Tab 1

The Dots Talks 3rd proposal: X & TikTok Growth

Proponent: 1jdqZ53uEWAVFMGD1FCYsUyu4BpqrbgwRw2NpKpPPPQEG2z
Date: 13th September, 2025
Requested: $39,000 USDT for 6 month of operational work
Short description: The first Polkadot meme media using signature humour as a tool to attract and retain new users in the Polkadot ecosystem.
Previous Proposal: link
Audited by OGTracker: https://app.ogtracker.io/smallSpender/1091

Introduction

The Dots is a meme and content production studio founded by two Polkadot fans in late January 2024, with the mission to cover the Polkadot universe in a humorous, engaging, and easily digestible way. Since then, we've successfully delivered two proposals - one through Polkadot OpenGov and another through Kusama OpenGov - and collaborated with numerous key players across the ecosystem. Collectively, we've been active in the Polkadot space for over five years.

In our community work, we stand for multipolarity of opinions, freedom of expression, and serving only the community - never special interests. Our style is meme-driven, edgy, and catchy, designed to add spice and bullishness to ecosystem narratives. We continuously explore new trends and engagement techniques to keep the community excited, while also onboarding new people into Polkadot through fun, accessible content.

Why memes, and why us?

Memes rule the internet, especially in crypto. Unfortunately, Polkadot lacked dedicated meme media - a significant oversight. We're filling this gap with Polkadot-focused memes combining meme culture with accessible technical content. Our goal is to boost community engagement through relatable, non-nerdy information for mainstream users and create viral meme content about Polkadot and the ecosystem.

We also discovered that the TikTok niche for Polkadot is relatively empty - a big missed opportunity, as TikTok is one of the most powerful platforms for onboarding newcomers into crypto. That's why one of the main parts of this proposal is dedicated to content production and managing our TikTok accounts.

Who are we?

Mantra, a Polkadot Rank III ambassador, Polkadot Community Manager, Meme Lord, professional content creator and ecosystem researcher.

John Mental, a Polkadot Rank III ambassador, video production adept, professional content creator and contributor to the ecosystem since 2020. Councillor at Basilisk, contributor at Hydration.

Our main social media:
https://x.com/TheDotsTalks
https://www.tiktok.com/@thedotstalks
https://www.tiktok.com/@dotclipstv

The Dots now has 5,435+ followers on X and 2,462 on TikTok. Over the past year, we've been actively building and engaging the community, collaborating with ecosystem projects, and creating consistent content. In doing so, we identified a strong demand for the Polkadot ecosystem to be showcased through short, digestible videos that make complex topics easy to understand and share.

We successfully launched The Dots as a video production team and have collaborated with a wide range of ecosystem leaders, projects, and builders - including Interview with Bill Laboon, Polkadot UX Bounty, Polkadot Marketing Bounty, Polkadot Blockchain Academy, WUD, Hydration, Mandala Chain, WebZero, DOTPlay (Polkadot Avatars), FIFA Rivals, and Pudgy Thailand, 265Dots.

What have we done for the last year since the previous proposal?

We've proven our dedication and traction in the Polkadot community - not just through content, but through action. Our mix of insights, edgy style, market knowledge, and humor takes Polkadot community building to the next level. We already secured two OpenGov proposals previously and completed all milestones.
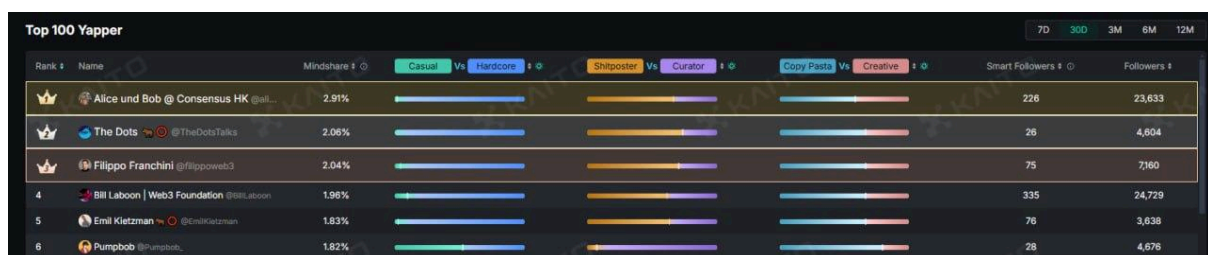
The Dots on X

We keep delivering the best we can to educate community, highlight ecosystem updates, bring fun and bullishness to the ecosystem.

The Dots X Analytics over the past year:
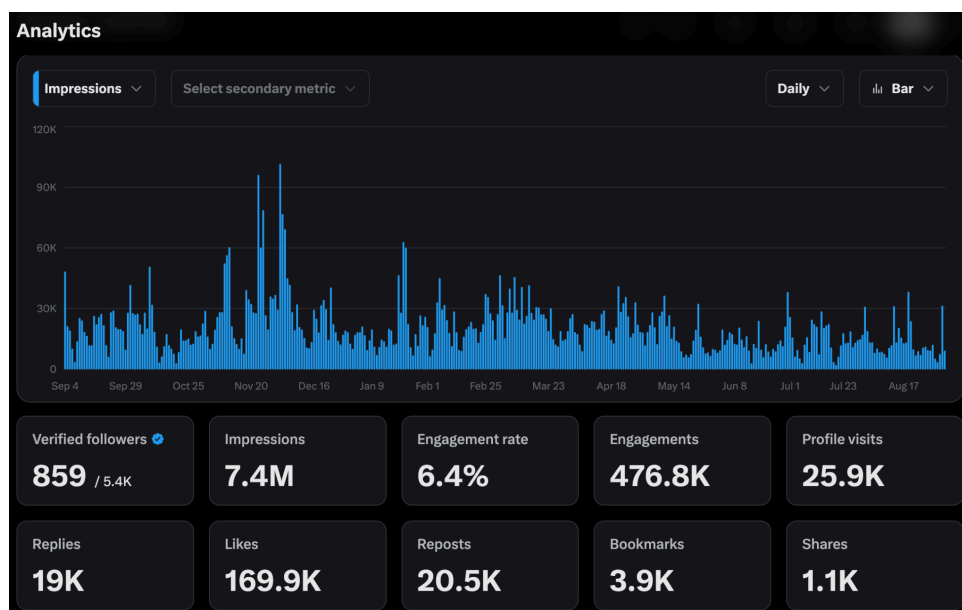
Polkadot Kaito Leaderboard

The Dots consistently ranked in the Top 10 Polkadot Yappers, demonstrating strong dedication and maintaining a high level of mindshare among key ecosystem voices on X.

There are clear examples in the industry - like XRP, which saw massive community growth through consistent, engaging TikTok content. By tapping into short-form videos, they expanded beyond the traditional crypto crowd and brought in a fresh, younger audience. There's no reason Polkadot can't do the same.

Our mission is to break out of the Twitter echo chamber and make Polkadot truly accessible to mainstream audiences. We aim to educate normies, simplify complex topics, highlight key ecosystem moments, and spark curiosity and awareness through content that aligns with how people consume media today - especially the younger generation, which represents the most native and promising audience for crypto adoption.
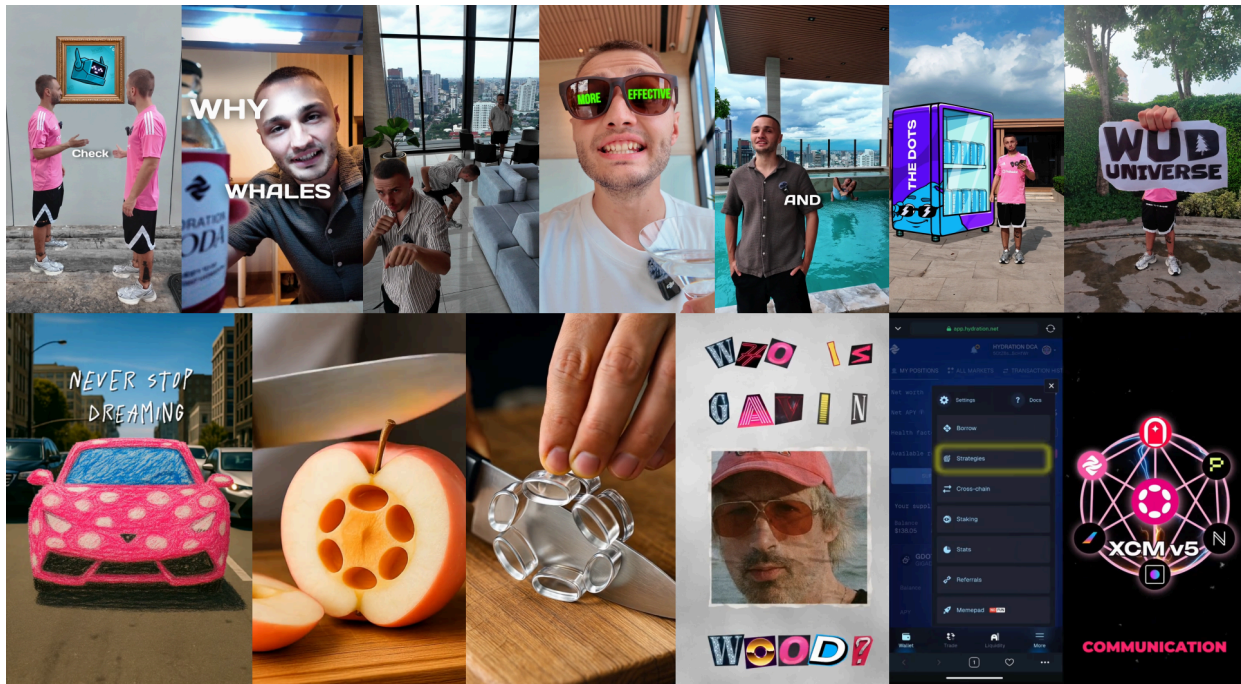
By creating fast-paced, visually engaging content created according to modern social media trends, we make Polkadot more accessible and viral. This includes adopting "brainrot" and ADHD-style formats to capture attention, boost retention, and spark curiosity about the tech behind Polkadot.

The Dots has already proven itself as a top-tier content creator on TikTok. We created and managed two TikTok accounts in collaboration with Polkadot Marketing Bounty. We are still working with the Marketing Bounty on managing other creators' content for TikTok.

The Dots TikTok accounts:
- [DOTClips](#) - focused on clipping videos: ADHD-style edits with captions, brainrot or satisfying edits, AI slop, and motion graphics.
- [The Dots Talks](#) - focused on user-generated content: native TikTok videos with dynamic VFX edits, cozy "talking head" formats, and storytelling videos.

Over the last three months on TikTok, we've produced a total of 138 videos, generating more than 715,000 views and steadily growing both reach and engagement. [Full breakdown of published videos and analytics can be found here.](#)

Our iconic videos on TikTok:

https://www.tiktok.com/@thedotstalks/video/7538874995016076552
https://www.tiktok.com/@thedotstalks/video/7526978526361160966
https://www.tiktok.com/@thedotstalks/video/7520465369992039688
https://www.tiktok.com/@dotclipstv/video/7513625054761078046
https://www.tiktok.com/@dotclipstv/video/7456108306067639582
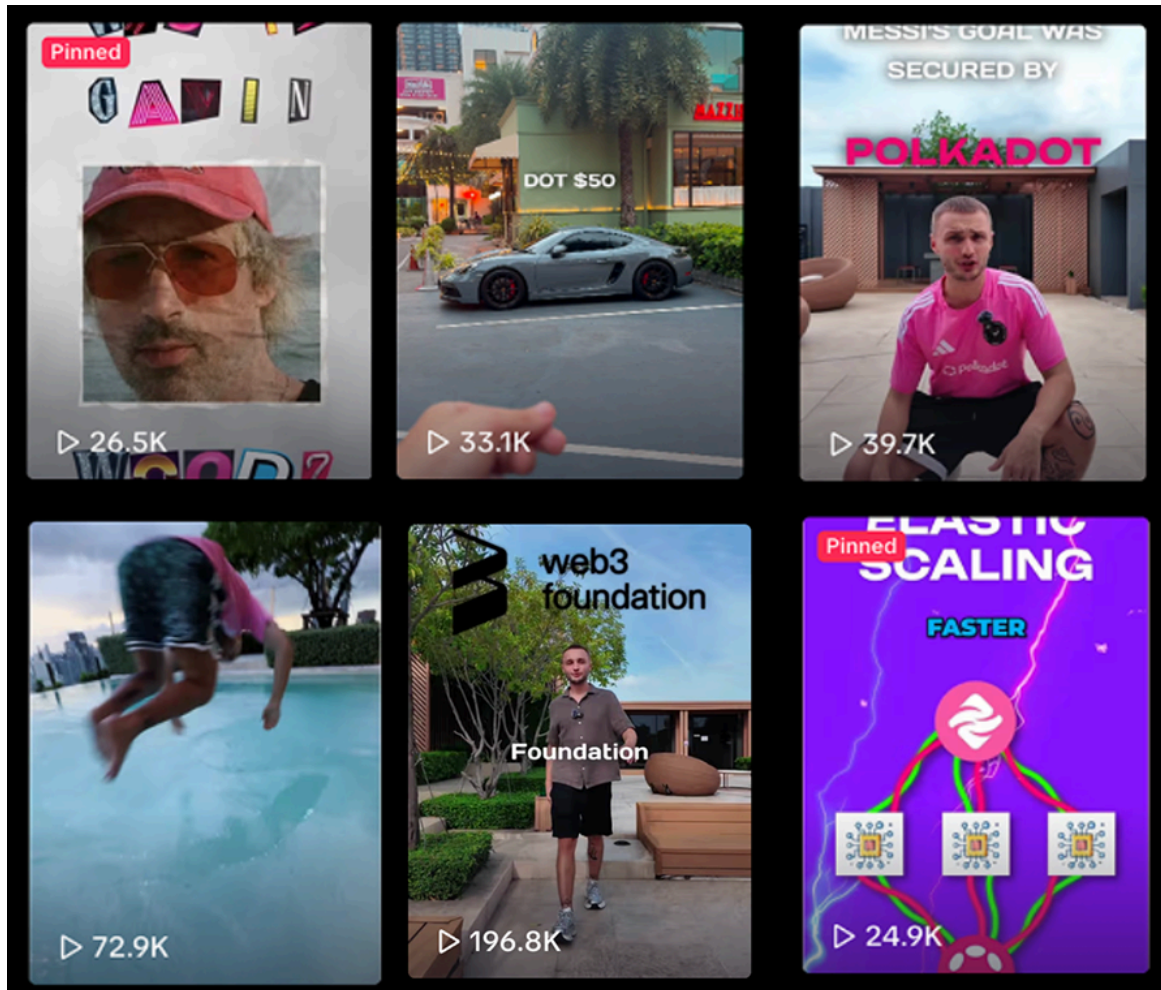https://www.tiktok.com/@dotclipstv/video/7469835641375690014

The Dots Ecosystem Interviews

We're proactive ecosystem players, always eager to stay on top of the latest updates and next steps in Polkadot's development. That's why we've made interviews with key contributors a core part of our work -to gain deeper insights and share them with the community. We've interviewed numerous ecosystem voices, including Jay Chrawnna, Alice und Bob, DonDiegoSanchez, and most recently, Bill Laboon.
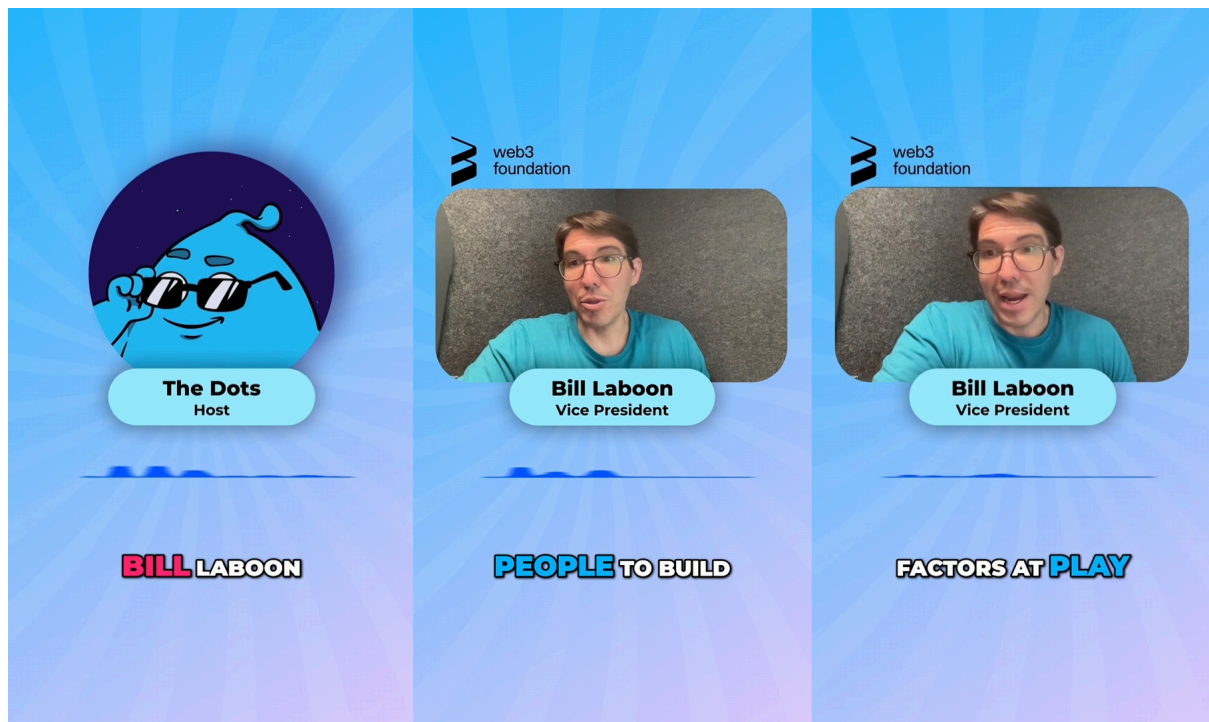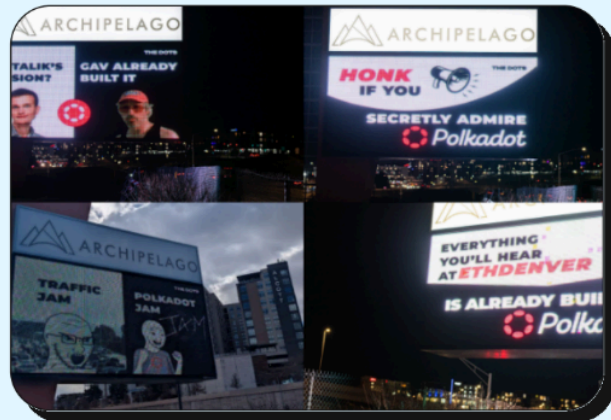
08. ETHDENVER BILLBOARD

ETHDenver Billboard

During ETHDenver,
we partnered with WebZero
to create eye-catching,
meme-style designs
displayed near the highway
leading to the event venue.

This placement ensured
maximum visibility,
capturing the attention and
curiosity about Polkadot's
technology.

ETHDENVER BILLBOARDS

The Dots at Sub0 Reset

After receiving our second proposal, we decided to allocate part of the budget to travel to Bangkok, support the Sub0 event, and act as official media. Our goal was to create quality content around the event, host interviews, and support the WebZero team on the ground.

This turned out to be a great success: we produced over 20 videos, tons of content, and received excellent feedback from the WebZero team as a valuable media partner. On top of that, we even had our merch signed by Dr. Gavin Wood, which we used to launch a "Gavin Wood Saved My Life" giveaway campaign later on.

Some of the videos from the Sub0 Reset:
Jakub Panik Blitz
Shawn Tabrizi about Polkadot Cloud
Shawn Tabrizi JAM ELI5
DonDiegoSanchez Interview

Gavin Wood Saved My Life Giveaway Campaign

We created our own custom merch for the Sub0 Reset event in Bangkok — and were lucky enough to have it signed by Dr. Gavin Wood himself. From the very beginning, our plan was to turn this into a special community giveaway.

Right after the conference, in collaboration with the Marketing Bounty, we launched the giveaway on Airlyft, combining both off-chain and on-chain tasks. This format encouraged the community to interact with ecosystem products, engage on social media, and complete social challenges - driving greater engagement and mindshare across the Polkadot ecosystem.

Full report on the giveaway can be found here.

Why are we asking for funding?

After almost two years of consistently producing content, memes, and videos for the Polkadot ecosystem, we've grown as creators and video producers. The overall quality of our work has improved significantly, and we've reached a high level of editing and production.

Over the past months, we took part in the Polkadot Kaito campaign (where we stayed in the top 10 on the leaderboard throughout).

As professionals approaching Polkadot from a media and production perspective, we've noticed that after Kaito ended, there has been almost no Polkadot-related content from all those creators and they generate zero engagement. However, we still do our best to highlight key events and keep delivering, but the reality is that we lack the resources to sustain this effort.

That's why we're reaching out to the community for support - to keep the momentum going and continue delivering high-quality content across all fronts.

Automations: News Feed and Content Parsing

As our media outlet grows, we constantly run into the limitations of the human factor that we need to overcome. Since we are not developers but still want to scale our work, we need to hire a dev to implement AI-driven automations:

1. Implementation of AI posting around the hottest Polkadot topics 24/7, along with parsing and posting on-chain insights sourced from various Polkadot services.

   We might even create a dedicated account for this.
   For reference, you can look at two Twitter accounts we'd like to model after:
   x.com/thesolanapost
   x.com/solidintel_x

2. Automated parsing of viral content to always stay on top of trends and produce only the most relevant content.

Scope of Work

Video Content Production
Creating high-quality, dynamic, and engaging videos in TikTok-style short formats. Our video content blends education, entertainment, and virality to simplify complex Polkadot concepts, highlight ecosystem projects, and drive community engagement.

By leveraging motion graphics, animations, and trend-driven storytelling, we ensure that Polkadot remains accessible, exciting, and relevant across multiple platforms.

Community Growth
Expanding The Dots community by increasing followers, engagement rates, and active interactions across multiple platforms. Through high-quality content, viral memes, interactive campaigns, and social media presence, we aim build a more engaged and active audience.

Polkadot Brand Visibility
Enhancing Polkadot's visibility and recognition across digital platforms by creating and promoting compelling content. By aligning content with Polkadot's core messaging and utilizing cross-platform promotion, we ensure the ecosystem's brand is consistently visible, accessible, and resonates with a broad, diverse audience.

Collaboration
By partnering with ecosystem agents, projects, and communities, we amplify Polkadot's presence and reach. We actively support and promote core Polkadot marketing narratives, working in close collaboration with teams like Hydration, Bifrost, Nova Wallet, and WebZero.

Memes
Publishing Polkadot ecosystem memes - from DOT jokes and bullish edits to movie parodies with deepfakes - adding more degeneracy, fun, and community spirit. Uniting the community and keep the culture alive across the ecosystem.

Graphic Design for Content Production
Custom visuals to support video and social content including interview graphics, TikTok assets, and design elements for VFX videos ensuring a cohesive and engaging look across all formats.

Infographics & Analytics
Data-driven visuals covering Polkadot, Kusama, and parachains - including XCM activity, TVL growth, parachain performance, and other key ecosystem stats, presented in clear and engaging formats.

Professional AI-generated visuals (polished, brand-consistent assets)

We actively use a wide range of AI tools with custom pipelines to create polished, brand-consistent assets. Our goal is to bring Polkadot's identity, products, and branding into real-world contexts. Most recently, we began producing a Polkadot Merch Collection video, showcasing designs that the community can freely use at events, meetups, and gatherings - turning digital identity into tangible culture.
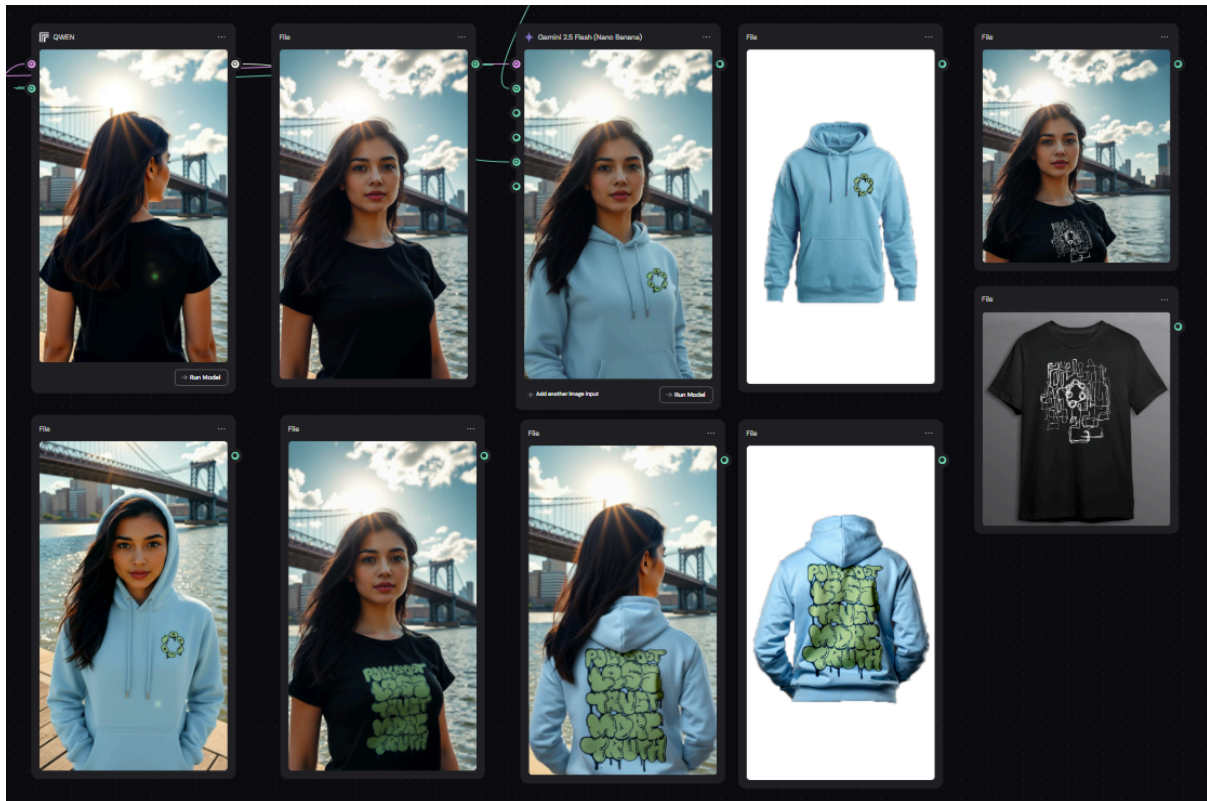
Automations: News Feed and Content Parsing

A streamlined platform built on Airtable to parse and organize Polkadot-related and trending crypto content across X, TikTok, YouTube, and Instagram. Enhanced with Telegram Bot alarms for DOT and ecosystem token price action, plus dedicated bots tracking Hydration stats (TVL, volumes). All tools run on our own hosting servers with the cost included in the proposal.

Ecosystem Interviews

Conversations with founders of Polkadot ecosystem projects - highlighting their products, vision, and the impact they bring to the network.

Community Contributor Interviews

Engaging discussions with ecosystem contributors, spotlighting key updates, trending topics, and emerging narratives within the Polkadot ecosystem.

Polkadot memes

Polkadot-native video memes for X that mix entertainment with education, making the ecosystem easy for everyone to digest.

Copywriting

Timely news updates to keep the community informed about the ecosystem, paired with entertainment-driven, digestible content and memes that makes Polkadot approachable to a wider audience. This includes non-technical educational articles, active engagement on X to spark conversations and strengthen community ties.

Milestones and deliverables for The Dots

The Dots milestones and deliverables are structured across two the content pipeline:

Type of	Description	Deliverables per month
Clipping (ADHD edits with captions, brainrot or satisfying edits)	Clipping and editing of interviews, panel talks, and presentations from events - turned into engaging, shareable short-form content	8+
UGC memes feat. Mantra	Relatable, TikTok-native content breaking down Polkadot in simple terms using familiar trends and formats	20
AI trending videos	Latest trends in AI-generated art and videos, embedding Polkadot's brand identity and narratives	4
Cozy Talking Head/Storytelling VFX videos	Relaxed, and relatable stories directly to the camera. shot with a tripod and professional lighting setup. Designed to feel intimate and conversational, building trust and emotional connection with the audience. Explainers on Polkadot's core features, roadmap, JAM, ecosystem rollups, products and its features. Simplifying complex tech concepts, projects or products into digestible stories.	2+
Memes	Fun, bullish content to boost degen spirit and community vibes	10+
Infographics	Visual stats and insights on ecosystem data and events	4+
Copywriting	Threads, articles, and recaps that simplify updates	8+
Ecosystem Interviews	Conversations with Polkadot Agents of founders of Polkadot-related projects	1+
AI Automations: News Feed and Content Parsing	Parsing and analytics platform for the Polkadot ecosystem	
	Total deliverables per month	**57**

Team & Budget Overview

Team member	Description	Cost	Working Hours
Mantra | The Dots	Responsible for the vision of The Dots, ecosystem research, script writing for videos and creating textual and visual content, shorts and UGC videos. Research trends and hype, break algorithms, make content viral. In addition to working with the cameraman and featuring in VFX storytelling videos, Mantra also self-produces content using a tripod and home studio lighting setup - delivering cozy, casual, and easy-going UGC-style videos, as well as meme videos.	$1550	30 hrs/week
John Mental | The Dots	Responsible for the full cycle of video production. Script writing (storyboards, convo, visuals) video editing, motion graphics, VFX, use of AI tools (including software installed locally on PC), voiceover editing, sound design and post-production. Researching trends: memes and videos.	$1550	30 hrs/week
SMM Manager	Reupload content for YouTube, Telegram, Instagram. Help with operational tasks.	$600	8 hrs/week
Graphic Designer	Responsible for designing videos, storyboards and creating assets for videos	$500	4 hrs/week
Motion Designer	Extra help with animation of scenes and graphic elements in videos	$600	7 hrs/week

Cameraman	Support with live-action shooting, including framing, lighting, and camera operation for UGC videos	$300	2 hrs/week
Software & Tools	AI software, graphic and video software, Google, X Premium, footage, stocks	$400	
Developer for Polkadot NewsFeed MVP Aggregated Resource	Part-time developer for Polkadot Newfeed resource	$1000	5 hrs/week
		Total: $6,500	**Per month**