Plan for Deep Funding Workshop at the Cardano Summit

0. Introduction

This Document holds the plan for the process of hosting the Deep Funding Workshop at the Cardano Builder. This plan considers besides the preparation and hosting of the event itself in the Cardano Summit, other important things such as Promotion and individual conversations in order to increase the potential number of users we can actually onboard into Deep Funding.

While it does not contain all the preparation that will be necessary to be carried out before the workshop. Preparation that is described in the original proposal:https://deepfunding.ai/proposal/promote-deep-funding-on-the-cardano-summit/, it does reflect other important actions and activities we can take in advance to increase the efficiency and reach of the Deep Funding Workshop.

As we're dependent on the Cardano Summit Workshop Confirmation, which might not be granted by the Cardano Foundation, we also have a plan B.

The plan B allows us to take advantage of the Cardano Summit, and the gathering of builders and companies, and carries a more unofficial effort during the workshop in order to be able to achieve our goal: Onboard as many builders as possible from the Cardano Ecosystem into Singularity Net.

1. Promotion of the Event

Promoting the event beforehand can play a very important role in the process of increasing the attendance and effectiveness of the workshop.

Here are some of the activities we should carry out to increase the reach of the workshop:

- Create unique designs and content for sharing on social media

- Create Posts to Share the Workshop on social media.

- Eventually, Create a Landing Page Explaining more about the Workshop and It's Advantages.

- Share workshop and posts on Cardano Specific groups

    - Cardano lists on Twitter
    - Post on Cardano Twitter
    - Cardano Groups on Facebook
    - Reddit Groups on Cardano
    - Project Catalyst on Reddit

    - Project Catalyst Telegram Groups
    - Project Catalyst Discord Groups

- Ask for the support of the Cardano Foundation to Promote this through their own means, as it is an opportunity for Cardano Builders and the Cardano Ecosystem.

- Coordinate with the Deep Funding Marketing Circle to promote this Workshop on the Deep Funding Social Media Accounts.

- Create an Article about the workshop and share it on the Cardano Spot
    - Could be worth it to share the article in other social medias.

- Reach out on a personal level to builders going to the Cardano Summit with high potential to participate in Deep Funding.

- Extra idea: with the goal of increasing the number of Builders onboarded into Deep Funding, I can search for AI-related project Catalyst Proposals and reach out to these proposers with the purpose.

- Maybe create a Landing page for people to enroll on the website. Once they enroll we get their emails and can warn them about updates. We can incentivize people to sign up, by allowing them to choose a size for their T-shirts which will allow us to start planning in advance, and as well as use the sign-ups as a way to provide the people who have enrolled with Free Mentorships

2. Ideas for the Execution of the Workshop

- Offer T-shirt and merch exclusively to participants of the workshop to make people more incentivized to come and participate in the Workshop. This should be done at the end of the workshop.

- Start with a PowerPoint presentation with Data, visuals and engaging information

- Start the event by highlighting the huge opportunity it can be for businesses. Highlight the number of founding rounds per year, how is permissionless, how you have 1.5$ million a year.

- Clear some misconceptions about Deep Funding. Mentioning how it is an AI Fund and you have a lot of opportunities for the Development AI. But Mention, that you have a lot of opportunities that don't require the Development of AI. Participating in Deep Funding is Open to everyone and the only real requirement in Deep Funding is that your ideas are beneficial to Singularity Net, to the Deep Funding Ecosystem, or to the mission of Singularity Net of Developing Decentralized, beneficial and benevolent AGI
    - You have a marketing Opportunities
    - You have ideation that is a simple way to validate ideas, even if they are related to AI

    - You have the chance to find experienced AI developers in the community for new ideas
    - You can develop any other kind of solution, idea, or platform that is beneficial to the missing. Ex: you can develop a platform that helps with AI governance, develop anything that is relevant and helps deep funding in its operations, or anything that is benevolent to the Singularity Net Ecosystems including the spinoffs.
    - You can use one of the AI Models in the SIngularity Net Marketplace, in your project
    - You have requests for proposals that many times have nothing to do with the development of AI in itself.

- Share my own personal story in Deep Funding, How I started in the Cardano Community, applied to Catalyst, but was given my first opportunities on Deep Funding After applying to it in things not related to AI, and more recently started finding a team and started diving into AI.

- Onboard People Into Deep Funding by Creating their account on the Website, Onboarding them into the relevant Social to stay up to date, and onboard them into the Townhall to start getting connected with the Deep Funding Community.

- Onboard individuals into Deep FUnding Academy where they have an onboarding course into Deep Funding, but also where they have a discord where they can ask questions and get support from the Teachers and the Community to Participate in Deep Funding.

- As a special bonus for the Cardano Summitt, Offer Participants in this workshop free mentorship and support with the proposal and participation in the next Deep Funding Round through the Deep Funding Academy. From this initiative, we can have some kind of enrollment form and make sure we get their contacts and also follow up with them about their participation in the next Deep Funding Round.

3. Other Onboarding Efforts During the Cardano Summit

In addition, to the Workshop in Itself, we want to network with Builders during the events and enjoy the opportunity to onboard more builders into Deep Funding.

As such, an effort will be carried out by the Team to look into networking with as Many different builders as possible, to find potential builders who could bring value to Singularity Net and who would find value in what Deep Funding and the whole Ecosystem have to provide.

For those attendants that fit into that profile, we will search to onboard them into Deep Funding, trying to follow a similar but shorter process to the one shared above.

Naturally, for this initiative, and because it is a more casual conversation our major goal will be to get the contact of these individuals with high potential for our Community.

With the contact, we are always able to follow up later and help them finish the onboarding process whenever they have the proper time and conditions to do it.

However, if individuals show a big desire, and the necessary time availability, we will search to onboard them right there on the Spot following a similar process to the one we have in the workshop, namely by creating their Deep Funding account, onboard them to socials, to the Townhall and the Deep Funding Academy.

4. Minimum Goals and Impact from this Workshop

For this Workshop, we have a set of goals we want to achieve. These goals were shared in our proposal, and are the minimum goals we expect to achieve. Even though we can only control the execution of the tasks to the best of our effort and ability, setting these goals will hopefully motivate us to push further in case things are not going as planned, or as well as we would like them to be.

Focusing on the goals, as shared in our proposal, we expect as our minimum goal to have at least 10 participants in the Workshop, speak to 20 individuals about Deep Funding, and at least 5 individuals onboarded into Deep Funding and the Deep Funding Academy.

These are the Minimum goals we want to achieve, but as you can imagine we will do our best to overcome them and to onboard as many new builders into Deep Funding as possible.

5. Potential Changes to the Planning and Execution of the Workshop

It’s important to note that this entire plan will likely be subjected to changes and will be updated over time as we get closer to the data of the workshop.

While the plan is currently complete and presents clear steps that make sense for the execution of the workshop, there can be improvements to the plan and the ideas that are added or unforeseen events that will change what is in the plan.

I would like to highlight as well, that this plan has been developed considering the scenario where I’m hosting and preparing the workshop by myself.

However, as part of the proposal, and if allowed by the Cardano Foundation, I will bring a Deep Funding Community member to co-host this workshop.

We’ve created and shared an onboarding form, and we will go through the answers and select on potential co-host to host this Onboarding workshop into Deep Funding, considering their ideas and what they could eventually add to the workshop.

The introduction of this co-host will change the plans, and the co-host will naturally introduce its own unique ideas both to the Workshop in Itself and the Promotion of this Event, as well as the efforts outside the workshop to reach more people. Efforts for which the co-host will also provide its contribution.

Other changes to this plan can arrive from the Authorization of the Cardano Foundation to allow us to carry and support this Workshop in the Cardano Summit.

From Initial conversations with the Cardano Summit, the individuals responsible for the event found a lot of value on this Workshop, as it would bring some relief to one of the problems the Cardano Ecosystem and the Cardano Builders complain the most about: lack of funding in the Ecosystem.

However, on a recent turn of events and due to a high demand for Workshops in the Cardano Summit, we’ve been informed of the need to pay a significant fee to carry out the workshop, a fee we are currently negotiating with the Cardano Foundation itself, and that might affect the realization of the workshop as we planned.

In case, the realization of the workshop is not possible, we do have a Plan B to take advantage of the Cardano Summit, an event that gathers a lot of builders, that could be very easily onboarded into Deep Funding.

6. Conditional Plan for the Workshop

As previously mentioned, we have a conditional Plan in case we are not able to close a Workshop during the Summit with the Cardano Foundation.

Our main goal with the Workshop is to onboard more builders into Deep Funding. We can definitely take advantage of the Cardano Summit even without a workshop to be able to do that.

As our conditional plan, we plan to double down on the other efforts to onboard individuals and spend even more time networking with individuals and searching to onboard them.

In addition to that, we have two spinoff projects of the Singularity Net Ecosystem, actually sponsoring the Cardano Summit and with booths in the event.

We will search to connect with Them to get a small space on their booth, to be able to set up the computer and hopefully be able to onboard individuals there.

If we follow this plan B, we will have a budget to bring a co-host, and we will look to divide tasks, with one person in the booth focused on onboarding individuals, and with the other person searching to bring builders into the booth, or when not possible getting their contacts to be onboarded at a later time.

Our minimum goals in terms of onboarding builders and overall reach will remain the same but they will have to be achieved without the workshop and we won't be able to track workshop attendance.

7. Plans for After the Workshop

As stated previously, after the workshop we will search to follow up with users who haven't been properly onboarded and finish their Onboarding into Deep Funding (platform, socials and Townhall)

We will also search to onboard every user, into Deep Funding Academy where the Team will be able to support them across every Deep Funding round and provide them with education and clarification for every question they might face.

Leveraging Deep Funding Academy, we will search to provide each workshop attendee that was successfully onboarded, with a mentor with experience and funded proposals in Deep Funding. This mentor will support these new builders and projects and increase the chances of success in the next Deep Funding round.

Besides, all this support we intend to provide to onboarded individuals, we will search to collect the contacts of the individuals we engage during the event.

We will be contacting the ones who showed interest and following up with them to offer help.

Leveraging these contacts and the mentorships we will search to gather some metrics that will allow us to understand the impact we were able to have on the growth of Deep Funding and on the next funding round.

Here are the metrics we will search to gather:

- Number of participants in the Workshop
- Number of individuals Onboarded into Deep Funding
- Number of individuals Onboarded into Deep Funding Academy
- Number of individuals engaged about Deep Funding during the event. (Direct contacts and conversations during the event)
- Number of new proposals generated in the Next DF Funding Round
- Number of new teams proposing in the next Funding Round
- Number of new reviewers on Deep Funding.

As mentioned in the proposal, the last 3 metrics are subject to how far we are from the next Deep Funding round, and if we are allowed to get the information about email accounts from Deep Funding in order to try to track which accounts were onboarded from our effort.. If we are relatively close they should be possible to track, while if the round is further away it will be harder to keep contact and track of attendees and retrieve the metrics mentioned above. We also now have RFP’s which are important ways to contribute to the Deep Funding Community, but where participation is much harder to track.