

Proposal: A Social Contract between PolkaWorld and Polkadot Treasury - Ops and Maintenance proposal

Proponent: 12mP4sjCfKbDyMRAEyLpkeHeoYtS5USY4x34n9NMwQrcEyoh

Date: 11/21/2022

Requested DOT: to be completed at submission, we apply for **USD 80,385** approx **13,326 DOT** total allocation for Dec 2022 - February 2023 depending on EMA(30) AVG rate (DOT = 6.032 usdt) [here](#).

Short description: PolkaWorld converted the W3F community grant to an open social contract with Polkadot Treasury in June 2021. Up to now, we have submit 6 Motions, and all work done in very high quality.

This is a follow-up proposal seeking to cover the next three months (Dec 2022 to February 2023) of ops and maintenance costs to further promote and support community education for the entail Polkadot ecosystem

Background

PolkaWorld is the Polkadot community in China and has gathered more than 50,000 followers, we have collaborated with the Polkadot ecosystem and Web3 Foundation since 2019 in the following ways, and from early 2022 until now

- PolkaWorld published a total of **480 articles**
- Hosted **40 online broadcast** on Wechat Channel and **69,762** people join us;
- Published 100 videos in Wechat Channel, got 182,759 views;
- Build a new website, and published 565 articles and 237 timely news
- Published 110 videos on YouTube, got 36,000 views
- Hosted 6 online meetups, 3109 people registered the meetup
- Host 1 Polkadot metaverse meetup in DCL, 1300+ people jump into the meetup;

Please find more in our monthly reports:

October 2022: [📄 PolkaWorld Monthly Report - October 2022](#)

Sep 2022: [📄 PolkaWorld Monthly Report - Sep 2022](#)

August 2022: [📄 PolkaWorld Monthly Report - August 2022](#)

July 2022: [PolkaWorld Monthly Report - July 2022](#)

June 2022: [PolkaWorld Monthly Report - June 2022](#)

May 2022: [PolkaWorld Monthly Report - May 2022](#)

April 2022: [PolkaWorld April Report](#)

March 2022: [PolkaWorld March Report](#)

February 2022: [PolkaWorld February 2022 Monthly Report](#)

January 2022: [PolkaWorld 2022 January Report](#)

December 2021: [PolkaWorld December Report](#)

November 2021: [PolkaWorld November Reporting](#)

October 2021: [PolkaWorld October Reporting](#)

September 2021: [PolkaWorld September Report](#)

August 2021: [PolkaWorld August review and reporting](#)

July 2021: [PolkaWorld July review and reporting](#)

June 2021: [PolkaWorld June review and reporting](#)

Timeline Breakdown

Workscope & OKR Breakdown: December 2022 - February 2023

Objective: Help the Chinese community get the latest development updates on Polkadot/Kusama/Substrate and educate the community to fully understand the tech of Polkadot/Kusama.

1. Content Creation & Marketing

OKRs for the 3 months period of this proposal:

- Publish 120 articles related to Polkadot on PolkaWorld Wechat Official Account
- Interview 6 team members from Polkadot eco-projects.

Todo each month:

1. Produce 40 articles **per month** related to Polkadot/Kusama, parachain/parathread, PLO, and weekly reports, Substrate, general Polkadot news, and Polkadot eco-projects - with a frequency of at least one article per day, 6 days a week.
2. Distribute 4 articles on ParityAsia's WeChat account every month.

2. Events Organisation & Management

OKRs for the 3 months period of this proposal:

- Because of the epidemic and China's policies, we will host the meetups online in the next 3 months so that we will host 3 online meetups and at least 500 participants per online meetup.
- Host 6 online broadcasts, 3 for the parachain ecosystem/Crowdloans/dapp topic with 3 Polkadot ecosystem teams, and 3 for Q&A from the community.

Todo in each month:

1. Hold 1 online meetup **per month** on the topics of parachains ecosystem, eco-projects, and Substrate, ensuring that at least 500+ participants attend the online meetup.
2. Host 2 online broadcasts **per month**, one for the parachains topic which will invite an ecosystem builder/eco-project/Dapps to share their Auction plan and progress of the parachain, and one broadcast for the community in Q&A format.
3. promotion material design and production for each event, such as 1-2 Wechat articles for promotion and sign-up, 1 web-based sign up link, 3 - 4 posters, Livestream links for participation

4. all videos will be edited and uploaded on [YouTube](#)
5. Online broadcasts should focus on the topic of parachain auctions/parachains' dapp, inviting 3 eco-project to share the progress of parachain and their ecosystem every 2 weeks.
6. Host 3 online broadcasts, answering the questions from the community every 2 weeks.
7. promotional material design and production for each online broadcast, such as 1 Wechat article for promotion and sign-up, and 1 poster

3. Educational Videos Production

OKR for the 3 months period of this proposal:

- making 12 English education videos with both English and Chinese subtitle
- topic including Polkadot, Kusama, Substrate, Parachains, and Dapps
- Upload all videos on [YouTube](#)

Todo in each month:

1. making 4 English education videos with both English and Chinese subtitle each month
2. design 4 video covers
3. Upload all videos on [YouTube](#) and spread them on Twitter

4. PW Interview with Parachains & Eco-projects

OKR for the 3 months period of this proposal:

- Interview 12 parachains or eco-projects
- topic including Polkadot, Kusama, Substrate, Parachains, and Dapps
- Upload all videos on [YouTube](#)

Todo in each month:

1. Interview 4 parachains or eco-projects, publish as education videos with both English and Chinese subtitle each month

2. design 4 video covers
3. Upload all videos on [YouTube](#) and spread them on Twitter

5. Reporting

Publish a Monthly Review and Report on Polkasassembly on the last day of every month, including performance data and all activities and materials created, to be shared with the Direction channel for regular updates.

Budget

Tasks	COST (1 month) and Human Resources	Total Allocation
<ol style="list-style-type: none"> 1. Produce 40 articles and publish on 5 top blockchain media outlets 2. making 4 English education videos 	<ul style="list-style-type: none"> • 2 Content Operations Managers: <ul style="list-style-type: none"> ◦ USD 4,491.00 monthly per person 	USD 8,982.00
<ol style="list-style-type: none"> 3. Interview with 4 parachains or eco-projects using English 4. translate the interview into Chinese 	<ul style="list-style-type: none"> • 1 online Interview Operations Manager: <ul style="list-style-type: none"> ◦ USD 3,742.00 monthly 	USD 3,742.00
<ol style="list-style-type: none"> 5. Host 2-4 online broadcasts 6. edit all interview/education videos and add both English and Chinese subtitle 	<ul style="list-style-type: none"> • 1 online activity Operations Manager: <ul style="list-style-type: none"> ◦ USD 3,742.00 monthly 	USD 3,742.00

7. Organize and host 1 online Meetup	<ul style="list-style-type: none"> 1 online event operation: <ul style="list-style-type: none"> USD 3,742.00 100 Hoodie: USD 1,497.00 online broadcast promotion and give away: USD 1,497.00 Video recording: USD 598.00 	USD 7,335.00
8. design all materials that online/offline activities/articles need	<ul style="list-style-type: none"> 1 designer: <ul style="list-style-type: none"> USD 2,994.00 monthly 	USD 2,994.00
TOTAL		USD 26,795.00

Based on the budget in the above table, we apply for **USD 26,795** per month, which is **USD 80,385** in total (from December 2022 to February 2023) for the Chinese community operations and event costs.

So, PolkaWorld requests **13,326 DOT** for the **December, January, and February** milestones this time depending on EMA(30) AVG rate(DOT = 6.032 usdt) [here](#).

Note

1. This is a Social Contract between PolkaWorld and Polkadot Treasury, PolkaWorld will develop a new OKR and budget every three months, and the OKR and Monthly Report will be reviewed by Polkadot Council. Subsequent extension on this agreement depends on Council approval.