

July-November 2024 Ecosystem Agent Activity Report: Lucy Coulden

July 2024

- RWA Event, London - Contributor / Co-Host
 - Used the Polkadot network to raise awareness of the event - Decentralised Social Media, Distractive, Head Ambassadors (who were elected at the time).
 - Prepared comms and lead outreach which added 40% to the final attendee list of 150+ people.
 - Created a short follow-up deck and presented it on AAG
 - Polkadot: Dawn of RWAs Event Stats
- Polkadot Decoded
 - MC'd the new 'Investor Stage' across both days
 - Significantly contributed to the guest list and co-hosted the PPE/HIC team investor dinner alongside Max Rebol and Mario Altenburger
 - Supported the PolkaBiz team in organising their investor mixer but did not attend due to capacity issues
 - Organised the showing of the Euros for the community
 - An initial meeting with large infrastructure company Simply Staking led to multiple introductions on both sides. Through introductions that I later made, they partnered with the chain-agnostic Hackathon organised by WebZero in Berlin and are exploring a relationship with other teams within the ecosystem. My relationship with SS has strengthened greatly over the past few months and has led to further introductions from their side, leading to potential partnerships with investors and BD opportunities. SS used to be on the W3F Committee so the refreshed relationship that has now been brought to the table is very positive
- SLUSH
 - Joined the team and dedicated time to working on the proposal, which unfortunately did not pass, but we led the way on bringing a new type of event participation and planning to the community and test ran the new Cayman Island entity for funding
- Social media presence
 - Attended AAG on the panel and increased X presence
 - Many HAs already have long-standing attendance records / visibility here, but it was a new drive for me and something that I have dedicated time to in the first quarter of the role and will continue to do so
- Ambassador Programme:
 - Caught up with the work of the HAs that were elected ahead of me. Read the initial code of conduct, onboarding and salary discussions / documents
 - Joined the first HA call, created a rolling agenda doc and chaired from the following week at the collective's request

August 2024

- External:
 - Berlin @ Web3 Summit:
 - WebZero Hackathon in Berlin
 - Organised the HAs on the ground in Berlin to volunteer at the Hackathon in both mentor and admin roles and push the event on social media

- Introduced WebZero to Simply Staking, who were heavily involved in the event during Web3 Summit and posted the main prize fund
 - Worked as a volunteer on day one
 - Joined the Node Space IR discussion hosted by Max Rebol. Discussed collaboration on fundraising for Polkadot
 - Organised and hosted two investor events in Berlin in conjunction with the Web3 Foundation.
 - Investor evening on a boat down the Spree
 - 55 guests (50% investors, 25% partners, 25% Polkadot leadership and founders)
 - Polkadot investor / partner / community party in Berlin
 - Followed on from the boat party with an additional invite list of 100 people
 - 125+ people in attendance including W3F and Parity leadership
- Bali @ CoinFest Asia
 - Asked to attend CoinFest Asia two days after my Berlin events to both support Mandala on the booth and with their investor dinner
 - Investor dinner - supported with both the guestlist by inviting 10-15 additional investors / partners
Assisted with communications prior and as follow up
Co-hosted on the evening
 - Polkadot booth - supported on both days, on the booth and taking the merch and disseminating throughout the event
 - Attended the Mandala x Polkadot party, supporting the initiative
- Hong Kong
 - Whilst in Bali, I was asked by Rhee Sang Hyun (Moondance Labs) to go to Seoul to host an investor dinner alongside PolkaPort East (they were not planning on hosting a dinner at this point), to help man the booth and to attend a side event for Polkadot.
 - I had a week so I set up a meeting with a Tier 1 investor that I had previously met in January and introduced the investor team to a Polkadot project. I am now working with them on an introduction for gaming investment in the future
- Partnerships:
 - InterMiami sponsorship
 - Working with the team that brokered the deal with both Inter Miami and Conor Daly. Brought them together with George Bousis (Raise, Protagonist VC) who has a huge network in Miami and across the US to elevate the sponsorship to reach investors and partners for Polkadot
 - I hope to work with the leaders of these sponsorship deals as part of the 2025 investor roadshow that I am putting together for the Web3 Foundation and community to consider
 - Degens Den partnership and future sponsorship
 - Worked with the leadership team @ Flight 3 (Steven Bartlett) to establish a working relationship with the team behind London Web3 week (Zebu Live)

- It was concluded that while it was not the right timing this year to sponsor Degens Den, a founding event on the final two days of the week, the basis of a fruitful future partnership was laid
 - Secured a ticket for the event this year and will attend and meet with the team with a view to sponsoring next year. Also good to have in mind with SXSW London coming in 2025
- Ambassador Programme:
 - Suggested the weekly meeting has an agenda and has a rotating chair, secretary and action lead. I chaired the first meeting and was then requested to chair the weekly meetings moving forward. This happened every week until 3 September
 - Documents that I created for the programme, many of which are in full use:
 -  Ambassador Member Details
 -  [ROLLING DOC] Head Ambassador Weekly Meeting
 -  [WIP] HA Roles & Responsibilities
 -  [WIP] Head Ambassador Workstreams
 -  [WIP] Collective Budget Considerations
 -  [WIP] Web3 Global Events Calendar - Full Coverage
 - Communicated with the community via Discord and X. Always ensured people who commented on the 'talk to ambassadors' channel were responding to within 24hrs
 - Voted on all proposals in Discord (abstained from one)
 - Engaged with 'Six' on his community BD initiative in a 90 minute interview
 - Attended 'Polkadot: Beyond the Chain', a community / new blood meetup organised by Leemo and Remy in London
 - Joined the BD working group led by William Chen, IR working group for HAs led by Max Rebol and the Events working group which was a collective effort, but would have become largely coordinated by me due to my role with the events bounty

September 2024

- External:
 - Seoul:
 - Volunteered my time to work on the Polkadot booth
 - Organised an investor / partner dinner in collaboration with PPE (Rhee)
 - Funded and co-organised by PolkaPort East
 - 38 Guests attended, 50% investors, 25% prospective partners (BD), 25% Polkadot leadership & founders
 - Attended the Polkadot side event hosted by Rhee
 - Singapore:
 - Arranged from the ground up and hosted a Polkadot Partners cocktail evening (investors and both enterprise and cross chain partners) in partnership with the Web3 Foundation
 - 76 attendees, 50% investors, 25% prospective partners (BD), 25% Polkadot leadership & founders
 - Follow ups have shown various conversations are now happening between guests and Polkadot entities. All attendees are listed in my global investor / partner database and we are in regular touch

- Attended the PolkaPort East investor lunch
- Supported in the organisation and execution of an investor lunch with DOT.Play
 - Sourced and confirmed the restaurant and co-hosted on the day
 - Invited 30% of the guestlist and ran comms for the entire guestlist for the event
 - Worked with Angie and the team on post-event follow up
- MC'd the main stage at Polkadot Decoded Asia on day one
- Assisted in the coming together of Polkadot Now & Beatport.io closing parties, which were hosted by Rish Kumar and Finn Martin
- Attended the Mythical Games summit & party. Invited investors / partners to join
- Began role as Polkadot Calendar Manager for the Events Bounty
 - **Supporting Role - Active Calendar Management**
 - Started to work with the community to capture all event presence / attendance to ensure the ecosystem is more aligned on deliverables ahead of 2025
 - With the introduction of the grass roots meet up fund, this role will also assist the ambassador programme in its own deliverables around global meetup networks
- Meetings
 - 1:1 meeting with tier 1 investors that still hold 2% of their fund (large holding) in DOT. Working together on a push towards enterprise in the next three years. Set up a meeting for this investor with another team within Polkadot which I also attended
 - 1:1 meeting with a market maker that is working on the periphery of Polkadot
 - 1:1 meeting with the Founder / CEO of a crypto-focussed group that works with investors and founders. Attended a pitch event which they organised
- Ambassador Programme:
 - Attended all weekly HA calls except for on 17 September when I was hosting an investor/partners cocktail evening in Singapore
 - Provided weekly reminders to the chair, secretary and action lead prior to the call to ensure there was an agenda ready 24hrs before the call
 - Voted on all proposals in Discord
 - Engaged with William on his manifesto questionnaire

October 2024 - UPDATING

- External:
 - Bangkok
- Most of this month was spent crafting the Ambassador Fellowship:
 - **Project Phoenix: Polkadot Ambassador Fellowship Manifesto DRAFT 5.0**
 - **Project Phoenix: Ambassador Fellowship at a Glance**

November 2024 - UPDATING

- External:
 - Bangkok
 - Sub0 Reset
 - DevCon
 - Ambassador Fellowship live brainstorming session with Dr. Gavin Wood

- Presentation at Le Nexus side event
 - Stand with Crypto Partnership
 - After huge success in the US, Stand with Crypto has come to the UK and I have worked with the team to be able to bring Polkadot onboard as a sponsor (no cost to the community)
 - I am writing up the partnership terms and will put to the community to vote this month
 - <https://uk.standwithcrypto.org/>
 - Attended a fireside chat with Steven Bartlett at The House of Parliament. Working with his team on some exciting cross-collaboration opportunities for 2025 which I will be able to update on soon
- Ambassador Fellowship:
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Other

Ongoing investor activities:

- Regular investor / partner evenings (hosted / Co-hosted 7 investor events in Q3). Working with a tried and tested formula which will be used to plan for 2025:
 - Private curated dinners of <20 people or cocktail parties <75 depending on the environment
 - 50% investors, 25% prospective partners (BD), 25% Polkadot leadership & founders
 - Venues that are in keeping with the local area
 - Organised the day before the large conference
 - No lu.ma or other electronic invite. Personal communications only
- Regular calls with tier 1 investors to understand what we are doing right / wrong and how we can work together to improve Polkadot's approach to investors
 - Cadence : currently monthly ad hoc
 - Current partners within this initiative: 4 Tier 1 investors with historic relationships with Polkadot that we are working to reignite
- Global investor / partner (BD) database
 - In addition to the 7 events that I have hosted / co-hosted in Q3 2024, I also hosted 3 events in Q4 2023 / Q1 2024. These 10 events have been in 8 different cities. I have created a global database which extends across these cities and will allow me to be able to grow relationships across regions and make appropriate introductions as they arise. Over the next 12 months, I hope that this database will have doubled in size with sub-groups, feedback collated from introductions that have been made and relationships with third parties will have started to spin off.
 - Cities that I have curated events in:
 - San Francisco, US
 - Lisbon, Portugal
 - Hong Kong, China
 - Brussels, Belgium
 - Berlin, Germany
 - Bali
 - Seoul, South Korea
 - Singapore

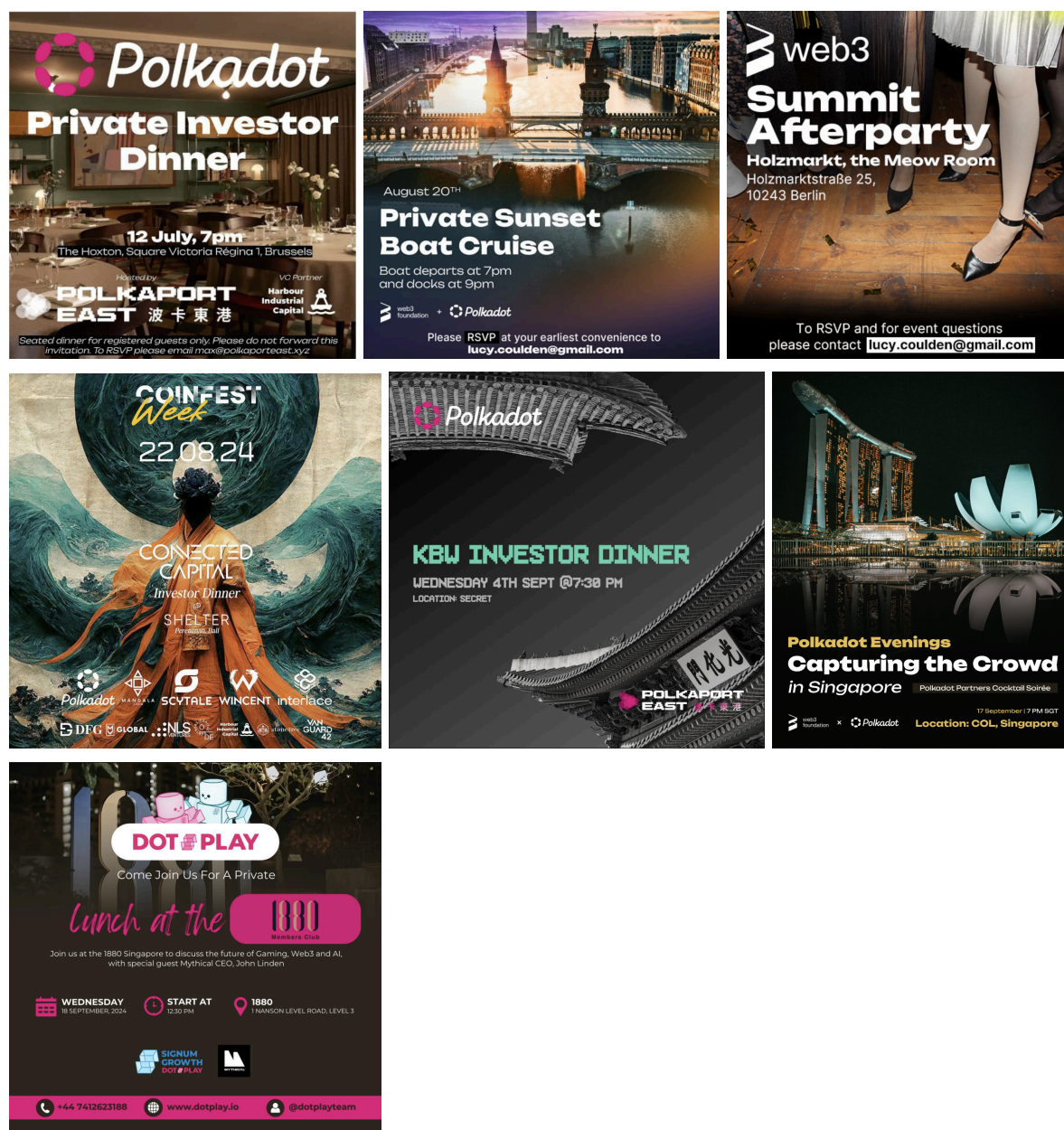
Partnerships

- [Crypto Mondays](#)
 - Richard Houldworth @ Xcavate made the initial connection and although it was not right for his London-based events, I have continued the conversations as I see possible synergies for future events.
 - The Co-Founder is the Events Director @ Outlier Ventures which is an investor / accelerator programme that used to be heavily involved with Polkadot and I am reengaging with them, so I hope that we will see multiple lucrative interactions across the next few months here
- [Tales of Aleko](#)
 - A possible partner for DOT.Play. After meeting in Bali they joined our DOT.Play lunch in Singapore and we are hopeful for future partnerships
 - The team are very well connected and have made numerous introductions to me for other potential partners in both the gaming and music spaces
- MDIA DOA Sandbox
 - An introduction was made by a new partner that I met in Brussels. They introduced me to MDIA (Malta Digital Innovation Agency) to understand if / how to develop a sandbox that can be useful for DAOs. The long term goal would be to develop legislation that is useful for all parties. The team is working on a research project on behalf of the Maltese government, which is looking at setting up a legal framework for DAOs. Along with DonDiego Sanchez, we are looking at participating in a sandbox to assist with their work.
- AKINDO
 -
- ChainLink
- Beatport.io collaborations - details to be shared in January 2025
- I have made introductions to Polkadot projects and the W3F as well as cross-partner introductions at events. There is nothing to tell at the moment, but by design, these continued series will see returning guests and partnerships develop in between which I will then receive progress reports on and can leave here in the future. It has been a good start, but this is in the building phase

Non-Polkadot events attended:

- [IR Society](#) Annual Conference in London and completed three certified courses:
 - [Introduction to IR & the Financial Markets](#)
 - [Advanced Writing Skills for IR](#)
 - [Financial Modelling](#)
- ChainLink [Build The Future](#) @ Korea Blockchain Week
- Launch Club Capital [Pitch Event](#) @ London Crypto Event
- Crypto Mondays [DAO: Redefining Governance and Collaboration](#) @ London Crypto Event
- Rockaway Capital [Most Controversial Ideas - Share, Roast, Toast](#) @ Token2049 Singapore

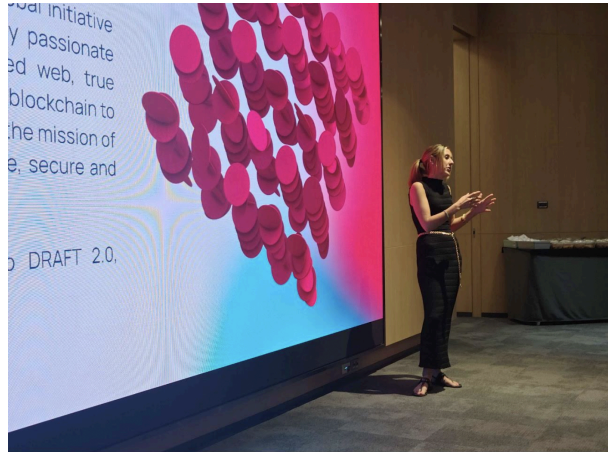
Investor Events that I organised / hosted and contributed to guestlist & organisation / co-hosted



L-R: RWA event, London, July 2024 II Beyond the Chain, London, August 2024 II Investor meeting, Seoul, September 2024 II Partnership meeting, Seoul, September 2024 II MC'ing @ Decoded, Brussels, July 2024 II Polkadot booth, Seoul, September 2024 II Mythical Games launch event, Singapore, September 2024 II Polkadot booth, Bali, August 2024 II Polkadot partner (introduced to W3F), Seoul, September 2024 II DOT.Play gaming investor lunch, Singapore, September 2024 II MC'ing @ Decoded Asia, Singapore, September 2024 II Participating @ Decoded Asia, Singapore, September 2024 II Investor cocktail evening (w. Mario Nawfal), Singapore, September 2024 II Speaking @ Le Nexus event in Bangkok, November 2024 II Speaking and hosting @ Ambassador Fellowship event in Bangkok, November 2024 II Attending Stand with Crypto in London. Meeting with Steven Bartlett, November 2024.









Expenses

March - June 2024 [not including but listing for context]

- Bangkok, Thailand 11 March 2024

Sub0

- Airport transfers
- Per diem costs
- Lisbon, Portugal II March 2024
Various meetings and Black Swan event sponsored by Polkadot and Web3 Foundation
 - Return economy flights
 - 3 nights 3* hotel
 - Airport transfers
 - Per diem costs
- Dubai, UAE II April 2024
Token2049, Polkadot NOW event and party
 - Return economy flights
 - 4 nights 3* apartment
 - Airport transfers
 - Per diem
- Lugano, Switzerland II May, 2024
Scytale Digital: Decentralised Lugano
 - Return economy flights
 - 4 nights Air BnB
 - Airport transfers
 - Per diem

July-November 2024: **Expenses**

- Brussels, Denmark II July, 2024
Polkadot Decoded attendance, MC'ing, co-hosting investor dinner with PolkaPort East
 - Return economy flights
 - 4 nights 3* hotel
 - Airport transfers
 - Per diem
- Berlin, Germany II August 2024 - Travel paid for by W3F
Web3 Summit attendance, hosting investor dinner on behalf of Web3 Foundation
 - One-way economy flight
 - 3 nights 3* hotel
 - Airport transfers
 - Per diem
- Bali, Indonesia II August 2024 - Travel paid for by private individual
CoinFest Asia attendance, working on booth, co-hosting investor dinner with Mandala Chain
 - One-way economy flight
 - 6 nights 3* hotel
 - Airport transfers
 - Per diem

- Hong Kong, China II August 2024
Meeting with investor and Substrate project
 - One-way economy flight
 - Airport transfers
 - Per diem

- Seoul, South Korea II September 2024
Korea Blockchain Week attendance, working on booth, co-hosting investor dinner with PolkaPort East
 - Return economy flights
 - 6 nights 3* hotel
 - Airport transfers
 - Per diem

- Singapore II September 2024 - Travel paid for by DOT.Play
Decoded Asia attendance and MC'ing, Token2049 attendance, hosting investor cocktail soiree on behalf of Web3 Foundation, co-hosting investor lunch with DOT.Play
 - Return economy flight
 - 6 nights 3* hotel
 - Airport transfers
 - Per diem

- Bangkok, Thailand II November 2024
Sub0 Reset and DevCon attendance, presenting @ Le Nexus side event, hosting and presenting @ Polkadot Ambassador Fellowship event
 - Return economy flight
 - 7 nights 3* apartment
 - Airport transfers
 - Per diem