Proposal: Polkadot & Kusama Ecosystem events during Berlin Blockchain Week

Proponent: [Kusama Address]
FJbKWFGCfZFZiNQtAZ5uqbUhKeB3P3a6RVRw6GqTbgiqtem
Date: 08/12/2022
Requested KSM: 1,229 KSM
Short description: This proposal aims to fund several activities organized by parachain teams during Berlin Blockchain week 9/12 - 9/18 2022

---

1. Context of the proposal:

This proposal aims to fund several activities organized by parachain teams during Berlin Blockchain week 9/12 - 9/18 2022. With this proposal we aim to receive a pre-payment to cover costs for the details stated in this proposal.

This proposal is a community led proposal, led by several parachains that have shown high interest in being part of the organizing team of this proposal. KILT Protocol, Phala Network, Subsquid, Crust Network, Bifrost, Basilisk and others came together to lay out a week full of Polkadot ecosystem events and educational content. However, every parachain is welcome to participate in the planning and organization of the events.

A public call has been made to initiate the organizing group for Berlin Blockchain Week. The parachain teams mentioned above have shown willingness to participate in the organization of the events,

During Berlin Blockchain Week there will also be EthBerlin 9/16- 9/18, which is a great opportunity for the Polkadot ecosystem to be present with several activities.

Instead of organizing a full one- or two-day conference as it has been done for example during EthCC in Paris, the organizer team decided to approach it in a different way and make use of the full seven days of Berlin Blockchain Week.

The goal is to organize every day a Polkadot specific event based on a different ecosystem topic (see layout below). Every event is organized in a different style (from boat party to panel discussion and NFT art gallery event) to show the diversity of our ecosystem and use every day of the blockchain week to promote the Polkadot brand.

As of now, the organizing team is not aware of any other Polkadot events during Berlin Blockchain Week. All funds of this proposal will go to the organization of the events. This proposal requests pre-funding for the planned events.

2. ## Problem statement:

During Berlin Blockchain Week there will also be EthBerlin 9/16- 9/18, the city will attract thousands of builders, developers, and blockchain enthusiasts. It will be the perfect opportunity for the Polkadot ecosystem to have a presence and grow our community and reach and educate audiences outside of our ecosystem.

3. ## Proposal Objective/solution/s to point 2:

3.1 The goal of the proposal

The goal of this proposal is to organize a Polkadot ecosystem event every other day during Berlin Blockchain Week 9/12 - 9/18 2022. Each event will be organized in different locations and organized by/with different parachain teams as well as speakers from in and outside the Polkadot ecosystem.

All educational events will be live streamed and the content will be published on Polkadot's official Crowdcast channel. All events live streams will be promoted as Polkadot Berlin Blockchain week events series.

Success would involve

1. Number of sign-ups
    a. E1: 150
    b. E2: 250
    c. E3: 200
    d. E4: 500
2. Number of event attendees
    a. E1: 90
    b. E2: 200
    c. E3: 150
    d. E4: 300
3. 100 new sign-ups to the Polkadot Newsletter
4. 50 new members on each Parachain Discord server

3.2 How we will do this

- **Event communication process:**
    - It will be an RSVP style event: We will create an Meetup link for audience registration for free.

- Promotional channels: Meetup, Parachain and Polkadot Twitter accounts, Telegram groups, direct email invitations
- Audiences: Community, Web3 enthusiasts, crypto enthusiasts, Web3 developers, end-users. The total estimated audience number average 150 ppl per event, 600 in sum over all events

- **A draft layout for the program could look like this:**

  Event 1: Monday 9/12, 7pm- 10pm

  Evening event on UI/UX in DeFi

  Hosted by: Composable Finance, Parallel Finance, organized by Polkadot Head Ambassador Zoé

  Location: @FullNode Berlin (confirmed)

  Estimate attendees: 90 people

  An evening focusing on the current state and future of user-friendly UI/UX in crypto. Several parachain teams as well as outside ecosystem teams (e.g.Revolut, N26) will discuss UI/UX challenges, lessons learned and future improvements.

  Speakers: Composable finance (confirmed), N26 (TBD), Revolut (TBD), Parallel Finance (confirmed), Parity (tbc)

  Event 2: Tuesday 9/13, 6:30pm -10pm

  Boat Drive with KILT Protocol and Authtrail

  Hosted by: KILT Protocol & Authtrail

  Location: Boat TBD, the offer will be provided

  Estimate attendees: 100-130 people, snacks and drinks will be served

  An evening boat drive from approx. 7pm - 10pm. This event will be led by KILT Protocol in cooperation with Authtail. The event focuses on networking and getting to know other projects, alongside some short keynotes by KILT Protocol's Founder Ingo Rübe and Authtrail's Matjaz Sobocan. The focus is beyond the Dotsama Ecosystem. The broader tech world and other blockchain ecosystems

will be invited to meet new people, projects, chains, ecosystems and to explore cross-chain / cross-ecosystem collaborations to get the Web3 movement going and discover new potential ideas.

Agenda (4 hours)

6:30pm: boat doors open and tickets will be checked

7pm: Boat departs (Departure location TBD)

7:30pm: Opening and welcoming speech by Ingo Rübe (KILT) and Matjaž Sobočan (Authtrail)

8pm-10pm: Social Hour and DJ

Event 3: Wednesday 9/14

Afternoon with Polkadot focusing on Cloud services in Web3

Hosted by: Polkadot, Crust Network and Phala Network

Location: FactoryBerlin

Estimate attendees: 150 people

Time: 4pm-8pm content, 8pm-10 pm social hour

This event will be a full afternoon of content with a following social hour at the very cool venue Factory Berlin (Görlitzer Park). The venue has a big blockchain community and will also host the official EthBerlin Hackathon on the following weekend.

During this event we want to focus on decentralized Cloud services and also provide a general update on the Polkadot ecosystem. Therefore, we will have speakers from parity and W3F joining to present and discuss current tech trends in Polkadot. Following we will be educating about available cloud services in the ecosystem and discuss decentralized cloud services overall. This event will be led by Phala Network in cooperation with Crust network. A panel discussion on cloud computation in web3 will be organized with speakers from Phala, Crust, Parity, Authtrail, IPFS and others following a social hour in the event location.

Speakers: Phala (confirmed), Crust (confirmed), IPFS (Tbd), Authtrail (confirmed), Google/AWS (tbd),

Agenda (4 hours)

Polkadot ecosystem talks:

4pm – 5pm: current overview of Polkadot ecosystem

5pm - 6pm: Panel discussion on future of XCM

6pm – 6.30pm: ecosystem presentations Crust Network, Phala Network

6.30pm – 7.30: panel discussion on web3 cloud computation

Social hour with food & drinks served.

Event 4: Thursday 9/15 4pm - 2am

NFT Gallery & Party with Polkadot

Hosted by: Subsquid, Basilisk, Phala, Astar, ChaosDAO

Location: Napoleon Komplex

Estimate attendees: 300-400 people

This event will be the closing event of the Polkadot ecosystem events series during Berlin Blockchain Week. The vision is to organize a half day event (5 hours) with content and following after party and a Berlin cool venue.

During this event, we are also planning to showcase several NFT art created by artists of the ecosystem. The organizing teams consult with all major L1s and NFT platforms in order to bring in a range of artists from across the ecosystem. Featured artists will be decided in discussion by NFT platform partners, including RMRK and Kodadot. The parachains from the organizing teams also have their own NFT collections which will be showcased at the NFT Gallery.

Especially in Berlin, one of the most creative cities in Europe, such an event will bring a lot of traction.

The time from 4:30pm to 7pm will be filled with several keynotes from parachains as well as parity including panel discussions.

The afterparty will be an official Polkadot ecosystem after party will live DJ, NFT art, food and drinks.

a. How does this proposal change the network? How do the milestones of the project achieve the ultimate goal? List the solution and milestones to reach your goal.

Since the funding of this proposal will support organizing Polkadot events during one of the most important weeks for the blockchain scene in Berlin, it will contribute to expanding the Polkadot brand and provide more awareness to our ecosystem.

b. Who does this solution help?

Berlin Blockchain Week is one of the biggest Blockchain events in Berlin. It is mandatory for the Polkadot ecosystem to be present at this event, especially because there are multiple parachain teams located in Berlin. Getting the support from the council for this proposal will help the Polkadot brand and all participating parachain brands. Overall, it will provide more awareness to our ecosystem.

c. **Milestones and tasks to include:**

Milestone	Deliverable	Date
1.	Confirm locations and budget	17th August, 2022
2.	Confirm speakers per event	19th August
3.	Confirm live stream	19th August
4.	Create event links (meetup) for each event	22nd August
5.	Promote the events	23rd August
6.	Add events to public Berlin Blockchain Week event calendar	23rd August
8.	Execute events	September 12th – 16th

Please note that, upon delivery, each milestone needs a report for the Council to evaluate progress: *The report can be shared in the original post generated on Polkassembly or Commonwealth when submitted on-chain and should clearly state the milestone delivered and any information on the progress (including developed tasks, links to the code, a comparison with the original proposal and any challenges encountered). If any part of the milestones changed, please state this on the report.*

4. Why Polkadot Network??

The whole organizing team of the events series and respectively of this proposal are parachains, building on Polkadot.

5. Payment conditions: Please include here:

Please see cost breakdown below.

a. What is the amount requested? Should this be divided on installments? Will each milestone represent a treasury submission?

The total amount requested is €62,200 (KSM allocation calculated based on the 7-day avg rate on subscan when submitting the proposal) - in one payout.

b. How does this amount cover the work of the proposal? What tasks are to be included on the payment? Please allocate parts of the total request to the milestones explained above.

See below. The amount covers all the planning + execution

c. Treasury timeline related to milestones: when are installments (if any) due?

For event 1 and 3 the payments are due 2 weeks after the event

d. What is the address of the fund recipient?

FJbKWFGCfZFZiNQtAZ5uqbUhKeB3P3a6RVRw6GqTbgiqtem

e. How can we contact the manager of the funds?

TG: @carolanno

f. What exchange rate are you considering and why?
KSM EMA7

g. Budget details.

Cost break down

Event Number	**Item**	**Detail**	**Cost (EUR)**
Event 1	FullNode Berlin Fact sheet here	For 4 hours	€ 1,550
	Food + Beverages	For 90 people	€ 1,800
	Live stream	2 hours	€1,000
			Offer here

Event 2	Boat	For 3 hours	€ 3,200
	Food & Beverages	For 120 people	€ 2,700
	DJ + equipment	For 2,5 hours	€ 1,000
	Marketing (Roll-ups)	5	€1,000
Event 3	Factory Berlin	For 4 hours 2 hours social hour (6 hours)	€ 5,100
	Food & Beverages	For 150 people	€ 5,700
	Tech & event mgmt. Security + service fee	For 6 hours	€ 2,000
	Live-stream	4 hours	€2,000
			Offer here
Event 4	Napoleon Komplex	16:00-2:00	€3,500
	Food & Beverages	300-400	€16,000 (food is not in official offer included)
	Equipment & Staff	NFT gallery incl screens, LED wall, projection mapping, party with DJs	€20,500
	Details of cost break down	Spreadsheet	
			Offer here
		Total:	**€62,200**