



## **Polkadot Treasury Proposal: the series of 26 short weekly news**

**by Alex PromoTeam ( PromoTeam Lead)**

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We are PromoTeam — the international team of Polkadot fans with experience and professional abilities: We excel in community growth, business communications and strategy, promotion, advertising, mathematics, programming, entrepreneurship, and many others areas. Our main goal is to increase adoption and the value of the Polkadot and Substrate ecosystem.

One of our product is our [YouTube Channel](#).

People got to know our team as producers of “HOT DOT NEWS ” and “DOT Features”, we did some videos that became really popular (one of our examples focusing on the Polkadot Parachain Auction process can be found [here](#), with more than 1.7k real views and more than 70 likes. As you know we started a YouTube channel about 3 months ago and we now have more than 700 real subscribers and more than 16k views of all videos. We already have 4 releases of Hot Dot News and 2 videos of Dot Features and a lot of other Polkadot and Kusama Ecosystem-related content. We have proven our ability to deliver quality content, important information and hope we earned your trust.

Our main goal is to help non technical newcomers find the way to learn Polkadot, Kusama and Ecosystem more. To find the way they can participate and contribute. We have the best videos for geeks , for tech guys, for specialists. We are working for common people. For mainstream.

### **We work for the community and want to be rewarded by the community**

We aim for the Polkadot community to fund the series of 7 new videos of “HOT DOT NEWS ” and “DOT Features” for the next 3-5 month: December 2020, January 2021, February 2021, March 2021, April 2021.

**Hot Dot News** – bi-weekly releases focused on the most important news of Polkadot/Kusama as well as on other ecosystem projects and announcements of future events. You already know the format of Hot Dot News.

**DOT Features** - focused on learning videos around Polkadot and Kusama functionality and use cases in an easy and fun format aimed for beginners.

**This proposal aims to develop a series of 7 videos (combining Hot Dot News and DOT Features) covering the following topics (we are open to add other topics by community request)**

- **Identity in Polkadot and Kusama** - Get your own Green Spot. How to set and verify identity in a fast and easy manner.
- **Social recovery helpers** - your friends and contacts that can confirm your identity and help to get access to your lost account.
- **Secrets of staking on Pokadot/Kusama** - the information validators do not want to share.
- **Secrets of generation of account creation on Polkadot/Kusama.** Get the cozy account for Free!
- **Polkadot Voting process**
- **Polkadot Tips - how to contribute and get reward?**
- **What you can do with your DOT/KSM ?**

The topics can be changed , if we have some need or inspiration.

The Polkadot and Kusama community supported us and all our team is really appreciated, but the costs of productions were much higher than the compensation.

#### **Specification of costs for video production:**

The time for a video production is approximately 60+ Hours of work of professional team:

- **Production, ideas, scenario, negotiations, reports, financial, social networks promotion(coordinated by Alex)**
- **Video production, camera, video editor, social networks promotion (coordinated by Vlady)**
- **HOT DOT NEWS Texts, news, scenario and promotion (coordination by Olga (from Polkadot News), Alex, Maarten)**
- **Speakers: Arthur, Diana, Vlady.**
- **Invited professionals on demand.**

In addition, we use the professional equipment and a recording studio, that means that: to keep quality high we use only professional photo and video equipment. On each issue, we will also include graphics. Sometimes we need to rent or buy the equipment needed for production.

Given our cost calculation, the best alternative for the team is to get funding for future contributions for the next 7 series.

**Our production costs of 1 series of Hot Dot News and Dot Features - USD 900.00.**

**This costs include:**

- Pre Production (idea, scenario, casting, texts, readings and so on) ,
  - Production (recording, graphics, audio and video editing)
  - Post Production (youtube, subtitles, analysis)
  - Promotion (tweets, telegram, Polkadot News, PromoTeam resources) of every video.
- It is a fair reward for 4-5 involved professionals.

**Please support our initiative and fund us with 1050 DOTs (150 DOTs x 7 videos), which will be used to cover production costs. Find the budget below.**

#### **Budget**

<b>Item</b>	<b>Description</b>	<b>Cost (USD)</b>	<b>Cost (DOT)</b>
1	- Identity in Polkadot and Kusama	900.00	150.00
2	- Social recovery helpers	900.00	150.00
3	- Secrets of staking on Pokadot/Kusama	900.00	150.00
4	- Secrets of generation of account creation on Polkadot/Kusama	900.00	150.00
5	- Polkadot Voting process	900.00	150.00
6	- Polkadot Tips - how to contribute and get reward?	900.00	150.00
7	- What you can do with your DOT/KSM ?	900.00	150.00

#### **Payment conditions:**

- Total (DOT): 1050.00
- DOT Rate: 6 USD/DOT (approximate average price for last couple months)

**We need DOTs to participate as Validator, we want to earn it by our contributions.**