Child Bounty Proposal: NFT Biarritz

Proponent: G' Expect Chaos
Event date: August 21-23, 2023
Localisation: Biarritz, France
Requested DOT: 2258.54 DOT ([7 days EMA Subscan](#)) - $ 11 821.23
Short description: Fund participation in NFT Biarritz a blockchain and crypto event in the south of France to represent Polkadot and its ecosystem.

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1. Context of the proposal:

Introduction:

[NFT Biarritz](#) is a blockchain and crypto agnostic 2 days event taking place in Biarritz (south of France) during a week dedicated to blockchain. Placed during the tourist season, many blockchain events welcoming enthusiasts and neophytes take place in Biarritz such as SurfIn Bitcoin, NFT Biarritz or sides events. This is a great opportunity to promote Polkadot to users or professionals while connecting with other industry leaders.

Purpose of the event

The event is organized by OpenGem, a well-known project that provides secure ownership for digital assets, and aims to provide an opportunity for people and players in the blockchain industry to meet and connect in another part of France, away from Paris where most events usually take place.

NFT Biarritz is agnostic as it welcomes all projects, communities, ecosystems or technologies related to the blockchain industry. Unlike other famous events such as ETHCC that focus on only one aspect of our industry, at NFT Biarritz, visitors can discover and learn about all aspects of the industry, from wallets to metaverses, ecosystem, games, NFT projects, Defi, etc etc.

At the 2022 edition, Astar Network, represented by Hoon (Astar's CTO) and I were present and introducing attendees to the Polkadot ecosystem. This year, Astar Network will not be present as they are focusing on Asian blockchain events, but it is still important for the Polkadot ecosystem to be present at this event.

More information in the [Sponsor NFT Biarritz Deck](#) or on the [NFT Biarritz Website](#).

Program of the event

NFT Biarritz is a 2 days event happening the 21st and 22nd of August with conferences, activities, booths and workshops. The first day is for beginners and neophytes and the second day is focusing on advanced users.

Monday 21st:

- Gaming / Metaverse
- Sport
- Applications

- Beginners workshops

Tuesday 22nd:

- AI / ART
- Utilities
- Security
- Tech workshops

One networking night on Tuesday 22nd

One Crypto Coffee breakfast on Wednesday 23rd

Side events (Defi France, Women in Web3, ect)

Audience

Last year, more than 400 participants were welcomed at the NFT Biarritz, including advanced users, beginners and professionals. This year, the capacity of the venue has been doubled to accommodate over 900 participants (Web3 natives and tourists).

[Some pictures of NFT Biarritz 2022 edition to give an idea of the event and the place.](#)

2. Problem statement and objectives:

The Polkadot ecosystem is known in France thanks to the momentum of the 2021 parachain auctions. However, most people have not stayed in our ecosystem since then and are not aware of the use cases and technological advantages that have been built over the last two years and are available today on Polkadot.

They still think that Polkadot.js is the only wallet in the ecosystem and are reluctant to use the ecosystem because of the bad experience they had with Polkadot.js.

The Cross-Consensus Message Format (XCM) that spearheads the Polkadot ecosystem is a misunderstood concept by people, they don't understand its benefits, how it works and why it is important for blockchain interoperability and what it could bring to our industry.

Our objective by attending NFT Biarritz is focusing on 3 mains axes derived from these problems:

- Improve the user experience by exploring the ecosystem
- Discovery of polkadot and parachains
- Education and awareness of the technical benefits of Polkadot

The other advantage of participating in this event is to increase the visibility and awareness of Polkadot in France and in the blockchain industry:

- Networking opportunities by connecting with other projects and ecosystem builders
- Local marketing and visibility as an official sponsor of the event (logo on the website, banners and marketing support)

3. Implementation to achieve the objectives:

To fulfill the objectives explained above, our plan is the following:

a) Polkadot: Presentation & Education

We'll be hosting a booth to represent and present Polkadot and its ecosystem (including Polkadot visuals and displays) on the first day. The various subjects presented will be as follows:

- ○ Presentation of Polkadot and its network of parachains;
- ○ Wallets (Polkadot.js, Talisman, Subwallet, Nova wallet);
- ○ Parachains (Acala, Astar, Phala, Moonbeam, HydraDX, Composable, Equilibrium, Interlay, etc);
- ○ ~~Presentation of the Cross-Consensus Message Format;~~
- ○ Presentation of NFT and DAO projects on Polkadot (RMRK, Kanaria, PhalaWorld, Astar Degens, GLMR Apes, etc);
- ○ NFT ecosystem success story: Exosama, Moonsama, Raresama, Pondsama, etc
- ○ Governance of Polkadot with OpenGov2 ;

b) Polkadot: Usage & Experimentation

In parallel with the ongoing Polkadot presentation described above, we'll be organizing and running a 45-minute workshop on the first day to show what can be done concretely on Polkadot in relation to the subject of NFT:

- ○ Creating your first wallet substrate (Talisman);
- ○ Explore parachains with parachains.info and polkadot.js dashboard ;
- ○ ~~Performing a cross-chain transfer between Moonbeam and Astar ;~~
- ○ Defi overview on Polkadot (Acala, Parallel, HydraDX, Bifrost);
- ○ Discovering NFT on Singular and Astar;
- ○ Mint your first NFT collection on Kusama using Singular;
- ○ Build your own unlimited game or universe with equipable NFTs;

The second day will focus on networking with other exhibitors and advanced users to attract developers to Polkadot (introduction to WASM and XCMv3) ;

c) Polkadot : Governance & Community

Finally, on Wednesday 23, we'll be taking part in a blockchain side event as speakers to present Polkadot's governance model and hold an open panel on governance and blockchain.

The side event is organized by Sufinvest64 in collaboration with Defi France at the Espace de l'Ocean in Anglet.

L'Espace de l'Océan is a renowned venue for events on one of Anglet's most beautiful waterfronts. The venue features several meeting and event rooms, a restaurant and a rooftop bar with sea views.

A room accommodating up to 300 people has been reserved for one day to enable projects or ecosystems to present or organize panels during a 2-hour slot. To date, 4 projects have already booked their slots ([Defi France](), Architecte, [France Finance Innovation](), unknown). The price for a 2-hour slot is €700.

We plan to reserve a 2-hour slot divided into two main topics:

- The first hour will be devoted to presenting Polkadot's governance model with the example of OpenGov2. *At the time of the event, we expect OpenGov2 to be launched on Polkadot.*
- The second hour will be dedicated to an open panel where we will invite other players in the blockchain industry to discuss governance and blockchain. We aim to invite personalities from well-known projects with governance models in place such as DAOs, Defi projects like AAVE or blockchains.

The name of our part of the side event will be : **"Blockchain & Governance: How Polkadot revolutionizes current governance models, example with OpenGov2"**.

4. Participants to the event:

The participants to the event are two Polkadot ambassadors and the admins of Polkadot Francophonie, a community dedicated to the democratization of Polkadot and its ecosystem in Francophonie:

G' expect Chaos:

Polkadot & Astar Network ambassador, G' is deeply committed and involved in the Polkadot ecosystem, he also co-founded Algem, a Liquid Staking protocol on Astar Network. With his experience in the business and event world, G' will use his skills to attend events to share his passion and knowledge about the Polkadot ecosystem. G' is also a core contributor to the French Polkadot community: Polkadot Francophonie, he is organizing online and real-life events and meetups to present Polkadot.

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Discord: G'$_{ex}$□$_e$c□ c□$_{ao}$□#3121
On-chain Identity: 149BsxLw1jXeDnbh9WHd7Pezxyfnpwo3oYnJWWUEPQhsJkDm

Rom1.io - Polkadot Ambassador

At the end of 2020, Rom1 left his job as a telecom architect/engineer after participating in the "decentralization" of communication channels to fully dedicate himself to Blockchain. He is convinced of a multi-chain but also multi-community future. That's why he dedicated himself to the development of the French community as an ambassador of Polkadot, and he is also an ambassador of Moonbeam and Phala Network. Rom1 provides quality and professional content to the French community in order to contribute to the democratization of Polkadot and its web3 ecosystem.

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On-chain Identity: 13GEk517q2rDtrRKC1yormR2Aj5enhR9nkV1VwAygmxsf7vf

5. Funds requested and payment conditions:

In order to achieve the different objectives described above, we have developed a budget covering the needs of the event and divided into 5 different categories:

- Event costs (tickets, booths and venue)
- Travel expenses (transportation and accommodation)
- Merchandising (Goodies T-shirt, stickers)
- Equipment (Retractable Banners)

To attain our goals, we need to subscribe to the Dolphin plan in order to participate in the event. This plan includes 4 general admissions, 2 VIP networking parties, the Polkadot logo on the website, theater stages and badges, 1 45min workshop, a medium exhibition booth for 1 day, and a dedicated Instagram and Twitter post. The price is $6500.

For transparency and comprehensiveness, we have divided the budget into two parts:

- **Part I**: It includes all event costs, travel expenses, merchandising, and equipment that must be covered before the event.
- **Part II:** This is the ambassador's compensation for preparing, organizing, and participating in this event. It will be requested in the second part of the extraordinary event application with our event report after the NFT Biarritz.

Bounty	Category	Item	Price in EUR	Price in DOL	Quote / Invoice
Part I	Event costs	Dolphin plan	6 500€	$7068.16	NFT Biarritz Deck
		Venue side event	700€	$761.19	
	Travel expenses	Train/plane	380€	$413.22	Car travel cost x2 Plane travel cost Train travel cost
		Accommodation	0	0	NA
	Merchandising	100 T-shirt	1000€	$1087.41	Quote
		50 mugs	350€	$380.59	
		300 stickers	80€	$86.99	Quote
	Equipment	Retractable Banners	100€	$108.74	Quote
	Extra	10% of the total to cover additional costs and DOT volatility	911€	$990.63	
Part I	**Total**		**10021€**	**$10 896.94**	
Part II	**Ambassador compensation**	G'expect Chaos	450€	$489.33	18h at 25€/h
		Rom1.io	400€	$434.96	16h at 25€/h
Part II	**Total**		**850€**	**$924.30**	
	Total		**10 871€**	**$11 821.23**	

Based on the above budget and divided into two payments, one after submission of the bounty proposal and the other after the successful completion of the event, we request:

First payment: EUR 10 021 (2053.48 DOT with DOT = 4.88€ - 06/06/2023 - EMA7).

Second payment: EUR 850 (174.18 DOT with DOT = 4.88€ - 06/06/2023 - EMA7).

The address for receiving funds is a multisig address with a threshold of ⅔ whose signatories are G' expect Chaos, Rom1.io and David (Polkadot Head Ambassador for Francophonie.

Mutlisig address: 14P6VNV7W5quNAPbZPbCUhtNg9gJGQiBC9kGtZG2751Fe9as

Conclusion:

In order to measure the success of our initiative, as well as its impact on the visibility and use of Polkadot and its ecosystem during the NFT Biarritz event, we will collect quantitative and qualitative metrics. Here is a potential list of ways to obtain these measurements:

Quantitative Metrics:

1. *Attendance*: Count the number of participants who attended our booth, our workshop session, and the side event.
2. *Engagement*: Measure the level of engagement of participants by tracking the number of questions asked, interactions with your project, and activities completed during the workshop and the side event.
3. *Workshop Ratings*: Gather quantitative feedback by providing participants with rating scales or surveys to gauge their satisfaction levels.
4. *Completion Rates:* Calculate the percentage of participants who completed the entire workshop.
5. *Social Media Followers*: Invite participants who attended the booth, workshop or side event to subscribe to [Polkadot's social media channels](#).
6. *Social Media Engagement*: Measure the number of likes, comments, shares and retweets on social media posts before and after the event.
7. *Newsletter Subscriptions*: Invite participants who attended the booth or workshop or side event to subscribe to subscriber to [Polkadot's newsletter](#).

Qualitative Metrics:

1. *Feedback Forms*: Gather qualitative feedback on participants' experience, their likes, suggestions for improvement, and challenges faced after the workshop.
2. *Observations and Notes*: Make observations and take notes during the workshop, capturing participants' reactions and notable comments.

Gathering this quantitative and qualitative data enables us to better understand the impact and success of the event.

Based on last year's participants (+400), the organizing team's expectations for this year (+650), the participant limit for the workshop and the size of the venue for the side event, we theoretically estimate the number of participants at :

- *For the stand*: 40% of the total number of participants, i.e. around 200 people;
- *For the workshop*: 50 participants, due to the workshop limit;
- *For the side event*: 25% of room capacity, or 75 participants;

In conclusion, we'd like to thank everyone who took the time to read and study our proposal, and we remain at your disposal by email, telegram or discord if you need any further information or comments to pass on to us.

This request is made several months in advance because like all event organizations, commitments must be made and in our case, we must confirm our participation in the Dolphin plan at NFT Biarritz and the reservation of the room for the side event before early June 2023.

We hope to be able to realize this proposal in order to contribute to the visibility of Polkadot in the French speaking blockchain industry and with the support of the Polkadot ecosystem and the web3 foundation.