
Treasury Proposal: [[Markedot.com](https://markedot.com), Marketplace Partnership]

Proponent: 149E398miYahbDHQy1djSf9bxmnJvEH9pkUn9j8vtJah5nf3

Date: October 2023

Requested DOT: **3,535 DOT** (\$14,100 USD) (\$ USD/DOT on the EMA30 on [Subscan](#) at the time of submission).

Short description: This proposal aims to finance the management of the sale of items with the polkadot and kusama brands through markedot.com, which includes t-shirts, caps, mugs, stickers, hoodies, bags and much more. 100% of the profits from the sales of said items will go to the treasury and can be used at the convenience of the community.

1. Context of the proposal

Online stores have become the preferred way to purchase clothing and accessories for a large number of consumers around the world. E-commerce has allowed brands to reach a wider audience, without geographical limitations, and has opened new growth opportunities for companies.

Businesses are no longer restricted to selling only in their physical stores or local markets, and can now reach a global market online. With just a few clicks, consumers can purchase clothing and accessories from anywhere in the world.

Additionally, e-commerce has made it possible for consumers to have access to a much greater variety of fashion products. In online stores, consumers can find a wide range of products that may not be available in their local area.

It is estimated that the global turnover of e-commerce will reach around 6 trillion euros in 2023 and will exceed 7 trillion euros by 2025.

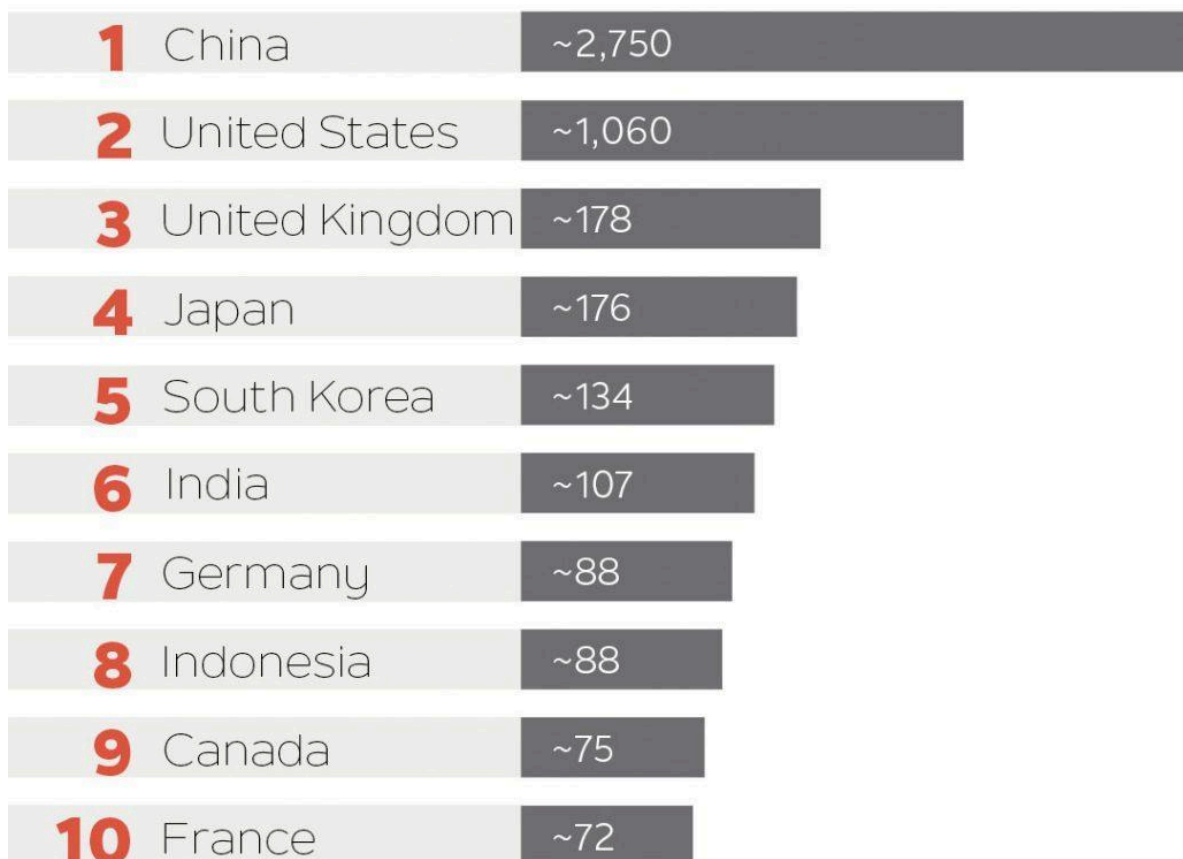
According to data from Eurostat's eCommerce statistics for individuals in the European Union, in 2022, almost 70% of Internet users made an online purchase in the 12 months prior to the survey. The average number of EU internet users who make online purchases is 68%. While the Euro zone average is slightly higher, with 69% of Internet users buying online.

The Polkadot community is the pillar of its ecosystem, the way in which it has mostly been trying to attract users has been through the creation of content and holding in-person events in different locations around the world, many of the Polkadot holders and Kusama identify strongly with the brand and want to represent the project at every opportunity that arises.

One way to promote brands is through everyday items such as t-shirts, caps, tennis shoes, among other items. This is because each person who wears the logos of a project on their t-shirt generates an impact by making said brand known in their community. We can see this in well-known brands such as Nike or Adidas among others. Although it is true that at in-person events blockchain projects usually give away t-shirts, caps and other items, not all holders or users interested in the project have the possibility of attending in-person events, and to date there is no unified platform where users can purchase their favorite items from their projects.

Top 10 eCommerce markets 2022

retail sector | billion Euros



Most online purchased products in the European Union in 2022.

Moreover, according to data from Eurostat, these were the most online purchased products in the EU in 2022, during the three months previous to running the survey:

1. **Clothes, shoes and accessories (38%).**
2. Films and series streaming or download (17%).
3. Food delivery and catering services (17%).
4. Furniture, home accessories and gardening products (15%).
5. Cosmetics and beauty and wellness products (15%).
6. Music streaming or download (14%).
7. Printed books, magazines and newspapers (13%).
8. Computers, tablets, mobile phones and accessories (12%).
9. Medicine and dietary supplements (11%).
10. Toys and items for children (11%).

<https://www.stackscale.com/blog/ecommerce-statistics-growth/>

In summary, according to eCommerce statistics worldwide, the eCommerce market has not stopped growing during the last decade and it is expected to continue growing.

The number of users that purchase products and services online keeps rising, along with the number of Internet users, and businesses need to keep up with innovation in order to meet customers demands and not fall behind. To do so, companies leverage the flexibility, performance and availability offered by eCommerce cloud solutions.

2. Problem statement

Which problem(s) is this proposal trying to solve?

DAOs need business models that allow them to ensure the continuity of their project and therefore of their community; this can only be achieved by generating income that allows the DAO to continue its operations.

Another area of opportunity is seen in the number of events that take place each year in the Polkadot ecosystem. For each event, merch is delivered to in-person attendees, however, there is no unified platform that allows participating organizers and projects (Polkadot, Kusama, Parachains, NFT Marketplaces) to purchase these items.

Users and Token holders do not have a unified site where they can purchase their favorite items from their respective projects. It is important to mention that not all users or holders have the

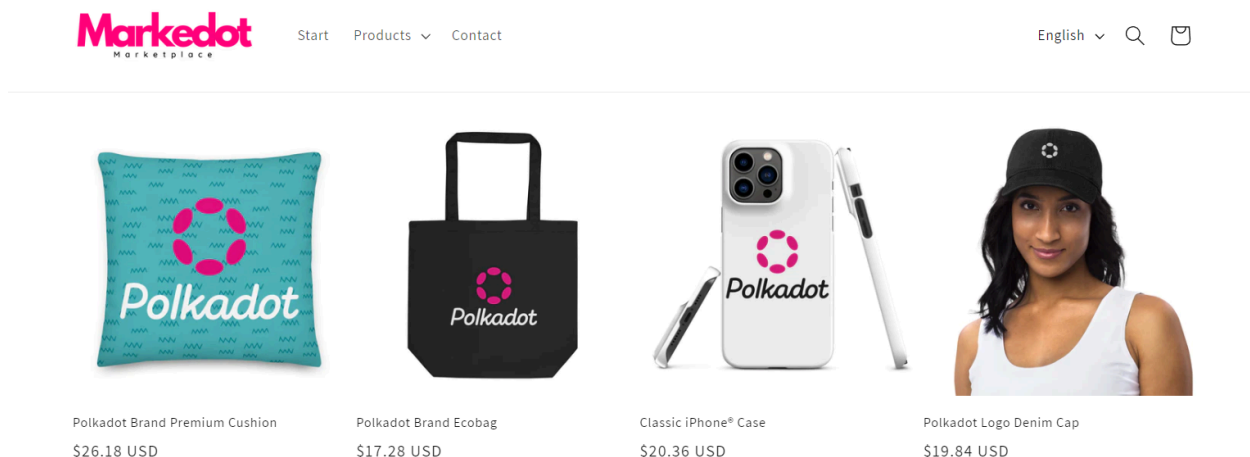
opportunity to attend in-person events, which is why it is important to have a platform where they are allowed to purchase the items of interest.

The NFT Marketplaces and NFT artists in the ecosystem (Polkadot, Kusama, Parachains) do not have a unified platform where they can sell physical items with their own designs for their clients or users.

3. Proposal objective(s) or solution(s)

What is the goal of the proposal?

Markedot.com was founded to help different brands or projects both inside and outside of Blockchain to generate income through their brand and at the same time promote their brand through a Marketplace that allows its users or clients to buy their favorite items of their favorite brands or projects.



How do we do it?

Here's how the Polkadot community will generate profits by selling items through Markedot.com:

1. T-shirts, caps, mugs, stickers, posters, jerseys, etc. will be sold. The above items will feature a print of the Polkadot and Kusama logos. These items can be purchased both by organizers of events held around the world as well as by individual users or token holders who wish to purchase items from their favorite project.



MARKEDOT

Polkadot Brand Unisex Eco Essential Hoodie

\$ 898.00 MXN

[Shipping](#) calculated at checkout.

Color

French Navy

Black

Canyon Pink

White

Size

S

M

L

XL

2XL

Quantity

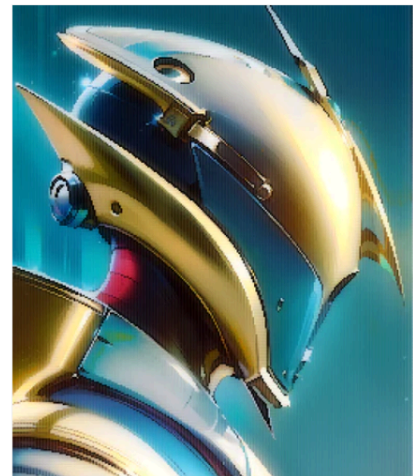
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[Add to cart](#)[Buy with PayPal](#)[More payment options](#)

Estimated delivery to Mexico Oct 3-12

[Polkadot Decoded 2023 Gold Tier POAP](#)

2. NFT Marketplaces and NFT artists in the Polkadot and Kusama ecosystem can also enter into a partnership with Markedot.com to generate income from the sale of items that can return them a profit for their work and incredible art.

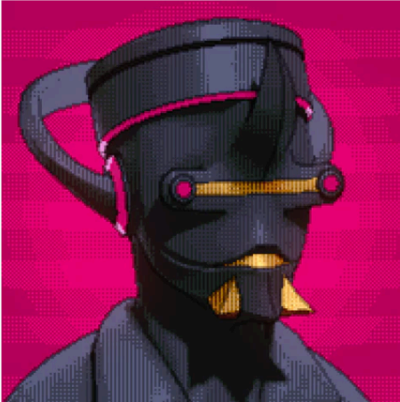



Buy with **PayPal**

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Estimated delivery to Mexico Oct 3-9

Polkadot Decoded 2022 POAPs Tier 1



Polkadot Decoded 2022 POAPs

This t-shirt is comfortable, soft, light and a perfect fit. It's an ideal addition to any closet!

3. How are profits distributed between the Polkadot community and Merkadot.com from sales of items bearing the Polkadot and Kusama brands? To do this, let's look at the following case as an example (the figures and prices are examples)

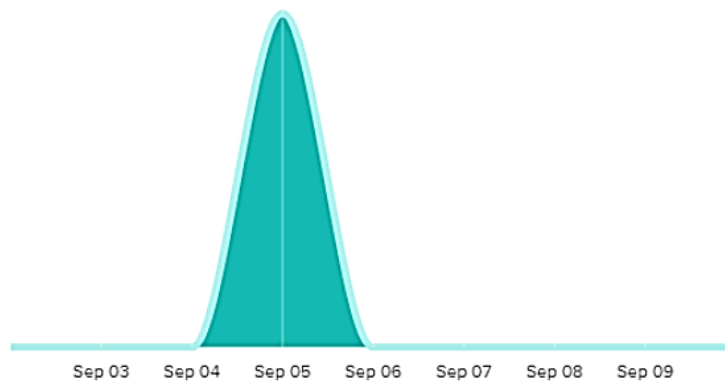
Item	Cost of Item	Sale Price of Item	Gross profit	Profit after taxes	Profit for Polkadot DAO (100%)
Polkadot Logo T-Shirt	100	200	100	80	80

4. In the previous example, a profit of 80 was obtained from the sale of the item, of which 100% goes to the Polkadot community.
5. Please note that we use print on demand system so the delivery times for items may vary depending on your location and also consider that only sells of items with Polkadot and Kusama brand will earn profit for Polkadot community.
6. A monthly report will be issued with details of the profits generated through the sale of items bearing the Polkadot and Kusama brand.
7. Once the monthly report is shared with the Polkadot community, the corresponding amount will be sent to the Polkadot Treasury.
8. Example of some metrics that are attached to the monthly report:

Order chart

1 orders this period

Avg. orders per day	Avg. items per order	Avg. Printful costs
0.17	1	MXN\$ 464.72



Date	Orders	Costs	Profit ⓘ
Total	1	MXN\$ 464.72	MXN\$ 137.83
Sep 03	0	MXN\$ 0	MXN\$ 0
Sep 04	0	MXN\$ 0	MXN\$ 0
Sep 05	1	MXN\$ 464.72	MXN\$ 137.83

Summary

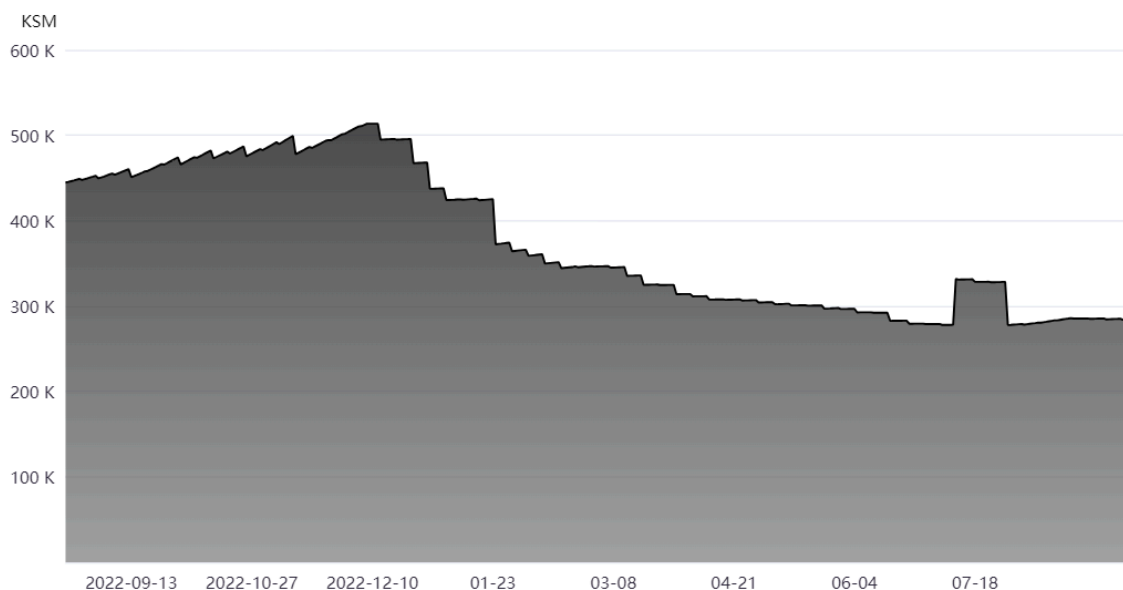
	COUNT	GROSS	FEES	TOTAL
Charges	1	\$665.92	-\$31.29	\$634.63

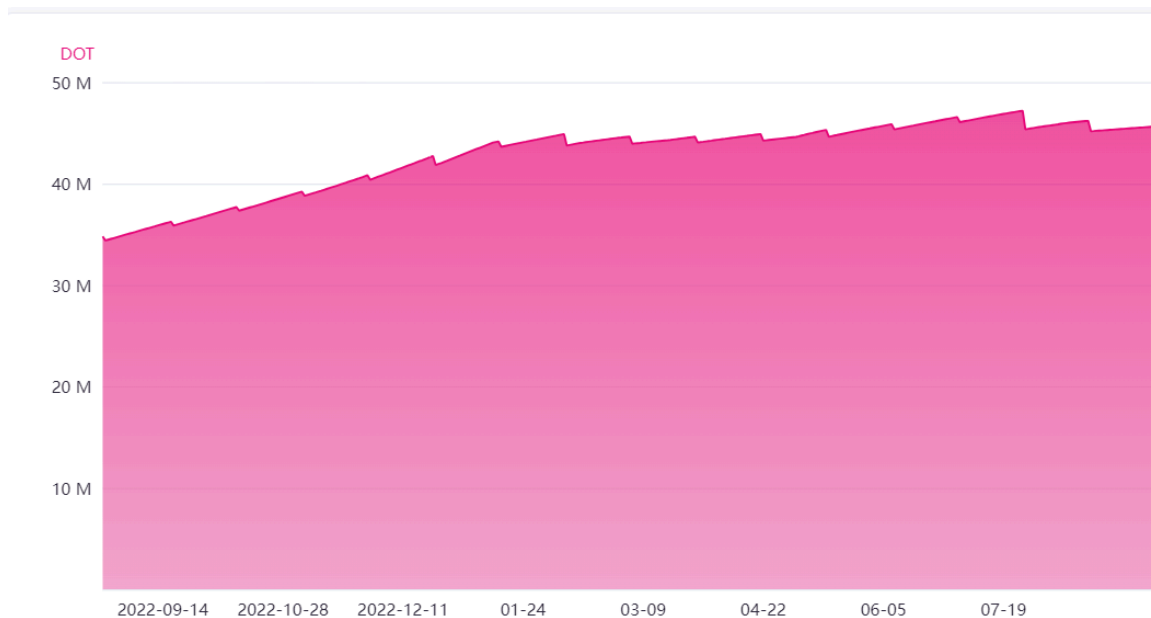
Item	Sale Price of the Item	Costo of the Item + Shipping	Tax 16%	Gross profit	Commission s from payment providers	Net profit	Profit for Polkadot DAO (100%)
Polkadot T-shirt	665.92	464.72	63.44	137.76	31.29	106.47	106.47

a. How does this proposal change the network?

It is positive for the Polkadot Treasury to have links with projects that help it generate income so that Polkadot can focus on the pursuit of its objectives and mission, and in this way the community can continue its growth.

Comparing [Kusama](#) and [Polkadot](#) treasuries income from September 2022 to September 2023.





b. Who does this solution help?

How does the Polkadot community benefit from this proposal?

1. The community will generate profits by selling Polkadot and Kusama branded items. These profits will be sent to the Treasury where the community can use them at their convenience.
2. Event organizers in the Polkadot ecosystem will have a Marketplace available to purchase their favorite products and individual token holders or Polkadot enthusiasts will have a Marketplace available to purchase their favorite products.
3. By selling items that carry the Polkadot and Kusama brand, both ecosystems are made known, this is because each person who buys an item with the Polkadot and Kusama logos indirectly becomes an ambassador who publicizes the projects in their social environment.
4. Markedot.com provides one more alternative to generate income for NFT Marketplaces and NFT artists in the Polkadot and Kusama ecosystems.
5. One of the objectives of Markedot.com is to partner with different projects (Parachains, NFT Marketplaces, NFT Artists) which will translate into more traffic on our Marketplace which in turn will be reflected in more sales for the brands on our platform.
6. Users who use our Marketplace in search of articles from projects other than Polkadot or Kusama, once inside the site they will be able to see the products offered with the Polkadot and Kusama brand, which works as a hook not only to get more sales, but also to attract new users to the ecosystem.

Milestones

Milestones	Tasks	Deliverables	Notes
1 (October 2023)	1.1 Design and incorporation of products with the Polkadot and Kusama Brand.	https://markedot.com/collections/polkadot	Design of the articles that will be published in our Marketplace.
	1.2 Create the item collection for Polkadot and Kusama.	https://markedot.com/collections/polkadot	Creation of the collection and publication of each of these items in our marketplace.
	1.3 Configuration of suppliers and shipping for the different regions where we will offer the sale of the items.	https://markedot.com/collections/polkadot	Configuration of suppliers and shipping options for different countries was made.
2 (November 2023)	2.1 Management of items and product orders with Polkadot and Kusama brands in the Marketplace. Management and incorporation of new collections.	First monthly report corresponding to November 2023.	This task refers to the work of managing orders related to the Polkadot and Kusama brand. Order tracking from the moment the purchase is made until the customer receives the product. As well as customer service for issues related to your purchase. In addition, design of new collections.
	2.2 Marketing of Polkadot and Kusama Items. Social Media: X, Instagram, Tiktok.	First monthly report corresponding to November 2023.	This task refers to the entire sales effort, including social media marketing campaigns.
	2.3 First monthly report of income generated from the sale of items with the Polkadot and Kusama brands.	First monthly report corresponding to November 2023.	Progress needs to be evaluated by the Community.
3 (December 2023)	3.1 Management of items and product orders with Polkadot and Kusama brands in the Marketplace. Management and incorporation of new collections.	Second monthly report corresponding to December 2023.	This task refers to the work of managing orders related to the Polkadot and Kusama brand. Order tracking from the moment the purchase is made until the customer receives the product. As well as customer service for issues related to your purchase. In addition, design of new collections.

	3.2 Marketing of Polkadot and Kusama Items. Social Media: X, Instagram, Tiktok.	Second monthly report corresponding to December 2023.	This task refers to the entire sales effort, including social media marketing campaigns.
	3.3 Second monthly report of income generated from the sale of items with the Polkadot and Kusama brands.	Second monthly report corresponding to December 2023.	Progress needs to be evaluated by the Community.
4 (January 2023)	4.1 Management of items and product orders with Polkadot and Kusama brands in the Marketplace. Management and incorporation of new collections.	Third monthly report corresponding to January 2023.	This task refers to the work of managing orders related to the Polkadot and Kusama brand. Order tracking from the moment the purchase is made until the customer receives the product. As well as customer service for issues related to your purchase. In addition, design of new collections.
	4.2 Marketing of Polkadot and Kusama Items. Social Media: X, Instagram, Tiktok.	Third monthly report corresponding to January 2023.	This task refers to the entire sales effort, including social media marketing campaigns.
	4.3 Third monthly report of income generated from the sale of items with the Polkadot and Kusama brands.	Third monthly report corresponding to January 2023.	Progress needs to be evaluated by the Community.
5 (February 2023)	5.1 Management of items and product orders with Polkadot and Kusama brands in the Marketplace. Management and incorporation of new collections.	Fourth monthly report corresponding to February 2023.	This task refers to the work of managing orders related to the Polkadot and Kusama brand. Order tracking from the moment the purchase is made until the customer receives the product. As well as customer service for issues related to your purchase. In addition, design of new collections.
	5.2 Marketing of Polkadot and Kusama Items. Social Media: X, Instagram, Tiktok.	Fourth monthly report corresponding to February 2023.	This task refers to the entire sales effort, including social media marketing campaigns.
	5.3 Fourth monthly report of income generated from the sale of items with the	Fourth monthly report corresponding to February 2023.	Progress needs to be evaluated by the Community.

	Polkadot and Kusama brands.		
6 (March 2023)	6.1 Management of items and product orders with Polkadot and Kusama brands in the Marketplace. Management and incorporation of new collections.	Fourth monthly report corresponding to March 2023.	This task refers to the work of managing orders related to the Polkadot and Kusama brand. Order tracking from the moment the purchase is made until the customer receives the product. As well as customer service for issues related to your purchase. In addition, design of new collections.
	6.2 Marketing of Polkadot and Kusama Items. Social Media: X, Instagram, Tiktok.	Fifth monthly report corresponding to March 2023.	This task refers to the entire sales effort, including social media marketing campaigns.
	6.3 Fifth monthly report of income generated from the sale of items with the Polkadot and Kusama brands.	Fifth monthly report corresponding to March 2023.	Progress needs to be evaluated by the Community.

Budgets

Tasks	Date	Time	Hourly rate	Costs	Notes
1.1 Design and incorporation of products with the Polkadot and Kusama Brand.	October 2023	16h	\$50	$50 \times 16h = \$800$	Retroactive payment
1.2 Create the item collection for Polkadot and Kusama.	October 2023	8h	\$50	$50 \times 8h = \$400$	Retroactive payment
1.3 Configuration of suppliers and shipping for the different regions where we will offer the sale of the items.	October 2023	8h	\$50	$50 \times 8h = \$400$	Retroactive payment
2.1 Management of items and product orders with Polkadot and Kusama brands.	November 2023 to March 2024	20h (per month)	\$50	$50 \times 20h = \$1000$ $\$1000 \times 5 \text{ months} = \$5,000$	Monthly task from November 2023 to March 2024
2.2 Marketing of Polkadot and Kusama Items. Social Media: X, Instagram, Tiktok.	November 2023 to March 2024	15h (per month)	\$50	$50 \times 15h = \$750$ $\$750 \times 5 \text{ months} = \$3,750$	Monthly task from November 2023 to March 2024
2.3 Monthly report of income generated from the sale of items with the Polkadot and Kusama brands.	November 2023 to March 2024	15h (per month)	\$50	$50 \times 15h = \$750$ $\$750 \times 5 \text{ months} = 3,750$	Monthly task from November 2023 to March 2024
TOTAL COSTS				14,100 USD	For 6 months of work.

Team members

- **Luis:** [Polkadot Ambassador](#).

Luis is a computer systems engineer and has participated in the Polkadot ecosystem since 2022, spreading the word and attending events such as Polkadot Decoded 2023 that took place in Denmark and Polkadot Hub Mexico. Luis' main goal is to implement Polkadot Blockchain Technology for traditional businesses. [Here](#) you can find more information about him.

- **Isabel:** Polkadot Senior Ambassador.

Isabel from Spain has been contributing to the Polkadot ecosystem since June 2022 by creating content about Polkadot & Kusama on YouTube, Twitter and Medium (interviews, reels, newsletters, translations, articles and threads). She has also participated in Polkadot World event in Madrid as part of the Social Media Marketing team, and as MC at Polkadot Decoded 2023 in Copenhagen.

- **Erick Ramos:** Polkadot Senior Ambassador.

Erick is from Mexico, he has a great passion for the Polkadot and Kusama ecosystem since 2020. In 2022, together with other ambassadors, they created the Polkadot Mexico community to promote education and the adoption of the Polkadot ecosystem throughout the country's region. He has created educational content on twitter (X) and on YouTube in Spanish. He has great educational technical knowledge of different parachains of the ecosystem. Since when he participates in face-to-face events or conducts workshops, he does so in the best possible way so that the user learns correctly.

His favorite parachain is KILT Protocol since he is passionate about digital identity and partnership with Deloitte for the promotion of institutional and professional adoption for the Web3 ecosystem.

Success metrics

Monthly report. All the metrics will be collected in this report document. One report for each month during 5 months. From November 2023 to March 2024.

4. Payment conditions

Please specify any special conditions regarding the payment of this proposal.

- a. **Requests:** What is the total amount requested?

Total: \$ 14,100 USD

- b. **Developments:** Does each milestone represent an installment? If so, when are installments due?

N/A - 1 installment up front.

- c. **Accounts:** What is the Polkadot account address of the proposer?

This is the Polkadot account address with an on-chain identity attached:

149E398miYahbDHQy1djSf9bxmJvEH9pkUn9j8vtJah5nf3

- d. **Communications:** How can we contact the Project Manager? Does the project team have a spokesperson available to answer questions on [Polkadot Direction](#)?

Email: contact@markedot.com

Riot: @enriqueism:matrix.org

5. Comments, Qs&As

Include here any relevant public information, questions along with their respective answers about this proposal that have been covered on any communication channels to date.