



CONSULTING

CLOSE OUT REPORT

EPOCHSEC

CYBER SECURITY COMMUNITY SUPPORT



- ADMINISTRATIVE DETAILS

- Cyber Security Community Support
- <https://cardano.ideascale.com/c/idea/421767>
- Project #: 900070
- Project Manager: Kyle Wood
- Started: 01Nov2022
- Completed: 31Oct2022

- CHALLENGE KPIs

- The KPIs listed for the challenge
  - Increasing the number of dapps and products available for the community to use that help to enrich the ecosystem with new use cases.
  - Increase the number of integrations that bring existing solutions together for a more seamless and connected experience between different products.
  - Increased quality of existing products & integrations through suggested improvements that is supported by customer feedback or increased usage by the community.
- EpochSec addressed these KPIs by improving the Cyber Security knowledge of individuals and experts, which ultimately helps lead to more enriched solutions, more enriched users, allows for more awareness when integrating solutions, higher and safer quality, and more usage as users feel more empowered to practice better online safety and know that the teams are also more empowered to provide safer solutions. More in Key Achievements.

- CHALLENGE KPIs

- The KPIs listed for the challenge
  - Build awareness among daily users, reducing the overall success of bad actors and scammers, and improving safety for the community and users.
  - Build security and confidence of teams building new applications in the ecosystem.
  - Improve knowledge among everyone, effectively creating the footprint of knowing how to protect oneself and sharing that knowledge broadly.

- Create a place for individuals and teams to learn and educate on social engineering, phishing, intrusions, and many more types of attacks, to include current and most common threats.
  - EpochSec addressed these KPIs in many ways. Held over 50 Community Twitter Spaces and 50 videos, and organized the content with weekly themed security topics. These covered a wide range of areas within Cyber Security, all delivered in a manner that was consumable by everyone, and not just for people already higher educated on these topics. We also have a handful of documents for a few of these topics. We also created slides for many of the themed topics, for easy digesting. I have also had many meetings with teams in the community, providing guidance, training, etc. More in Key Achievements.
- KEY ACHIEVEMENTS
    - 55 Twitter Spaces which covered a wide variety of focus areas within the Cyber Security Space.
      - I have also joined many twitter spaces to provide ad-hoc support (undocumented, but worthy of noting).
    - 50 Accompanying Videos (beginning in February as planned), all posted on YouTube for anyone to use.
      - All of the Spaces and Videos were based on themed topics. Planned, designed, written, delivered every week.
    - I have had sessions with at least 43 individuals and teams within the Community, leading over 100 different calls/sessions, and many more one off questions. This includes but not limited to the likes of Indigo, FluidTokens, Snapbrillia, SPOs such as Pilot Pool, Aegis Pool, and many others for one-off questions and support, and many many individuals as come up with questions such as community member “Xzact”, and dozens more. This is only a small sample.
    - I also have been doing a 5-15 minute segment on Cardano Over Coffee, since March. We do these every Friday, after their main guests. This started off by being named “Bowl of Mac”, but has evolved to other names (for a fun note).
    - I also attended NFTxLV. This took a lot of resources (money, time, and coordination). I spent hours and hours with people talking to them about various Cyber Security questions. I delivered a presentation at the second stage, for the event. I also donated/gave away many Security themed items to help the community. Trezor, Ledger, Yubikey’s, mnemocard’s, CopperSeedSafe’s, and

hundreds of USB data blockers (and educated many people on their value and security risks while traveling, considering people traveled for the event).

- I also put out a Survey months ago. This information can be found all over my reports. But I received a lot of good suggestions for content, even outside of the survey (which I delivered). I also received some great suggestions for updating the website. I hired a community member, Tucke Triggs, who spent his time making a lot of good changes to my website, to make it more effective, easier to navigate, improve functionality with links, and so on.
- I have not listed everything here, as I want this to be more digestible. The fine details can all be found in milestone reports, monthly reports, and evidence

## ● KEY LEARNINGS

- This is a fun question. The most valuable thing that I learned is that there was much more involved in this type of project, than I had predicted. For example, I easily spend 20 hours per week on this project, when I had noted in the proposal that I would dedicate 10 hrs per week. The effort to create the topics was 2-3 times than what I had foreseen. And the same goes for the video creations. That was easily 5+ times the work I expected. I grew a huge appreciation for people that provide the community with content, education, and more.
- I also learned I was not a web developer. I knew I wasn't, but I also didn't know how much I wasn't. My website was bland and looked outdated (as one person told me). As mentioned already, I hired a community member who worked with me on these changes and implemented them.
- Not every person, or team, learns the same way or needs the same help. I already knew this, but through EpochSec, it helped shed more light on this topic.
- I also did not expect my project to pick up the adoption and pace that it did so quickly. I started off with more Twitter Spaces to dedicated my time to people throughout the week. I knew I would slow down on this as meetings, sessions, etc picked up. I thought that would take 4-5 months. This happened within the first 1-2 months. I quickly had to reduce my spaces to meet these goals that I knew would come, but not so soon. That was a "great problem" to have.

## ● NEXT STEPS

- EpochSec will continue as it is now. We will continue delivering support to the community in the same ways we have. Currently, there is no plan to revisit Catalyst, but that could always change. For now, we are mostly likely going to move into a donation style for support from the community, Post-Catalyst. More to come on that (there is a placeholder page on the website).
- We also have other plans for developing official training courses for the community. These will range from broad training for Web2 and Web3, to courses

for different roles on teams (i.e. community managers/social marketing, leadership, technical team members, and much much more). We have a huge list already outlined. We submitted a proposal for this in Fund10, and are considering reapplying in Fund11.

- FINAL THOUGHTS/COMMENTS

- I have shared all of the details of the project, so I will avoid going into that again. I just wanted to thank the community for their strong support, for the people that asked me for help, and the surprising growth and acceptance and appreciation I have received. It means the world to me.
- I want to acknowledge Andrew (socially goes back notsamwukong on Twitter/X). He reached out to me about 7 months ago for a call. He and I talked about some guidance questions he had. Long story short, he ended up joining the next EpochSec space and never looked back. He has been with me every single week for the last 6-7 months. He has supported me if I needed help reviewing a topic or outline, or sometimes creating slides or video clips for a video, he created many slides to post along with the twitter spaces scheduled (which really looked great and gave the audience something easy to view during the conversations). He even developed a few of the outlines himself. One of the easy things to miss here is his consistency. I was no longer holding these spaces on my own every week. Having his support in that regard is an immense relief. I really love how this story is a true story of organically coming together.

- RELEVANT PROJECT SOURCES

- <https://epochsec.io/>
  - (Most everything can be found linked through the website)
- [youtube.com/@EpochSec](https://youtube.com/@EpochSec)
- [epochsec.gitbook.io](https://epochsec.gitbook.io)
- [https://twitter.com/epochsec\\_io](https://twitter.com/epochsec_io)
- <https://twitter.com/holymacaronee>
- <https://twitter.com/notSamWukong>

- LINK TO CLOSEOUT VIDEO

- <https://youtu.be/9t3BpdXaHWo>