

Proposal: Dot.alert() operational costs Q2-Q3 2023

Proponent: 12uokSRn2hmEWPZuzHK1xqnFxRgyoApLtXRBd4jFan2x2T1P

Date: 24.03.2023 [Updated on 12.04.2023 and 01.05.2023]

Requested USD: \$41,402 (DOT amount to be calculated on the day of on-chain submission)

Short description: [Dot.alert\(\)](#) is a knowledgebase that provides practical guidelines for managing assets safely across the Polkadot ecosystem. This maintenance proposal is submitted as part of the social contract between Dot.alert() and the Polkadot Treasury to fund the operational costs of the platform.

1. Context of the proposal:

The Polkadot ecosystem is fundamentally complex.

Relay chains, Parachains, Crowdloans and Cross-chain transactions are technologies that require users to juggle a lot of new concepts in real-time.

With this alluring novelty come a lot of unwanted risks: errors when transferring funds, incompatibility between account types, limited integration of cold storage devices, hacks on experimental trading protocols, phishing on community forums, lack of clarity around legal obligations, etc.

Dot.alert() wants to:

- Provide an overview of the functionalities of popular platforms.
- Present a selection of tools/software in context for the audience to understand their relevance.
- Propose entry points to guide newcomers in their research.
- Flag potential risks that users could encounter in their journey.

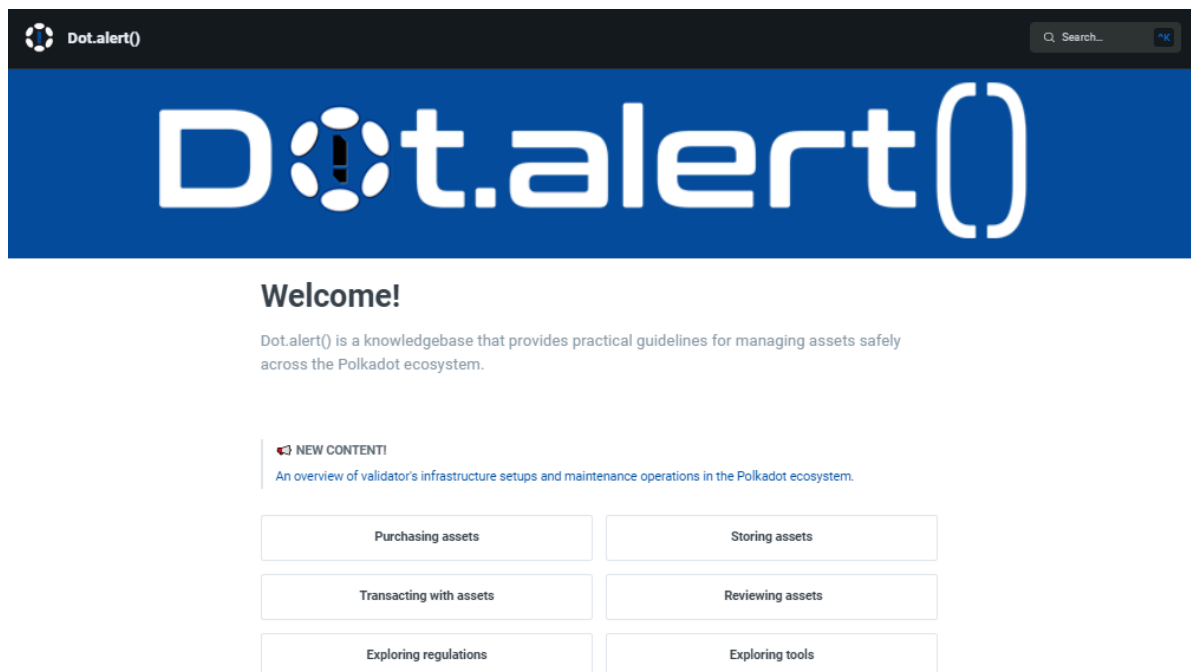
Dot.alert() aims at contributing to the growth of the Polkadot ecosystem and benefitting its stakeholders under the following terms:

- Develop a knowledgebase customised for Polkadot users that can be used as a reference for exploring the ecosystem.
- Target articles at entry users so that they can be understood by a non-crypto audience.
- Ensure that content remains open-source and accessible to a multilingual audience so that it can be translated in-browser and re-used by creators.
- Design a collaborative platform for sharing community expertise so that content can be populated by contributors with specialist knowledge.

2. Overview of the platform:

[Dot.alert\(\)](#) was launched on 16th August 2022 and is currently maintained by:

- 5 team members: **Abujulaibib** (Project manager - Polkadot ambassador, Co-founder of *SubDaily.io*), **Grizz375** (Social Network officer - Senior Polkadot ambassador and member of the Moderation team), **Moshood** (SEO Officer), **Gambo** (Promoter - Polkadot ambassador, *WAG Media* member), and **Onyinye** (Promoter - *.BIT* content ambassador, Founder of *LlevarTheBrand*)
- 4 active contributors: **Amed** (Polkadot ambassador, *WAG Media* member), **Chinedu** (Contributor in the NEAR ecosystem), **Rhoda** (Contributor at various DAOs in the Polygon and NEAR ecosystems), and **Shashank** (*Youdle DAO* member).
- 1 volunteer/unpaid contributor: **Anaelle LTD** (Advisor/Guest writer - Project Assistant at *Parity Technologies*).



Dot.alert() has published over 30 articles covering Relay chain and Parachain dapps (i.e wallets, explorers, user-friendly platforms, etc.), transactions (i.e on-chain governance, staking, slot auctions, token swaps, etc.), and use cases (i.e Privacy, Identity, Crowdfunding, Security, Infrastructure, etc.). The platform also gives the wider crypto community the opportunity to engage with its content and publications through a monthly quiz which tests participants' knowledge of the Polkadot ecosystem and Polkadot-related developments.

Search...

[Copy link](#)

ON THIS PAGE

What are Cold Storage Devi...

How do Cold Storage Devices...

Why are Cold Storage Devices...

Cold Storage Devices

What are Cold Storage Devices?

❖ Cold storage devices secure assets by operating in a digitally and physically isolated environment.

The screenshot shows the top portion of the Ledger website. The navigation bar at the top includes the Ledger logo on the left and links for Products, App and services, Learn, For developers, Support, and English on the right. Below the navigation bar, the main content area features a large image of a laptop and a smartphone displaying the Ledger Live application interface. To the right of the image, there are two main sections: 'Stay in control' with a shield icon and text about combining wallets for security, and 'Everything in one place' with a shield icon.

Q Search... [^]K

[Copy link](#)

ON THIS PAGE

Nominating

Validating

Validating

Nominating

Polkawatch

Staking income

1. *Journal of the American Medical Association*, 1997; 277: 1039-1043.

© 2004 Pearson Education, Inc. All rights reserved.

1KV Candidates dashboard

Crunch

 Powered By GitBook

Bare metal node operators... *

☐ ...use Cloud infrastructure.

☐ ...need to be technically-inclined.

☐ ...carry out maintenance themselves.

Key splitters are useful to prevent friends from taking over during the recovery process. *

☐ True.

☐ False.

What is your Polkadot address? *

Your answer _____

How can you access the official Discord server of Polkadot network? *

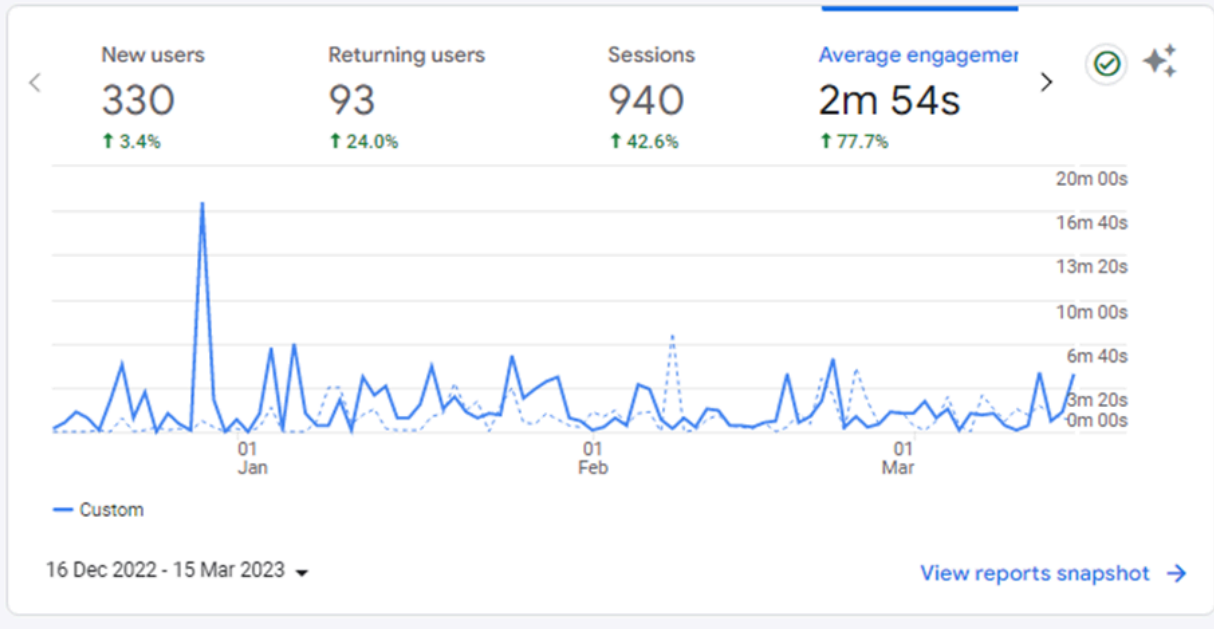
Your answer _____

Why are Privacy features important within Web3? *

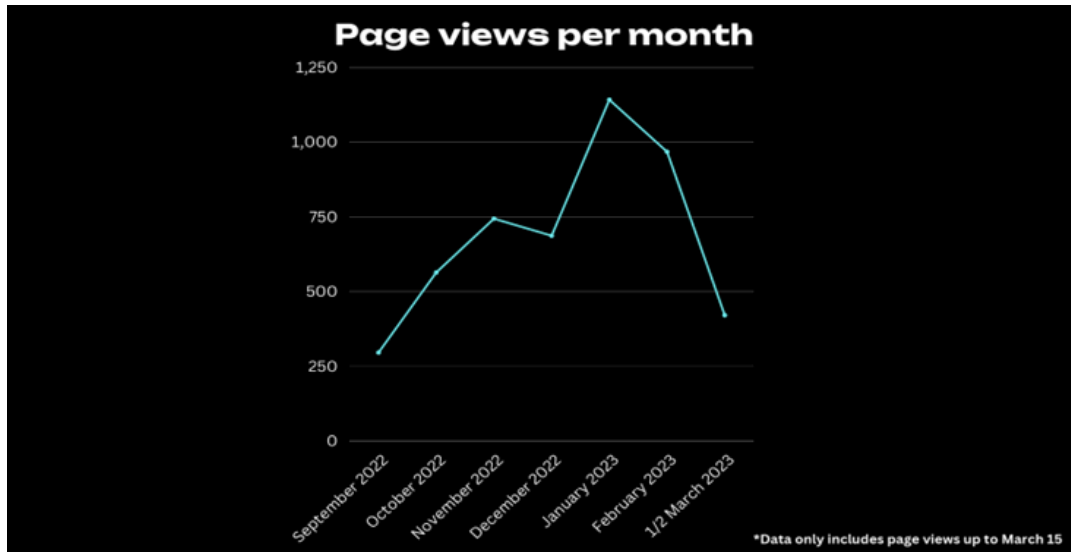
Your answer _____

Dot.alert() has been growing a diverse audience steadily over the past quarter through social media campaigns across Twitter, Reddit, and Discord; as well as SEO audits which aim to improve the visibility and findability of its content. During [Q1 2023](#), the platform aggregated over 3,000 views and attracted more than 300 visitors from over 60 different countries covering all areas of the world.

Home



Demographic details: Country							Custom	16 Dec 2022 - 15 Mar 2023		
Country	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time				
	346 100% of total	330 100% of total	562 100% of total	59.79% Avg 0%	1.62 Avg 0%	2m 54s Avg 0%				
1 Nigeria	106	99	349	63.11%	3.29	6m 44s				
2 United States	87	83	46	40.35%	0.53	1m 09s				
3 Bahamas	14	14	0	0%	0.00	0m 00s				
4 France	11	10	57	79.17%	5.18	0m 30s				
5 India	10	10	10	71.43%	1.00	1m 04s				
6 United Kingdom	10	10	7	63.64%	0.70	2m 14s				
7 Germany	9	8	5	41.67%	0.56	0m 30s				
8 Canada	8	8	11	78.57%	1.38	7m 44s				
9 Kenya	7	7	3	33.33%	0.43	0m 17s				
10 Singapore	6	5	3	42.86%	0.50	0m 31s				



[Analytics](#) [Home](#) [Tweets](#) [More](#)

dot.alert()



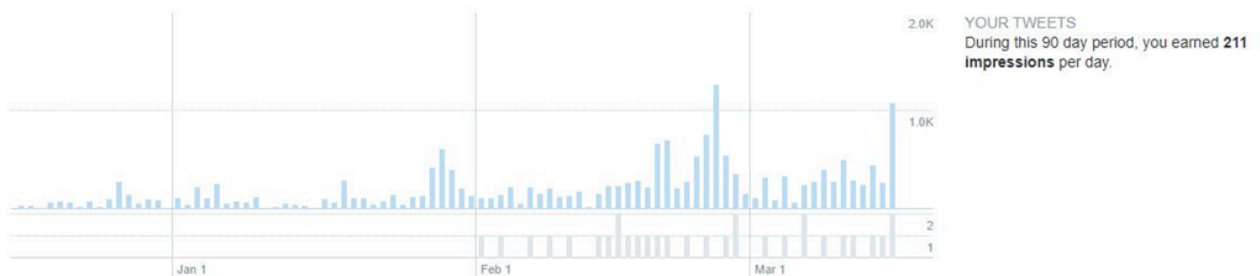
[Sign up for Twitter Ads](#)

Tweet activity

Dec 16, 2022 – Mar 15, 2023

[Export data](#)

Your Tweets earned **18.9K impressions** over this 90 day period



FEB 2023 SUMMARY

Tweets

19

Tweet impressions

8,541

Profile visits

1,604

Mentions

45

New followers

19

MAR 2023 SUMMARY

Tweets

17

Tweet impressions

6,907

Profile visits

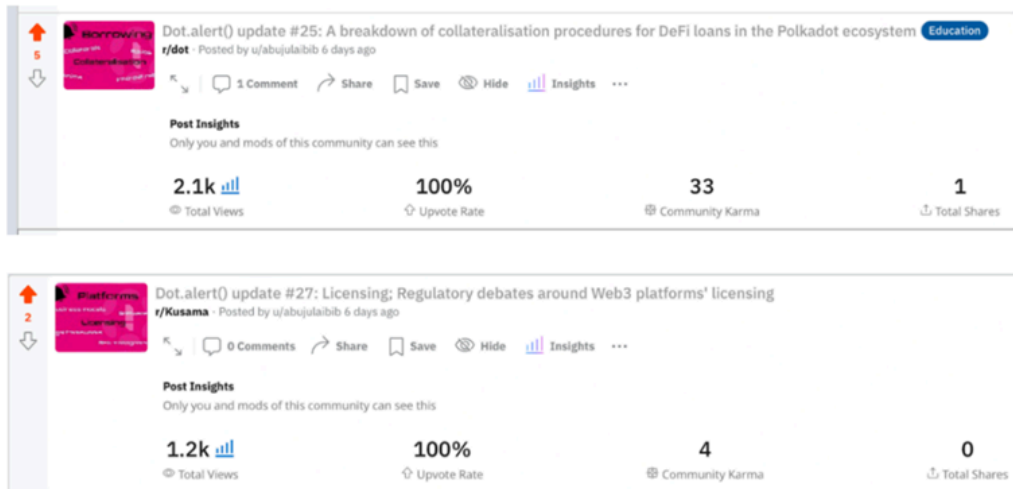
1,228

Mentions

51

New followers

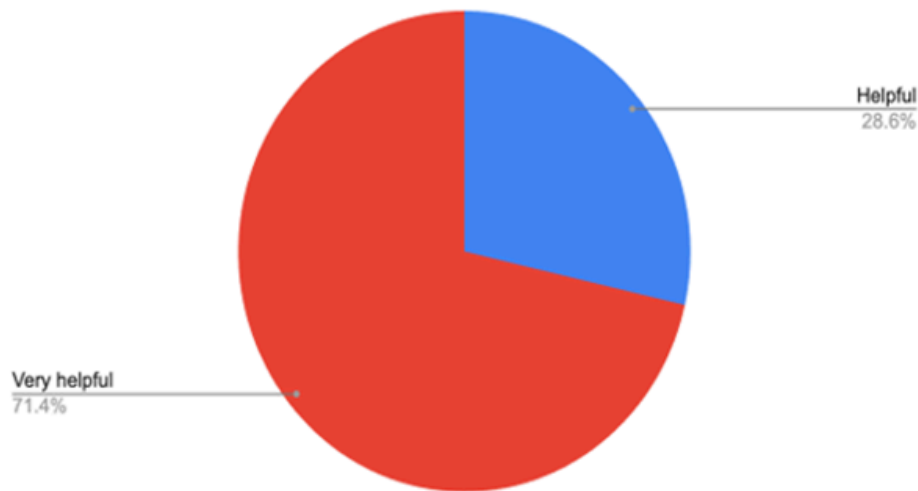
7




Despite being a relatively new project, **Dot.alert()** seeks to maintain the highest standards in terms of accessibility of information, diversity of contributors, and community outreach. The platform regularly collects feedback from visitors through quarterly user surveys and provides the general audience with pathways to steady employment and/or career development within the Web3 industry.



How helpful have Dot.alert() articles been in improving your understanding of the ecosystem?



 Dot.alert()

Search

X

Welcome!

CONTENT

1.Acquisition

2.Storage

3.Operations

4.Support

5.Regulations

USEFUL TOOLS

Wallets

Explorers

Staking tools

Governance platforms


Crowdfunding dapps

Misc

COMMUNITY

Social Channels

Powered By GitBook

 Team members

Dot.alert() is looking for team member(s) to manage and develop its platform's operations.

Ongoing roles:

Positions: 2 Promoters.

Requirements: Involvement in diverse crypto-related communities on several social media platforms (i.e Telegram, Facebook, LinkedIn, WhatsApp, WeChat, KakaoTalk, etc.); Good communication skills; Ability to create engaging and precise social media content; Good standing in **online communities based in Europe or Asia**.

Tasks: Relay content updates, monthly quizzes, and user surveys across various crypto-related channels and groups.

Rates: \$200-\$300/month.

Ad hoc roles:

Positions: 2 Graphics designers.

Requirements: 1 year industry experience; Good communication skills under remote conditions; Ability to create eye-catching and informative visuals; Familiarity with **Dot.alert() content and activities**.

Tasks: Update designs (logos, banners, palettes, etc.), produce templates for announcements, create themed infographics.

Rates: TBD.

Please complete our [Application form](#) to get in touch with us.

Copy link

ON THIS PAGE

Team members

Ongoing roles:

Ad hoc roles:

Contributors

Ad hoc roles:

3. Proposed strategic plan:

Dot.alert() has previously proposed the following strategic plan for the period Q4 2022-Q4 2023:

	Areas for development	Strategies	Human Resources
Content of the platform	Creation of 50+ open-source articles with perspectives on ecosystem platforms/tools operations and their inherent risks.	Maintain flexibility to showcase a wide range of platforms/tools and cover their functionalities with as little bias as possible.	-Project management team -Writers
Recruitment for the platform	Hiring of writers for articles on DeFi protocols, NFT marketplaces, prediction markets, regulatory bodies, international legislations, and proposed blockchain-related laws. Contracting of SEO specialists.	Liaise with ambassadors and existing communities (i.e moderation teams, anti-scam squad, <i>WAG Media</i> creators, etc.) to source expert contributors for the articles.	-Project management team
Feedback on the platform	Analysis of GitBook insights, Google Twitter Reddit analytics; organisation of monthly quizzes; creation of user surveys.	Build a continuous online presence to interact/support users who reach out to learn about/comment on the ecosystem.	-Project management team -SEO specialists
Promotion of the platform	Referencing on Reddit/Twitter and introduction of advanced SEO.	Ensure continued visibility of the platform after weekly updates to retain/acquire users over time.	-Project management team -SEO specialists

4. Proposed structure and content:

Dot.alert() proposes to cover the following content for the period Q2 2023-Q4 2023:

Sections	Subsections	Status
2.Storage	Anti-phishing features: Dapp authorisations management, anti-phishing libraries implementations, phishing repository integrations.	Partially assigned (x1 writer)
3.Operations <i>New content</i>	<p>Lending*: Liquidity provision (audits, bootstrapping mechanisms, impermanent loss), Derivative markets (derivative types, valuation mechanisms, redeeming options, crosschain/multichain support).</p> <p>NFT trading*: Data management (Authenticity verification, data stores integrations), Marketplace activities (royalties mechanisms, wash/insider trading, crosschain/multichain support).</p> <p>Prediction trading*: Assets, markets setups, disputes resolution, crosschain/multichain support.</p> <p><i>IoT interaction: Connectivity (Smart building services, Home Assistant setups, Environmental monitoring, Device support), Monetisation* (Services subscriptions, Computing resources renting).</i></p> <p><i>Auto-compounded staking*: Automation strategies, APY fluctuations, Tax benefits, cross-chain/multichain support.</i></p> <p><i>Metaverse creation: Topography (land valuations, sales/auctions mechanisms, sample projects), Features (items, facilities, engines).</i></p> <p><i>LBP listing*: Assets, splits, price balancing mechanisms, distribution processes, cross-chain/multichain support.</i></p> <p><i>RWA Securitisation*: Tokenisation (assets classes, pools, issuers), Markets (structures, valuations).</i></p> <p><i>Carbon credit trading*: Tokenisation (commodities, registries, quality checks); Markets (price discovery, auctioning platforms, tracking systems).</i></p>	Partially assigned (x2 writers)

	<p><i>NFT fractionalisation: Use cases (community building, revenue creation, fundraising), Processes (Portioning curation, Price discovery, Collaborative buying).</i></p> <p><i>Gameverse creation: Assets (tokens, lands, avatars, items), Developments (lores/stories, collections, stores, network integrations).</i></p> <p><i>Social media monetisation*: Communities (Content creation, Ads, moderation, scam prevention), Payment mechanisms (tips, bounties, social tokens).</i></p>	
4.Support	<p>Twitter: Creation date, #hashtags, activities, content relevance, incognito navigation.</p> <p>Telegram: Community rules, admin roles, privacy settings, searching.</p> <p>Reddit: Community rules, privacy settings, reporting/blocking, incognito navigation.</p> <p>Youtube: Creation date, activities, content relevance, comments quality.</p> <p>Polkaverse: Creation date, activities, content relevance, feedback quality.</p>	Partially assigned (x3 writers)
5.Regulations	<p>Investments*: Issuance, insurance, taxation; Tokens (users) vs Coins (projects) vs Securities (institutions).</p> <p>Pledges*: Structures, transactions, taxations; Donations (individuals) vs Fundraisers (NFP associations) vs Philanthropy (angels).</p> <p>Incomes*: Terms & conditions, social security, taxation; Volunteering vs Employment vs Contracting vs Trading.</p>	Partially assigned (x1 writer)

***Dot.alert()**'s content is published strictly for educational purposes. The platform does not discuss or give a commentary on token prices or crypto markets; and it does not seek to provide legal/financial advice to its readers.

5. Milestones:

Dot.alert() proposes the following milestones for the April-September 2023 semester:

Milestones	Objectives	Targets	Tasks	Frequency	Costs (rates)
16 articles (including 3 specialist articles) hosted on GitBook and GitHub	To educate ecosystem participants, new entrants, and the general audience	> 1000 unique visitors > 300 returning users > 2 mins engagement time per session	Project Management (documentation, editorials, direction, communications, training, payroll, reports)	Semesterly Recurring	\$27,000 (\$60/hour)
			Technical writing (sections 2, 3, & 4)		\$3250 (\$50/hour)
			Specialist writing (section 5)		\$2400 (\$75/hour)
			Editing (content revision, proof-reading, illustrations, and links)		\$800 (\$50/article)
			Publishing (GitBook team plan - 10 members)		\$480 (\$80/month)
3 branding campaigns	To build a visual identity and promote the platform	> 30 high-impact items > 1000 unique sessions	<ul style="list-style-type: none"> - Redesign logo and banners - Create themed infographics for content - Relay updates across 3 social media - Share articles on 3 misc. crypto channels 	Semesterly Recurring	\$3750
3 feedback sessions	To evaluate the content of the platform	> 300 poll and survey participants	<ul style="list-style-type: none"> -Produce monthly analytics reports -Set up quarterly user surveys -Run monthly quizzes & fortnightly polls 	Semesterly Recurring	\$1000
3 SEO audits	To improve the findability of the platform	> 600 unique sessions	<ul style="list-style-type: none"> -Conduct advanced keyword research -Review content indexing requirements -Implement targeted ranking strategies 	Semesterly Recurring	\$750
Total costs					\$39,430
5% buffer					\$1,972
TOTAL REQUESTED					\$41,402

6. Milestone reports:

Dot.alert() will be reporting on progress made on the above milestones at the end of June 2023 and at the end of September 2023 to keep the community updated about its achievements, areas for improvement, and proposed changes to its strategic plan.

7. Payment conditions:

This is a 6-month period prepaid amount payable upon submission of the proposal.

The total DOT allocation for the proposal will be calculated using the [7-day average rate tool](#) by **Subscan** on the day of on-chain submission.