

Proposal: The operating cost for the research organization Polkadot Ecology Research Institute for 2023/10-2024/3

Proponent: 149FXUmHgg75z4sk2LzFDyctNLHhzhf2YxGMFHT7TakkbeQ7F

Date: 2023/10/18

Requested DOT: to be completed at submission, approx **104,760.00 USD**, approx **28010 DOT** total allocation for 2023/10-2024/3 depending on EMA(7) AVG rate (DOT =3.74 USDT) (from Subscan [here](#)).

Short description:

The proposal aims to seek support from the Polkadot Treasury for the 2023/10 - 2024/3 operating cost for the Chinese research organization Polkadot Ecology Research Institute, in order to create more original and quality Chinese content, and to relay the otherwise boring technical language to Chinese users in a colloquial way, so that Chinese users can have a real knowledge of Polkadot and increase the breadth of Polkadot in the Chinese market. On the other hand, we will also follow up on the outstanding projects of the Polkadot ecology to keep everyone informed of the latest developments of the Polkadot ecology.

Motion Introduction

It is used for the operating expenses of Polkadot Ecology Research Institute, the well-known Polkadot research organization in China, from October 2023 to March 2024 (6 months in total) to create more original high-quality Chinese content, and to popularize the original technical language. The method will be relayed to Chinese users, so that they will have a real understanding of Polkadot and increase the breadth of Polkadot in the Asia-Pacific market. We will also keep tracking and reporting on the excellent projects in the Polkadot ecosystem to bring the latest news of Polkadot to everyone. At the same time, we will carry out more interesting online activities to serve the Polkadot ecosystem. And we will continue to translate high-quality Chinese content overseas for global readers.

Background

Polkadot Ecology Research Institute is a research organization dedicated to studying and analyzing the development of the Polkadot ecosystem. Founded in 2020, our team comprises early participants and investors in the Chinese Polkadot community. With years of experience in the blockchain industry, we have cultivated a professional research and content production team. So far, more than 180 original articles and reports, each averaging over 5,000 words, have been output, generating a total of more than 60 million views across the internet. The content has received attention and recommendations from several renowned medias in the industry, and has been supported by Polkadot Treasury for six consecutive times. We aim to become one of the most influential Polkadot ecosystem research institutions globally.

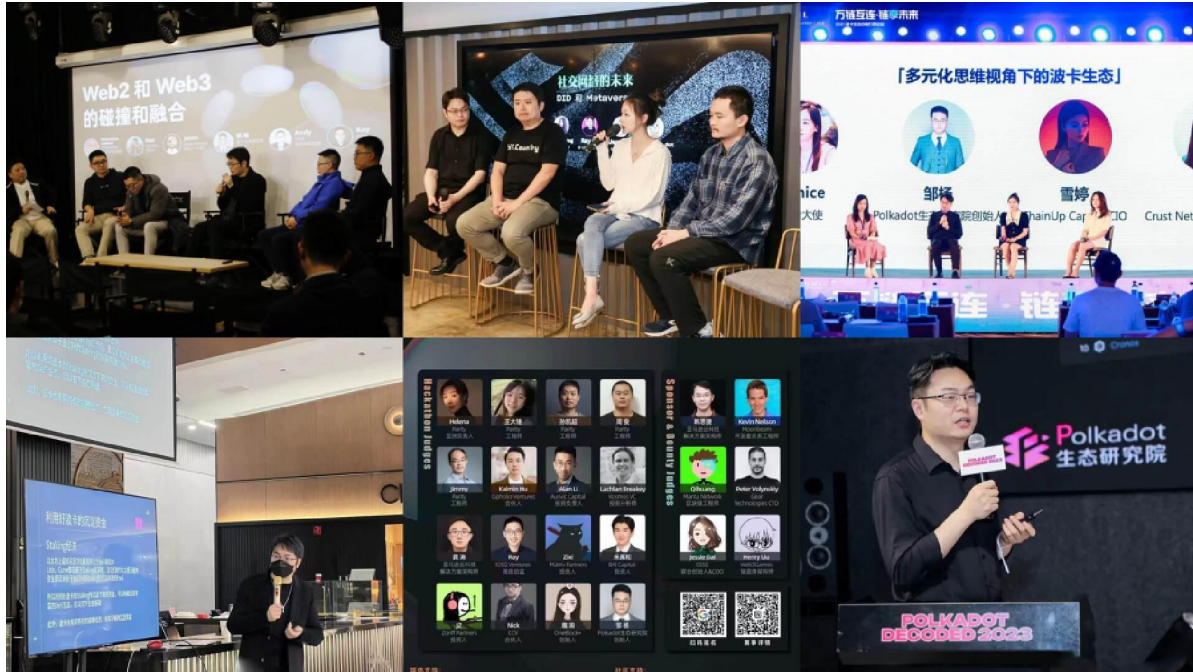
In the past three years, through our unremitting perseverance and efforts, we have made some good progress, and our influence in China has also increased. At the same time, our content has also won the favor of overseas users. The following is our current development progress:

(1) We have produced more than 185 original analysis reports and in-depth articles on Polkadot ecology, each one exceeds 5,000 words, and some even exceed 10,000 words.



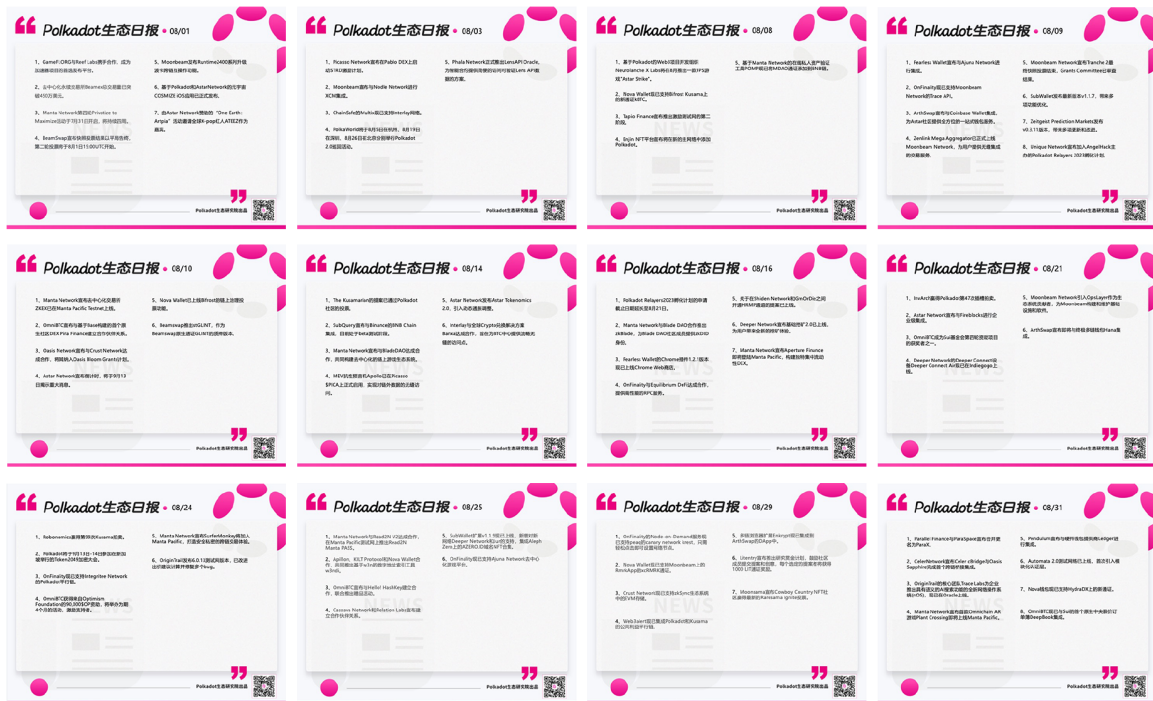
(2) So far, the content created by Polkadot Ecology Research Institute has exceeded 60 million readings on all the platforms through the entire network.

(3) We have also participated in 60 online/offline Polkadot events, popularizing Polkadot knowledge for more than 30,000 people, and participated in Polkadot Decoded sharing activities as a guest in 2022 and 2023. The following are some photos of the events:



(4) We have built a vertical community and telegram group of the Polkadot ecosystem. So far, there are more than 2,000 users of the two communities.

(5) On weekdays, we share the Polkadot Ecosystem Daily Report in more than 34 Polkadot communities (including communities of our partners) in China, covering more than 13,000 people.



(6) We also have produced the content of the first Polkadot Knowledge Graph in China, and 110 graphs have been produced so far. The content has been widely disseminated and shared by some communities, and a poster of the Polkadot Knowledge Graph has been produced for convenience to spread.

波卡● 知识图谱 110期

Polkadot
生态研究院出品





(7) At present, we have built partnership with a lot of well-known blockchain medias like Tencent News, Jinse Finance, MarsBit News, Odaily, Tuoluo tech, CC Value, Huoxun Finance, Cointelegraph China, Metaverse Hub, 8btc, PANews, Web3Caff, Foresight News and Blocklike.

(8) From the past efforts, our Polkadot Ecology Research Institute has also won the honorary title of the 2021 "Watching Fire · Spark Award" issued by Huoxun Finance, which has a great influence in the industry.



(9) At the beginning of each month, we also make a long chart of Polkadot's major events of the previous month, so that everyone can quickly understand the major events have occurred in Polkadot ecosystem in the past month. The following are some examples.



2023

波卡 月报大事件 回顾·6月

Calamari Network
赢得Kusama第86次
平行链插槽拍卖

06
06

匿名团队Parathread 3342
赢得波卡第44次平行链插槽拍
卖

06
08

Altair赢得Kusama第
87次平行链插槽拍卖

06
12

Kintsugi赢得Kusama第88
次平行链插槽拍卖

06
17

Amplitude赢得
Kusama第89次平行
链插槽拍卖

06
24

波卡推出开发者英雄计划

06
25

波卡发文《区块链空间与其
生态系统：波卡如何释放
Web3的全部潜力》

06
26

波卡创始人Gavin Wood在
Polkadot Decoded 2023
上分享波卡2.0目标

06
28

波卡顺利举行Pol-
kadot Decoded
2023峰会

06
29

Tinkernet赢得Kusama第
90次平行链插槽拍卖

06
30



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2023

波卡 月报大事件 回顾·7月

Crab Network赢得
Kusama第91次平行
链插槽拍卖

07
06

Web3基金会公布第18轮
Grant获得者

07
10

Heiko Finance赢得
Kusama第92次平行
链插槽拍卖

07
12

波卡发文《波卡在原生
Web3创新的保持企业
发展势头》

07
13

peaq赢得波卡第45次平行链
插槽拍卖

07
13

匿名团队Parathread
2274赢得Kusama第
93次平行链插槽拍卖

07
18

波卡发文《波卡1.0：区块链空
间组合性和可扩展性的先驱》

07
19

Karura赢得Kusama
第94次平行链插槽拍卖

07
24

LayerX Network赢得
Kusama第95次平行链插槽
拍卖

07
30



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2023

波卡 月报大事件 回顾·8月

波卡发布活动预告：
波卡全球系列：Re-
layers Incubator
2023

08
04

GM Parachain赢得
Kusama第96次平行链插槽
拍卖

08
05

波卡发布智能问答机器
人Kapa AI bot，可以
向它问任何波卡相关问
题

08
08

匿名团队Parathread
3346赢得波卡第46次
平行链插槽拍卖

08
11

波卡发文《波卡区块链学院：
打造Web3的未来创新者》

08
11

波卡创始人Gavin
Wood分享：One
Smoldot for Pol-
kadot

08
15

InvArch赢得波卡第47次平
行链插槽拍卖

08
20

Robonomics Net-
work赢得Kusama第
99次平行链插槽拍卖

08
23

Bifrost赢得Kusama第100
次平行链插槽拍卖

08
29



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(10) We have also exported some high-quality original Chinese content to overseas after translating. At present, we have successfully published 2 articles on Medium, which has been read and forwarded by many global fans. The articles have received nearly 20,000 views. And it was officially retweeted by the Web3 Foundation.

One Article to Understand The Past, Present, and Future of Web 3.0

Stats for all stories

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Lifetime summary

Published on December 7, 2021 in Polkadot Network

VIEWS

19.2K

AVERAGE READING TIME ⓘ

5 min 8 sec

The average amount of time all readers (members and non-members) spent reading your story.

(11) We have provided content/activity/community support for more than 100 projects in the Polkadot ecosystem to meet their needs in ecological development, and we will continue to provide support and assistance to these projects in the future.

Over the past six months, as the pandemic restrictions eased, we have actively participated in various online and offline events. We were honored to be invited as a guest at the 2023 Polkadot Decoded Annual Community Conference in Shanghai and attended the prominent Hong Kong Blockchain Week in person. Through participation and exchanges in these events, more people have gained insights into the current development status and future expectations of Polkadot.

Of course, we are well aware that the whole Web3 industry is still facing the challenges of a bear market, and this is the same dilemma for Polkadot. Although compared to Polkadot's huge influence in the Chinese community two years ago, there has been a lot of decline. Even within the community and media that advocate for Polkadot, only a few, like PolkaWorld and us are left to persist. However, we firmly believe that Polkadot will ultimately usher in its own spring. This unwavering belief is the driving force behind our relentless efforts in contributing to the development of the Polkadot ecosystem.

Therefore we hope to get the support of Polkadot Treasury, so that we can better promote the development of Polkadot and the implementation of technology in the Chinese community, also expand Polkadot's influence globally.

Future plan

The following is the specific plan of the Polkadot Ecology Research Institute from October 2023 to March 2024(6 months in total). We will explain it in as much detail as possible for everyone to better learn the plan.

Content

1. Produce at least 3 original analysis reports on Polkadot or Polkadot ecosystem every month, each one is over 5,000 words (the total output report in 6 months is not less than 18).
2. Produce 4 in-depth content about Polkadot ecosystem development every month, each one is over 5000 words (the total output report in 6 months is not less than 24).
3. Continue to produce Polkadot ecosystem daily report on weekdays, no less than 20 posters every month (total output in 6 months is no less than 120).
4. Produce 4 knowledge graphs about Polkadot & Polkadot ecosystem every month, and organize simplified version posters (total output of knowledge graphs in 6 months is no less than 24, and no less than 24 posters).
5. Make the "Review of Major Events of Polkadot Monthly Report" every month (6 posters in total for 6 months).
6. Translate the Chinese content into English according to market demand and publish it to overseas media platforms.

Events/Marketing

1. Participate in at least one online/offline discussion or event about Polkadot or the ecosystem development of Polkadot every month (at least 6 events within 6 months).
2. Track and report at least 1 high-quality project or organization in the Polkadot ecosystem every month, and display it through content or events (no less than 6 high-quality projects that are tracked and reported in 6 months).

Community Building

1. In these six months, we will continue to provide relevant support for more than 100 projects of Polkadot ecosystem, including activities, content, community construction, etc.
2. During these six months, we will synchronize Polkadot Ecological Daily with major events in no less than 10 Polkadot ecological communities on weekdays.

Budget

Tasks (one month)	Cost (one month) and Human Resources	Total Allocation (one month)
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• produce 3 original analysis reports on Polkadot and Polkadot ecology • produce 4 in-depth articles on Polkadot and Polkadot ecology • Produce 4 knowledge popularization articles about Polkadot or Polkadot ecology	• 2 full-time Senior Industry Researchers ❖ USD 3,968 monthly per person • One full-time content editor who also acts as an operator ❖ USD 2,381 monthly per person	USD 10,317
• illustrate for every original article • Design every Polkadot Ecological Daily • Produce the posters of every knowledge popularization article (at least 4 posters)	• One full-time designer ❖ USD 1,905 monthly per person	USD 1,905
• Responsible for the growth of the community of Polkadot Ecology Research Institute • Build partnerships with blockchain industry medias	• One full-time Community Manager ❖ USD 2,381 monthly per person	USD 2,381

• Translate quality Chinese content into English • Overseas media platform operation	• One full-time overseas operator and English translator ❖ USD 2,857 monthly per person	USD 2,857
Total		USD 17,460.00

Therefore, according to the budget table, we would spend USD 17,460.00 per month on labour costs and the total expenditure for the six months of 2023/10-2024/3 would be USD 104,760.00.

Please note that Polkadot Ecology Research Institute requests 104,760.00 USD for the 2023/10-2023/3 milestones this time (DOT rate calculation using 7 day avg rate tool from Subscan [here](#)).

Wrapping up

This is the 6th time we have applied for the Polkadot Treasury fund. We appreciate that we have successfully applied for April 2021 to February 2023. In the feedback report, we detailed the progress we have made in the past. In the next 6 months, we hope to get continued support from the treasury, so our team can accomplish the tasks, and make the Polkadot ecosystem develop better globally. We've been with Polkadot for 4 years, what we insist on doing will be the same in the future, and we are sure we can do better!

The following is our summary report of the Polkadot treasury fund from 2021 to now:

April 2021 - May 2021:

[The development report of Polkadot Ecology Research Institute for April/May - Google 文档](#)

June 2021- August 2021:

[The development report of Polkadot Ecology Research Institute for June/July/August - Google 文档](#)

September 2021 - February 2022:

[The development report of Polkadot Ecology Research Institute for 2021/9 - 2022/2 - Google 文档](#)

March 2022 - August 2022:

[The development report of Polkadot Ecology Research Institute for 2022/3 - 2022/8 - Google 文档](#)

September 2022 - February 2023:

[The development report of Polkadot Ecology Research Institute for 2022/9 - 2023/2 - Google 文档](#)

March 2023 - August 2023:

 The development report of Polkadot Ecology Research Institute for 2023/3 - 2023/8