



Proposal: Polkadot and Kusama participation in the 10th Pais Digital Chile Summit

Proponent: TeloChain_ADV / EvzxYmxYdUHtVbGLWUHbRwu2fpDHBtCn8YRC9EN8enhF9m2

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Date: October 4 and 5, 2022

Requested KSM: 156 KSM EMA 30 / 59.98

Context of the proposal:

This proposal meets the main objective of publicizing the Dotsama ecosystem and the Web3 and Blockchain value proposition for the first time in a meeting of Pais Digital Chile.

Pais digital Chile is "FUNDACIÓN PAÍS DIGITAL IS AN INSTITUTION THAT PROMOTES THE DEVELOPMENT OF A DIGITAL CULTURE IN CHILE, ARTICULATING THE CONSTRUCTION OF PARTNERSHIPS AND THE REALIZATION OF PUBLIC-PRIVATE PROJECTS, IN ADDITION TO THE GENERATION OF CONTENT THAT CONTRIBUTES TO THE DEBATE IN THE FIELD OF THE DIGITAL ECONOMY AND THE DEVELOPMENT OF THE COUNTRY WITH A VIEW TO THE FOURTH INDUSTRIAL REVOLUTION."

Summit País Digital is one of the most relevant meetings on digital culture and economy in Latin America, where different representatives of society, from public and private organizations, to companies and international institutions, discuss and analyze how to make Chile a more digital country.

As a result of the conversations generated with the organization team of Summit País Digital, by the team of Chilean ambassadors who are behind this proposal, we have been offered the opportunity to participate on behalf of the Dotsama ecosystem in the 10th meeting of this great event organized by the foundation.

This meeting is held every year in Chile with the aim of transforming the country on the road to technology and innovation. These meetings, as well as

the foundation are supported by companies such as Microsoft, Samsung, Government of Chile, TVN, Banco de Chile, Google, IBM, among others.

<https://paisdigital.org/>

<https://summit.paisdigital.org/>

Topics

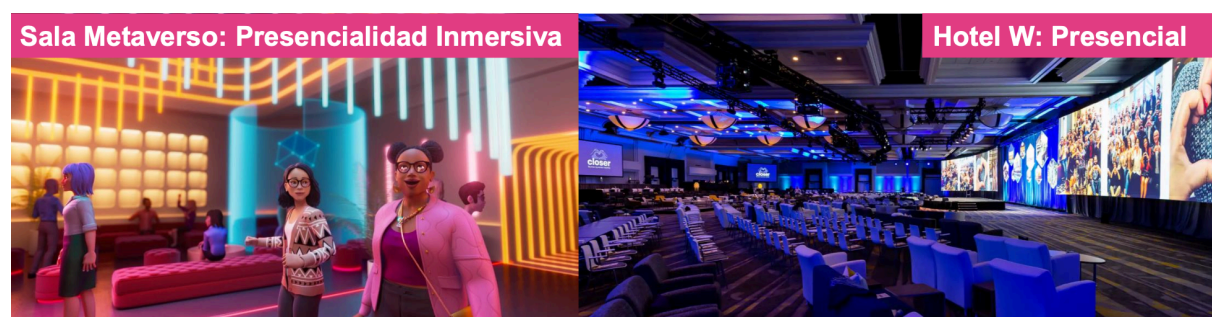


Event schedule:

Date : 04/OCT/2022 - 05/OCT/2022

Place : METAVERSE - [HOTEL W - Santiago](#)

Powered by : <https://paisdigital.org/>



	Día 01	Día 02	Día 01 + 02
09:00	Apertura País Digital	Apertura País Digital	#dp_Startups
09:20	Espacio Mundo Público	Espacio Mundo Público	Sala Metaverso
09:40	Espacio Mundo Público	Espacio Mundo Público	
10:00	Track 1 Speaker 1 Speaker 2 Speaker 3	Track 3 Speaker 1 Speaker 2 Speaker 3	
10:45	Break	Break	
11:00	Track 2 Speaker 1 Speaker 2 Speaker 3	Track 4 Speaker 1 Speaker 2 Speaker 3	
11:45	Break	Break	
12:00	Paneles pregrabados día 1 Panel 1 Panel 2 Panel 3	Paneles pregrabados día 2 Panel 1 Panel 2 Panel 3	
14:00	Fin Día 01	Fin Día 02	Fin Día

Proposal Objective

This proposal aims to finance and support the participation of Polkadot and Kusama in the Digital Country Summit, as a historical milestone it is worth noting that it would be the first time that a blockchain ecosystem is presented in an instance like this participating directly. The benefit for the ecosystem in this case is to make itself known at a national level in Chile, to present itself to industries, organizations, people and the state. This would reinforce the work that has been done by the Chilean ambassadors in making the ecosystem known and would position the ecosystem as a reference of the sector before an important number of strategic audiences.

Let's review below the team and the scope of the initiative.

Team Credentials

Marcelo Pérez de Arce, Joseph Sánchez and Alberto Torres make up the Cadena Group team. A blockchain consultancy focused on providing end-to-end solutions to businesses, communities and individuals. They are in charge of the organisation and production of the event. Marcelo and Joseph have a degree in Public Relations with a major in social communication. Both have produced events and participated in communication strategies specifically in the field of business tourism in Chile. Alberto has a degree in legal sciences from the University of Talca, is a volunteer member of AFS, has participated in social development activities of the Mil x Santiago programme and has extensive experience in wine tourism.

The team was part of the organisation of the first DotSama Adventure event "Among the stars" held in the IV Region, La Serena, Chile. Building important links with universities, schools, municipalities and even the Chilean Navy.

The team has also participated and organised talks at the Pontificia Universidad Católica, activities for Zeitgeist in Chile and talks and activities in Lima, Peru. They are currently candidates for ambassadorship at Polkadot & Kusama and are all ambassadors for RMRK. Mentioning also that Joseph Sanchez is a speaker at the Decode Buenos Aires with his theme "Buildings links with de Polkadot ecosystem".

They also organized Deploy Chaos, which consisted of 8 milestones between Barcelona and Madrid.

You can find videos of our activities on the Polkadot Spanish channel below.

[Polkadot en Español - YouTube](#)

All three are ambassadors of Polkadot and Kusama

@Joseph_ADV

@Telochain_ADV

@Eldronchain

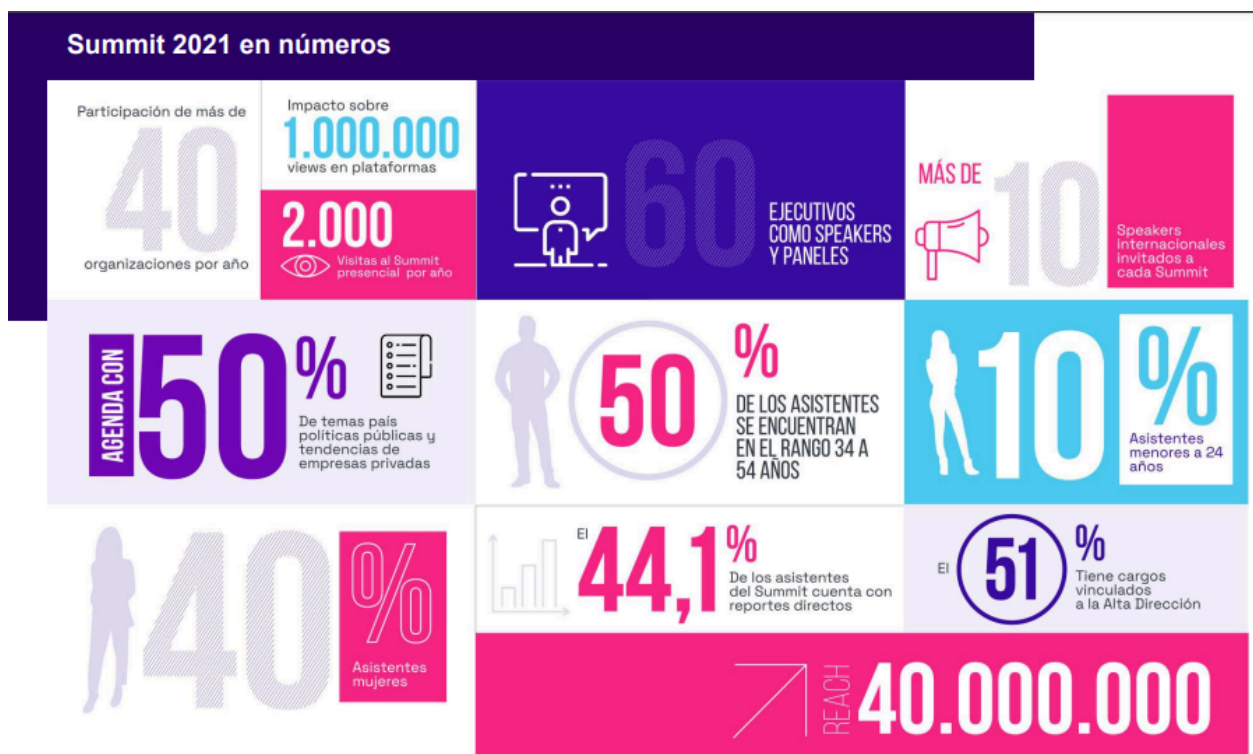
Scope:

Linkedin: <https://www.linkedin.com/company/pais-digital/> 3,400 followers dedicated to various linkable industries to foster blockchain development.

Youtube: <https://www.youtube.com/c/PA%C3%8DSDIGITALTV> 1,940 subscribers

Instagram: <https://www.instagram.com/fpaisdigital/> 3,470 followres.

<https://linktr.ee/FundacionPaisDigital>



DigiTalk (interviews in Summit platform)

In this activity, Polkadot ambassadors will be interviewed and will have a space for audiovisual documentation of the meeting.

Brand presence in #pd_ startups

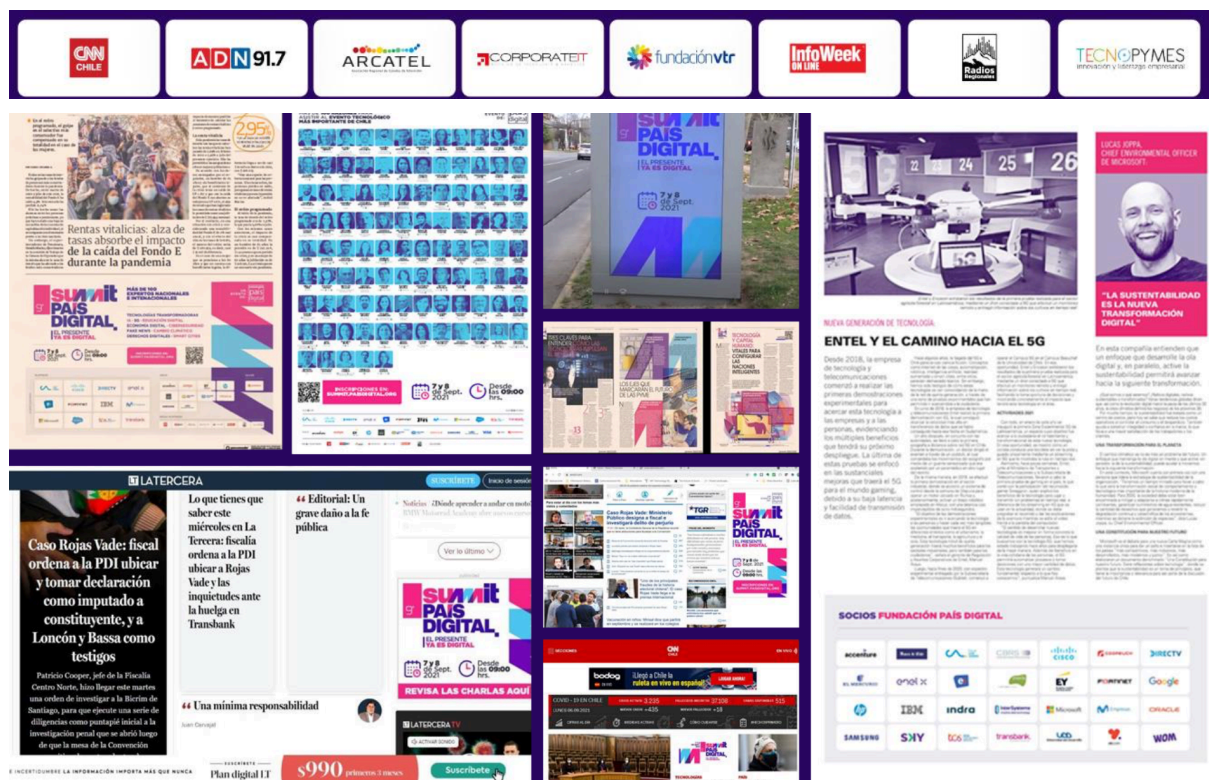
Polkadot brand visibility will be given to all the material generated in RR.SS and various platforms whose theme is #pd_startups.

Brand presence at an event

The event as such in its experience during the two days of activity, pre event and post event; will have material allusive to Polkadot to reinforce its image and presence throughout the Summit País Digital experience.

Brand presence in the media

Polkadot will be in the news and will receive coverage from important media outlets in Chile.



Brand presence in RRSS

Polkadot will have exclusive publications on Fundación País Digital's social media channels, which is an excellent opportunity for the recommendation algorithm of polkadot's official Spanish-language Twitter and Youtube channels to increase their reach.

Brand presence in Metaverse

Polkadot will be recognized in the immersive experience of the event as it will be present visually and informatively.

Participation in Panel Recordings

Currently, summit informs us that they are working on incorporating a new benefit for Silver sponsors, which will be a participation in a recording panel. When we have more information on this point we will share it with the community.

Success Metrics

Success Metrics that we will use to measure the degree of impact and repercussion of this proposal.

Number of attendees in the promoted activities.

Reactions and metrics registered in our social networks with special emphasis on the indicator of organic reach and ADS. (We intend to use the official accounts of Polkadot and Kusama in Spanish).

Degree of understanding of the attendees at the talk and in the Networking spaces (We will ask for means of contact and will send out surveys one day after the event).

Degree of satisfaction of the active community in the recreational activities (the same method will be applied as in the previous point).

New users in the Official Telegram of the Community in Chile.

The results provided by the previous points will be included in the final report of the experience.

Budget

5. Payment conditions

Area		Price
Registration	The registration fee to participate in this experience is 150 UF. (What is UF?) This amount is payable directly to the event organizer.	5810
Graphic Material	Graphic complement to enhance the dissemination of the message through informative guides.	180
Merchandising	Gifts and souvenirs for stakeholders (T-shirts, hats, stickers, among others). *This is considered for a total of approx. 150 people.	550
Film Maker	Person in charge of documenting the experience to deliver audiovisual material to Polkadot.	300
Travel	Round-trip transportation expenses for representatives attending the 2-day event	100
Exchange	Currency exchange rate devaluation (DOT>USDT>CLP)	300
IVA	Payment of Taxes established by Chilean Public Law (19%)	1950
Total		9190 USD