

Proposal: Production of video content in English & Romanian for the Dotsama ecosystem

Proponent: FLKBjcL1hXtX7PHF5zrVwQTWQSKg7PCMQ5w6ZU7qvQGsvZR

Date: 02.01.2023

Requested KSM: 2545.77 KSM ([7 Day EMA Subscan \\$22.39 per KSM](#)) (\$57,000)

Short description: Funding for the production of a total of **150** educational videos for both English & Romanian speaking audiences. A mix of news videos, tutorials & reviews of parachains.

Also organizing at least **2 Twitter Spaces per month** to generate more engagement on the Twitter platform.

1. Context of the proposal:

Hello, my name is Claudio and I'm a Content Creator as well as a recently nominated **Polkadot Ambassador** for **Romania**. Having been in the content creation scene with the channel of [KryptosChain](#) since early 2018 and covering Polkadot ecosystem content since late 2020, I've decided to also create a Youtube channel for the Romanian community at the end of June 2022, named **Polkadot Romania**, you can find it [here](#), because I could use my Polkadot knowledge to spread education for Romanians in their native language (I can speak 3 languages, English, Romanian & Spanish) so I thought this would be a great opportunity to put the language skills + Polkadot knowledge to good use.

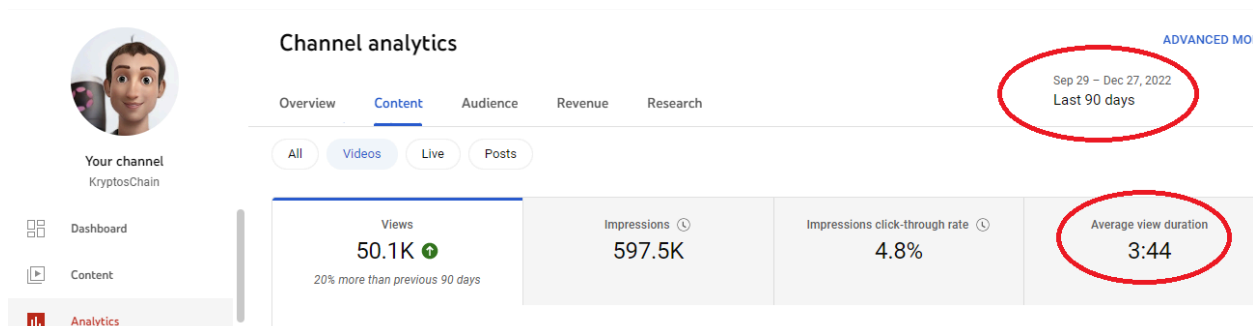
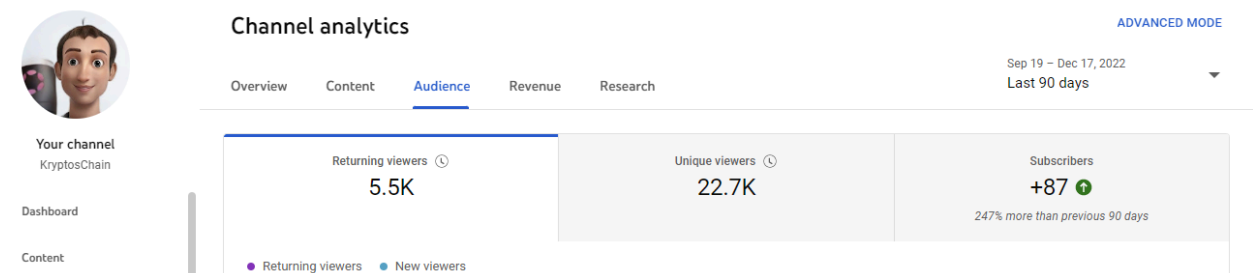
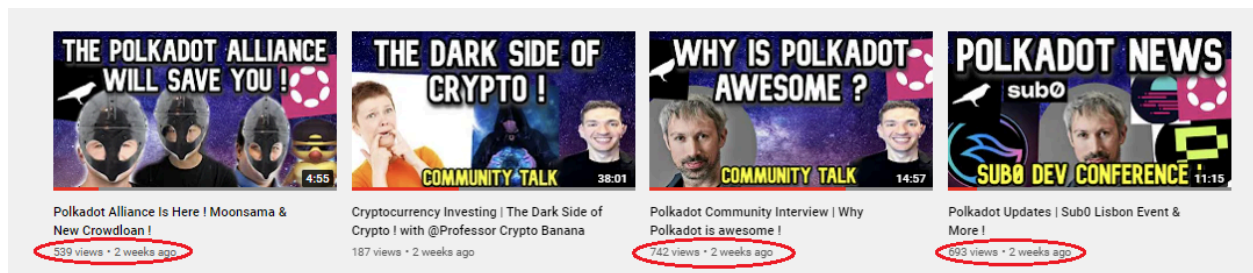
I really enjoy the Polkadot ecosystem as it offers interoperability and opens the gateway to the multichain world and through my videos, I'm able to share that vision and development update of the whole ecosystem because ultimately the parachains are what make Polkadot and Kusama grow.

On a weekly basis, I average about 4 news videos and sometimes tutorials or reviews and even interviews on occasions.

One of the great interviews I had was with the Director of the Web 3 Foundation Bill Laboon who I plan to have on again sometime in January or February to provide the community with further updates, you can find the initial interview, here: Interview with [Bill Laboon](#)

I've also had Derek Yoo as a guest who's the Co-Founder of Purestake (team behind Moonbeam and Moonriver) and you can find his interview here: [Derek Yoo](#)

Due to the bear market situation, most of my videos generate an average of **550** views and have received over **50,000** views in the last **90 days** with **22,700** unique viewers as you can see in the screenshots below. Most of my videos (especially news) are also around **6 minutes** in length on average and my average view duration is **3:44 minutes** per video in the last **90 days**.



Now to discuss the reason I started the Romanian channel and to show you some stats.

Romania is an untouched market regarding Polkadot knowledge which has a lot of potential for growth by providing them content in their native language as nobody has created articles or videos on a constant basis about the ecosystem out of the Crypto Romanian Youtube channels, except for an explainer video of what Polkadot is.. Also, as per a study conducted in Romania, 4 out of 10 romanians hold cryptocurrencies and 96% of romanians who have conducted the study had heard of cryptocurrencies which are amazing stats, you can find the article [here](#) .

Since the launch of this channel you can see that I have produced and uploaded **55 videos** which contain a mix of news, reviews and tutorials with the majority dominating being parachain reviews and wallet or dApp tutorials.

I have also created a Telegram group as I believe community is very important and you need to have a place to share information and answer questions and it has already grown to **190** members as well as myself + 2 bots.



I also launched a Twitter profile, called [Polkadot Romania](#), so that I can share news with the community there and reach out to other Romanian communities and it currently has **202** followers, till now I have held an audio call with the community on Telegram but the plan is to engage more on Twitter and hold Twitter Spaces there as it will help bring more people in through engagement from other Romanian Crypto communities.

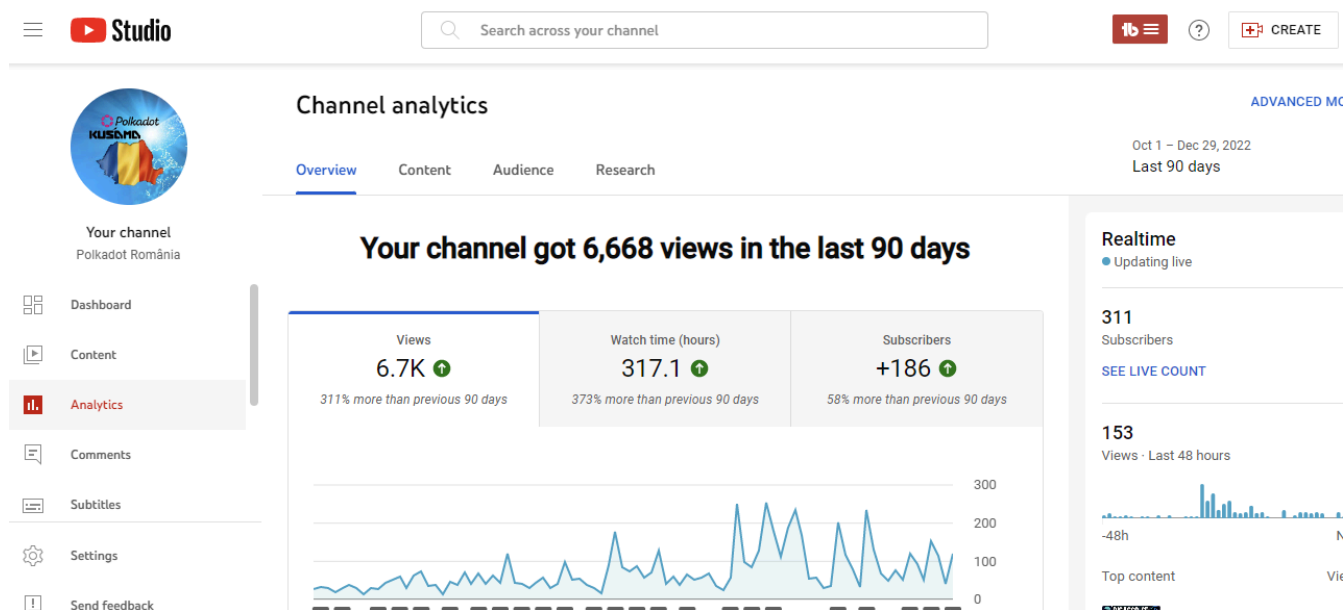
You may be asking me, but how have you funded the channel so far ?

I have been funded using the tip method per contribution through the awesome WagMedia community which has a large number of language units. I was the one who reached out to [Jay Chrawna](#) (the guy in charge of WagMedia production) and proposed a Romanian Unit because I knew the potential was there and we later grew to a team of 5 active article translators (1 language unit leader) + 1 video content creator (myself).

However, due to the growth of the channel and demand in the community, it was advised for me to continue through a separate route of funding directly from the Kusama treasury. WagMedia wants to reward the beginner content creators who have recently started their journey on Youtube and who may need support in improving as a content creator.

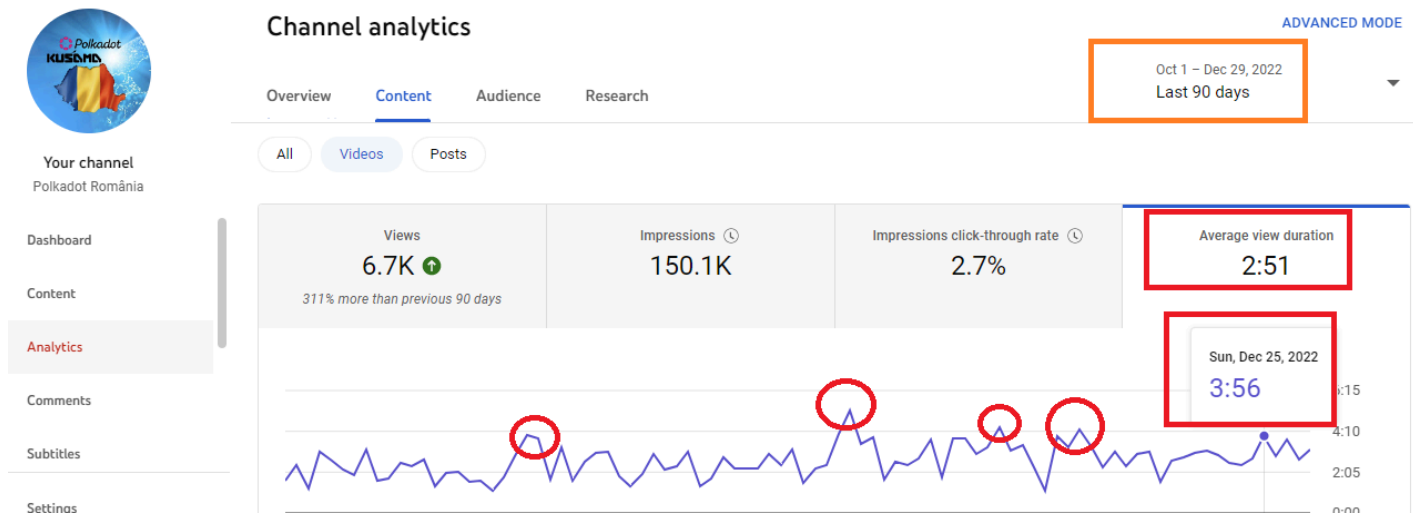
Here you can find some stats from the Youtube channel, as you can see the demand is there and it's another one of the reasons I'm really pushing to grow this channel further and spread the word about Dotsama to grow the Dotsama family in Romania too !

The channel has witnessed a growth in **views** of **311%**, **watch time** of over **370%** and a **58%** growth in subscribers in the last **90 days** !



Average view duration is also an important metric and that can be shown in the

screenshot below, in the last **90 days**, the channel gets **2 mins and 51 sec** on average and with some days seeing spikes of over **3 mins and 50 sec**



It's also worth noting most of my videos are short analysis videos of around **5 mins** per video and some even less as you can see in the screenshot below, so the average view duration I'm getting is **over 50%** per video which is considered a plus for Youtube videos and it means people are realistically interested in learning.

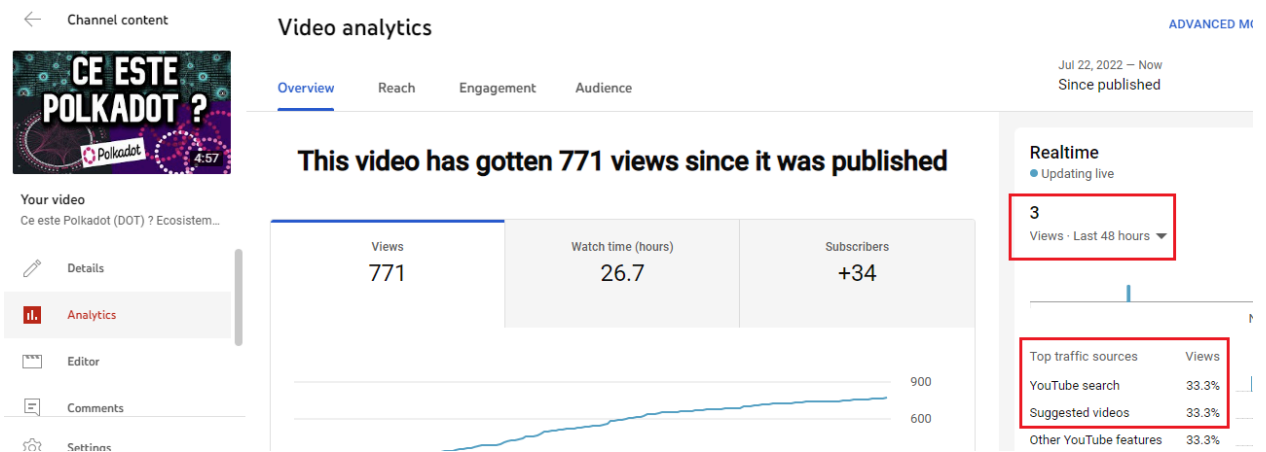
Analize Proiecte

Polkadot România - 1 / 21

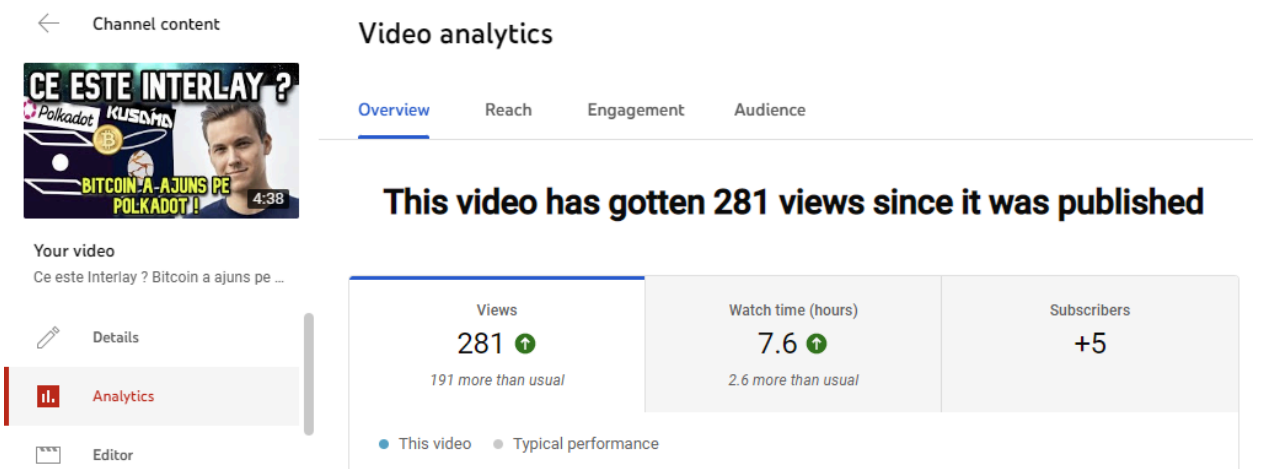
↔ ↻ ⋮

- 1** **CE ESTE POLKADOT ?** Ce este Polkadot (DOT) ? Ecosistemul de... Polkadot România **4:57**
- 2** **CE ESTE KUSAMA ?** Ce Este Kusama (KSM) ? Ecosistemul de Haos ! Polkadot România **5:35**
- 3** **CE ESTE ACALA ?** Ce este Acala ? Descoperă Cel Mai Tare Defi de pe Polkadot ! Polkadot România **3:38**
- 4** **CE ESTE MOONBEAM ?** Ce este Moonbeam ? Ethereum vine pe Polkadot ! Polkadot România **5:06**
- 5** **CE ESTE ASTAR ?** Ce este Astar ? Platforma...

Also, as you can probably imagine, my best performing analysis video is the Polkadot explainer video which is also the first video I've done on the channel, getting a whopping **771 views** for a channel this small and with people still finding it and watching it to this day as you can see on the right with **3 views** in the **last 48 hours**. Also **66.6%** of the people watching it found it through Youtube search or clicked on it through suggested Youtube videos which once again tells us there is demand for Polkadot content in Romanian.

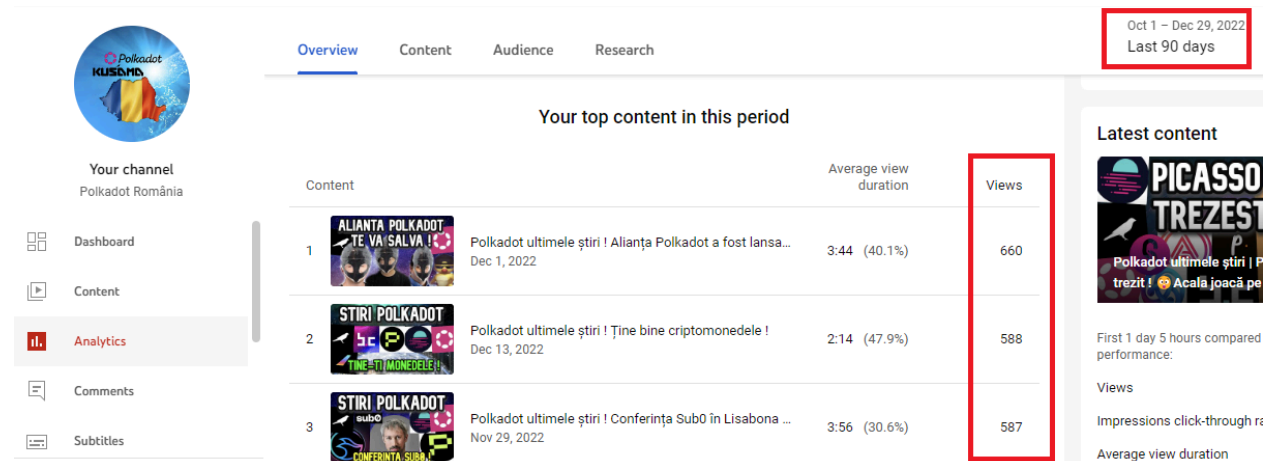


I also found it interesting that the **2nd most popular** explainer video that the Romanian community watched was the **Interlay** video, generating **281 views** and **7.6 hours** of watch time



Also, Polkadot news videos are very important to Romanians. Shockingly, this recent news video explaining the Polkadot Alliance which is a new initiative in the Polkadot community, has generated a whopping **660 views** so far with **over 40% watch time** making it my most performant video in the last **90 days**, almost reaching up to the Polkadot explainer video ! Also my 2nd and 3rd most performant content in the last 90 days also seem to be news, which is why it's important to do those too & keep the

community up to date.



2. Problem statement:

The existing crypto community & newcomers are finding Polkadot's ecosystem difficult to understand, especially the wallet, the functionalities and the parachains not to mention the crowdloan system as well as staking.

The community also enjoys getting the news from the comfort of their device in a short 4-6 minute video (also somewhat amusing, by adding some comedy clips) summarizing what's been happening in the Polkadot ecosystem rather than having to flick through the tweets of every single parachain.

There aren't many content creators interviewing CEOs from the Polkadot ecosystem to understand what they have to offer and being asked objective questions without a biased background regardless of being a bag holder of that coin or not.

There aren't many Content Creators approaching other Content Creators to collaborate and promote the Polkadot ecosystem on their channels. (See point 5 for proof of my work on this).

And finally, there are no other Content Creators producing Polkadot ecosystem video content in Romanian, I am the first with this initiative and the stats shown in section 1 above clearly show the demand is there for people to want to learn and navigate through the complex Polkadot wallet as well as contribute to the crowdloans, stake or contribute in governance voting in their native language.

- 3. Proposal Objective/solution/s to point 2:** To continue educating both the English & Romanian communities with Polkadot ecosystem video content by providing them with the latest news on the ecosystem, as well as parachain reviews & tutorials regarding the use of the dApps and wallets. Also it's important to note that while the bear market may not attract as many users to crypto content, whenever the bull market returns, people will find these videos and it will help them navigate through the ecosystem and could find it interesting & stay just like you did, rather than abandon it because it's too complicated.

This strategy should hopefully not only get the English community but also the Romanian community more involved in the ecosystem as they'll be kept up to date with the news to show that teams are delivering & have tutorials to go by & also participate more in governance voting. Also staying active on Telegram in the Polkadot Romania community is important to keep the community engaged. I've currently got 1 Moderator and 1 other Admin who also happens to be a Polkadot Ambassador for Romania, who have more experience in the ecosystem to support with answering questions and guide new people to the right information.

- a. **How does this proposal change the current logic in Kusama?** N/A as it's not a technical proposal.
- b. **Who does this solution help?** Existing crypto community members who may want to navigate / learn more about the Polkadot ecosystem & also those who would like to watch content in their native language (Romanian). New joiners who first hear about crypto and find out about Polkadot but find the wallet or simply the ecosystem challenging and search for information online & those who just joined and search for content related to their queries in their native language (Romanian).
- c. **Milestones and tasks to include:**

Language	Deliverable	Link	Notes
English	News videos including Parachain News & Governance News on new referendums on Polkadot & Kusama (~4 videos a week) - (2 interviews a month (optional depending on availability of interviewee)) Total 51 videos	List of videos	Will get updated one by one as completed to show proof of work for transparency and for future proposals To be fully completed by end of April 2023 (if not, I'll ensure all 51 are done before requesting more funding)

	See details in the link		
English	13 Reviews / Analysis & 3 Tutorials 16 videos total See details in the link	List of videos	Will get updated one by one as completed to show proof of work for transparency and for future proposals. To also be fully completed by end of April 2023 (if not, I'll ensure all 16 are done before requesting more funding)
Romanian	A total of 32 explainer videos (Parachains & Tutorials) dApps & wallets.	List of videos	Will get updated one by one as completed to show proof of work for transparency and for future proposals To be fully completed by end of April 2023 (if not, I'll ensure all 32 are done before requesting more funding)
Romanian	News videos including Parachain News & Governance News on new referendums on Polkadot & Kusama (~4 videos a week) - Total 51 videos	List of videos	Will get updated one by one as completed to show proof of work for transparency and for future proposals. To be fully completed by end of April 2023 (if not, I'll ensure all 51 are done before requesting more funding)

4. **Why Kusama?** It's the network of Chaos where all the fun stuff happens and it's where everything kicked off ! It's also simpler to approach the Kusama network than the Polkadot one when it comes to requesting support and Gov 2.0 is providing an easier gateway for Kusama right now.

5. **If you have seen similar proposals before: why is yours different?**

I was the first Youtuber to create content about Polkadot and have formed the image as "The Polkadot go to guy", here you can find a link to my very first video about Polkadot when I was just learning but that's what sparked my first interest: [What is Polkadot ?](#)
I am also very active in reaching out to other Content Creators to spread the word about

Polkadot so that their audience can also learn about it. See some examples here from the most recent ones:

[Interview on Professor Crypto Banana's channel](#) (294 views)

[Interview Crypto Wise's channel](#) (2,642 views)

[Interview Crypto Avances channel](#) (in Spanish) (2,800 views)

[Interview Maria Andersen's channel](#) (683 views)

[Interview Mine Your Biz's channel](#) (483 views)

[Interview Girl Gone Crypto's channel](#) (665 views)

I'm also the only Polkadot dedicated Content Creator in Romanian with extensive experience of the ecosystem and I can use my knowledge to help teach the Romanian community about Polkadot.

6. Payment conditions:

The following table contains information on a single video. I plan to work with a Video Editor for this plan which also has to be paid, so that I can complete the work by the end of April 2023 as per the personal deadline. (I expect around 9 hours to be spent on each video on average due to working with an external party)

Task	Hourly Rate	Duration (hours)	Price	Description
Research	\$30	2	\$60	Collecting relative information for the script & video
Images / screenshots / short clips	\$20	1	\$20	Collecting all the relative images, screenshots or short video clips from Youtube or other sources for the video
Video production / Scripting	\$60	4	\$240	Writing the script, editing the video & rendering
Video post production	\$20	1	\$20	Add all the required info, thumbnail, description, hashtags and make it public on Youtube

Marketing	\$20	1	\$20	Publish on personal Telegram groups & sharing with other crypto communities.
			\$360	Total

51 News videos (English) + 16 Analysis & tutorial videos (English) + 51 News videos (Romanian) + 32 Analysis & tutorial videos (Romanian) = 150 videos * \$360 = \$54,000

Note: The funding will also be used to travel to Polkadot related events and to produce video content there by interviewing individuals or doing live streams to explain what it's about, when possible.

I'm also going to include a monthly budget as shown in the table below to pay myself, 1 Telegram moderator & 1 Telegram admin for spending time answering questions as well as for organizing **Twitter Spaces** at least **twice a month** on **Twitter** with the Romanian community to drive more engagement through that platform too.

Because this referendum is likely to run until the end of January, I will take into consideration only the months of February, March and April.

Cost	Action	Person	Month
\$600	Moderation	Telegram Moderator	February - April
\$1200	Administration	Telegram Admin	February - April
\$1200	Administration	Telegram Admin	February - April
\$3000	Total		

If this section is needed, please include here:

- a. What is the amount requested? **2545.77 KSM (\$57,000)**

- b. How does this amount cover the work of the proposal? What tasks are to be included on the payment? Do you have milestones?

See point 3 above

- c. Treasury timeline related to milestones: **Whenever the proposal passes - 1 time payment.**

What is the address of the fund recipient?

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- d. How can we contact the manager of the funds?

Email: marketing@kryptoschain.com


Telegram: @KryptosChain

Twitter: @KryptosChain / @PolkaRomania

- e. What exchange rate are you considering and why?

Subscan 7 day EMA as it's accurate with the average market price of \$22.39 per KSM right now.

7. Comments, Qs&As:




MrPanda 2 weeks ago

Passionate and Polkadot here also. Seems a lot of building happening which will bear fruits in the future.

👍 4 🗨️ 📊 📈 ❤️ REPLY

▼ 1 REPLY




Besot 10 days ago

Thanks for your dedication

👍 🗨️ 📊 📈 ❤️ REPLY

▼ 1 REPLY




Raus George 2 weeks ago

Great video !!!

👍 3 🗨️ 📊 📈 ❤️ REPLY

▼ 2 REPLIES



LMatrix 2 weeks ago (edited)

great content. keep it up! Dotian here as well 😊 what are your thoughts on nodl?

👍 🗨️ 📊 📈 ❤️ REPLY

▼ 1 REPLY



📌 Pinned by KryptosChain

KryptosChain 1 month ago

Link to stake your PHA: <https://app.phala.network/delegate/>

👍 🔄 📌 📊 ❤️ REPLY



shahid hamid 1 month ago

Thank you as always !!

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▼ 📌 • 1 REPLY



tkodan1 4 weeks ago

Hi and thanks for your videos

I have all my phala on the phala network ... how can i get them on the khala network ?

👍 🔄 📌 📊 ❤️ REPLY



MrPanda 1 month ago

Missed this one. What a day though!!!

👍 🔄 📌 📊 ❤️ REPLY



Lucas Goncalves 1 month ago

I am trying to withdraw my PHA from binance but the only networks available are BNB and Ethereum and Binance don't allow me to withdraw through these networks. Do you know how can i withdraw from binance?

👍 🔄 📌 📊 ❤️ REPLY

▼ 📌 • 1 REPLY



📌 Pinned by Polkadot România

Polkadot România 5 months ago

Alatura-te comunitatii noastre, Polka Romania pe Telegram: <https://t.me/polkaromania>

👍 2 💬 🗑️ 📊 📈 ❤️ Reply



Dan Leru 4 months ago

Felicitari. Foarte buna prezentarea !
Unde pot sa vad licitatiile care urmeaza sa fie lansate ?
Multumesc anticipat pentru ajutor.

👍 💬 🗑️ 📊 📈 🇷🇴❤️ Reply

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Gabriel Ispas 5 months ago

Astept cu nerabdare alte videoclipuri

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CRYPTOKUKO 1 month ago

Great video 👍

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📌 Pinned by Polkadot România

Polkadot România 4 months ago

Alatura-te comunitatii noastre, Polka Romania pe Telegram: <https://t.me/polkaromania>

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Gavrila Bora 1 month ago

faci o treaba buna

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▲ 🇷🇴 • 1 reply



Polkadot România 1 month ago

Merci fain ! Apreciez

👍 💬 ❤️ Reply



📌 Pinned by Polkadot România

Polkadot România 4 months ago

Alatura-te comunitatii noastre, Polka Romania pe Telegram: <https://t.me/polkaromania>

👍 1 💬 📊 ▼ 📈 ❤️ Reply



Web 3 education and investment 4 months ago
great job!

👍 1 💬 📊 ▼ 📈 ❤️ Reply



Dan Leru 4 months ago

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👍 2 💬 📊 ▼ 📈 ❤️ Reply

8. We'd love to hear about how you got to know about the Kusama on-chain treasury: let us know, in a few sentences, how did you become familiar with the spending mechanism and the on-chain treasury?

It was in 2021 when I first started submitting tip requests to the treasury as back then there weren't any routes for something like content funding or at least not that I was aware of and later got help from [Jay Chrawna](#) (The Kusamarian) who's also become a popular figure in the Dotsama ecosystem and he's helped point me in the right direction as to how things work.