



Notes

Jul 21, 2025

CCC3 - Workshop 1 (second time)

Invited artem@harmonica.chat harry@harmonica.chat

Attachments  CCC3 - Workshop 1 (second time)

 CCC3 - Workshop 1 (second time) - 2025/07/21 12:58 EDT - Recording

 CCC3 - Workshop 1 (second time) - 2025/07/21 12:58 EDT - Chat

Meeting records  Transcript  Recording

Summary

Eugene Leventhal led a session on initial insights from the Miro board, where treasury management, brand differentiation, and marketing emerged as key discussion points. Participants, including Connor McCormick, Eren Targ, coffee-crusher, Ivey SEED Gov, Chinonso Francis, Humberto Besso-Oberto Huerta, Mauricio Cruz, ZER8, Daniel Ospina, Rika Goldberg, and Tobias (@tobschcom) | growthepie, engaged in brainstorming and dot-voting on desired outcomes for treasury management, developer focus, brand awareness, and strategic direction. The main talking points included defining a treasury management strategy, distinguishing developer education for onboarding versus project creation, and enhancing brand awareness through clear value propositions and local narratives.

Details

- **Mirror Board Overview and Initial Insights** Eugene Leventhal introduced the meeting, explaining that the presentation was available on the Miro board and that early takeaways from a previous slide would be shared live. He highlighted that treasury management was a top concern for a significant portion of people, which was a pleasant surprise ([00:02:19](#)). Connor McCormick inquired about surprising results and the effectiveness of Harmonica as a summarization tool, leading Eugene Leventhal to discuss the unexpected depth of awareness

regarding treasury management and the emerging importance of brand differentiation and marketing ([00:01:00](#)).

- **Harmonica Feedback and Session Changes** Eugene Leventhal encouraged participants to provide feedback on Harmonica, emphasizing its conversational nature and the ability to ask it to summarize or revisit topics. Eren Targ raised an issue about a non-hyperlinked Harmonica session link for CC3 kickoff, which Eugene Leventhal addressed by announcing a change to a single Harmonica session opening the following day and running through Thursday night ([00:04:29](#)).
- **Brainstorming on the Miro Board** Eugene Leventhal directed the group to an activity on the Miro board, focusing on identifying missed ideas related to ecosystem growth, community councils, and the governance team's proposed governance iterations council. He encouraged participants to add their thoughts using sticky notes, with the Miro board link available in the chat ([00:06:23](#)). After initial brainstorming, Eugene Leventhal noted that brand awareness and differentiation, along with strategic focus and direction, were the areas receiving the most activity, while treasury management and revenue generation were less active at that point ([00:10:35](#)).
- **Brand Awareness and Strategic Direction Discussion** coffee-crusher clarified that ICP stands for "ideal customer persona" or "person," which involves identifying and understanding the target audience for marketing efforts ([00:13:01](#)) ([00:16:32](#)). Ivey SEED Gov emphasized the need for a well-polished narrative for Scroll and suggested adopting Web2 marketing standards, such as campaign formats and ROI evaluation ([00:14:00](#)). Chinonso Francis agreed, highlighting the potential of platforms like KTO for unified marketing, which Scroll has not yet fully explored ([00:15:14](#)).
- **Developer Focus and Education** Humberto Besso-Oberto Huerta shared their experience with a local Mexican community, Futterero, indicating a lack of interest in ZK Tech due to a lack of understanding of its use cases and complexity ([00:17:52](#)). They suggested a need for more information and communication on how to leverage Scroll technology for day-to-day use cases. Eugene Leventhal acknowledged this point, noting it aligns with the idea of making ZK more accessible and exploring external partnerships for education ([00:18:52](#)). Humberto Besso-Oberto Huerta also clarified their sticky regarding STR delegation yield, explaining it as an incentive for local node participants to hold STR and engage in governance ([00:20:14](#)).

- Dot Voting and Breakout Room Preparation** Eugene Leventhal initiated a dot-voting session on the Miro board, allowing participants three votes on any sticky note to indicate priorities ([00:21:43](#)). He observed that treasury management, developer builder focus, brand awareness, and strategic focus and direction emerged as priority areas ([00:25:15](#)). Despite technical issues with Miro, Eugene Leventhal announced the transition to breakout rooms, where groups would focus on desired outcomes for each topic, with a goal of identifying signs of success ([00:26:48](#)) ([00:29:58](#)).
- Treasury Management and Revenue Generation Outcomes** Mauricio Cruz, representing the Treasury Management Group, outlined six desired outcomes. These included a strategy for treasury management with asset diversification, risk definition, and mitigation. Other outcomes focused on generating passive income for DAO operational needs, testing revenue-generating ideas, regularly revisiting strategy parameters, creating a transparent treasury dashboard, and agreeing on a budget strategy for active revenue generation ([00:53:07](#)). Eugene Leventhal noted the two-sided nature of treasury management: conservatively extending funds and growing the treasury, emphasizing the need for community input on risk thresholds and accountability structures ([00:54:20](#)).
- Dev Builder Focus and Education Outcomes** ZER8 summarized the discussion from the Dev Builder Focus and Education Group, highlighting the need to differentiate between educating developers for team onboarding versus creating standalone projects. They emphasized that "devs are not founders" and suggested more programs like the open economy with one-on-one support from founders and advisors to kickstart projects and create a pipeline for hackathon ideas. Ivey SEED Gov added that while many initiatives exist, such as Arendal research, community councils, and local nodes, the key is ensuring these structures effectively support the vision of developers not being founders, with local nodes serving as the front line ([00:57:55](#)).
- Community Council and Engagement** Ivey SEED Gov discussed the importance of engagement and onboarding, with the community council serving as an oversight body. They also suggested leveraging Square's "level up ecosystem platforms" for mindful resource utilization ([00:59:27](#)).
- Standardizing Data Collection and Capacity Balancing** Daniel Ospina discussed the idea of using a matrix of KPIs to standardize data collection across local nodes and track the flow of participants from early-stage local programs to later-stage lab programs. This approach aims to balance capacity, ensuring

adjustments can be made if there's too little or too much intake at different stages of the funnel ([00:59:27](#)).

- **Founder Network and Audit Subsidy Program** Eugene Leventhal highlighted the foundation's collaboration on formalizing a "founders network within Scroll," known as Scroll FC or Scroll Founders Club, which is expected to support labs' efforts. They also mentioned the upcoming vote for the audit subsidy program in August, which aims to support top projects ([01:00:47](#)).
- **Strategy Council for Structured Work** Rika Goldberg proposed creating a strategy council composed of members from the labs team, DAO, and foundation to ensure DAO representation and provide structure for accomplishing work beyond grassroots efforts ([01:01:48](#)). Eugene Leventhal further elaborated that this council would address what progressive decentralization truly means over long timelines, integrating DAO members more deeply into strategy setting ([01:03:01](#)).
- **Brand Awareness and Local Node Strategy** Humberto Besso-Oberto Huerta outlined a plan for brand awareness that involves identifying Scroll's value proposition, targeting personas (builders, founders, service providers), and exposing ZK use cases ([01:06:32](#)). Tobias (@tobschcom) | growthpie emphasized leveraging existing local nodes by providing them with a local narrative and encouraging Web2 builders to deploy on Scroll ([01:07:49](#)).
- **Voting Session and Next Steps** Eugene Leventhal initiated a dot voting session to gather feedback on various topics, instructing participants to use blue or green dots for support and red dots for strong disagreement ([01:10:15](#)). They also announced that an updated harmonica session would be shared by tomorrow morning on the forum and delegate chat, with Workshop 2 scheduled for a week later ([01:14:31](#)).

Suggested next steps

- ☐ Eugene Leventhal will share the next harmonica session by tomorrow morning, by posting it on the forum in the relevant thread and sharing it in the delegate chat.
- ☐ Eugene Leventhal will send Artem Zhiganov another Meet link for a quick check-in.

- ☐ The group will create a strategy council consisting of people from the labs team, people from the DAO from the foundation to ensure DAO representation and to help figure out the strategy.

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Transcript

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00:00:00

Eugene Leventhal: Uh and all of this is uh yeah, this presentation is in the Muro board. Um so yeah, hello and welcome. It's Monday, July 21st. I just hit record, but we're 15 minutes in. So uh we covered stuff on the mirror board. My apologies. This mirror board will be shared live, so you can review these uh early takeaways from the previous slide. I'm not going to make everyone sit through another 10 minutes of me saying the same thing. So, my apologies to those who watch this later. Uh, coffee crusher. Yes.

coffee-crusher: Um thank you so much for the presentation. Um so definitely yes want to see a um a link to it. Is it possible to include in that presentation sort of a visual, you know, like I don't know, pie chart or something just to show kind of like if you want to look at a like a TLDDR of kind of like where most of the things people are saying in common that might help sort of, you know, and then they can get into the details of all the commentary.

00:01:00

Eugene Leventhal: Yeah, for sure. We could definitely work on something like that. Um, yeah, I guess uh Ardum, if you have anything that were any results from the um Ask AI sessions or any of the other analysis y'all did, please feel free to post them in the board. But otherwise, I'll coordinate with uh between the gov team and the harmonica team so that we can add some of that. Uh and I'm sharing the mirror board link because we're about to jump to this activity number one and brainstorming part where people will need to start hopping in there and yeah, just for orienting within this muro and please let me know if that is not working. Um, but yeah, you could review the presentation in the top left of where we're at if you want to, but we are going to be focusing on this activity number one, brainstorm, unless anyone has any other questions.

Connor McCormick: I am curious if there was any standout surprising results for you and the team as you were reviewing this and maybe in general um your review of

harmonica as a um method of uh summarizing information.

00:02:19

Eugene Leventhal: Mhm. Yeah. So uh you know what was surprising I guess um I guess it it shouldn't be surprising but just that you know if you visualize the amount of people who talk about treasury management being a top concern it's almost a top concern for a very significant portion of the amount of people um so yeah that the depth of uh awareness of that was uh pleasantly surprising to see you know going into this exercise I didn't think as much of this like brand differentiation, uh, marketing. I didn't think that was going to be as much of an angle and talking to, um, you know, I was catching up with, uh, the the 404 gov team. I think I saw Cole and Ra here. I was catching up with Cole and, uh, his kind of, yeah, just that discussion made me really think about this idea and I know talking with Coffee Crusher and some others, this has been coming up more. So, yeah, it's that was a surprise. I uh I guess I'm showing also my own biases and what I am not the best at and I I don't necessarily think about that angle as much just being more heads down in governance.

00:03:26

Eugene Leventhal: Uh which is also useful for me. Um yeah and I think it's it's still an open qu well there's two other elements of like an accountability council is something that I absolutely want to push for. So I'm excited to hear that it's kind of naturally coming up. I still think there's an open question of what an accountability council within a DAO actually looks like. uh for those who are familiar with more uh with US government uh in more detail something like uh you know the GAO the government accountability office uh if we have like a scroll dowo of a scroll dows dowo accountability office of like what does that actually mean and look like and how do we empower people correctly um so that is something that's really top of mind um and then yeah I guess on the other side of harmonica you know I think this has been a very interesting alternative data input tool um I think uh in my own usage of it, I kind of treated it as just Google form with a different UI and I realized that wasn't the right mentality to bring in it because it still has like a chat behind it, right?

00:04:29

Eugene Leventhal: So, uh Art and Harry reminded me of like if you feel like it's taking too long, you can ask it to wrap it up and just one more question or right like you can have a conversation with it. you can be like hey let's go back to that uh thing that briefly came up in that other point but we're not focused on and right it is conversational in that way. So uh after the goal of this workshop is not necessarily to get feedback on harmonica but we absolutely want to get feedback uh on harmonica uh in case we want to utilize it in the future. So, uh, please feel free to reach out to me. Let me know whether you have feedback you want me to pass on to Ardam or Harry or if you want to get put in touch with them directly, just let me know. Uh, or if you just have, you know, like feedback or any other ideas there, just uh, yeah, let us know. But yeah, Aaron, please.

Eren Targ: Yeah. Hi guys. Uh I mean uh I think this uh the this thing what do you say the post from uh Jamilia 5 days ago about the CC3 kickoff.

00:05:30

Eren Targ: Uh there in that the uh harmonica session 2 they put the please use this link to access harmonica session 2. But then um it's not hyperlink like how can we use it and the deadline is day after

Eugene Leventhal: Right.

Eren Targ: tomorrow midnight.

Eugene Leventhal: Right. So, there's going to be and this is the the post that uh Erin is alluding to. So, there is going to be a slight change that we're announcing during these workshops. Instead of having two separate harmonica sessions this week, we're just going to have one and it's going to open tomorrow. Uh so, we just uh we decided that uh kind of early today and we haven't revised it yet. So, we need to make an update post in the forum just to let people know that and I'll adjust that. Um, but yeah, that is uh slightly changing going forward. So, we'll we'll stress it again at the end. Um, but yeah, there will only be one harmonica session and it will open tomorrow through Thursday night. Okay, cool.

00:06:23

Eugene Leventhal: So, unless anyone feels like cutting me off with a hand raise and uh

and let me know if you have anything else otherwise I'll lower your Oh, thank you. Um but yeah so for now I want us to jump into this board right so the goal for now is what did we miss there is the um I guess right we have ecosystem growth council community council is being discussed uh the governance team is going to uh propose its own governance iterations council where it fits into all of this um but beyond that right these are the ideas that came up preceded with some of the feedback and comments that have come up here. So whether you did not you were not able to do harmonica, whether you're looking at this now and you realize you have more thoughts or feelings or anything, you know, please feel free to uh grab these stickies and add more or fill out any of these blank stickies. So we're just going to take a couple minutes. Uh again, the mirrorboard link is in the chat and I will quickly set up a timer with some of their generic music.

00:07:27

Eugene Leventhal: We will start with some smooth groove for three minutes. Uh so get ready to be smoothly groovy. Uh and yeah, please add any other ideas, thoughts, comments. I don't hear any groove. You're allowed. Okay. Well, while Mirror is not doing that, I'll ceue up other music. I dropped the link to the mirror board. Again, let me know if anyone is having issues accessing it. I think we have roughly a third of people on the call in the muro. So, do let me know if you're having issues. I know some folks are on the go and maybe just listening in, which is okay. now. I'm going to quickly check in and just see how people are feeling. Uh, I see a little bit being added. Still see movement, but I can't tell for the most part if people are still trying to add or if we're ready. Guess let's give it another 30 seconds just in case. All right. So, um Oh, no.

00:10:35

Eugene Leventhal: Now, now there's more activity. All right. Let's give it another minute. All righty. I think let's start coming back to the board. If folks do have other thoughts, I see some folks do seem to be adding some more. Uh it seems like the majority of the additions are kind of concentrating around brand awareness and differentiation. Um yeah, interesting to see that treasury management and revenue generation was the most active in the morning and it's getting a little I feel like the bottom row is generally not getting interacted with yet. It seems like strategic focus and direction and brand

awareness is kind of where the folks in the mirror board are coalescing around. I see one addition here. Okay, cool. So, I think to go from here, I think it's going to be good for us to kind of have a quick group discussion. I'd be interested in hearing kind of any I mean I guess we could start with brand awareness given that's where the energy seems to be with this group and kind of go from there and strategic direction but between these two buckets um actually I will ask for one clarification for whoever put the identify ICP with persona stories um apologies I don't know what ICP is off the top of my head uh can anyone please educate

00:13:01

coffee-crusher: That was me. Um, ICP is ideal customer persona or person

Eugene Leventhal: Got it.

coffee-crusher: like

Eugene Leventhal: Got

coffee-crusher: not

Eugene Leventhal: it.

coffee-crusher: an individual but like a a type of role. Sorry that was too marketing speakaky.

Eugene Leventhal: Oh, no. I mean, we're we're in startup land, so everyone's got uh acronyms like no other, so I no worries at all. Um, and quickly, Chinonso, uh, to answer your question, you're welcome to add stuff. Uh I know you're in there's at least a few folks I think who are in both. You can absolutely just sit in and see if other ideas come up or you can jump in and add your ideas again. Um I don't want to distract people but it will be possible for everyone to see all of the results. Uh I mean they are elsewhere on this mirrorboard if you zoom out. Just I we didn't want to prime people on that and more wanted to focus on getting some new ideas. Um but yeah, so I would love to get some quick feedback on kind of brand awareness, differentiation or strategic focus direction.

00:14:00

Eugene Leventhal: I see those as having gotten the most feedback for now. So yeah, what are what are folks thinking? Does anyone want to put come off mute and kind of speak to some of what you're seeing here or have been adding? Yes, Ivy, please.

Ivey SEED Gov: Yeah, I think the the meaning is to have the narrative like very well

polished of what a scroll is trying to do. And then maybe the other thing is trying to work with marketing as an in more of web two kind of you know thing which is super standardized and there are some industry industry standards like having campaigns as a format like hey we're dropping this marketing campaign and whatever and that just makes easier you know to track how that campaign in particular is performing. Um I know that like the yappers are now a thing. So I'm expecting to see some sort of you know um impact evaluation on how that works and that it's actually how you know marketing in web 2 works in general. I guess you have this sort of you know um experiment and metrics you know how to leverage the ROI the marketing effectiveness of what all of that is doing actually and if it's working or not.

00:15:14

Ivey SEED Gov: So I guess on top of having you know this well polished narrative and this sort of stuff just thinking of how the operational aspect of that would look and how can that you know roll into a specific program within a working group council whatever which I think it's kind of uh underexplored right now in web 3. Um but yeah those are kind of my thoughts.

Eugene Leventhal: Yeah, for sure. Uh I guess does anyone else uh I know yeah we've spoken about this idea of you know brand and if we do it in a more focused way or try to find you know the way the DAO gets involved there. Um yeah, you know, we have some other ideas of set marketing campaigns as format, gamified marketing, uh leading web 3 metrics, um focus on use cases, ideal customer personas. Yeah, would just love to kind of spend a little more time on this. And yeah, Chino, so please

Chinonso Francis: Um okay. Um I totally agree with IB and um I basically added the unified marketing and that was what I had in mind like platforms like KTO and like I guess platforms has have been on the rise and I think like scroll hasn't really explored that.

00:16:32

Chinonso Francis: So it'll be interesting to see how scroll takes advantage of that.

Eugene Leventhal: Yeah. Yeah. Absolutely. And for those just joining, I realize, let me repost uh the mural link and I will pin that for the future. So, welcome to those joining. I just reposted the mirror link. We're in this board currently discussing uh some of these

brand awareness differentiation points. Um, so yeah. Anyone else? I guess I I know um Coffee Crusher, you mentioned this was your point, I guess. Is there anything that uh you'd want to add? I know this is a thing we've discussed in smaller conversations.

coffee-crusher: Uh yeah, I mean really what ideal customer personas is like when you're doing marketing or branding or brand awareness, I mean you have to identify, you know, like who's your target, why they're their target, and what motivates them. That's kind of like the the very basics of marketing and then you build the campaigns or specific tactics behind once you identify those groups. And so I so like my post my little sticky was the more of like you got to like start from the beginning like who we're trying to identify.

00:17:52

coffee-crusher: It's not the the boil the ocean approach.

Eugene Leventhal: Yeah, for sure. Cool. And so, yeah, would be good to see if anyone either wants to speak to any of their other stickies or if any other ideas are coming up either for brand awareness or I mean at this point in interest of time, uh there's more added in a few places. Uh we could see for any of these really if someone wants to jump in and you know you're excited to kind of emphasize what you had added or what you're seeing that would be great. Yes. Omberto please.

Humberto Besso-Oberto Huerta: Yeah. So, I've talked to Futterero, which is a n local Mexican community. I was talking to them about uh CK Tech and that if they could add uh a module in their curricula about CK and they told me that they are not very interested in that because they don't know about it. They know they're it's complicated. Um they don't know use cases where they can employ it.

00:18:52

Humberto Besso-Oberto Huerta: So if they don't know it, they they won't be teaching others uh about it and and that they that they have like two or three people in their group that knows about CK, but they know that the use cases are um like not common.

Eugene Leventhal: Mhm.

Humberto Besso-Oberto Huerta: Um so I think we we miss more information or communication regarding how can we uh leverage the uh scroll technology uh into day-to-day use cases.

Eugene Leventhal: Yeah, absolutely. And I think where's the developer? Yeah. Yeah. Yeah, I mean I I feel like that starts getting towards a lot of what was brought up on the education side and you know making ZK more accessible on scroll was an idea that came up. So this is definitely you know something we can explore more and I think it's kind of worth understanding and especially wherever we can partner externally. Uh I'll have to look up the link, but someone in the morning uh suggested a particular type of company that does a lot of I mean it sounds like similar to Futero but in outside of web 3 and they're just like a general education uh group and you know they have yet to step into kind of web 3 and maybe partnering with them or things along those lines.

00:20:14

Eugene Leventhal: So this idea of the partnership landscape to improve the education is definitely an interesting one. Um yeah I do just want to give a moment um in case sorry can whoever wrote this str delegation yield to bring local node participants into governance uh explain in a little more detail I'm not sure I follow that one right way.

Humberto Besso-Oberto Huerta: Yeah, it was me. Uh, Ombberto, so I was thinking because we are we are going to have bounties where that we are going to give STR to uh our participants and but they will mo most likely swap them for as tables or whatever. So the idea is that they keep they hold those STR and

Eugene Leventhal: I

Humberto Besso-Oberto Huerta: if

Eugene Leventhal: don't know.

Humberto Besso-Oberto Huerta: I know it's on pause the the yielding from from delegation but just to yeah make emphasis that that will help uh keep people holding the this STR and as we are the local nodes also um bringing people into governance it's a way of like weaving the knot in there so that people yes they make they create an account in the forum they can participate but they that they also have an incentive to delegate

00:21:43

Eugene Leventhal: Yeah. Yeah. That's an interesting one that I think uh would be good to explore a little more uh as the community council forms especially and think about how we could build some more of those kind of inroads. Uh but in the interest of time

because I know we're uh somehow already creeping at the halfway mark. So I do just want to be mindful of timing and now we're going to shift towards dotboating. So folks can uh please come back to this board. Uh I know folks are checking out all the other fun stuff here and thank you to the harmonica team for uh putting all this together. Uh but yeah, we're going to ask folks to dot vote. So we will please limit to three votes on your side. Color does not matter at this point. So feel free to use any color. You could be voting at the high level if you just want to say all things brand awareness are most important. Or if you're like, "No, no, no. Really

00:22:35

Eugene Leventhal: gified marketing is the one thing we need to focus on." Uh feel free to vote at any level. If you're voting for the substickies, we're just going to inherently assume that you think the bigger topic is important. So let me get a timer going and enjoy a minute of voting. There's their generic music. All right. Just based on the amount of arrows I see jumping around and hoping that I haven't totally forgotten math yet, I think people are still voting. Um, so we'll give it another 30 seconds or so. My computer is freezing. All right, cool. So, it looks as though and do feel free to uh ask comments as well. I see one came in on the delegate incentive one. Let's see. We got one up here. Come on, ma. Yes. Developers does not equal entrepreneurs. That was an important part of the morning's discussion and the differentiation between general developers, founders and all the other types of roles that are needed and thinking of the kind of weaving and um interesting.

00:25:15

Eugene Leventhal: So this one looks closer than the mornings. Okay. All right. So it looks like from these the ones that are emerging are really centered around and I'm just going to highlight these out but uh there's treasury management. I mean the dev builder focus is getting a lot overall though more specifically on certain bullets and again apologies that the lagging on my side. Maybe I will stop sharing for a moment while my computer gets its stuff together. Um, this the developer builder side. My computer really doesn't like Muro right now. That is inconvenient. All right. And then I think yeah, brand awareness and strategic focus and direction all kind of seem to be the priority ones. Uh it did seem I guess better communication was a thing for some but not necessarily as

top of mind for all. Um okay perfect. That was really helpful and as soon as Mero stops being annoying we will jump into this next part of the desired outcomes. And so now the goal is going to be uh actually I'm just going to drop these over.

00:26:48

Eugene Leventhal: Sorry for the lagging. So now I'm going to need a few moments. I'm going to switch over to some music again. Uh assuming my computer complies so that uh I can actually get some uh get the setup for breakout rooms. And what's going to happen is we're going to jump into different breakout rooms. I will do my best to my knowledge to match people with relevant expertise in the relevant breakout room. Um, but my computer and Miro have decided to stop collaborating. Uh, so apologies for the delay. So yeah, let me at least get some uh music going so you're not just sitting in silence. Uh, but yeah, my apologies for the little issue here. Okay. And we will be joining breakout rooms shortly.

Eugene Leventhal's Presentation: The rest is empty with no brain. But the clever nerd, the best MC with no chain you ever heard. Take it from the tech nine. Hold up. David don't know they neck shine from shyola.

00:28:13

Eugene Leventhal's Presentation: Everything that glitter ain't fish scale. Let me think. Don't let a faint get a shot of Jack. Got a back. It's not an axe. Stack. Forgot about the kackalac. Holler back clack clack blocker villain. Feel them in your heart. Choco chart chopper start s*** stop be a smart shopper shot a cop day around the way about the saber who the know that wonder where the shooter go about the jet get them not a bet get them let them spit the venom set them got a lot of s*** with them let the rhythm hit them stronger in the other voice we makes the joints that make them spread them but I'm moist man please stage made of panties from the age of baby hoochies on to the granny's ban me the dough rake daddy the float make her fatty shake patty cake patty cake for fake If he wasn't need a baker's man, he take her for her masters.

00:28:58

Eugene Leventhal's Presentation: Hit it once and shake her hand on some old thank you ma'am and ghost. She can mind the toaster if she sign the poster. A whole host of roller coaster riders not enough tracks. Hot enough black but it's too hot to handle. You got blue sandals. Who shot you? Who got you? New spots to vandal. Do not stand still. Both your skills close but noses for pol. Go chill. Not supposed to overdose. No dose pills off pride tights talk wide will scar me off sides like how war fried with starfleet told you on some get rich s*** as

Eugene Leventhal: Okay,

Eugene Leventhal's Presentation: he gets

Eugene Leventhal: I

Eugene Leventhal's Presentation: older

Eugene Leventhal: think

Eugene Leventhal's Presentation: he gets colder

Eugene Leventhal: this

Eugene Leventhal's Presentation: than a

Eugene Leventhal: is

Eugene Leventhal's Presentation: witch tick

Eugene Leventhal: a reasonableish

Eugene Leventhal's Presentation: this is it make no mistakes

Eugene Leventhal: breakout.

Eugene Leventhal's Presentation: where my n**** go

00:29:39

Eugene Leventhal: And so

Eugene Leventhal's Presentation: figure

Eugene Leventhal: we are going to break out

Eugene Leventhal's Presentation: oh beats and my rhymes

Eugene Leventhal: into

Eugene Leventhal's Presentation: attack

Eugene Leventhal: different rooms.

Eugene Leventhal's Presentation: a scary

Eugene Leventhal: I'm probably

Eugene Leventhal's Presentation: act

Eugene Leventhal: going

Eugene Leventhal's Presentation: all
Eugene Leventhal: to hop
Eugene Leventhal's Presentation: black
Eugene Leventhal: around
Eugene Leventhal's Presentation: like
Eugene Leventhal: a
Eugene Leventhal's Presentation: miss Mary
Eugene Leventhal: little bit.
Eugene Leventhal's Presentation: quit till you
Eugene Leventhal: Um
Eugene Leventhal's Presentation: see him live on the piano doom
Eugene Leventhal: but
Eugene Leventhal's Presentation: singrano
Eugene Leventhal: yeah, if folks
Eugene Leventhal's Presentation: like
Eugene Leventhal: do
Eugene Leventhal's Presentation: do
Eugene Leventhal: specifically want to
Eugene Leventhal's Presentation: my
Eugene Leventhal: make
Eugene Leventhal's Presentation: mama
Eugene Leventhal: it into
Eugene Leventhal's Presentation: told
Eugene Leventhal: another group or something,
Eugene Leventhal's Presentation: blast
Eugene Leventhal: let me know.
Eugene Leventhal's Presentation: pass
Eugene Leventhal: But
Eugene Leventhal's Presentation: her
Eugene Leventhal: here,
Eugene Leventhal's Presentation: glass.
Eugene Leventhal: all right, so let me just
Eugene Leventhal's Presentation: Not
Eugene Leventhal: remind
Eugene Leventhal's Presentation: to be troublesome, but I

00:29:58

Eugene Leventhal: uh

Eugene Leventhal's Presentation: can sum

Eugene Leventhal: the goal here will be specifically to kind of recap what have been some of the main takeaways that came up in this other board. Right? So, we could pull in some of the stickies from over here if you want to, but the main focus is if you're in the treasury management group, think about um and there's no blank stickies to utilize here, but think about what you want to see as the outcomes, right? If we do treasury management, what are the signs that we're doing well? If we do more focus and education, what are the signs that we're doing it well? Oh, and here's the sticky pads. Um, so, uh, yeah, we'll try to leave a few here for folks. And yeah, we're going to do 15minute breakouts. Uh, I might hop around a few of them. And yeah, DM me on Telegram if you have any questions. I'll be keeping an eye, but you should all shortly get an invite to go to your room.

00:30:53

Eugene Leventhal: Uh, so please do that and let me know if you have any technical issues. I'm going to stop sharing for now. Let me know if you're having any issues joining a breakout. Sinkas and Manu, let us know if you're able to hop into some of these. Cool.

Connor McCormick: Hey, Gabriella.

Gabriella Mena Ogusuku: Hi Connor, how are you?

Connor McCormick: I'm good, my friend. What's going on?

Gabriella Mena Ogusuku: I think they are uh in strategic focus meeting here but I didn't join any still.

Connor McCormick: This is better anyway. How's life?

Gabriella Mena Ogusuku: Fine. Fine. And you? How about you? Where do

Connor McCormick: That

Gabriella Mena Ogusuku: you live?

Connor McCormick: was a big sigh.

Gabriella Mena Ogusuku: Sorry.

Connor McCormick: That was a big sigh.

Gabriella Mena Ogusuku: I think I wait I my my earpods is not working. Let me change my my earphones.

Manuel González: Sorry, Mauricio. You got caught it.

Mauricio Cruz: Yeah, I think we we're back

00:52:00

Manuel González: Yeah.

Eugene Leventhal: Yeah, sorry for Google's rudeness. Uh, I don't know if people notice the red banner when it comes up up top, but it's supposed to give you the countdown, but I don't think it's clear enough for everyone to realize. I know in the morning everyone, all four groups got cut off mid-sentence, so sounds like some people dealt with that here as well. Um, oh, why am I off video? Um but yeah, let me go ahead and share the board again. So now it would be great to do another round of kind of presenting or not another round, excuse me, a first round on presenting. So it' be great to kind of spend uh and hear roughly three minutes from each group. Uh we might give a little longer to the brand awareness one because I cannot wait to hear what's going on over there with the mind mapping y'all are doing. Um but yeah, so let's go ahead and take a couple minutes each. Would someone from the Treasury Management Group be comfortable uh jumping in and just giving, you know, no longer than three minutes, but just giving a very brief like, hey, here's roughly what we talked about and what we saw as the desired outcomes.

00:53:07

Eugene Leventhal: Uh and that way also if others want to join in and quickly add a thought or two, they're able to. Yeah. Can I have a volunteer from the Treasury Management Group? unfortunately was in who was in which so I can't call on people say I'm Mexi please

Mauricio Cruz: Yeah, I can I can be equivalent

Eugene Leventhal: thank you yeah please so feel free to uh jump into

Mauricio Cruz: Oh perfect. So uh with our discussion we have six outcomes like Eugene mentioned we are well yeah desired outcomes we are talking about treasury manage management and revenue generation. Uh for a minute they deleted but I think we're back. One of the outcomes would be a strategy to manage the treasury that includes diversifying assets risk definition risk levels and mitigation thresholds early alert or alarms. uh if something comes out of a place of or that strategy, another outcome would be to have a strategy to generate enough passive income for the operational

needs of the DAO or whatever uh strategy we're managing or addressing uh to start testing revenue generating ideas as soon as possible.

00:54:20

Mauricio Cruz: Something that was mentioned was uh what arbitum is doing. So maybe a a version of that uh we could do another outcome would be to revisit the parameters on a regular basic of that of that strategy to keep the treasury in check. Another one that's I think really good uh a dashboard to have a dashboard where we can see super easy to understand uh all the treasury information the balance outflows uh the allocations of of of of each domain that we're uh using the money on and uh the last one would be uh the last outcome to agree on a budget strategy for active revenue generation. And those would be the the six outcomes we we were able to discuss.

Eugene Leventhal: Yeah, thank you for for outlining that, Mexi. I think it's interesting to see I guess there's kind of two sides to treasury management and revenue coming up, right? There's more of the how do we manage our treasury and extend the funds that we have for as long as possible. So I feel like this one uh the generating enough passive income for the operational needs right if you can get to a point where effectively yield covers opex covers all your operating expenses like you are in a a beautiful scenario as an organization.

00:55:41

Eugene Leventhal: Um, so yeah, there's more of the like how do we conservatively or with minimal risk extend our runway as much as possible and then there's more the how do we grow it? Uh, and I think for all of these and as you're talking to like agreeing on this budget strategy, there are these elements of like our own risk thresholds and that's where I think as we progress from today's exercise over the next 10 days through the end of co-creation cycle 3 really getting input from the community on, you know, when it comes to something like treasury management and revenue, what does it mean for us to accomplish this? is in do you just want you know like the gov team putting up an RFP and then commissioning a dashboard and making sure all the metrics are public but to whom are they accountable right like it should be some kind of structure within the DAO whether it's an accountability council or a treasury management council or occasional working groups to review but yeah I think it's a really interesting question um yeah so

that was great thank you very much for uh going through that Mexi uh if anyone does feel like hey after hearing that I really have another strong opinion about an outcome.

00:56:49

Eugene Leventhal: Please feel free again today the goal of today is still kind of gathering as much information as possible. Um yeah with that let us jump over to the dev builder focus and education group. Uh so is there can I get a volunteer from that group please? Any brave soul very shy group. Okay, I'll recap some of these and if

ZER8: Yeah,

Eugene Leventhal: anyone who

ZER8: I

Eugene Leventhal: is

ZER8: can do

Eugene Leventhal: Oh,

ZER8: it.

Eugene Leventhal: please

ZER8: Like

Eugene Leventhal: please

ZER8: we Hey, Eugene. Like I was expecting Oh, or Ivy like if you want.

Ivey SEED Gov: No,

ZER8: Yeah.

Ivey SEED Gov: sorry.

ZER8: Yeah.

Ivey SEED Gov: You can go. You can go. Sorry. I was actually expecting Daniel to jump in, but

ZER8: Yeah.

Ivey SEED Gov: you

ZER8: Me

Ivey SEED Gov: can

ZER8: too.

Ivey SEED Gov: do it.

ZER8: Me too. That's why I didn't say anything.

Ivey SEED Gov: Go on. I'll take

ZER8: Yeah. So, uh Danielle brought some interesting points like u why would uh and please uh feel free to like correct me Danielle if I'm not like recommunicating what you said pretty well.

00:57:55

ZER8: It's um was mostly we want to differentiate develop like why do we want to educate more developers like um to onboard them like in teams or like to for them to create like their own standalone projects and if that's if the second point is the case like we need to be aware that like devs are not founders. So yeah um that was kind of the summary of the whole discussion but like maybe IV or Daniel can like add more to that. So my view

Ivey SEED Gov: Yeah.

ZER8: is like that for example more programs like the open economy would uh would be cool but would like more like support or maybe one-on-one support from like founders advisors so to kind of kickstart and just having a pipeline set into place to if somebody creates a cool project in like a hackathon like that to have like continuation for

Ivey SEED Gov: Yeah. No for sure and just to add up on that I mean luckily there are a lot of initiatives on this end going on you know we have Arendal research we have the community council we have the local nodes as well so we have a lot of you know instruments put in place so I guess it's more of you know making sure those work and the those are heading towards the vision we we are envisioning which is I guess this uh devs are not founders right builds are not founders so you know just those structures be set in place um and having the local nodes to be, you know, kind of the front line of that

00:59:27

Ivey SEED Gov: engagement and on boarding. Uh, and the community council being sort of, you know, the the oversight organism on that as well. Um, there was also one other thing I think I added um, Square has the level up ecosystem platforms and whatnot. So, you know, just trying to leverage that into whatever thing you're trying to accomplish. I think it's a mindful use of resources as well. Um so yeah that that's pretty much kind of what we are discussing in a group.

Eugene Leventhal: Yeah, cool. I appreciate you both summarizing. Anyone else from the group want to add anything else here?

Daniel Ospina: Yeah, we talk on the idea of the matrix er KPIs like trying to standardize a little bit data collection across local nodes but also having metrics to see the flow from the early stage programs let's say like the local nodes to then the one runs by labs and

so on. Also with the idea of balancing capacity like if we see that there is too little intake on the local programs or on the other side too much intake then we know we need to adjust capacity in the later stage programs or vice versa.

01:00:47

Daniel Ospina: So kind of like managing as a as a funnel and be able to track progression so we can we know where to deploy extra funding.

Eugene Leventhal: Yeah, for sure. And one thing I'll mention on the lab side that is a thing that the foundation is also collaborating on and supporting is this idea of building kind of our founders network within scroll uh as we're calling it scroll FC, scroll founders club. uh and so yeah that is getting formalized a bit more and we're trying to uh clearly process that. So I'm excited for that to for some of the labs efforts related to this to also emerge that can be very helpful. And you know on the other side we have the audit subsidy program which is going to go to vote soon uh for the August 1 voting cycle if it gets enough endorsements and like our BD team can't wait to like let people know that like hey if you're one of the top projects coming in this is something you can use. So, I'm definitely excited to see both more of these different programs collaborate as well as uh with labs and foundation.

01:01:48

Eugene Leventhal: We're going to come back to brand awareness last because I I'm super excited to see what you all did there and I want to save that for last. Um, so yeah, uh on the uh strategy side, uh I don't know if Ra or Pud or if you want to jump in and and mention anything. Otherwise, I'm I'm happy to speak to any of the other uh postits. Just want to make sure to give you all a chance.

Rika Goldberg: Yeah, sure. I can jump in. Um, so yeah, we had a very small group, uh, me, Jean, and Pod, and we talked about strategy. Uh, we talked about a lot of different things. I think the big takeaway um is to possibly create a strategy council consisting of people from the labs team, people from the DAO from the foundation uh just to make sure that there's also DAO representation on it. Uh and then this council can help to figure out what this strategy uh should be. Um because grass roots is good and we should be doing that but then also we need to have more structure to really accomplish work.

01:03:01

Eugene Leventhal: Yeah, absolutely. Thank you, RA. And yeah, I think on that side, you know, I know um as as Rico was mentioning with this idea of the strategy council and part of the logic of something like that is also thinking, you know, when we talk about progressive decentralization, what does that truly mean on long timelines? uh and I think a lot of it is still kind of left fuzzy and questionable just because you know there's still only so many examples of of orgs successfully and fully going through those transitions. So in my mind it's also you know what are the things that absolutely should be happening today like setting strategy right that's usually at like an executive level of an org and even if we don't expect the DAO to take over those kind of tasks fully can we at least get like one person from the DAO starting to get much more deeply integrated into that and then that person can also be the one working closely with other teams and over time kind of increase the proportion of you know like Dowo folks to lab folks or foundations folks Um and yeah in terms of some of the other outcomes you know we're talking about differentiation we're talking about org structure uh you know we started talking about the validation of assumptions right you know like this idea we need developer education or zgate boot camps or anything um well how do we actually know any of

01:04:19

Eugene Leventhal: these things are being done correctly in the sense of how how do we know that they're helping us get to our end goal if we don't have a clearly articulated direction we want to end in. So the more that there can be this clarity from labs on where they're trying to head, that creates more space for the Dow to clearly identify its lane and path and sort of what it what we want to focus on as a group. Uh which then makes it easier for all these other things to fall in place. So yeah, very much see how kind of at a top level the strategic focus and direction um can just make it, you know, make things clearer when it's in place and it inherently when you don't have it in place, you might have people go off in different directions just because there wasn't that clarity. Um, so yeah, I think that kind of covered all of the strategy and direction and again for this one as well as was uh for the developer builder uh and the treasury management for all these like please feel free to go add more stickies if there was

anything.

01:05:21

Eugene Leventhal: All right, can I get a a volunteer for the the brand awareness side? I am I got this has continuously been expanding which is very awesome. Um, yeah. So, uh, who who's the brave soul on your side who wants to walk us through the little flow and mind map here? I think you solved all of scroll here. So, I'm very excited. All I know is that visiting inventor is the one poking around. So, I would love for whoever is the visiting inventor to jump in.

Humberto Besso-Oberto Huerta: Maybe Artm or Coffee Crusher could uh jump into I'm cooking so please

coffee-crusher: Go ard

Artem Zhiganov: Well, guys, I'm I'm afraid I don't have enough context to present this. Could you please like if one of the delegates could present this, it would be much better, I think.

Humberto Besso-Oberto Huerta: I can go. I can go.

coffee-crusher: Go ahead.

Humberto Besso-Oberto Huerta: Okay. So the idea here is let me go to the mirror. Um so that we have identified oh well so just as a context we first went into the above part where is the brand awareness differentiation and we have steps there.

01:06:32

Humberto Besso-Oberto Huerta: So we uh talked about a plan and the plan goes by identifying the value proposition scroll and then with that identify the persons in which this case are builders, founders and service providers and then find the CK use cases that we can expose or that we can present and then market this as a plan to execute and measure and then we can go down to the desired outcomes. And in here we have these uh personas that we previously set the service providers, the founders, the professionals and seekers of opportunities. And then how can we funnel them to the campaigns that we have that at the moment are through the local nodes that are Mexico, Ken and Brazil. And the metrics that these um nodes are looking for are attracting users, the monthly active users on the left side and on the right side attract businesses with the metrics of uh number of apps and businesses that you scroll. And

with that in mind, then we can also generate specific tactics adjusted to the personas that uh engage them in through social media uh to on board more users for the businesses and for the the general use cases.

01:07:49

Humberto Besso-Oberto Huerta: and that we have all these CK use cases that are easier to understand and that more people are prompted to enter into scroll into CK because it's easier now that it's clearer how it's being employed. So that's it.

Eugene Leventhal: Yeah, that's cool. Thank you for sharing. I imagine also down here is attract new users, attract businesses, and also attract new founders. Uh, is that fair to add down here?

Humberto Besso-Oberto Huerta: Yeah, could be because attract new users like we were talking about like general users

Eugene Leventhal: Mhm.

Humberto Besso-Oberto Huerta: and businesses are could be founders and service providers

Eugene Leventhal: Yep.

Humberto Besso-Oberto Huerta: but

Eugene Leventhal: Cool. Yeah. Know, I appreciate that. Is anyone else from the group, uh, Coffee Crusher, I know you mentioned you were in that group, or anyone else, does anyone else feel, uh, interested in adding a little more color or any other elements around this that kind of speaks to them?

Tobias (@tobschcom) | growthepie: I mean in in general we were talking a lot about you know leveraging what we already have in place then in the local nodes and kind of giving them a local narrative I would say

01:09:02

Eugene Leventhal: Mhm.

Tobias (@tobschcom) | growthepie: because otherwise you know why do do you have these local nodes if you're not like talking the actual language and not not just in terms of language but also in terms of story. So kind of giving the the narrative and kind of saying if you're web two builder right now on site do you see use cases do you already have a project on site you know deploy on scroll or leverage scroll for and then you

know just build out your local community as

Eugene Leventhal: Yeah, for sure. Uh that is definitely very true. Um and yeah excited to kind of see how we can best you know work on these elements of the local nodes and really maximize that and support on um in a variety of directions right both from the brand awareness that's also super important I think for the builder uh developer builder focus and education whether we're talking technical or non-technical um yeah I could see a a lot of potential in terms of how we're going to work with uh these different nodes so Recognizing that we have about five minutes left, we're I'm going to ask that we do a dot voting session.

01:10:15

Eugene Leventhal: Uh, and sorry for wherever my computer's plopping it while it froze. Um, yeah, we're going to put uh two minutes uh on the clock at this point. Actually, we might just do a three minute longer session to kind of go through each of these. And the the request is to um take no more than one or two no more than two of these blue or green ones as you vote for this. And here if you think that something you see something under any of these categories that you're like we 100% should not be doing this thing, please put the red uh dot on those. So blue and green is what you think is for. Please pick no more than one or two per topic just to make it uh easier for us to actually get a majority. Uh and then yeah, reds are purely for like, hey, I intensely disagree here. Uh so yeah, let me start the three minutes and that'll pretty much uh close us out. Oh no, no music. All right, I'm going to play this generic song just cuz better than silence.

01:12:06

Eugene Leventhal's Presentation: Ooh, hey. Ooh. Hey. Hey. Hello. You

Eugene Leventhal: Whoa,

Manuel González: Oh,

Eugene Leventhal: big dot.

Manuel González: got scared.

Eugene Leventhal: We have a growing big knot taking everything over. All right. Thank you.

Manuel González: I said, "Oh, I basically broke everything." Okay. Because I was copying and pasting the same dot.

Eugene Leventhal: Can't let you in the mirror boards, Mona. It's too dangerous. Yeah, this is all looking great. Please feel free to keep voting. I just want to be conscious of time. Uh so yeah, this is fantastic. Please feel free to drop in your votes. uh folks will have a chance to kind of contribute here later as well for those who missed it if they really want to. Um I know we're about to hit time. Uh so I want to show the what's next part of this board if Miro complies. Um so yeah, we are going to be uh sharing an updated we're going to be sharing the next harmonica session uh by tomorrow morning.

01:14:31

Eugene Leventhal: We will post it on the forum in the relevant thread. we will share it in the delegate uh chat as well. So yeah, let us know if you're not getting access to it, but that's going to be open from early Tuesday until midnight on Thursday. That way we could uh have a little more time to prep ahead of workshop 2, which is going to be a week from today, roughly the same times as today. It's all in the governance calendar. Uh and so yeah, the flow again will be people filling out the harmonica as kind of data input to start helping us bring together some of these ideas in the form of uh actual concrete uh groups or teams uh as well as then working towards the metrics. So yeah, really excited to work through the rest of it. Uh thank you all very much for partaking. uh I can still hang out a bit if folks want to chat or discuss any other parts of it, but I know we've already spent 90 minutes, so I just want to be respectful of everyone's time as well.

01:15:31

Eugene Leventhal: So yeah, with that workshop officially over. Thank you again. Thank you to Ardan the Miro Wizard. Uh and yeah, I'll still be here in case anyone does want to bring up anything else uh for now. Otherwise, have a lovely rest of your day, y'all.

Humberto Besso-Oberto Huerta: Thank you very much for the session. Was very nice.

Eugene Leventhal: Yeah, of course. Big thank you to the Harmonica team for helping to organize.

Manuel González: Thank you guys. Was a pleasure.

Eugene Leventhal: Thank you for joining. Thank you, Pud. I always forget people's time zones, but I'm for some people I'm like, isn't it like 3 in the morning for you right now? Oh, no. Did I not hit record this entire time? Thought I did. I guess maybe after the

workshop it doesn't auto record. Whatever. Not the most important. All right, cool. Um, I'll stop sharing. Manu, anything else on your side while it's a small group?

Artem Zhiganov: I think they both are like away from keyboard.

Eugene Leventhal: Yeah. Yeah. Um Ardum, if you don't mind, I'll send you another Meet link for just a quick check in.

Artem Zhiganov: Yeah, that's why I'm staying.

Eugene Leventhal: Okay, cool. Yeah, I'll message you in a moment.

Artem Zhiganov: Sure.

Eugene Leventhal: Oh, no worries. You're all good. Cheers, Wana.

Transcription ended after 01:31:42

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