Scytale Digital’s Involvement in the W3F Futures Program via PoKe – The Polkadot Key Account Unit

(Working Document)

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Foreword (TL;DR)

Scytale Digital and its partner, BOTLabs GmbH, propose to set up a business development unit focusing on large enterprise and government adoption for Polkadot and its ecosystem. We understand and acknowledge the necessity for onboarding new developers and appchain projects as the main focus for the W3F Decentralized Futures program. However, Polkadot is also a perfect fit for larger institutions. Onboarding these institutions will not only utilize large amounts of core time but also massively help Polkadot regain attention and re-enter the relevant set of blockchain infrastructure. This will be beneficial to the appchains and individual developers. Given Scytale's and BOTLabs’ proven track record of bringing big industry and government projects to the Polkadot ecosystem, we want to take responsibility for this effort through this newly formed entity.

1. Observations

Polkadot provides unique solutions for large institutions like banks, credit card issuers, big tech, and governments. When organizations want to collaborate without trusting one another, they need the security of a public permissionless blockchain. Polkadot parachains offer this security, allowing the consortium to limit access to nodes and on-chain information.

1.1. A consortium can run its own blockchain (parachain, appchain) and choose the degree of privacy and decentralization.

1.2. The consortium can decide by whom RPC nodes can be set up and accessed.

1.3. A lot of functionality is available through maintained pallets.

1.4. Communication with other parachains is available to stack functionality built by different teams (e.g., individual parachains for account management energy, supply chain, identity, etc.)

1.5. With existing EVM parachains and Beefy coming up, integration with implementations, e.g., on Ethereum, is possible.

1.6. Polkadot parachains offer low-cost transactions, stable blocktime, and high throughput rates, enabling use cases like CDBCs.

1.7. Polkadot allows setting parachain transaction costs to zero, enabling various services and business models.

2. Problem Description

2.1. Polkadot has not prioritized enterprise and government as target groups.

2.1.1. Over the past few years, there has been little outreach from Parity BD to enterprises and governments.

2.1.2. Cardano et al. lobbied at industry events, being visible as blockchain infrastructure, while Polkadot did not attend and hence was not part of important discussions and decisions.

2.1.3 Most of the resulting projects were paid for by the blockchain's foundations, had no ownership position within the big companies, merely served a marketing function, and ultimately failed or became insignificant.

2.2. Parachains did not develop according to the original plan.

2.2.1.All parachain slots were leased by small start-up companies, which could not show sufficient growth for big success stories of the Polkadot ecosystem.

2.2.2. The lack of big organizations with many users involved in Polkadot resulted in an adoption well below Polkadot's potential.

2.2.3. The small user base of the start-ups resulted in little use of allocated blockspace.

3. Our Approach

There will likely be funding for marketing and BD, driving the blockspace narrative and attracting new developers into the Polkadot ecosystem. We support that and acknowledge that the lion's share of the W3F funding is committed to that, however:

We suggest having a dedicated entity, focusing 100% on enterprises and governments. Here, the entity will not concentrate on dedicated verticals but on the USPs and strengths of Polkadot to drive solutions.

This dedicated entity would manage business development, lobbying, and pre-sales for Polkadot and the ecosystem in the following ways:

3.1. Identifying opportunities by general research and being present at

Blockchain-focused industry events – target markets will include banking, insurance, logistics, healthcare, big tech, food and beverage, renewable energy, media, etc.

Political gatherings – addressing CDBCs, digital identity, and automating governance processes.

Blockchain associations – with the focus on re-establishing Polkadot in the relevant set of blockchain technology and fostering connections to politics and industry

Vertical-specific conferences (as opposed to concentrating on blockchain conferences).

3.2. Filtering opportunities according to probability and fit for Polkadot

3.3. Establishing contacts with the decision-makers

3.4. Presenting Polkadot and its ecosystem as the solution

3.5. Involving W3F in conversations if a project seems promising

3.6. Drafting project scope

Leads would be handed over to agents or groups of agents inside the Polkadot ecosystem who proceed with MOU / LOI.

4. Terms of Operation

4.1. The entity will work transparently.

4.2. The entity will not be neutral or governed by the Polkadot community. The entity will make decisions on which actions to take and which Polkadot agents to involve at what stage per its deliverables.

4.3. Deliverables shall be defined and agreed upon by the entity and its funding entity, W3F, with reporting going to the W3F.

4.4. The entity will run on a cost-center model in the first year to benefit Polkadot and its ecosystem.

4.5. The entity shall be funded for one year by the Decentralized Futures Fund. After this year, the entity can either switch to a profit center model or apply for additional funding through OpenGov.

4.6. The entity will closely cooperate with the entities named in the coalition proposal.

4.7. W3F is expected to coordinate/moderate the coalition as an intermediary between the entity and potential “blockspace” marketing and BD organizations to avoid friction and unclear positioning of Polkadot.

4.8. W3F is expected to provide one senior executive to be involved in negotiations for promising projects.

5. Resources

5.1. Identifying projects and opening doors requires skills outside merely offering and presenting solutions.

5.2. Identifying projects and opening doors requires profound knowledge and contacts inside one vertical. It is still being determined where the opportunities will arise, so this function can not be set up in-house. The entity will outsource this function to Brunswick Group as they have already built a blockchain/ Polkadot knowledgeable team and have a partner network with connections to decision-makers in practically any significant vertical.

5.3. Offering and presenting solutions requires in-depth knowledge of Polkadot technology and the ecosystem overall, on top of the ability to come up with and present solutions. This function can only be built in-house and must be sourced from within the Polkadot community.

5.4. Negotiations with large entities always require direct, face-to-face meetings between senior executives. On the Polkadot side, this senior executive must be represented by W3F.

5.5. To function effectively and efficiently, the entity requires additional resources like a back office and ecosystem relations.