PROJECT DETAILS

Name - Open Journalism Marketplace by JournoDAO

Project description and problem solved:

Journalists lack marketplaces where work products and data sets are easily monetized, particularly works that have been licensed for certain limited use but for which the author/creator still maintains ownership. Many working and retired journalists possess massive archives of articles, data and creative content and are actively seeking a decentralized marketplace, free from oversight or middle men, to sell the work they own and support future news coverage and personal projects.

As JournoDAO is a professional network for journalists and others working at the intersection of traditional media and web3, we are interested in researching potential use cases for Ocean Protocol's Data tokens, NFTs and marketplaces that can allow journalists and other media creators to monetize their work product in a transparent way that we believe is more in line with the journalistic ethos.

As part of this process we plan to fork Ocean's marketplace to create a curated place for members of our community to highlight their best work and also experiment with offering other potential data sets, such as the raw data and primary sources that go into reporting stories.

What is the final product:

We will create the aforementioned marketplace, promotional content to drive potential buyers to the marketplace and educational content to explain the basics of Ocean to Web3 journalists, including how to fork the marketplace to create their own.

PROPOSAL / GRANT APPLICATION

Proposal Description

For this first phase grant, we will research the best use cases for Ocean Protocol for journalists and conceive a potential marketplace with a comprehensive launch plan that targets our specific niche of ideal users.

Grant Deliverables

Deliverables include:
1. Raw data to formulate our viability report and marketplace concept; including detailed needs assessment questionnaires that address the pain points for journalists working or entering web3 with answers in written and/or recorded formats for a deeper understanding of this niche.
2. A report on potential use cases that will include feedback from journalists and community members on UX and other items of interest necessary to fulfill our stated mission of serving this demographic that is currently underserved in the modern media landscape, especially in the web3 ecosystem.
3. A production plan for the creation of promotional content to drive potential buyers to the marketplace and educational content to explain the basics of Ocean to Web3 journalists, including how to fork the marketplace to create their own. Educational content may include, but is not limited to, comprehensive documentation in Notion or a similar open source public good format, video walkthroughs when appropriate and round table question and answer sessions

recorded by the expert podcasters in our community. This documentation will serve as a starting point for additional Ocean Protocol projects as we build out the product with further funding rounds.

Value Add Criteria

How does the project and proposal add value to Ocean ecosystem?
Usage of Ocean — how well might the project drive usage of Ocean?
Viability — what is the chance of success of the project?
Community Engagement — How active is the team in the community?
Community Value — How does the project add value to the overall Ocean Community / Ecosystem?

Exposing Ocean Protocol to the media industry and independent journalists opens up multiple avenues for growth for the Ocean community. JournoDAO interacts with and receives inquiries from major media outlets, as well as accomplished journalists, on a regular basis who are seeking technical solutions to many of the shortcomings that web3 has for those producing the news. This niche also seeks to solve some serious flaws in the existing digital news landscape in web2 through decentralization and are actively seeking the solutions that Ocean Protocol could provide.

Once the use case and existing roadblocks to development are established in this initial report, JournoDAO can then shift into active production of the actual marketplace that would serve our niche demographic. Once built and viability established, we can then promote this solution built on Ocean to major media outlets that are actively ready to engage with and invest in building such media marketplaces.

We feel that this project has a strong opportunity for success as Ocean Protocol is providing a very specific solution that we often explore in our weekly Town Halls and Twitter Spaces. We continually address the issues stated at the beginning of this proposal and are actively seeking such a solution. If we're able to identify the nature of the marketplace needs itself during this initial report, we will have a very clear vision of the actual architecture necessary to build a successful marketplace for journalists, powered by Ocean, and we will know the scope of the development necessary to bring it to life.

A few of our core contributors are well versed in Ocean, including one of the core contributors to this project who is already a grant recipient for a project to begin integrating his other project, Re-Public.

Bringing active journalists who have a passion for emerging technologies and public goods into the Ocean Community will provide direct support to the amplification of the mission of Ocean. The value of earned media, from a marketing perspective, far surpasses any paid marketing or advertising campaigns. Earned media, articles produced by journalists using technology powered by Ocean Protocol, will have tremendous value from an authenticity and organic exposure perspective. Positive press and engagement by journalists with both the community and the underlying technology will help support Ocean's mission and the growth of the existing community as well.