# Treasury Proposal: Freelancing Platform Development

**Proponent:** Ha27MB4gKH36ieRPa1T1ASqhUz4sVxMoVmK7o5CS6tXDqjW
**Date:** 31.07.2024
**Requested DOT:** 7,937 KSM
**Short description:** UniversalDot Foundation is building a decentralized freelancing marketplace using Substrate.
**Project Category/Type:** Software development
**Previous treasury proposals:**

## 1. Context of the proposal

UniversalDot Foundation is building a decentralized freelancing marketplace using Substrate. A Minimum Viable Product of the application has already been built by completing a grant from the WEB3 Foundation. To continue the development of the decentralized marketplace, we request Treasury funds to complete the development work.

The idea for UNIVERSALDOT emerged from discussions and extensive background research to address the global workforce's evolving needs and the challenges freelancers and organizations face in the digital age.

We also conducted an in-depth analysis of the freelancing and gig economy, identifying gaps and areas for improvement in existing platforms. Research into emerging technologies such as blockchain, AI, and decentralized systems helped us understand how these could be leveraged to create a more efficient and equitable work platform.

Combining these insights and research findings, we developed the proposal for UNIVERSALDOT, envisioning a platform that would revolutionize the future of work by offering decentralized, transparent, and equitable opportunities for freelancers and organizations worldwide.

### a. Background of the proponent team

UNIVERSALDOT is backed by a team of seasoned professionals with diverse expertise in technology, entrepreneurship, and decentralized systems. Led by Igor Stojanov, the team brings together a wealth of experience and a shared vision for revolutionizing the future of work. Here is a brief overview of the proponent and key team members:

- **CEO and Founder:**

**Igor Stojanov** is a visionary entrepreneur with a background in architecture, software engineering, decentralized systems, and IT consulting. With over a decade of experience in the technology sector, Igor has a proven track record of leading successful projects from conception to execution. His passion for innovation and his deep understanding of the potential of decentralized technologies drive the vision and mission of UNIVERSALDOT. LinkedIn

- **Technical Team:**

**Slave Atanasov** is a frontend-focused software developer, working with React, TypeScript, Next.js, Angular, and more within the ecosystem. LinkedIn

**Tunahan Sari** is Eindhoven based, results-driven Machine Learning & AI Engineer with a strong foundation in Computer Science & Engineering and software development. LinkedIn

**Limechain**: Limechain is a blockchain development and consulting company based in Sofia, Bulgaria. They specialize in providing blockchain solutions, smart contract development, decentralized applications (dApps), and blockchain consulting services to businesses across various industries. Limechain aims to assist companies in leveraging the potential of blockchain technology to enhance efficiency, transparency, and security in their operations. Website

- **Advisory Board:**

  **Ben Sheppard:** Ben is a seasoned Board Director and C-Suite Officer with twenty years of experience across Asia and Europe, specializing in tech, infrastructure, and sustainability. He has founded four companies and navigated multi-million dollar equity and token investment rounds, bringing a wealth of real-world knowledge and strategic insight. he has structured multi-million dollar transactions for private sector clients, and have been a voice in global forums, including Bloomberg TV and the World Economic Forum. LinkedIn

  **Uwe Weinreich:** Uwe is an experienced professional with more than 30 years **of** facilitating transformation, coaching, and working alongside entrepreneurs and top managers when it comes to leading the company into a digital and AI-enabled future, delighting customers, inspiring employees, and developing high-performance teams. LinkedIn

  The combined expertise of the UNIVERSALDOT team spans the fields of technology, business, and advisory, providing a solid foundation for the successful implementation of the project. With a shared vision for the future of work and a commitment to innovation and excellence, the team is poised to revolutionize the global employment landscape with the UNIVERSALDOT platform.

## 2. Problem statement

In the past, people have created organizations and corporations by obtaining legal status from a government or a state. In the future, organizations and corporations will be created digitally and will have global instead of local reach. UNIVERSALDOT provides the needed infrastructure for people to organize themselves by creating digital identities, tasks and organizations.

UNIVERSALDOT FOUNDATION is building a platform that will enable organizations to be started solely based on vision. The platform application will enable users to organize virtually around a common vision, issue their own currency as stock, and create tasks and organizations. People will be able to create digital identities with personal skills and interests, and instead of finding work, tasks will be recommended to them based on their personality profile. The freelancing type of work will allow them to choose for whom they work and how much they get paid for their effort.

The expanding market of the so-called gig economy is the primary market that we are targeting.

## Proposal Objective(s) or Solution(s):

### Proposal Impact and Milestone Objectives

The goal of this proposal is to enhance the Universaldot.me freelancing decentralized application (dApp) by addressing the challenge of efficiently recommending tasks to individual user profiles within a decentralized environment. The proposed solution includes enriching profile and task pallet functionality, integrating TensorFlow components for machine learning-based recommendations, redesigning the DAO pallet and front-end application, and creating a design for integration with IPFS.

### Objectives of the solution?

- **Enhanced User Experience:** The proposal aims to significantly improve the user experience on Universaldot.me by providing more relevant and personalized task recommendations. This change will increase user engagement, satisfaction, and ultimately drive the success of the platform.
- **Decentralization:** By leveraging blockchain technology (Substrate) and integrating IPFS, Universaldot.me remains decentralized, ensuring trust, transparency, and security in task recommendations and user interactions.
- **Innovation:** Integration of TensorFlow components introduces cutting-edge machine learning capabilities, allowing for more accurate and personalized task recommendations based on user profiles and preferences.

**Ultimate Goal:** The ultimate goal of this proposal is to enhance the Universaldot.me platform by providing more relevant and personalized task recommendations to users. This will significantly improve the user experience, increase user engagement, and drive the platform's success. Additionally, integrating TensorFlow components, redesigning the DAO pallet and front-end application, and integrating with IPFS will further enhance the platform's functionality, security, and decentralization.

**Comparison:**

- ***Current State:*** Universaldot.me provides basic functionality for freelancers and organizations but lacks advanced task recommendation capabilities and integration with machine learning technologies.
- ***Proposal's Impact:*** Upon implementation, the proposal will significantly enhance Universaldot.me by providing more relevant and personalized task

recommendations, improving user engagement, satisfaction, and ultimately driving the success of the platform. Additionally, the integration of TensorFlow components, redesign of the DAO pallet and front-end application, and integration with IPFS will further enhance the platform's functionality, security, and decentralization, providing users with a more robust and seamless freelancing experience.

**Stakeholders Benefiting from the Solution:**

- Freelancers and Gig Workers
- Organizations and Project Founders
- Polkadot & Kusama Community
- Polkadot & Kusama Treasury
- General Public

**Similar Solutions:**

While there are several freelancing platforms and decentralized applications (dApps) available, few directly integrate blockchain technology and machine learning for task recommendation. Here are a couple of similar solutions:

- **Ethlance:** Ethlance is a decentralized freelancing platform built on the Ethereum blockchain. It allows users to create profiles, list skills, and search for jobs. However, it lacks sophisticated task recommendation features and does not integrate machine learning for personalized job suggestions. Ethlance

- **Gitcoin:** Gitcoin is a platform that allows developers to collaborate on open-source projects and get paid in cryptocurrency. While it offers a similar decentralized model, it focuses primarily on software development tasks and lacks the comprehensive freelancing features of Universaldot.me. Gitcoin

**Competitive Advantage:**

- **Integration of Machine Learning:** Universaldot.me stands out by integrating machine learning models using TensorFlow for task recommendations. This allows for more accurate and personalized job suggestions, improving user engagement and satisfaction.

- **Decentrilized Application:** Unlike traditional freelancing platforms, Universaldot.me leverages blockchain technology (Substrate) for decentralization, transparency, and security. This ensures trust and reliability in task transactions and user interactions.

- **Integration with IPFS:** Universaldot.me is integrated with the Interplanetary File System (IPFS) for improved data storage and

accessibility within the decentralized network, ensuring data integrity and availability.

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## Milestones

| Milestones | Tasks | Duration |
|---|---|---|
| 1: Development and Testing | 1.1 Improve Front-end User Interface | 2 weeks |
| | 1.2 Build Back-end Systems and Functionality | 4 weeks |
| | 1.3 Integrate External Systems and APIs (IPFS) | 2 weeks |
| | 1.4 Conduct Unit Testing (Cypress) | 2 weeks |
| | 1.5 Front-end Development (React) | 4 weeks |
| | 1.6 Back-end Development (Substrate, Rust) | 4 weeks |
| | 1.7 Address Bugs and Issues | 1 week |
| | 1.8 Prepare for Node Deployment | 2 weeks |
| 2: Deployment and Launch | 2.1 Prepare Deployment Plan and Rollout Strategy | 1 week |
| | 2.2 Configure Production Environment and Servers | 1 week |
| | 2.3 Migrate Data and Perform System Testing | 1 week |
| | 2.4 Implement Machine Learning Models | 4 weeks |
| | 2.5 Conduct Training Sessions for End Users | 1 week |
| | 2.6 Debug and Refine | 1 week |
| 3: Post-Deployment Support and Maintenance | 3.1 Address User Feedback and Bug Fixes | Ongoing |
| | 3.2 Perform Regular System Maintenance and Upgrades | Ongoing |
| | 3.3 Monitor Performance and Conduct Performance Tuning | Ongoing |
| | 3.4 Deploy to Production Environment | Ongoing |
| | 3.5 Provide User Support and Training | Ongoing |
| | 3.6 Continued Development through the Platfrom | =Ongoing |

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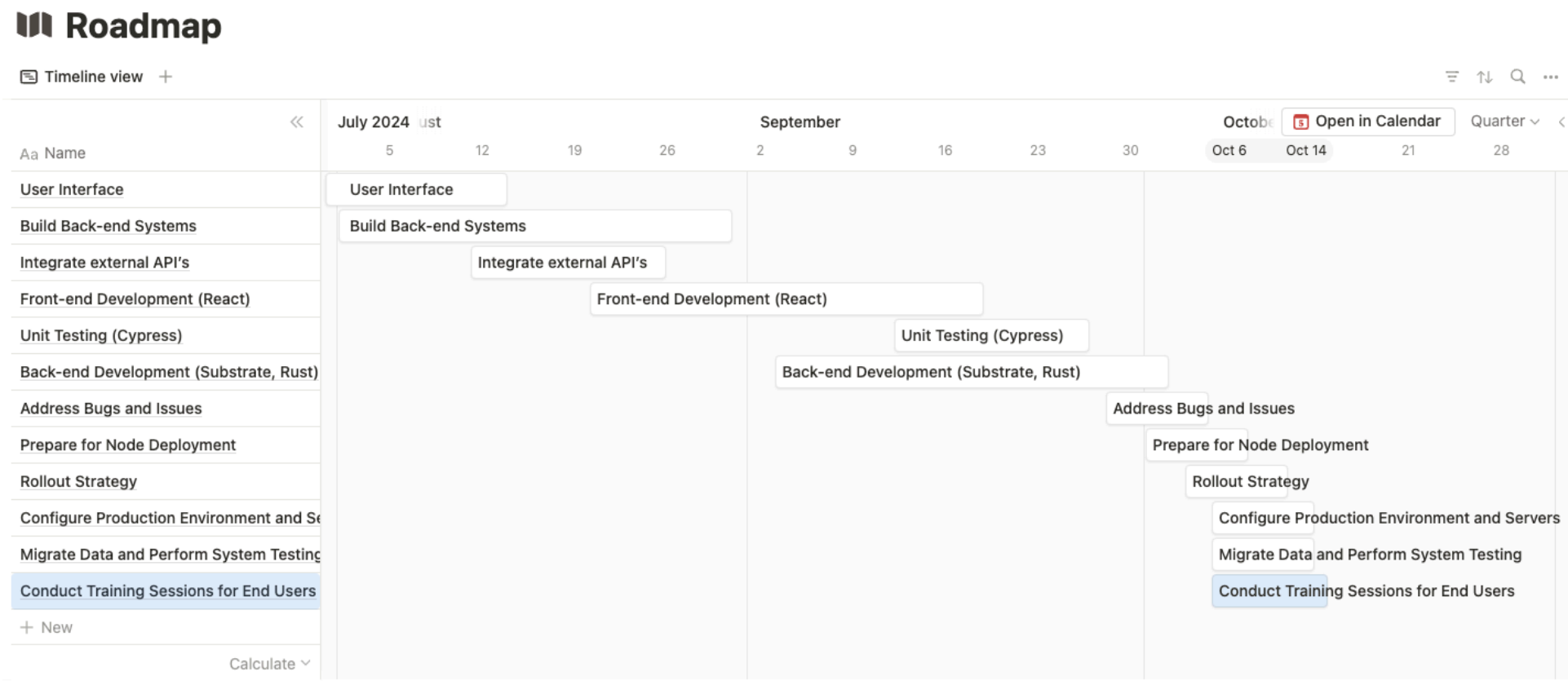
## Timelines



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**Budgets**

| | Hourly rate | Costs | Notes |
|---|---|---|---|
| **Milestone 1** | 80 €/hr | €80 (45 workdays * 6hr/day * 4 members)<br>= €80 x1,080 hrs. | The rates are the average industry rates for our country. |
| | €80 | €86,400 | Team (4 members):<br>● 1 Team Lead<br>● 1 Substrate Engineer (Limechain)<br>● 1 JS Engineer (Limechain)<br>● 1 UX/UI designer |
| **Milestone 2:** | 80 €/hr | €80 (30 workdays * 6hr/day * 3 members)<br>= €80 x 540 hrs. | The rates are the average industry rates for our country. |
| | €80 | €43,200 | Team (3 members):<br>● 1 Team Lead<br>● 1 Substrate Engineer (Limechain)<br>● 1 JS Engineer (Limechain) |
| **Milestone 3:** | 80 €/hr | €80 (30 workdays * 6hr/day * 3 members)<br>= €80 x 540 hrs. | The rates are the average industry rates for our country. |
| | €80 | €43,200 | Team (4 members):<br>● 1 Team Lead<br>● 1 Substrate Engineer (Limechain)<br>● 1 JS Engineer (Limechain)<br>● 1 Release Engineer |
| | | **= €172,800** | |

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## 3. Proposal report

### Success metrics

| Milestones | Deliverables | Targets | Notes |
|---|---|---|---|
| 1 | GitHub Repository Setup | 100 stars, 50 forks, and 10 pull requests within 1 month of the release | Data to be collected on GitHub. |
| | Version Control System Configuration | Version control evident in project commits and merges | Regular review of Git logs and collaboration tool usage. |
| | Project Structure Defined | All project files structured according to the defined structure | Regular code reviews and documentation audits. |
| | Development Environment Set Up | All team members able to work smoothly in the defined development environment | Regular check-ins and feedback from team members. |
| | Continuous Integration (CI) Pipeline Established | Successful automated testing and deployment evident in CI logs | Regular review of CI logs and pipeline performance. |
| 2 | Frontend UI Developed | User-friendly and visually appealing UI with positive user feedback | User feedback surveys and UX/UI audits. |
| | Backend Functionality Built | All backend functionalities integrated and tested successfully | Unit tests, integration tests, and end-to-end tests passing. |
| | Blockchain Components Integrated | Successful interaction with blockchain components with no critical bugs | Integration testing and blockchain node logs. |
| | Machine Learning Models Implemented | ML models integrated and providing accurate task recommendations | Testing against historical data and user feedback. |
| | Testing Conducted | Bugs and issues identified and resolved, high test coverage achieved | Testing reports and issue tracking. |
| | Debugging and Refinement Done | Smooth functioning of the platform with minimal bugs | Regular bug tracking and issue resolution. |
| 3 | Deployment to Testing Environment | Successful deployment with no critical issues | Monitoring of testing environment logs. |
| | User Acceptance Testing (UAT) Completed | Positive feedback from UAT participants, no critical issues found | UAT reports and user feedback surveys. |
| | Feedback and Issues Addressed | All reported issues resolved and feedback incorporated | Issue tracking and regular communication with users. |
| | Deployment to Production Environment | Successful deployment with no critical issues | Monitoring of production environment logs. |
| | Documentation and Training Completed | Comprehensive documentation available and training sessions conducted | User documentation review and training feedback. |
| | Launch and Marketing Done | Positive user response and increased platform visibility | Marketing analytics and user feedback. |

## 4. Payment conditions

- **Total Amount Requested:** The total amount requested is **€172,800.**
- **Conversion to KSM:** The amount will be converted to KSM using the current 30-day moving average as calculated below.

  50-day Moving Average KSM Price (USD): $ 23.60 (CoinCodex) (YCharts) (CoinDesk). (as of 2024-31-07)

  Convert to euros, this would be €21.77.

  We will calculate the amount in EURO by multiplying the requested amount by the KSM price:

  €172,800 / €21.77 = **7,937 KSM**

- **Payment installments:** We request that the payment be made in two equal installments.

  The first installment is to be made before the start of work but after successfully passing the governance vote.

  The second and last installment is to be made after the successful completion of the project.

- **Target Deliverables:** The items to be delivered are outlined in the milestones above. In summary, they will provide the following additional functionality.
  - Completion of pallets redesign with additional functionality.
  - Integration of TensorFlow components into the existing technology stack.
  - Redesign and reimplementation of DAO pallet and front-end application.
  - Design for integration with IPFS.
  - Completion of CI/CD pipelines and automated testing.

- **Communications**: We will provide a detailed report upon the completion of each milestone. Each milestone report will provide a detailed overview of the progress made, deliverables achieved, challenges encountered, and plans for the next phase of development.
- **Contact Information:**

  - Project Manager: Igor Stojanov
  - Email: igor.stojanov@universaldot.foundation

## Frequent Q's & A's

1. **Question:** How will you ensure that the machine learning models provide accurate task recommendations?

   **Answer:** We will ensure the accuracy of machine learning models by testing them against historical data and continuously gathering user feedback. Additionally, we will monitor the performance of the models and fine-tune them as necessary to improve their accuracy over time.

2. **Question:** What measures will you take to ensure smooth collaboration and version control in the project?

   **Answer:** We will establish clear guidelines for collaboration and version control, including branch naming conventions, commit message standards, and code review processes. Additionally, we will use tools such as GitLab to track and manage changes, and we will conduct regular code reviews to ensure adherence to best practices.

3. **Question:** It's crucial to ensure that the platform's UI is user-friendly and visually appealing. How will you gather user feedback on the UI?

   **Answer:** We will gather user feedback on the UI through user testing sessions, surveys, and analytics. Additionally, we will monitor user interactions with the platform and conduct usability testing to identify any pain points or areas for improvement.

4. **Question:** What steps will you take to address any bugs or issues identified during testing?

   **Answer:** We will prioritize and triage bugs and issues based on severity, with critical issues addressed immediately. We will maintain a transparent issue tracking system and communicate regularly with stakeholders regarding the status of bug fixes. Additionally, we will conduct thorough regression testing to ensure that bug fixes do not introduce new issues.

These are some of the comments, questions, and answers related to the proposal that have been discussed on various communication channels.

## 7. Why Kusama Network?

We chose to build on the Kusama network for several reasons:

- **Interoperability:** Kusama's unique design allows different blockchain to interoperate, enabling seamless communication and the transfer of assets and data between chains. This interoperability opens up new possibilities for our platform, allowing us to integrate with other blockchain networks and projects

easily.

- **Scalability:** Polkadot's scalable and parallel architecture is well-suited to
- handle the growing demands of our platform. By leveraging Kusama's sharding capabilities, we can ensure high throughput and low latency, even as our user base grows.
- **Security:** Kusama's shared security model provides a high level of security for our platform. By connecting to the Kusama network, we benefit from the combined security of all parachains, ensuring the integrity and reliability of our platform.
- **Community:** The Polkadot community is vibrant and diverse, with a strong focus on innovation and collaboration. By building on Polkadot, we gain access to this community, allowing us to collaborate with other projects, attract users and developers, and grow our platform.

Overall, we believe that Kusama provides the ideal foundation for our platform, offering the scalability, security, and interoperability that we need to succeed. We are excited to be part of the Kusama ecosystem and look forward to building and growing our platform on this innovative network.

8. **We'd love to hear about how you got to know about the Kusama on-chain treasury.**

We became familiar with the Kusama on-chain treasury through our research into blockchain funding mechanisms. As we explored different options for funding our project, we discovered the Kusama treasury and were impressed by its transparent and decentralized approach to funding. We conducted further research into the spending mechanism and the governance process, which convinced us that the Kusama treasury was the ideal source of funding for our project.

9. **Question:** It's great to see the focus on community engagement. How do you plan to encourage contributions and engagement on GitHub?

**Answer:** We plan to encourage contributions and engagement on GitHub by actively promoting the project within relevant developer communities, providing clear documentation, and offering guidance to potential contributors. We will also actively review and respond to pull requests and issues to foster a welcoming and collaborative environment.

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**Important Links:**

| | |
|---|---|
| **Website** | https://universaldot.foundation |
| **dApp Landing page** | https://universaldot.me |
| **dApp** | https://app.universaldot.me |
| **dApp documentation** | https://docs.universaldot.me/ |
| **GitHub** | https://github.com/UniversalDot |
| **Twitter** | https://twitter.com/Universaldot_ |
| **LinkedIn** | https://www.linkedin.com/company/universaldot-foundation |
| **YouTube** | https://www.youtube.com/@universaldotfoundation |