

Summary Page

Edify CoLab

Project Reporting Close Out Report

F7: New SPO Business Opportunities

Small SPO Impact Business Programme

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Close out Video link	https://youtu.be/wu-9DtTCK2c
Date Started	May 2022
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Close out report

Campaign brief:

Our SPOs are a most-valuable foundation of Cardano. They have invested in important infrastructure and are establishing important capabilities. This is of high value in the still very much hype-driven general Crypto space. With SPOs, the CARDANO Community can get both: Even more decentralization AND stability and professionalism at the same time.

Why is it important?

Being an SPO shall be economically attractive. In addition to this, there are great opportunities for adding new ideas & services

How does success look like?

The overall business model of SPO's can become even more attractive and we can add new features and services for driving decentralization

Proposal Objective:

Problem statement

How can we enable SPOs to continue doing what they do best while creating effective businesses that achieve their purpose-led goals?

Answer

To offer SPO businesses a proven 'business in a box' programme that ensures they own commercially sustainable impactful businesses.

Programme and Methodology

From our proposal we gave an overview of how our programme would be structured and delivered:

What will the programme look like?

We envisage an initial cohort of 10 individual small SPO's that will be invited by application to participate in the initial programme.

Following an introduction phase the cohort will go through an 8-session programme giving them:

- Clarity on their purpose, impact and value add,
- An audit of where they are now, where they would like to be and how to get there, which produces,
- A practical top level impact driven business plan

What does support look like?

Our programme consists of an online self-assessment Full Value Business Audit that is then discussed with a coach. A coach is assigned to each SPO in the programme to help them to grow and maintain their independence.

Where specific skillsets or experience are required to deliver the agreed growth programme, these will be introduced from our business guru network.

How will you adapt your existing programme?

Our programme was designed for purpose-led entrepreneurs and builds on cumulative decades of experience in senior technology, strategy and business roles in major organisations and in coaching and business impact focussed consultancies.

Our adaption approach will be to:

- Audit the internal alignment of SPO to the principles of the Cardano project
- Build internal capability that improves that alignment
- Understand and map external market and business environment
- Define end goal
- Design plan for deployment

Product

We have an established framework for establishing, measuring, tracking and improving the functions and relationships within companies, that has been specifically designed to establish the purpose of founder/s and to ensure that this purpose is delivered on.

We use this framework as the foundation of the conversations that we have with our clients as we mentor them through their business growth journey.

It is based on the premise that companies operate at both strategic and tactical levels, and on operational/commercial and cultural levels. And it is in the cultural part of the business where 80% of its value sits – yet this has been difficult to measure and track.

Our programme takes an entrepreneur through a self-assessed audit of their company against our framework.

The results and findings are discussed during a series of coaching sessions, and a development plan for the company is developed and agreed.

A coach then works with the entrepreneur through the growth process.

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discussed with a coach. A coach is assigned to each SPO in the programme to help them to grow and maintain their independence. Where specific skillsets or experience are required to deliver the agreed growth programme, these will be introduced from our business guru network.

Challenge KPI's

Key Metrics to Measure	How this was addressed
Number of new business ideas for SPOs	This was covered in depth during the programme, in terms of understanding the: products, markets and channels that SPO's could deploy and develop. With the cohort breaking out and analysing the potential customers, suppliers, partners they could look to develop and engage, both in the short and longer term. Overall it gave the cohort an understanding of what their growth options were in terms of capability and scale – allowing them to plan ahead inside their market and the bigger economic environment
Overall SPO-related business-value of such optional new services	
Impact of essential new services for making the world of Cardano even more decentralized, distributed and censorship resilient	

Project KPI's
Auditability

Key Metrics to Measure	Outcomes
Successful completion of incubator by Small SPO members	Out of the 5 SPO businesses that undertook the programme, 4 completed it. With one that did not have the bandwidth to complete the programme whilst simultaneously setting up the stake pool.
Successful business audits completed	All 5 members completed their full business audit and analysis
Successful vision and business plans completed	All of the cohort completed an outline vision. 4 of the cohort completed all the sections of the business plan. However the business plan deck as laid out was not completed as planned – we ran out of time.
Number of business, product ideas per member	This was addressed as part of the product and market and business analysis – as a group, and then each org decided upon the products/markets they wished to address

Key Metrics

Key Metrics to Measure	Outcomes
End of programme review audit	This has been covered off both as feedback in sessions and also in terms of video and text referrals given by the participants – included in links section
References from three-month review	Given in links section
Engagement of alumni on next programme	The F8 SPO incubator rollout programme is now in flow with 3 of the participants from cohort 1 now supporting the delivery of the F8 programme – so going through the start of the train the trainer programme in parallel.
Portability of programme	The programme has proved very portable. The versions have now been extended to include both an SPO focussed: impact incubator and accelerator version. And the follow on F8 programmes: SPO incubator Rollout and F8 Train the Trainer Africa, are now closing out with Cohort 2. On this programme there are two groups, being run separately: one with three small SPO's, and one with an association of SPO's going through the programme together.

Scalability of programme role out	The programme has now been recut and upgraded to include extensive Miro board usage, supported on Telegram and Discord. And will shortly be available to be delivered as a more self-learning programme, to bigger groups at a low price point
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Achievement Summary

Outreach:

We were fabulously supported by organisations such as Swarm, Wada, C4C, Bridgebuilders C4C and Catalyst who publicised the programme. Overall, we engaged seven SPO's on the programme.

Participants

The were more established than our initial scoping of single person start up SPO's. However this helped as each of them had more experience of the growth and development issues faced by an SPO in the Cardano ecosystem – which helped build the context and content of the programme delivery

Collaboration and Support

We were fabulously supported by organisations such as Swarm, Gimbal Labs, Wada, C4C, Bridgebuilders and IOG - through the Catalyst team. These organisations gave their time and efforts to guide us through how to engage with the catalyst community, find and target our potential participants, publicise and run the programme.

Programme / Product Development

Once we secured the programme we began the process of redeveloping and reformatting our existing off chain programmes to be blockchain and SPO focussed.

During our research and outreach phase we realised that what we would usually define as an incubator programme and accelerator programme had a different scope inside catalyst. As in the size of enterprises and

organisations we usually support is larger than that typical of Catalyst members - but their growth phase is typically slower. So we recut the product to expand the product out to accommodate these different user bases.

Outreach and Onboarding

We promoted the programme through many of the communities listed above - being offered presentation slots at several community events such as Town Halls, and community sessions.

Market and Customer Understanding

As we began promoting the programme several things became apparent:

- As our original product profile fitted the larger and more development focussed SPO organisations then our ideal participant base leaned towards working with more established SPO's - that either were part of an organisation, or were looking to use their SPO as a vehicle to grow rapidly.
- SPO's whether they appreciate it or not are by their nature commercially focussed operations - and so need supporting as such.
- Many of the operators of Stake Pools in the Cardano network though they have excellent technical knowledge may indeed have limited experience of operating in a commercial environment.
- This need for support stretches from an 'incubator' programme level of support through to an 'accelerator' focussed programme.

Once these factors became evident, we were happy to engage participants on the programme who sat more in the space - of wanting to grow and develop and maybe running the stakepool to support a larger organisation.

The SPO Incubator programme - Delivery

The programme ran with five participants: SWARM, Sanada, WADA, Fluid 7 and Carpool Education all of which have both an organisational structure as well as a stakepool

Key learnings

Due to the 'newness' of the stake pool industry sector and its potential to develop into a pivotal network both at a technical/network level for blockchain provision and also as nascent financial services providers - with the potential to become major players in this space over the following years.

Following on from those mentioned above

- The need for more than just technical expertise and focus - is evident onchain as much if not more as it is off chain
- Short sharp interventions - with project based learning work effectively and are very powerful - especially in decentralised organisations
- Bringing awareness to foundational business and leadership concepts add huge value.
- Building awareness around Cultural and Commercial lens and Income/capability versus Asset based perspective is even more important in fast developing industry sectors such as blockchain and AI.
- The importance of understanding, defining and leveraging purpose, and worth for an organisation - is paramount as it brings cut through to an organisations positioning and ability to engage partners of all types/
- The importance of understanding both how to position, plan and execute funding initiatives for projects is crucial.
- That this programme can be effectively delivered for both commercial enterprises and social impact organisations

- How supportive and giving the community is and how important that is in playing in a field dominated by commercially focussed organisations.

Next steps for the product or service development

The next phases MVP's for SPO Productisation, Train the Trainer SPO Incubator and Community SPO Accelerator product development and roll out are already underway for F8 and F9

Final thoughts/comments

We believe that this has been a highly valuable experiment and experience for all involved - as can be seen from the referrals we have received.

Programmes like these are intended to support in the desire for teams that wish to become decentralised, autonomous entities and communities that can benefit all. And then through their growth and actions support the blockchain community in producing Exponential growth organisations ExO's using disruptive technologies such as Blockchain and AI.

This programme in particular has only been possible due to the existence and intent of the Catalyst programme.

We would hope that SPO's continue to be a major focus of support from all of the Cardano community - as the existence and success of the Cardano project really does depend on them.

Links to other relevant project sources or documents.

Miro Board: for video

https://miro.com/app/board/uXjVMbkqwlU=/?share_link_id=466652307032

Team Reports

Fluid Pool

https://docs.google.com/document/d/1UD-wubH2IPjQXDwaXVgqm_Uz6y_nC6G8NfFJqDy8XcA/edit

Carpool

<https://docs.google.com/document/d/121W2zGGtxH9eCJQq5e50J-Oyv8ft9E9hh1xbjV7xz6A/edit?userstoinvite=CarPoolCrypto@protonmail.com&actionButton=1>

Swarm

https://docs.google.com/document/d/14mBpDBuKcl6Hc_DipCuZyJzEWjPetfYsPgclVHFWANQ/edit

Samon Pool

<https://docs.google.com/document/d/15rbR2yJ1BJSrpqohdVESXmVJKqoGsitRNmaEp-fFrOw/edit>

WADA - GOMA Pool

TBC - now in F8 sessions

Please also include a link to your video here:

<https://youtu.be/wu-9DtTCK2c>