

EasyA x Polkadot: Developer Growth Proposal (#180DaysOfPolkadot)

Date of Proposal: February 2024

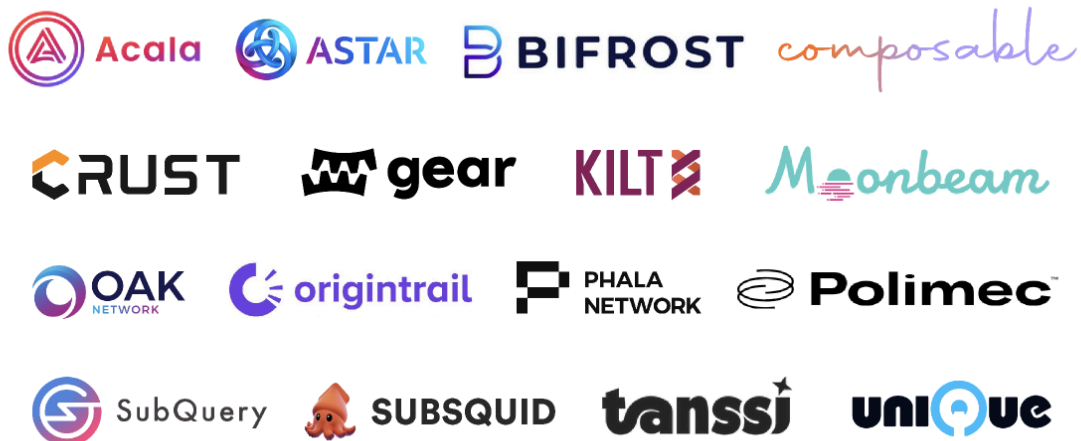
Campaign duration: February - July 2024

Requested Allocation: USD \$740,000 (including prize money for hackathon winners)

Description: EasyA (<http://easya.io>) builds on the massive success of its 2023 #60DaysOfPolkadot campaign which educated 40,000+ new developers on Polkadot and launched over 100 new projects. How? By running a 6-month long Polkadot educational campaign in the EasyA app and hosting two dedicated in-person Polkadot hackathons at Harvard University (USA) and in London (UK).

This proposal is supported by the Acala, Astar, Bifrost, Composable, Crust, KILT, Moonbeam, OAK, OriginTrail, Phala, Polimec, Tanssi and Unique Network parachains, as well as ecosystem projects including Subsquid, SubQuery, Gear and others. We will open the opportunity for all ecosystem teams to get involved too since this is an ecosystem-wide project.

Supported by:



*If you're a parachain/project and would like to get involved, we'd love to hear from you!
Please send an email directly to EasyA Co-Founder phil@easya.io.*

As we did in our hugely successful 2023 Polkadot campaign (#60DaysOfPolkadot) where we partnered with 8 parachains/ecosystem projects, we will educate our massive community of 750,000+ developers on Polkadot and its parachains/projects both online and in-person. This ecosystem-wide campaign will build on the huge success of our #60DaysOfPolkadot initiative which went viral, bringing 40,000 new developers into the Polkadot community.

EasyA will then invite the best of these developers to two in-person hackathons to build and pitch their ideas in front of ecosystem teams and enthusiasts.



Polkadot has the potential to transform not just Web3, but the world at large. However, many developers still don't know how they can build on Polkadot, and even fewer know about how Polkadot 2.0 changes what they might previously have thought possible (e.g. before asynchronous backing). Our goal is to change that. We will show developers the true power of Polkadot, and how they can take advantage of it.

To achieve this goal, EasyA will create and execute an end-to-end founder/developer activation strategy for Polkadot throughout H1 2024. This is outlined below, but in summary EasyA will leverage its immense community and get them learning about Polkadot via the EasyA app. The best of these developers will then launch their projects at our two landmark in-person Polkadot hackathons, geared at inspiring developers and getting the top projects funded.

In summary, through this 2024 campaign we will educate a further 40,000 developers via the EasyA app, and invite a final 400+ developers to our two landmark Polkadot-specific hackathons in London (UK) and at Harvard University (USA). The goal: educate thousands of developers on Polkadot, raise awareness of the ecosystem amongst millions more on social media, and overall get the next game-changing projects built on Polkadot!



EasyA works with the world's leading blockchain protocols



EasyA has been featured in the world's leading publications





Below are just some of our awesome community partners!



Overview of EasyA

With over 750,000 developers from top universities, companies and projects across the US, UK and Europe, [EasyA](#) has grown into the world's most trusted and engaged Web3 community in just the last 4 years alone. Founded by Oxbridge/Ivy League grads, EasyA works very closely with over 300 of the world's best blockchain clubs, frequently ranks as one of the top apps on the App Store, and has been featured as Apple's App of the Day. Our hackathons and crash courses on the world's leading Web3 networks such as Solana, Polygon, Polkadot, Ripple, Algorand, Tezos, Binance, ImmutableX, Sui, Stacks and many more attract the world's most talented hackers, since EasyA is a powerful signal to them of quality and excellence. Projects coming out of our hackathons have in turn raised from the best: all the way from a16z to Y Combinator.

That's why our community loves us:

Summary: EasyA	The world's fastest-growing Web3 developer community		Our developers have been funded by a16z, YC and other top VCs		
	750k+	Top student and pro devs			
	\$50m+	Combined valuation of EasyA projects			
	300+	Top universities incl. Harvard, MIT, Cambridge + more			
	10m+	Social media reach			
	\$800k+	Prize money given away			
Our developers are from:					

EasyA hackathons are always oversubscribed (as you'll see from the lines above)! That's the power of our hugely talented developer community!

EasyA's co-founders (both Oxbridge and Ivy League graduates) are serial hackathon winners active in crypto since 2013, giving them an in-depth understanding of what makes hackathons succeed and how protocols can attract the best talent. Prior to founding EasyA, [Phil](#) founded two groundbreaking marketplace startups and worked at top New York law firm Sullivan & Cromwell. He was one of the youngest people ever to pass the New York Bar and consistently ranked top of his year as a scholar at Cambridge University. Our other co-founder, [Dom](#), worked at The Blackstone Group and Goldman Sachs, after graduating Cum Laude from The Wharton School, University of Pennsylvania as a Joseph Wharton and Benjamin Franklin Scholar. They have both been featured on the world's most respected news outlets, from the Wall Street Journal to the BBC and beyond.

yahoo!finance

My first boss: EasyA co-founder Dom Kwok

The people who helped shape business leaders

**Rod Gilmour** · Feature writer

Updated August 18, 2023 · 5 min read



Phil and Dom Kwok (Dom on the right), co-founders of EasyA. Photo: EasyA

Dom Kwok is co-founder of [EasyA](#), a free-to-use app that educates the developers of the future on Web3 applications, with his brother Phil.

Overview of the #180DaysOfPolkadot Initiative

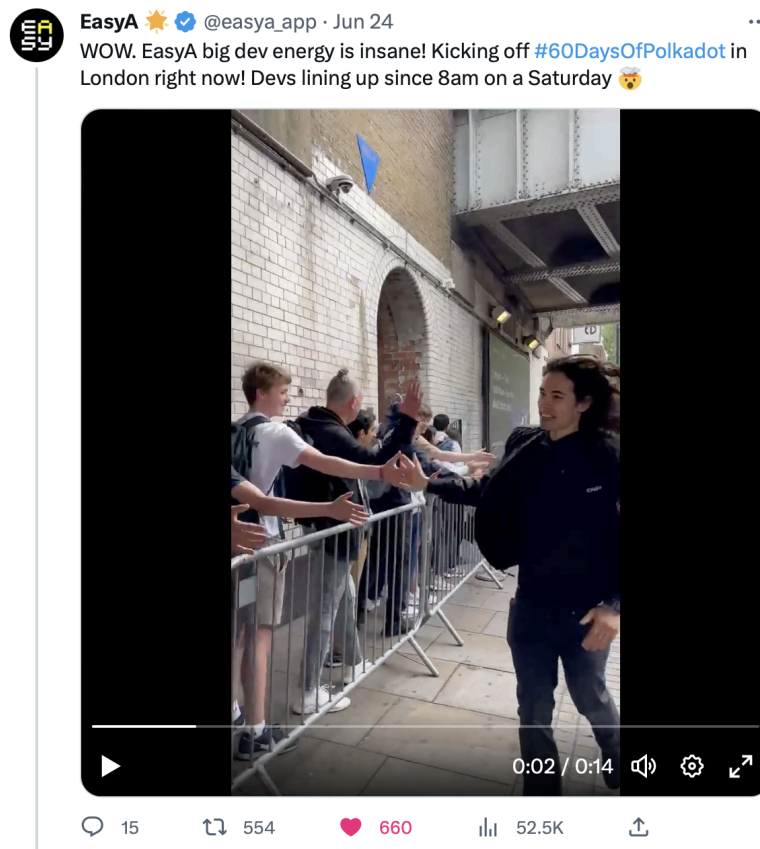
The first key goal of this 2024 crash course and hackathon series (#180DaysOfPolkadot) is to educate developers and founders on Polkadot.

Our main target for this proposal is therefore to increase builders' abilities to develop in the Polkadot ecosystem and build the next super dApp/project on Polkadot.

Overall, the in-app content and hackathon series will generate huge buzz around Polkadot, and will not only prime top developers to found their next huge projects on Polkadot, but also generate wider enthusiasm amongst the Polkadot community and users when they see the

huge, renewed builder activity. Now is the best time to attract top talent into the ecosystem, ready to build the next wave of groundbreaking projects!

- **Location:** Harvard University (USA) and London (UK) as well as virtual (via developer educational challenges in the EasyA app)
- **Proposed Hackathon Dates:** June and July, 2024 (precise dates TBD with Parity/W3F and participating Polkadot parachains/projects)



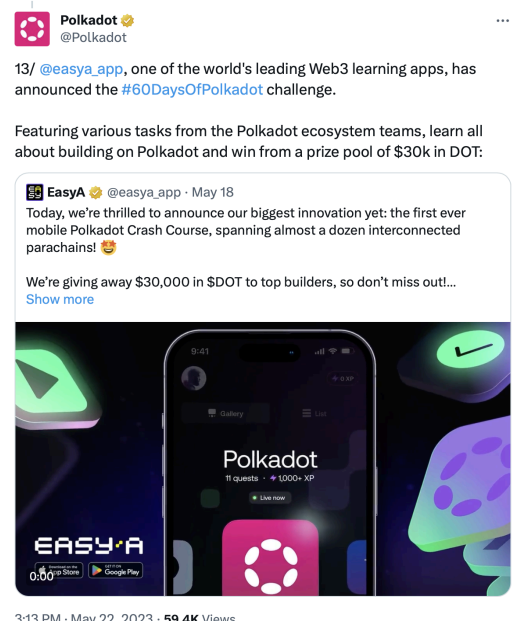
Hundreds of developers lined up around the block for our Polkadot Hackathons in 2023

What will EasyA do for Polkadot? 'The EasyA Effect'.

Over the past 3.5 years, EasyA has built a proven track record of massive, industry-leading success with top blockchains such as Solana, Polygon, Stellar and many more.

The #180DaysOfPolkadot will supercharge Polkadot's ecosystem and firmly place Polkadot on the map as one of the most exciting ecosystems in 2024 and beyond.

EasyA's commitment to the Polkadot ecosystem:



EasyA has been an active contributor to the Polkadot ecosystem since early 2022, when it hosted the first ever in-person Polkadot hackathon for students in London. The full report from that first Polkadot hackathon is available [here](#), and since then we have continued to draw the best developers to Polkadot.

In 2023, we launched our #60DaysOfPolkadot educational campaign which went viral, attracting 40,000 talented developers to learn about Polkadot.

Our hackathons at Harvard University (USA) and in London (UK) in the summer of 2023 then brought 550 of these incredible developers together. They launched projects which have now raised grant and VC funding, and are continuing to make huge strides in the Polkadot ecosystem. Our full report for the #60DaysOfPolkadot, along with all successfully completed milestones and KPIs, is available [here](#).



Harvard John A. Paulson
School of Engineering
and Applied Sciences



NEWS

All News Stories

SEC hosts summer blockchain hackathon

More than 300 students design decentralized apps in weekend event

By [Matt Goisman](#) | [Press contact](#)
July 24, 2023



The use of blockchain has grown considerably over the last few years, with U.S. businesses spending an estimated [\\$4.2 billion](#) on the technology in 2022. While some blockchain-based applications, such as cryptocurrency and non-fungible tokens (NFTs), have become controversial, the concept of a decentralized, secure and easily traceable data system appeals to a wide range of industries, including banking, manufacturing and retail.

The [Harvard John A. Paulson School of Engineering and Applied Sciences](#)



Harvard University's official write-up about the EasyA x Polkadot summer hackathon on the [Harvard website](#)

Why does Polkadot need this crash course and hackathon series?

From our experience teaching developers about Polkadot over the past two years, we have found two major issues facing Polkadot's adoption:

1. Awareness of Polkadot is rising, but is still lower than other blockchains (partly since it's just so different); and
2. Builders need to know the low-down on how they can actually build on Polkadot (since it's so different to Ethereum/Solana, and they can't just deploy smart contracts on it directly).

How we're going to solve this:

We have analysed the above challenges in detail, and have now devised the following two-pronged strategy:

1. Develop in-depth content in the EasyA app for developers to learn how to build on Polkadot; and
2. Host two landmark hackathons to give builders a hard deadline to consolidate their knowledge and put it to the test by building real projects (as well as launching their startups on Polkadot).

Objectives:

1. Increase monthly active Polkadot developers via EasyA's unique, direct-to-developer channels;
2. Attract new projects and teams to build on Polkadot; and
3. Build a funnel of top founders who will launch on Polkadot and/or contribute to the ecosystem's growth.

Target Audience:

1. Developers who have previously built dApps (e.g. on Ethereum) but not used Polkadot;
2. Early-stage founders who are choosing the right blockchain for their next super dApp;
3. Web3 developers who want to learn about Polkadot but just want the technical TL;DR (don't have time to set up their whole local machine, dive into the official docs etc);
4. Web2 developers who are curious about Web3 and the opportunities to build using Polkadot; and
5. Students who have prior experience developing in Web2 but not Web3 and are excited about building their BIG idea on Polkadot.



Huge buzz at our EasyA x Polkadot London Hackathon in 2023

Expected Outcome:

The key outcome for #180DaysOfPolkadot will be the **education of 40,000 new developers** on Polkadot and the invitation of the top 400 of them to the landmark in-person hackathons. An “educated” individual will be defined as one who has an understanding of Polkadot and has completed the Polkadot crash course in the EasyA app. Assuming a course completion rate of ~85% (based on our current Polkadot course completion rates), we will need around 48,000 developers to start the course. Given EasyA has one of the largest Web3 developer communities, we are confident in achieving this.

By getting the Polkadot treasury’s financial support, EasyA will be able to build a full funnel, from the top via the crash course in the EasyA app, right down to the actual hackathons. In addition to the 40,000 new developers who learn about Polkadot via the crash course, we will encourage participants to share their journey on social media along the way. In our prior Polkadot hackathons, this enabled developers to generate over 11 million impressions on LinkedIn, Twitter, TikTok, Instagram and YouTube.

How will we help create a pipeline of Polkadot talent?

These developers will therefore represent a huge talent pool for the Polkadot ecosystem. One question raised by a member of the Polkadot community was how we will help them form a pipeline of talent within the Polkadot ecosystem. Their suggestion was to create an open database of developers for others to recruit them. Due to privacy regulations such as GDPR and developers' own rights to privacy, putting the names and contact details of participants on the open web is not possible. However, we have deeply considered the overarching goal of this suggestion, and have identified a potential implementation without the same privacy issues. The solution is to work with Parity on the [Polkadot Developer Heroes Program](#). In our discussions with the Parity team over the past several months, the vision of the Polkadot Developer Heroes Program is to be the hub of Polkadot developers, where new developers joining the Program will be able to find their next opportunity, whether

it's getting recruited, joining another educational program or even gaining mentorship. In essence, the Polkadot Developer Heroes Program will be where developers joining the Polkadot ecosystem will be able to find their pathways (even via a potential mini Polkadot Blockchain Academy). We will therefore work with Parity on integrating the Polkadot Developer Heroes Program into our #180DaysOfPolkadot, so that developers will be able to opt into this new hub. This is how we will contribute to building the pipeline of Polkadot talent.

Why not go to the events bounty?

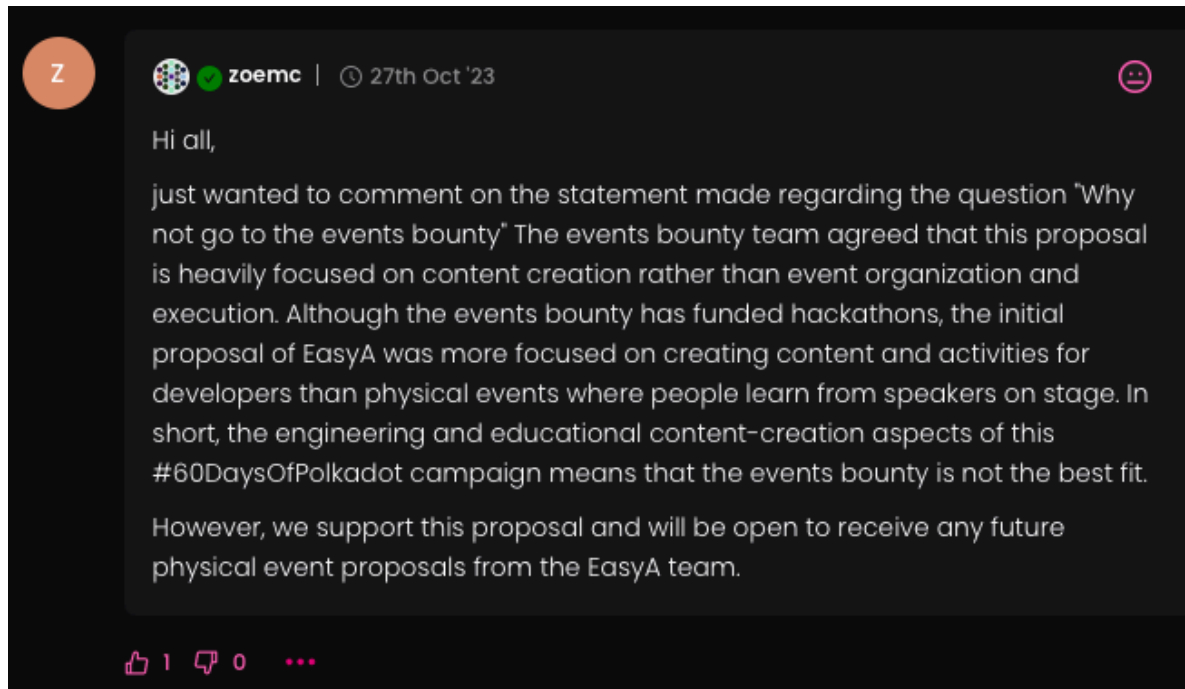
In a referendum for our #60DaysOfPolkadot (which was similar in theme/content to this proposal), some members of the Polkadot community suggested that we should take this proposal to the events bounty instead of requesting treasury funding via the Medium Spender track. However, after we explained the reasons for this, the community agreed that the events bounty would not be the best fit and voted strongly in favour [our referendum, which passed with 88.5% approval](#). We have reproduced the reasons (as explained on the referendum) below.

For the hackathons themselves, we recognise that these might fit within the events bounty. However, in consultation with the ecosystem teams (including one of the curators of the Polkadot events bounty, Zoé Meckbach) we reached the consensus that as a whole our proposal would best fit as a referendum for the treasury directly.

The main reason for this is that our proposal is not purely events. This is a fully comprehensive developer acquisition campaign. It involves EasyA's content team creating written material for developers to learn about Polkadot and the parachains, EasyA's engineering team integrating it into the EasyA app, and a full campaign on social media to grow developer awareness. The app is also tightly integrated with the hackathons themselves, such that it doesn't make sense to split the referendum into two different ones (one for the app and one for the hackathons). The full scope of our earlier #60DaysOfPolkadot, whose overall structure this proposal follows, is available in the [original discussion post](#) as well as [Milestone 1](#) and [Milestone 2](#) which were all approved by the Council in a detailed multi-part proposal under Gov1.

Whilst this whole proposal could in theory be split into separate proposals for the hackathons (which would go through the events bounty) and the content/engineering (which would go through the treasury directly), this would create a big, unnecessary overhead for all involved - essentially duplicating the work that needs to be reviewed, milestones that need to be assessed etc. Given that the events bounty team already has a significant backlog of proposals, it is clear that we should avoid creating this extra overhead.

We also discussed this in detail with [Zoé Meckbach](#) (one of the curators of the Polkadot events bounty), and her events bounty team agreed with this analysis. Below is a screenshot of her support on our past referendum where the same question was considered. Zoé's comment is available to view directly [here](#).



In short, the engineering and educational content-creation aspects of this proposal mean that the events bounty is not the best fit. Under Gov1, this was agreed and approved. This analysis was approved again by the Polkadot events bounty team and community under OpenGov [here](#).



Harvard Computer Scientist Doug Yang launching his startup [Aegis](#) on Polkadot at our EasyA x Polkadot Harvard Hackathon in 2023

Funding Allocation

Funding provided by Polkadot will go towards human costs in planning, organising logistics/venue, and prizes. One of the biggest investments will also be in the EasyA team creating new content for the EasyA app and in engineering new integrations with Polkadot to create a truly immersive and seamless developer experience.

How funds will be allocated

Funds will go towards the two key areas that require investment for Polkadot. We have separated them into these two themes: Learn, and Hack.

The full budget breakdown is below, but as an overview they fit under the following main categories:

- Content planning and practice hackathon rehearsals
- Pre-event planning
- Prizes for hackathon winners
- PR/marketing

- Videography
- Graphic and UI design
- Content development for the crash course
- Engineering to implement the crash course in the EasyA app on iOS and Android
- Supporting developers at the hackathons and beyond, so that they continue to build their amazing projects on Polkadot

We estimate the following total funding allocation breakdown (although this may be subject to change depending on where we are able to optimise costs or may incur additional expenditures):

1. Learn: Polkadot educational content in the EasyA app

Description: Show developers how they can build on Polkadot, and in particular how they can leverage its novel features like asynchronous backing (and agile coretime). This will be accessible to Web2 developers as well, since they are a key market to unlock (big use-cases for Polkadot, but low awareness of it as of today).

We will work closely with the parachain teams directly, as well as W3F/Parity, to create this content and ensure it is of the highest quality.

Total Cost: \$295,000 (excluding prize money) - includes up to 8 challenges on Polkadot/parachains

<u>Funds</u>	<u>Use</u>
\$15,000	DOT prizes/developer rewards for completing the challenges
\$140,000	Content creation for Polkadot crash course in EasyA app: - Reviewing developer pain points with Parity and Polkadot parachains/projects developer relations teams - Explaining the deeper use-cases for Polkadot - Creating deeper content on the latest Polkadot features in development (and how they can benefit developers) - Taking most exciting areas and turning them into bite-sized stories to inspire developers about the opportunities opened up by Polkadot - Designing key learning outcomes based on the topics identified as being most important - Team of 8
\$140,000	Technical implementation of content in EasyA app (iOS and Android): - Creating new code-level deployments and deeper integration with key Polkadot tooling - Building new, immersive ways of demonstrating the power of Polkadot to developers (e.g. through gamification, interactive simulations etc) - Liaising with Parity/ecosystem engineering and developer relations teams to target the latest pain-points they see for developers - Working with business development teams in the Polkadot ecosystem to

	identify the projects they want developers building (e.g. Unique Network wants to see NFT-based loyalty points integrated with retail B2C partners) - Looping in ecosystem engineering teams to integrate their tech into the app and overall make the learning experience completely seamless - Evaluating content created with engineers from Polkadot ecosystem to implement their technical feedback - Q/A testing of content to ensure the optimal funnel for learners - Team of 8
\$15,000	Focus groups: - Create focus groups with EasyA ambassadors and community members - Obtain feedback on in-depth course content - Incorporate feedback and iterate on initial content in conjunction with ambassador team (2 drafts) - Team of 3 (plus 15-20 EasyA ambassadors from top blockchain organisations/university clubs across the US and UK (such as London Blockchain Labs and Harvard/Cambridge Blockchain clubs)

In addition to the EasyA app, we have some of the strongest social media accounts in Web3, and are growing rapidly. This is an unmatched distribution channel for us. Combined, we have almost 1 million fans, and billions of views:

- TikTok: 415k followers (https://www.tiktok.com/@easya_app)
- Instagram: 319k followers (https://www.instagram.com/easya_app)
- Twitter: 100k followers (https://twitter.com/EasyA_App)
- YouTube: 4k followers (https://www.youtube.com/@EasyA_app)
- LinkedIn: 2.1k followers (<https://www.linkedin.com/company/30108824/>)

With Polkadot-specific content being produced by EasyA's world-class content creation team, Polkadot will be set for a huge influx of fresh talent.

2. Hack: Invite developers who complete the in-app Polkadot challenges to two keystone in-person hackathons in the US and UK in June/July 2024

Description: We invite top teams to build their projects on Polkadot at two IRL hackathons, enabling them to meet people from the Polkadot ecosystem in-person and encouraging them to add long-term value to Polkadot.

Cost of each hackathon: \$195,000 (excluding prizes)

<u>Funds</u>	<u>Use</u>
\$20,000	Prize pool for hackathon winners (including distributing prizes +NFTs/Certificates to them afterwards).
\$60,000	Venue and equipment hire:

	- Securing venue space - High bandwidth internet access for all attendees - Miscellaneous equipment (video/live streaming, desks, power outlets, screens, speakers) - Team of 8 to manage the above
\$35,000	Food/refreshments
\$15,000	Staffing for the hackathon to ensure an optimal learning experience (catering staff, cleaners, on-duty manager, security)
\$25,000	Event planning and execution to create the final schedules for the Polkadot hackathons: - Setting up pre-hackathon environments (e.g. Telegram groups, additional online resources packs etc) - Creating and executing distribution strategy - Supporting key stakeholders (e.g. assisting developers with questions about the hackathon, explaining it to developers etc) - Designing social media materials, including speaker cards - Putting together promotion timeline - Securing partners to help promote the event - 8-person team
\$15,000	Support staffing for the hackathons to ensure an optimal learning experience (community management, event management, general support)
\$20,000	Hackathon promotion and recording, with feature reel of hackathon and highlights for winning teams, including videography team recording: - Workshops - Developer interviews - General hackathon footage - Hackathon demo day pitches - 3-person recording team
\$20,000	Marketing and PR (pre/post-event) to highlight the event to attendees and also those who aren't able to attend so we can maximise exposure, as well as get Polkadot developers into the mainstream press via articles/releases
\$5,000	Distribution of rewards to successful participants (including collecting their information and details): - Sending prize money - Creating certificates for participants (to share on LinkedIn, Twitter etc, further increasing awareness for Polkadot)



Highlight reel of the 2023 Polkadot x EasyA Harvard Hackathon

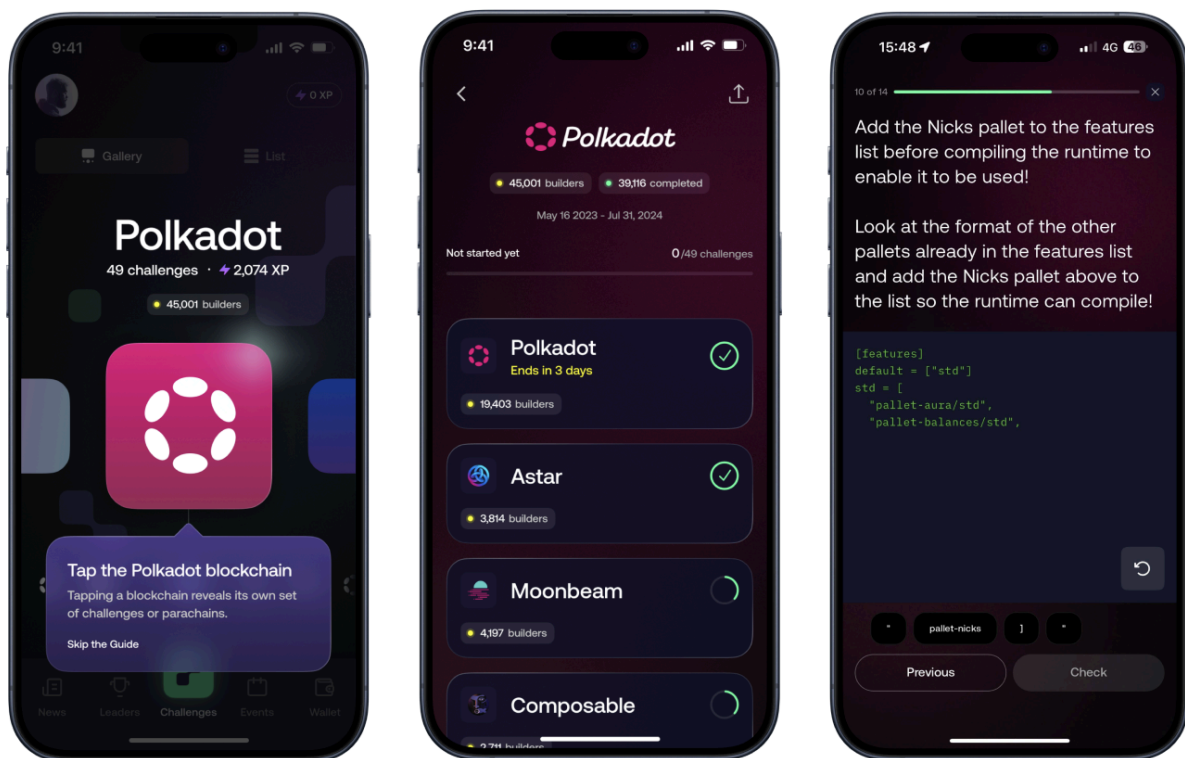


Highlight reel of our 2023 Polkadot x EasyA London Hackathon

Proposed In-app Content

The #180DaysOfPolkadot crash course will be distributed via EasyA's massive pre-existing network in the EasyA mobile app on iOS and Android. This format eliminates the barrier to entry for developers to learn about the ecosystem, and will rapidly scale developer onboarding. This is a unique opportunity to teach developers about Polkadot and draw developers deep into the ecosystem. Once they truly understand the features unique to Polkadot (such as native security, cross-chain transfers and governance), this will increase developer retention substantially and contribute to Polkadot's defensibility.

Check out the screenshots below to see why EasyA is the world's most popular Web3 learning app!



Screenshots from our hugely popular #60DaysOfPolkadot developer challenges, launched in 2023!

As seen in the above screenshots, the modules will range from introductory multiple-choice questions accompanied by bite-size explainers, through to embedded quizzes, right up to actual coding to teach and show developers the real-life development experience of an Polkadot developer.

From our experience teaching hundreds of thousands of developers we will use a core theme-based + outcome-oriented framework to set learners up for success.

Our first step will be to finalise the precise content with the Parity and Polkadot parachain/ecosystem teams, but the below is an example of broadly what this will look like

for the Polkadot modules:

<u>Theme</u>	<u>Learning Outcome</u>
Deeper dive into Polkadot's architecture and core concepts	Explain to developers the latest updates to Polkadot: - Polkadot 2.0 - Asynchronous backing - Agile coretime - OpenGov
Learn more in-depth about the highly technical areas of Polkadot	Explain to developers: - What's new with XCM - How to use XCM - How XCM differs from IBC - Using ink! - Using Substrate pallets
Building a blockchain/dApp	Step-by-step walkthrough on how to create a blockchain on Polkadot or a dApp on a parachain from scratch
How to get live help along the way	Walk attendees through where they can get live support on their journey, such as: - Discord - Telegram - EasyA community
How to join the community longer-term	Next steps: - Joining the next hackathon/meetup - Applying for a grant - Working in the Polkadot ecosystem - Becoming an ambassador

Importantly, we will also be encouraging developers to share their journey on Twitter under the #180DaysOfPolkadot hashtag. This will not only help them keep up their momentum but also create huge reach for Polkadot and ecosystem teams. This is particularly exciting since developers typically learn in silence; instead, with #180DaysOfPolkadot they will be shouting about Polkadot and ecosystem teams from the rooftops, massively amplifying its reach! We will further this huge buzz by 'dropping' (releasing) new challenges at the same time each week.



Kevin Neilson @KevinKNeilson · Jun 19

A phenomenally fun hackathon weekend! If you're not joining the next @easysa_app @Polkadot hackathon you're missing out!



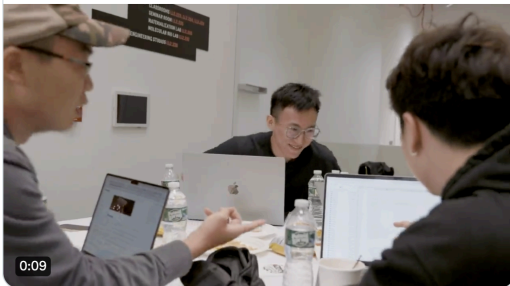
EasyA @easysa_app · Jun 19

WOW. What a weekend! We took over one Harvard's most legendary buildings to bring you our #60DaysOfPolkadot hackathon 🌟

- ✓ 300 hackers
- ✓ 36 hours
- ✓ \$33,000 awarded

Here's a li'l video to celebrate (tip: turn that sound UP!)

See you in London this weekend!



2 9 40 7,850



Dave Bean @coffee4hodlers · Jun 19

thanks @easysa_app for hosting such an amazing event. so much talent and energy!



Vara @VaraNetwork · Jun 18

Replying to @VaraNetwork

3. Vara at @Harvard

@coffee4hodlers Dave Bean was representing #VaraNetwork for Harvard students.



2 3 26 3,321



Kaori | Astar Network @kaori_ruku

. @AstarNetwork in London!! What a fire 🔥🔥

Was amazed to see so many talented hackers! Judging was real tough! We are here to support you and grow together, ping us anytime when you have ideas!! Thank you Phil and Dominic for making it such success! Let's Build 🛠️!!

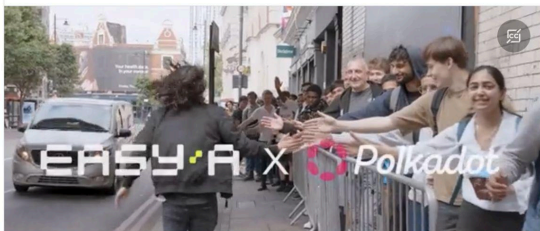


EasyA @easysa_app · 25/06/2023

IMMENSE. No other way to describe day 2 of our #60DaysOfPolkadot London Hackathon 🦄

- ✓ 250+ hackers
- ✓ 36 hours
- ✓ \$23,000 in prize money

Before we announce winners, sit back, relax and watch the world's best devs build the future of Web3 right before your eyes 🎁



Kaori | Astar Network @kaori_ruku

2days - meet people, team up, brain storm, code, deploy and make a pitch.

I saw a "real" hackathon here, intense, hard, but great energy. Bravo! You all guys who were there, your experience must be something quite extra ordinary and something must be "addictive" 😊



EasyA @easysa_app · 26/06/2023

From code to pitch, all 36 projects built this weekend blew us away! 🌩️ Keep an eye on this batch, we've definitely got a few unicorns in the making 🦄

Huge thanks to our judges @kaori_ruku, @_hndrx_, @Toma_Sadova, @kwok_phil and @dom_kwok! 🙌



Kevin from Moonbeam, Kahori from Astar Network, and Dave from Gear (Vara Network) sharing their awesome experiences at our 2023 EasyA x Polkadot hackathons



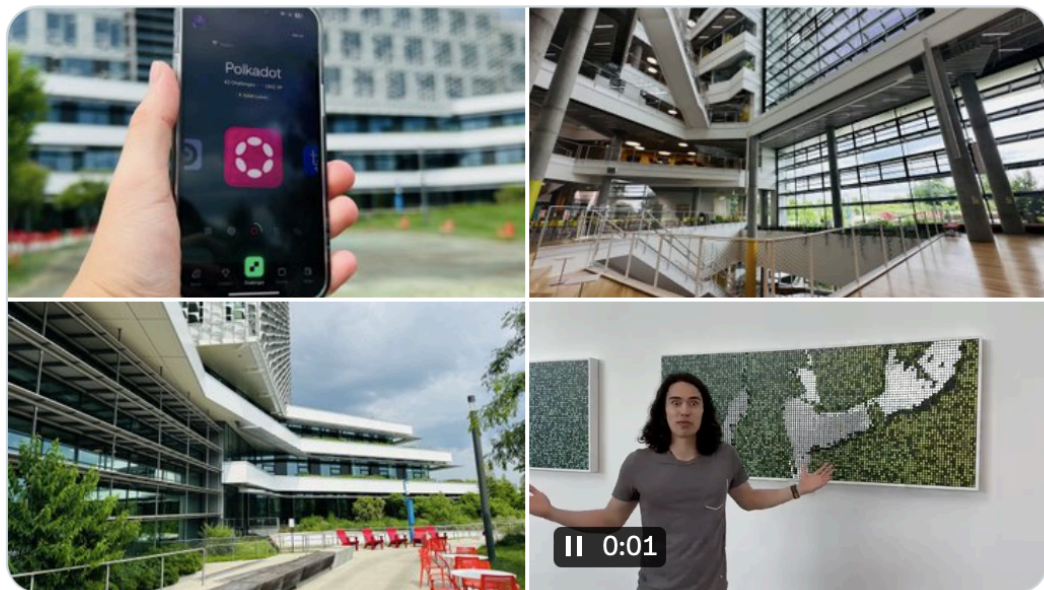
EasyA 🌟🔒 @easya_app · Jun 16

...

Our EasyA x Polkadot Hackathon venue is INSANE!

8 floors, 500,000 sq ft and \$1b cost to build (yes, billion!). All right on Harvard's campus. With hacking pods and tons of outdoor space, safe to say there's no better place to hack.

We can't wait to welcome y'all tomorrow. LFG!



5

330

381

4,970



Absolutely packed auditoriums at the hackathons, with hackers hard at work learning about Polkadot, parachains and more!

Timeline

Before announcing the hackathon and crash course, the EasyA team will work closely in partnership with Parity, W3F and ecosystem teams to plan them and ensure developers are working on the areas the ecosystem would like them to learn about and build on. The EasyA team appreciates that Parity/W3F has limited bandwidth to support with reviewing content/materials, so will use its best endeavours to be self-sufficient in organising everything (as we did with last year's #60DaysOfPolkadot).

Schedule Summary (precise dates TBD with Polkadot ecosystem teams)

Date	Milestone
March, 2024	Launch #180DaysOfPolkadot in-depth Polkadot in-app challenges
April - May, 2024	Continue drip-feeding content and in-app challenges
June - July, 2024	Polkadot x EasyA Hackathons

Grant disbursement milestones

- At the start of the planning phase (to create/distribute in-app content and implement it technically, as well as cover venue/logistics deposits): USD \$370,000
- One month after completion of #180DaysOfPolkadot: USD \$370,000

In the past, EasyA has split grants into more milestones. However, after discussing this proposal with the Polkadot community so far, together we reached the consensus that we should reduce this to two milestones (one at the start, and one after successful completion). The main reasons are that given this is a proposal to be executed over 6 months, if we were to have 4 milestones, this would require EasyA to go back to the Polkadot treasury for funding every 1.5 months. This would cause unnecessary extra overhead and delays for the community and EasyA. This was direct feedback which we received from the Polkadot community when we executed our last treasury proposal, which consisted of 4 milestones - the community felt that they were being asked to review the milestones too frequently. Furthermore, we have also successfully delivered every milestone we have previously set since our first milestone in 2022. We have a proven track record of success. Altogether, this is reflected in splitting the proposal into two milestones.

EasyA will manage the funds at the proponent's address, and Phil Kwok (EasyA Co-Founder) will be the main point of contact (phil@easya.io).

Milestone Reports

Strong communication will be kept at all times with the Polkadot community and participating parachains/projects throughout the execution of this proposal. Each milestone, we will document in detail how it has been achieved, and present this to the community to review. We have prepared detailed reports in this way for every milestone since our first milestone in 2022. We're excited to share everything we achieve with #180DaysOfPolkadot, and can't wait to show it to the Polkadot community!

Target KPIs

<u>KPI</u>	<u>Target</u> 
Developers starting crash course	48,000
Developers completing crash course	40,000
In-person hackathon attendees	500
Participating Polkadot parachains/projects	8
Hackathon projects	100
Social Media Impressions (LinkedIn/Twitter/TikTok/Instagram, YouTube etc)	10M+