Proposal: The operating cost for the nonprofit organization Polkadot Ecology Research Institute for 2023/3-2023/8

Proponent: 149FXUmHgg75z4sk2LzFDyctNLHhzf2YxGMFHT7TakkbeQ7F

Date: 2023/3/7

Requested DOT: to be completed at submission, approx 104,760.00 USD, approx 16655 DOT total allocation for 2022/3-2022/8 depending on EMA(7) AVG rate (DOT =6.29 usdt) (from Subscan here).

Short description:

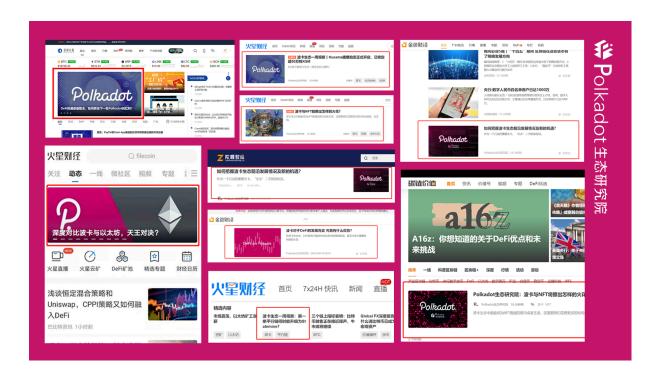
The proposal aims to seek support from the Polkadot Treasury for the 2023/3 - 2023/8 operating cost for the Chinese non-profit organization Polkadot Ecology Research Institute, in order to create more original and quality Chinese content, and to relay the otherwise boring technical language to Chinese 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.

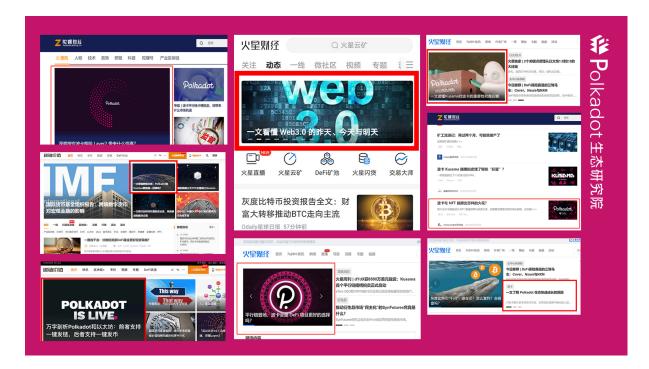
Background

Polkadot Ecology Research Institute is a non-profit Polkadot self-media started in October 2020. It was initiated by a group of core members who have joined the Polkadot community from the beginning in China. By outputting high-quality Polkadot ecological analysis reports and in-depth articles, we tend to make everyone understand the development of Polkadot ecosystem in the most concise and easy-understand way. At the same time, we have our Polkadot Ecosystem Daily Report and Polkadot Ecosystem Weekly Report, as well as the "Web3 SHOW" that serves the development of Web3 ecology. Through these different forms of content and events, everyone can quickly and intuitively understand the progress of the Polkadot ecosystem.

In the past 28 months, 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 140 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 40 million readings on all the platforms through the entire network.

(3) We also have participated in 39 online/offline Polkadot events, popularizing Polkadot knowledge for more than 20,000 people. The following are some photos of the events:



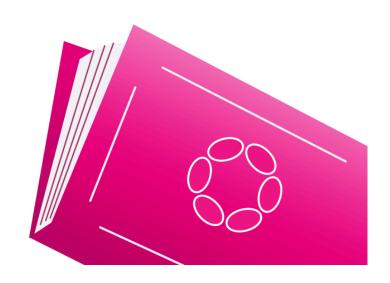


- (4) We have built a vertical community and telegram group of the Polkadot ecosystem. So far, there are more than 2,000 users of the two communities.
- (5) On weekdays, we share the Polkadot Ecosystem Daily Report in more than 34 Polkadot communities (including communities of our partners) in China, covering more than 13,000 people.

(6) We also have produced the content of the first Polkadot Knowledge Graph in China, and 84 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** 知识图谱 84期



















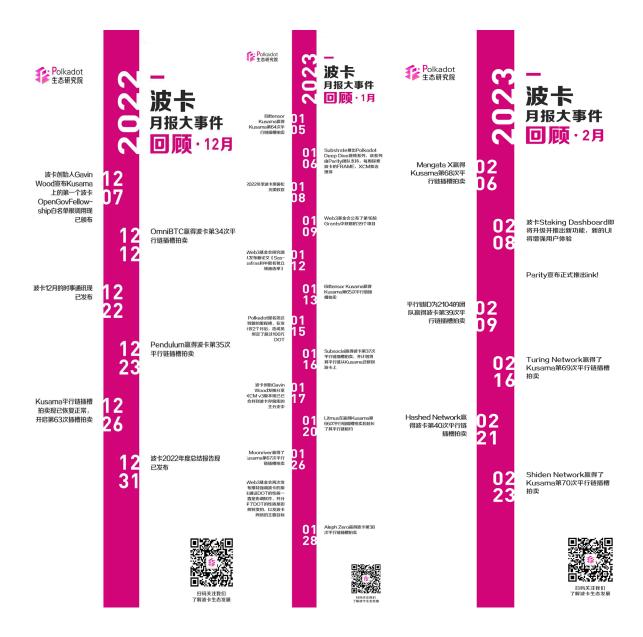




- (7) At present, we have built partnership with a lot of well-known blockchain medias like Tencent News, Jinse Finance, MarsBit News, Odaily, Tuoluo tech, CC Value, Huoxun Finance, Cointelegraph China, Metaverse Hub, 8btc, PANews, Web3Caff and Foresight News.
- (8) From the past efforts, our Polkadot 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 that have occurred in the Polkadot ecosystem in the past month. The following are some examples.



(10) We have also exported some high-quality original Chinese content 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

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	Stats	for	all	stories	

Tour story is not engine to earn money. To make this story engine, join the Mediann artist in ograni. <u>Learn more.</u>

Lifetime summary							
Published on December 7, 2021 in Polkadot Network							
19.2K	AVERAGE READING TIME ®	The average amount of time all readers (members and non- members) spent reading your story.					

(11) We have provided content/activity 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.

Although the past year has been a challenging year for the development of Web3, Polkadot and its ecosystem. We still spare no effort to make a voice for the Polkadot ecosystem in the industry. We have reduced the exposure offline due to the restrictions of domestic policies and epidemic. However, we received more true voices through various online activities and feedback from our high-quality content output.

In the meantime, we saw changes in Hong Kong's Web3 policy in 2023. And we believe that this will be an extremely good thing for the development of Web3 in the Asia-Pacific market. It will certainly bring new vitality to Web3. Moreover, it can provide new impetus for us to continue building the Polkadot ecosystem in the Chinese market!

Therefore we hope to get the support of the 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 March 2023 to August 2023 (a total of 6 months). We will explain it in as much details 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 a 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.We tend to have more than 20,000 fans on the entire platform of the Polkadot Ecology Research Institute after 6 months.
- 2.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.
- 3. 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)
 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 2023/3-2023/8 would be USD 104,760.00.

Please note that Polkadot Ecology Research Institute requests 104,760.00 USD for the 2023/3-2023/8 milestones this time (DOT rate calculation using 7 day avg rate tool from Subscanhere).

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