out to external projects that might be interested in working with Polkadot.

With regards to investor outreach, we will be working with our own Partnerships team to connect and engage with our investor network, as well as work with Parity to share and ascertain participation from interested investors on their end.

Participant Selection and Onboarding

We will be conducting 3 rounds of selections to ensure that participating teams are qualified to participate in the Relayers program and subsequently contribute to the larger Polkadot ecosystem. These 3 rounds of selections will take into account the various participating stakeholders, of which we hope to obtain a minimum of 12 endorsements from the 7 parachain teams alongside Parity Technologies and participating venture capital firms.

Curation of Applicants

AngelHack will first assess the eligibility of the applicants (as per the criteria listed in the Target Audience section) and curate the teams accordingly. As the application form will take into account the parachain team's needs and criteria they are also looking out for, we will use these additional criteria to shortlist the applicants accordingly.

Interviews with Parachain Teams

A database of shortlisted applicants will be sent over to the participating parachain teams for them to assess and select the applying teams they want to interview. These interviews will focus on the synergy

between the participants and mentors, and will also aim to assess if the team is eligible from a technical perspective. The parachains will thereafter officially endorse the teams that they are interested to mentor from here on out.

Investor/VC Involvement
To ensure that the teams we are taking into the Relayers program also have a certain degree of business scalability and investment potential, we will be tapping on both Parity and our network of investors/VCs to get an interest check on the teams that have applied.

Final Screening with Parity
Once we have conducted the various interviews and sense checks above, we will do a final screening with the Parity team to ensure that the teams have been approved by all stakeholders to participate in the program.

Other Preparatory Resources
We would also be planning two virtual events to help prospective teams be prepared for the upcoming interviews and sense checks. These will be done in the form of either webinars/ Twitter spaces. We will also host AMA sessions with the participating ecosystem team representatives to help teams better understand the parachains they want to work with.

Phase 1 (General Workshops)

These workshops at Phase 1 (W1-3) will involve three different types of stakeholders across the various sessions. These will all be live sessions that allow for interaction between speaker and participants.. All the sessions will be recorded. With this, we hope to provide a holistic experience for teams to be able to better understand the Polkadot ecosystem and familiarise themselves with how to go about better contributing to the ecosystem.

Workshops	Speaker Profiles	Objective(s)
Mindset of a Web3 Founder	Web2 or Web3 entrepreneurs/ Polkadot founders	To share their hands-on experiences in building these early stage projects i.e. technical founders who have strong 0-1 product building knowledge, or CEOs who can demonstrate their successful fundraising experience. Equip teams with tips, learnings, and pitfalls of successful startups in the Web3 space.
Business Model + Monetization On-chain		
Start-up Finance & Fundraising	Web3 investors	To demonstrate the investment criteria for 0-to-1 stage of MVP projects, as well as share their insights on fundraising in the Web3 space.

		To equip teams with financial knowledge given the tokenomics and term sheet can be pretty different compared to the traditional fundraising process.
Introduction to Polkassembly and Governance on Polkadot	Parity team representatives/ Polkadot ecosystem representatives	To demonstrate their journey building projects with Polkadot/ witnessing the journey, and how teams can utilise the treasury to obtain funding for future ecosystem initiatives.

Event 1: Investor Engagement @ TOKEN2049 (IRL)

There will be a 3-day IRL program from 12 to 14 September 2023, in Singapore during TOKEN2049 (September 13-14, 2023). Both parachain teams and participating teams are **strongly encouraged to attend this itinerary**. As such, a travel grant of **USD$5,000** will be provided for each parachain / participating team.

The objectives of this itinerary are as follows:

- To provide opportunities and empower participating teams to network with Web3 investors, and leading industry practitioners
- To allow for the parachain teams and participating teams to kick off their mentor sessions officially in-person, facilitating stronger relationships and ties for the next half of the program
- To help participating teams get inspiration from the larger Web3 ecosystem and get feedback from other builders on their projects

Itinerary components	Stakeholders Involved	Objective(s)
Parachain Workshops Kickoff	Parachain teams Participating teams	To provide an avenue for parachain teams to kickstart in-person their curriculum track with the participating teams, so as to establish rapport to create a better experience for future sessions.
Parity Event at Token2049	Parity Parachain teams Participating teams All Web3 builders interested in Polkadot	To utilise this event hosted by Parity at Token2049 to mingle with other builders within the ecosystem.
Relayers Dinner	Parity Parachain teams	Given the fast-paced nature of conference events, this dinner aims to provide an avenue

	Participating teams AngelHack	for parachain teams and participating teams to connect more personally.
Web3 VC/Investor Gatherings	Parity AngelHack Participating teams	To provide opportunities for participating teams to network and get to know Web3 investors in the space, paving the way for future collaboration.
Parachain Office Hours	Parachain teams Participating teams	Additional office hours can be arranged at the discretion of the parachains/ participating teams, if they see a need to.

Phase 2 (Parachain Tracks)

Phase 2 will commence on W4 and will be focused on product building and iteration. We will also conduct regular sessions with participating investor mentors to ensure that teams are able to consistently assess their investability and take the necessary steps to improve their business model accordingly as preparation for future fundraising.

Phase 2 components	Stakeholders Involved	Objective(s)
Parachain Product Sprints	Parachain teams Participating teams	This series of workshops is the highlight of Phase 2 as it allows the parachains to take ownership of any technical training and engineering support participating teams might need to better their product. We are in the midst of working with the parachain teams to craft the necessary curriculum and provide relevant support for the participants.
Investor Mentor Check-ins	Parity Investor mentors Participating teams	These regular check-ins with our investor mentors will also help participating teams stay on track with regards to their fundraising efforts. Investor mentors are also those that took part in the participant curation phase. They will use this time to share with the teams the current investment trends, types of opportunities to

		look out for, and where they are realistically at in their fundraising efforts.
Builder Hangout	Participating teams Polkadot/Web3 Builders	We will utilise this virtual Builder Hangout session to keep the connections made during Token2049 warm and allow participants and builders to catch up on any progress made and what are some of the next steps participating teams are moving towards.
Parachain Office Hours	Parachain teams Participating teams	Additional office hours can be arranged at the discretion of the parachains/ participating teams, if they see a need to.

Event 2: Showcase Day (Virtual)

The Showcase Day is a direct culmination of both the participating teams and parachain teams' hard work throughout this entire Relayers journey. We will not only want investors to attend to evaluate the projects' pitches, but we are also inviting the larger Polkadot community to check these projects out and contribute where possible.

Our target audience for the Showcase Day would hence be:

- Active Web3 Investors
- Polkadot ecosystem i.e.
    - Existing projects,
    - Developers/ engineers in the Polkadot ecosystem, and/or
    - Polkadot community

The virtual Showcase Day itself aims to emulate that of a Demo Day where participating teams will present their projects and their roadmap to the stipulated target audience. This will allow them to get:

- Direct feedback from the prospective investors that are genuinely interested in working with the participating teams
- Opportunities to connect with builders, pioneer users, and contributors to either provide intangible resources, fundraising introductions, or even user adoption

We will also be working on getting as many unique investor/VC registrations to attend the Showcase Day, and implementing pre and post Showcase Day surveys to better understand their expectations and help prepare the teams accordingly to ensure that needs are met on both ends during this event.

Budget Proposal

We are proposing to receive **USD$291,400** to fund Relayers 2023. The budget breakdown can be found in Appendix A. Funding will be split into the 2 milestones to achieve the following objectives:

- To kickstart Relayers planning and fulfil the services listed in this proposal
- To receive and distribute the travel grants in a timely manner
- To ensure that the requested funds are justified and accounted for, based on our success metrics
- To ensure transparency in our approach to request for funds from the Treasury
- For the Council to anticipate the fund requests in the indicated spend periods

This treasury proposal is hence submitting a request for initial funding of USD$175,000 to cover the service fee and marketing fees for the Relayers program. We will be seeking additional funding thereafter to cover the travel grants for the Investor Engagement happening during Token2049 in September 2023.. We have provided a table below to inform the Council of what is expected for subsequent treasury proposals, and what each of them would cover.

Milestone Proposals	Spend Period	Amount	What It Covers
1st Milestone Proposal	July	USD$175,000	a) Service Fee and Operating Expenses ($160,000)
			a) Marketing Expenses ($15,000)
2nd Milestone Proposal	Aug	USD$115,500	a) Travel Grants & Distribution Administration ($115,500)

Comments, Qs&As

Who, and why, are we providing travel grants for in this program?

Travel grants for parachains

We are requesting for travel grants from the Treasury to subsidise a part of the travel costs for the parachain teams to fly to Singapore during Token2049 for an in-person Investor Engagement program. We believe that this is a good way to recognise the 7 parachain teams that have taken out their time, resources, and manpower in their commitment to participate fully in this program as a hands-on mentor and partner to these Relayers teams. Excess funding unused for travel grants will be returned to the treasury.

Travel grants for participating Relayers teams

Alongside the parachains, we are also requesting for the participating Relayers teams to obtain travel grants as we strongly encourage the participating Relayers teams to attend the Investor Engagement program held during Token2049 Singapore. We plan to use this large blockchain conference to introduce and have participating teams network with investors all around the world in our efforts to get them to be investor-ready.

They will also be afforded the opportunity to meet in-person with their parachain mentors and with the rest of the cohort. We believe that this element of in-person engagement will help to cement the seeds of loyalty these teams will have to the Polkadot ecosystem for affording them this opportunity to grow their projects.

About Us

AngelHack is a leader in innovation management, running end-to-end innovation and consulting initiatives for corporates, government entities and nonprofit organisations.

The company is a global hackathon organisation with a history of a decade of successful hackathons in over 164 cities globally and 53 countries. The company's developer community is 250,000+ members strong, which gives this event great help in the outreach processes. AngelHack has been trusted by companies of varying industries to run more than 10,000 hackathon projects to date.

AngelHack is also a subsidiary of Tribe, the 1st Singapore Government-supported blockchain ecosystem builder that drives the future of Web3 together with blockchain companies and entrepreneurs while rallying the support of governments, corporates and academic institutions. Tribe partners with a variety of global stakeholders who have committed to co-innovate with Tribe by providing industry expertise as well as regional support. Within the network, Tribe acts as a super-connector that drives innovation through global partnerships. Tribe's network works alongside a global community of mentors who have been carefully curated to provide both business and technical expertise in various industries and geographies.

For reference, Tribe has successfully executed three proposals: Learn-and-Earn Campaigns for Polkadot Hackathon Global Series 2022, Polkadot Hackathon: North America Prize Pool, and Polkadot Hackathon Global Series 2023.

Why AngelHack?

Our experience in working with Web3 Foundation and Parity Technologies on multiple initiatives (Learn & Earn, hackathons, and Relayers 2022) positions the team in an ideal position to execute this iteration of Relayers 2022, as we understand the needs and values of the ecosystem to drive community growth.

Our long-standing expertise in spearheading the planning and execution of hackathons as well as producing a seamless experience for participants has equipped us with extensive knowledge over the years. Beyond having the ability to pivot and navigate circumstances, the team at AngelHack also takes the time to understand developers' needs and from there, devise suitable programs befitting of their requirements. In addition, our past work has allowed us to have close connections with multiple parachain and dApp teams in the Polkadot ecosystem. We also have a dedicated team to work on all of our Polkadot initiatives throughout the year to ensure optimal results.

Appendix A: Detailed Budget Breakdown

Milestone	Tasks	Scope	Targets	Manpower	Unit Cost (USD)	Unit	Costs (USD)	Notes
1	1.1 Service Fee & Operating Expenses	- Relayers program design and execution - Liaison with the parachain teams, participants, and all stakeholders - Hosting of respective sessions and cohort bonding activities - Maintenance of program platforms - Investor Engagement itinerary execution	-	1x Project Manager 1x Programs Lead 1x Platforms Lead 1x Operations Lead 1x Creative Lead 1x Marketing Lead	$160,000	1	$160,000	Includes community engagement service, associated platform and assets fees, coordination between parachains, liaison with external parties for promotions, in-person events planning, sourcing and man hours involved in all services.
	1.2 Marketing Campaigns, Ads and Press Release	- Collaterals & assets - Social media ads - Affiliate marketing - Online campaigns	Create a sizeable application pipeline to result in 14 quality teams to qualify for the Relayers program	1x Marketing Lead 1x Creative Lead	$5,000	3	$15,000	Includes outreach and promotions for application phase, throughout the program and showcase day.
						SUB-TOTAL	**$175,000**	
2	2.1 Travel Grants for Incubator Teams	Travel grant for participating **Relayers** teams to come for	-	-	$5,000	14	$70,000	To subsidise travel costs to Singapore.

		the in-person Investor Engagement during Token2049 Singapore *(see Execution Plan: Event 1: Investor Engagement @ Token2049 for more details)*						
		Travel grant for participating **parachain** teams to come for the in-person Investor Engagement during Token2049 Singapore *(see Execution Plan: Event 1: Investor Engagement @ Token2049 for more details)* *Teams are:* *Astar Network, HydraDX, Interlay, Moonbeam, OAK Network, Unique Network and Zeitgeist.*	-	-	$5,000	7	$35,000	To subsidise travel costs to Singapore.
		Administration Fee (10%)	-	-	-	-	$10,500	
						SUB-TOTAL	**$115,500**	
						TOTAL	**$291,400**	

Hours and Third Party Cost Breakdown for Milestone 1

The description of works and respective estimated man hours take into account that the Relayers program planning and execution spans for a total of 8 months, from early March 2023 all the way to Showcase Day at the end of October 2023. The scope of work described below are events happening in parallel and are owned by different team members to ensure that the program gives a seamless experience to participants.

Milestone	Scope	Description	POC	Estimated man hours	Third Party Costs (USD)
1.1 Service Fee & Operating Expenses	Relayers program design and execution	- Involves the design and refinement of program and respective tracks to best benefit the Polkadot ecosystem - Execution of program includes the sourcing of respective participants both within and out of the Polkadot ecosystem - Includes the design and execution of the participant onboarding process to be inclusive of the needs of parachains and investors - Includes onsite hosting and management of respective Relayers sessions held virtually - Includes the design and execution of Showcase Day	Programs Lead Project Manager	200	N/A
	Project and stakeholder management	- Keep open line of communications with all involved parachains, mentors, speakers, and Parity team (Marketing, DevRel, Growth) to facilitate program success - Includes any meetings and calls taken with all involved stakeholders to ensure program success from the get go - Ensure consistent involvement amongst respective stakeholders throughout the program and that sufficient support is given to the participants from parachains, investor mentors, etc - Includes the sourcing of various Investor Mentors and, alongside the Parity Growth team, ensuring Investor attendance at Showcase Day	Programs Lead Project Manager	230	N/A

		- Design and management of overall program timeline			
	Participant management and helpdesk	- Involves the screening, curation, and shortlisting of all participants during the onboarding process - Management of participant guides and materials throughout the program to facilitate teams' understanding throughout the program - Ensure that teams receive sufficient program support and help where needed with weekly check-ins - Support participants with Showcase Day preparations to set them up for success - Post-event report creation and submission	Operations Lead	110	N/A
	Investor engagement program planning and on-site execution	- Design and management of the Investor Engagement program itinerary - Liaise with Parity on Token2049 events to present a united front for the Polkadot ecosystem as a whole - Venue sourcing for the respective components (Relayers Dinner, Investor Night, and Parachain Track Kickoffs) - Liaising with vendors and venue managers on any venue requirements for itinerary success - Coordination between parachain and participants to ensure that the Parachain Kickoffs are held successfully - To account for any administrative fees and man hours required that might arise from travel grant disbursement - On-site event execution (setup, management, and teardown) - To account for venue costs for entire Investor Engagement itinerary, F&B and event logistics, associated platform and assets fees for marketing and communications	Programs Lead Project Manager Operations Lead *(with support from our Partnerships team)*	300	25,000
	Maintenance of program	- Ensure that platforms are in working order and that the	Operations Lead	30	N/A

	platforms	necessary platforms are set up for program requirements - Creation of interactive spaces (relevant to program) to provide participants with a good experience during the virtual components of the program	Platforms Lead		
	Marketing strategy and stakeholder management	- Conceptualise and design the marketing strategy and branding focus for the program - Management of the marketing timeline to obtain the necessary number of team sign-ups for program success - Work with Parity to release the necessary announcements and marketing promotions on both AngelHack and Polkadot's main social media channels - Accounts for time required feedback and adjustments according to any Polkadot branding guidelines - Liaise with any relevant community partners/influencers to conduct word-of-mouth marketing beyond just ads and organic content	Marketing Lead	100	N/A
	Media planning and ads monitoring	- Conceptualise the social media ad strategy and respective timeline - Payment to ad platforms i.e. Twitter to broadcast the respective content - Monitoring of ads for duration of launch and adjusting ad strategy if needed	Marketing Lead	30	$15,000
	Execution of collaterals and respective visual adaptations	- Work with Marketing team to conceptualise branding and execute the necessary visual materials required for the marketing campaign - Work with the Programs team to adjust and adapt any necessary visual collaterals required throughout the program to facilitate program success	Creative Lead	100	$2,000

		- Work with Programs team to create any Investor Engagement related collaterals for mass attraction and awareness - Work with Unique Network to provide customisable NFTs to engage participating teams and parachains			