

# Marketing Bounty Proposal

**Marketing Bounty Curator Pure Proxy address:**

14WjkhgfbD98TA2SuJiqnrhhPCmpfCFVtQ46Zcr4DEAwegQi

**Marketing Bounty Curator Team Multisig:**

15M1UrMSSQTfSdNg94cEiydEtYQGgUg5wawnYczYaAU8RwvQ

**Date:** 19/12/2023

**Requested allocation:** 90,000 DOT

**Short description:** Proposing a bounty managing content creators activities in the Polkadot ecosystem, distributed through child bounties by the curators set.

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## 1. CONTEXT

The Polkadot Open Governance official went live on June 15, 2023, bringing a fresh wave of ideas from the Polkadot community. There have been a total of over 307 proposals spanning various categories officially put forth on-chain after just 6 months.

There are [98 proposals](#) related to marketing (content creators, amplification, hackathon, etc.), accounting for nearly 1/3 of the total proposals present on Polkadot OpenGov. This demonstrates the keen interest of many marketing entities/content teams eager to contribute to driving Polkadot's market development, as well as their willingness to adopt Open Gov, a key feature of the Polkadot Network and unique among other platforms.

Encouraging high-quality marketing and promotion applications from capable teams with well-structured proposals is crucial for upholding a sustainable foundation within the Polkadot ecosystem. This approach not only drives the expansion of Polkadot's ecosystem but also facilitates broader outreach and user engagement, ultimately fostering mass adoption.

This proposal enables marketing teams/entities to present their initiatives as child bounty, which will then undergo assessment by experienced curators within the Polkadot ecosystem.

This process facilitates faster award for contributors while ensuring trustworthy allocation of common-good resources (**Polkadot treasury**).

## **2. PROBLEM STATEMENT**

Some current issues related to marketing proposals:

- Insufficiently robust investment in marketing about the Polkadot ecosystem diminishes the general crypto community's interest in the ecosystem, as well as reducing the appeal for developers to engage in building projects.
- Diverse marketing qualities and perspectives within the ecosystem, especially among significant stakeholders, generate unwarranted negativity.
- Varying values presented in different proposals create significant disparities when balancing budgets.
- Low-quality proposals and lack of verification lead to the potential for fraudulent activities.

Furthermore, there are certain risks and potential benefits directly impacting the Polkadot ecosystem behind these proposals, which the general community might not spend much time researching, and still make voting decisions, resulting in inefficiencies.

## **3. PROPOSAL OBJECTIVES**

The goal of marketing bounty is to reward marketing teams/entities for their effort and bring enormous traction for the whole Polkadot ecosystem, push Polkadot back to the top list and become a real “community protocol”.

In this proposal, we are proposing a set of 8 main curators who will be responsible to curate marketing-related proposals with different categories:

- (1) Approach new target audience/users.
- (2) Retain Polkadot ecosystem lovers, daily users.
- (3) Educate, and produce tutorial contents for users/developers.
- (4) Manage local communities (ecosystem update/users support/developers engagement).

- (5) Amplify branding for high-trusted ecosystem agents.
- (6) Sponsorship for specific occasions (F1 Race, Super Bowl, etc).
- (7) One time campaign (1 specific event generated by several influencers).

#### **4. BOUNTY CURATORS CANDIDATES**

With this marketing bounty curator proposal, we gather a group of 8 good reputed contributors for the Polkadot ecosystem, including Investors, Advisors, Frontier Partnership, trusted DOT-exclusive marketing team members.

##### **<Giotto de Filippi>**

- Areas of Expertise: Marketing
- Polkadot Address: 1EpEiYpWRAWmte4oPLtR5B1TZFxcBShBdjK4X9wWnq2KfLK
- Polkadot contributing roles: Polkadot Early Investors and currently dedicated to support Polkadot's Marketing Initiatives.

##### **<Mark Cachia>**

- Areas of Expertise: Business, Investment
- Polkadot Address: 16mCcowZacAdg1vw5oDxpwrk8EhRAVfZhCLB6W9vwxet8zkc
- Polkadot contributing roles: CEO at Scytale Digital, invested to Polkadot.

##### **<Rish>**

- Areas of Expertise: Business Development, Growth Hacking, Enterprise Partnerships
- Polkadot Address: 16MWDhu1FZ33x6AUKwoCEKdW5ssEa3zpzsDobcjinH6L8awKh
- Polkadot contributing roles: Growth Head, KILT, Founder - Polkadot Now India, Early investor in Polkadot.

##### **<Fabio>**

- Areas of Expertise: Marketing
- Polkadot Address: 15PzE4A3g1PwucqexhQeFVSqYc8wCmG6kdwq9sKLd9nSD5Yh
- Polkadot contributing roles: Polkadot Early Investors and currently dedicated to support Polkadot's Marketing Initiatives.

##### **<Cris Nguyen>**

- Areas of Expertise: Partnership, Marketing, Information Analytics

- Polkadot Address: 13Ec62Cvw9jmPxA23EidSwASPs9X2Vohqv9RCogCfDvXC4c8
- Polkadot contributing roles: Co-Founder/Project Manager at Polkadot Insider, Polkadot Ambassador in SEA market, Vietnamese BDM at Moonbeam Network.

#### <Jay Chrawnna>

- Areas of Expertise: Polkadot Comms
- Polkadot Address: 12WWjrZGuVxyk5AyFeDGaN45J1FJ6MesXRxhmY41rhKxL961
- Polkadot contributing roles: Director of The Kusamarian

#### <Luca Poggi>

- Areas of Expertise: Infrastructure, Community Building, Business
- Polkadot Address: 14icei1ZMoG9QtKBFDk4y1eMR756q2TREuRAi2BanJ9MJVPL
- Polkadot contributing roles: Founder of Iceberg Nodes, Co-Founder of Polkadot Italia, Polkadot early investor.

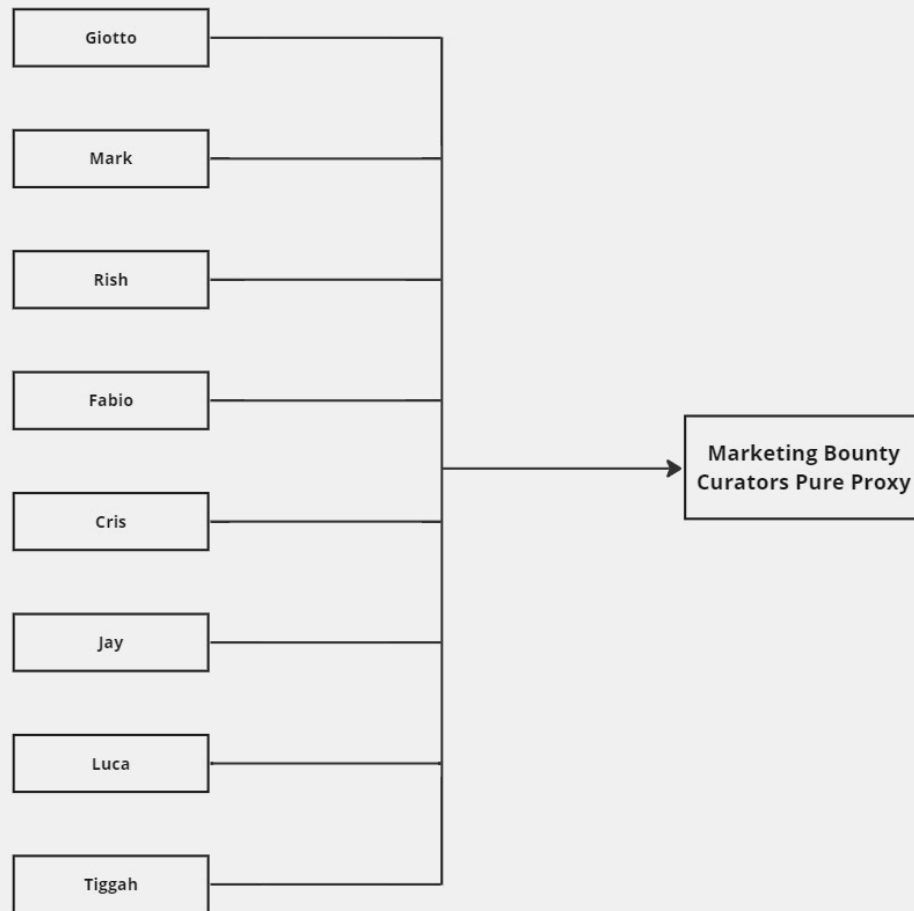
#### <Tiggah>

- Areas of Expertise: Grassroots Marketing, Community Building, Due Diligence Analysis
- Polkadot Address: 1Z8XUC2wsUMnHfPVHH4rZWfiHga2BqpH5AZYDcJj4yAEkbY
- Polkadot contributing roles: Early investor on Polkadot, Head of Growth at Moonsama.

Additionally, this curators set agrees on applying the multisig with a proxy account (following Events Bounty new setup).

In order not to abuse the multisig / pure proxy system in assigning the curator role to the bounty, in the event that at least 50% of the multisig members are replaced compared to this initial list, a new referendum to accept the new set of curators will be posted.

#### Marketing Bounty Curators 4 of 8 Multisig



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Responsibilities of curators include:

- (1) Review weekly submissions.
- (2) Verify identity of proposers.
- (3) Help review and qualify basic information (proposers' achievement, metrics, unit cost, KPI).
- (4) Call with necessary proposers to qualify their request.
- (5) Answering feedback, questions from the community, proposers in email ONLY.
- (6) Create child-bounties.
- (7) Generate reports, Livestream to discuss publicly with the community.

## 5. CURATORS REWARDS

Curators will dedicate a minimum of 7 hours per week to fulfill their assigned responsibilities, along with continuous communication with the community for discussions and a better understanding of community preferences to make informed decisions.

We propose a compensation rate of **\$50 per hour** for working hours, capped at **7 hours per week**. If they exceed this limit, no additional compensation will be provided. Compensation to curators will be provided via child bounties on a monthly basis.

However, within the curator set, some individuals hold positions as significant investors and won't directly operate most tasks. They will have the option to refuse such compensation. In that case a child bounty for them will not be issued.

## 6. BOUNTY MANAGEMENT

**Define necessary criterias to apply bounties as a proposer**

- (1) Proposer complete on-chain identity verification.

Proposer:   **CrisNguyen** (Green tick acquirement is compulsory)

- (2) Join this group ([link](#)) to present your proposal (with personal/entities account). In case the proposer is a marketing agency, will do the same, only trusted agencies are supported.
- (3) Proposer has a strong case study of achievement as proof of work relating to the proposer's Polkadot treasury's proposals.
- (4) Be respectful to the Polkadot community, and have basic interest in the Polkadot ecosystem.

### Bounty spending

As marketing proposals come in various formats and with different categories levels, we propose introducing 7 spending categories to facilitate easier accessibility and exchange of information. This also helps the main curators have a general look of how marketing budget is spending and make better decisions.

### Why are these categories?

### **(1) Approach new target audience/users.**

With the rapid advancement of Polkadot technology, upcoming releases like Coretime, CoreJAM, and notable upgrades within parachains are geared toward creating trend-focused and essential use cases. Approaching new target audiences and users through fresh marketing teams, leveraging the existing appeal from the general market, is incredibly vital. This approach aims to generate substantial buzz, driving application-centric promotion, staking & governance demand, and enhancing the demand for Coretime/CoreJAM. Ultimately, this strategy will encourage better utilization of Polkadot's governance token and parachain tokens.

We are looking for: **new general** marketing **agencies, KOLs, influencers** in several Web 3.0 aspects with **EXISTING good -> big impact in creating narratives**. *Strong accomplishment and case studies from proposers are necessary to proceed assessment.*

### **(2) Retain Polkadot ecosystem lovers, daily users.**

We see contributive social channels that actively support Polkadot daily with high quality and abilities to grow themselves among the community, fostering loyal trust in the Polkadot ecosystem are necessary to maintain operations and become the users' funnel, making Polkadot becomes an EVERYDAY routine.

We are looking for: **Polkadot-native channels** with amazing & continuous contributions go through the bear/bull time and grow significantly with increasing metrics, and gain the love from the community.

### **(3) Educate, Tutorial contents for users/developers.**

Blockchain is complex, let's make users' and developers' lives easier. We believe creating useful materials/resources for educating users/developers worldwide is incredibly important. Of course, there have been many high-quality educational videos funded, so we also welcome ideas related to building a system of educational content involving the best content creators and finding ways to diversify and promote approaches to the community.

We are looking for:

- **Dev-Rels in Polkadot diverse parachain ecosystem, or local dev-rels** have strong interest in PolkadotSDK to create educational systems for **other**

**ecosystem's developers, new generation developers** to join the builders' home of Polkadot.

- **High-educational KOLs/influencers/organizations** who are dedicated to bring Polkadot education to a wide global community.

**(4) Manage local communities (ecosystem update/users support/developers engagement).**

Localized marketing is crucial, it ensures that our content resonates with diverse cultures (in wordsplay, art, people's ideal thoughts), fostering deeper connections and understanding among our target audiences. By tailoring local markets, we significantly increase our relevance and appeal, enhancing probability of meaningful engagement, building local trust and converting to lasting loyalty.

We are looking for: **content creators**, impactful Polkadot **local speakers** (Ambassadors), **artists/art communities** who are interested in Polkadot, NFT, and Web 3.0 technology, and **community partners/developer communities** to help Polkadot nurturing local communities. **(For local events, I recommend going to event bounty).**

**(5) Amplify branding for high-trusted ecosystem agents.**

There are numerous social accounts contributing significantly and building a Polkadot-native branding. However, this invisibly creates a barrier to expanding the target audience by relying solely on Polkadot's interest nature. As a result, these prominent brands' campaigns are constrained by limited reach. Therefore, we believe emphasizing continuous strong contributions from media/educational brands is essential by utilizing third-party platforms to advertise their messages.

We are looking for: **ADS experts** who have **strong interest in Polkadot**, identifying the suitable strategy for amplifying contributive Polkadot-native social accounts, and they will work closely with the teams to get a bigger impact for the ecosystem. *Strong accomplishment and case studies from proposers are necessary to proceed assessment.*

**(6) Sponsorship for specific occasions (F1 Race, Super Bowl, etc)**

This could be one of the most intriguing endeavors Polkadot has ever undertaken: bringing the Polkadot branding into everyday human entertainment realms, partially

creating a memorable impression of the Polkadot brand and fostering necessary curiosity within the broader blockchain/crypto community to search and explore what the ecosystem is up to. Additionally, initiatives like these branding campaigns can attract potential business partners, ranging from big enterprises to Polkadot. However, since this initiative is undoubtedly resource-intensive, it will be carefully chosen and weighed against various factors to ensure maximum effectiveness.

***This initiative should be led and referred to by Polkadot-related's business department, Venture Capital, and Polkadot Early Investors.***

**(7) One time campaign (1 specific event generated by several influencers).**

For maximum effectiveness in specific large-scale campaigns related to Polkadot or the broader ecosystem, we encourage promotional efforts to create narratives tied to that campaign within a specific timeframe (1-2 weeks) and to be amplified by numerous influencers.

We are looking for: **well-known & trusted marketing agencies** who have diverse relationships with KOLs/influencers in the space to help Polkadot amplify the messages as big as it could. We just need one content/ per team, so the budget will have limitations for each campaign. *Content creators/KOLs/influencers who get funding from all above segments will need to cooperate with this campaign and we don't fund extra for this if the funded amount is still valid.*

**Proposal communication channels and management tools**

The Bounty process would create streamlined and accessible communication pathways between main curators and marketing teams/entities, and we established an official email contact [polkadotmarketingbounty@gmail.com](mailto:polkadotmarketingbounty@gmail.com) with other management platforms to cooperate with proposers.

Besides, there are several managing procurement of professional tools (Notion, Google Organizations, Figma, Typeforms, etc), this child bounty would be set up by main curators to make a professional working process while the bounty is on-going, and be refunded by a child-bounty.

## **Application process for child-bounty proposers:**

Applications for a child bounty can be submitted by anyone who has expertise in Marketing & PR, Education who has strong interest in bringing Polkadot to the global community, and passed the **proposer's criterias list**.

For categories **(1) -> (6)**, the proposer needs to fill this [marketing bounty application](#).

Make sure to choose the specific category you need to do.

For categories **(7)**, with the need of quicker response and process to manage the narratives on time for the whole campaign, proposers need to fill this [one-time campaign form](#).

The main bounty curators will check the application weekly, and this is the process:

- Verify all needed criterias of proposers to start proceeding (for on-chain, will check through Polkadot address).
- Send an email to proposers to book a meeting call to qualify expectation.
- Comment and request adjustment directly to the proposal documents.
- Start voting circle with multisig board.
- Create child-bounties and reward proposers.

## **Conflicts of interest**

Main curators have an agreement on executing this bounty as voluntary contributors without payment for operation. Main curators of the parent bounty are allowed to become beneficiaries of bounty spending, however, there are general rules that address conflicts of interest:

1. A curator member cannot be involved in creating a child bounty that they themselves will benefit from.
2. No curator member can simultaneously act as both a curator member of a child bounty and authorize the multi-sign key if they are to receive the benefits.
3. The recipient of a child bounty is prohibited from using the funds to offer bribes or tips to curator members.

Additionally, [Polkadot Insider](#) and [The Kusamarian](#) won't be beneficiaries of this initiative but go to referendum with the community voting decision.

## Report system

Following the "Decentralized Future" standard at the forefront of this bounty, we will diligently monitor the operations of marketing teams and their contribution to the Polkadot ecosystem. Additionally, we will continuously gather feedback from the community through survey mechanisms to assess suitable funding strategies.

Bounty Curators provide **on-chain reports** on Polkasassembly accessible for tracking purposes.

Main Curators will generate a 2 months report using a long-form structured report template using notion medium, publish on Marketing Bounty **X account** and host a monthly open mic session on a livestream to directly engage with the community and devise appropriate plans for the following month.

The information included in the report will encompass:

1. Expenditures by curators and beneficiaries in the previous period.
2. Total count of created, rewarded, & rejected child-bounties.
3. The on-going performance metrics of funded projects/teams.
4. Curators' projection for those spending.

What can the community expect in the livestream?

1. Brief important information relating to the report.
2. Discuss publicly why main curators approved those applications (the signed curators will expand the debate).
3. Which objectives have been effectively accomplished, which ones are yet to be optimized.
4. Open mic for anyone join the livestream (with camera opened).

## 7. BOUNTY PROJECTION

This bounty's curators are mainly strong native Polkadot contributors, we are strongly convinced the success of Polkadot marketing under the eyes of marketing & business experts, dedicated investors, and we are happy to learn what the community think, what the community want in decentralized manner and generate the best results for Polkadot.

With this initiative, we are creating a family of impactful voices in Polkadot, to bring Polkadot to everyday life of the community.

### FAQ

1. Who can be child bounty curators?

The primary bounty curators will function as child-bounty curators. Moreover, sub-curators.

2. What is the best way to check the progress?

Bounty Curators provide **on-chain reports** on Polkasassembly accessible for tracking purposes.

3. How can we contact the manager of the funds?

Email: [polkadotmarketingbounty@gmail.com](mailto:polkadotmarketingbounty@gmail.com)