

Example assessments from fund 7.

The top rated assessments (70%+ consensus) for proposals with a high score (4.3 -5)

Impact

This is a really incredible project that seeks to empower the local community in Kenya through a partnership with a well established community hub - Elimu Hub. The premise of this project is to provide the physical resources and education required to teach local community about Cardano and grow awareness about Cardano within a safe and nurturing environment.

The team have an array of experience and are already engaged in delivery of Swahili translation on Cardano. They will mentor 5 new Cardano developers and introduce many to the cardano ecosystem through community based events and workshops. The project is locally focussed in an impoverished area of Kenya, the scalability of this project might be possible through implementation of similar models and partnerships in other community spaces in slums across the world. To do so would require excellent documentation to build a case study of the impact of this project.

The problem described in this proposal is closely aligned with the challenge. Decentralization is a central and very important pillar for any public blockchain. Even though Cardano has an excellent distribution of block producers compared to other PoS blockchains, it is important to note that in the crypto space there are many cases where the competition is leveled down, specifically in this case it is the problem of PoS blockchains that have few validators (less than 30) and in many cases different validators are controlled by the same entity. Decentralization is what ensures security and censorship resistance in a public blockchain, as it makes the costs of attacks (like 51% attack) higher, discouraging block creators from colluding to attack the blockchain. The proposal clearly and objectively describes the pain points that centralize the production of blocks in Cardano, which are large exchanges and owners of multi-pools.

The proposed solution intends to facilitate the UI/UX of those who delegate, through a marketplace. As a moderator in the Cardano community I receive complaints almost daily from users who have difficulties in seeking information about how and where to choose a pool. Today this type of information is manually curated in the vast majority of cases and having a platform that can offer curation has good chances of leveling the playing field between SPOs.

The metrics/indicators/KPIs indicate a great potential impact on the SPO ecosystem.

This proposal dialogues very well with the goal of the challenge of encouraging development in Latin America, through the creation of an educational platform focused on technology, which would certainly help in the question of the continent's educational precariousness and employment opportunities. However, I would like the authors to make it clearer how the Cardano blockchain would fit here, certainly within the technological teachings our ecosystem would be much addressed, as well as the use of DID, which also relates well to a challenge from the previous background (Atala Prism). Despite that, I felt a lack of assurance about how this project would bring feedback to the Cardano community; I know this feedback will exist, but it would be great to

have details of that. Regarding making a difference on the continent, there is no doubt that such a project is very necessary and promising, the authors could also specify which target audience they aim to reach in principle, in which Latin American country, in which age group, etc. Another detail that I was in doubt about would be the cost of courses provided by Ayllu Academy. What currency, ada, local currency would they be paid for? What would the average price of courses be, and who would this profit go to? It would be interesting if we knew better how this more financial part of the platform would work, although I know they are details, but relevant details. As a whole, the project matches what is required in this challenge.

The game meets very well what the challenge seeks. The idea is to create a game where players would customize, with many details, their character, which would be an NFT. I found it very interesting that this game is also aimed at a children's audience, I don't remember having seen other proposals that catered to this portion of the population that is massively relevant for the creation of entertainment content (we know how huge they can be, for example, the youtube channels aimed at children, this could be repeated in games). If the project succeeds, it would be a good gateway for new users to the Cardano ecosystem, maybe even the parents of the child who play the game will be interested in learning a little about our blockchain; it would also certainly increase the number of tokens being minted and ada being traded in the game, so I believe the project would benefit the Cardano ecosystem in different ways, aligning perfectly with this challenge.

The idea is very good and directly dialogues with the objectives of the challenge, as it seeks to create events about blockchain and Cardano in Vietnam. The authors justify that it is a strategic place to invest, since it has a high number of technology students graduating annually, it is also one of the countries that most accept and use cryptocurrencies, I know this because it was a fact showing in another proposal that I evaluated. I found it interesting how the authors thought about this project in a circular way, that is, they don't just intend to introduce and develop the contents with these students, but to accompany and guide them during the process of creating and submitting proposals. In this way, there would be a more complete follow-up with young people, because they would not only be taught what Cardano is, but how to launch and execute projects on the blockchain, through funding from Catalyst. That was my general understanding of the proposal, and I think it goes beyond several other proposals for this same challenge, not limited to exposing information. What could be improved, in my opinion, would be the understanding of the meetings themselves. I would like to see more detailed planning, that is, what would be the subjects covered in each meeting, how many would they be, how many students would be planned for each meeting, from how many meetings would go into practice (launch of proposals), who would present each meeting... Details. But overall, the impact of the proposal is high and fits in very well with what is asked here.

Feasibility

The community hub that this project team are partnering with have been based in this area since 2003 and have developed a long term vision for how they could benefit children and young people in this area through education and indeed, through providing hope for the future.

The team have a detailed plan to add on to the existing education hub and will have the support of

a dedicated team with Cardano experience. The plan for executing this project is also really solid with budget to pay for the participation of the mentorship which will remove significant barriers for the young participants in this area and moreover will motivate and educate them to contribute as much as they can to the program in terms of their time and energy.

The timeframe, budget and overall program are really clearly laid out and make a great deal of sense considering the context that the team are working in. It provides for physical resources, stable internet access and support for community outreach and basic supplies.

First of all, Stakeboard is already a project in full development and with several deliverables completed before receiving funding from Catalyst, which indicates a reliable and productive team.

The information about the team described in the proposal is detailed, the experiences described and the work already performed indicate that the team is fully capable of developing this work.

The budget breakdown describes 3 items, however there are few details on how the money will be spent. The definition of \$5,000 for "UX" seems vague to me, which compromises the feasibility assessment of the requested budget. I would like to see more details indicating the amount of work for each step/time required x corresponding remuneration.

Despite the vague requested budget, I believe the requested amount is reasonable given the compensation of 2 engineers and the proposed deliverables.

The roadmap is very well prepared, there is clarity in the timeline, deliverables/milestones over time.

The plan itself does not present great technical complexity or barriers, as the concept is more focused on curating information/data on a website. The only point that I see as a risk and that raises questions about the feasibility of the marketplace is how Stakeboard will deal with the language barrier, considering that the goal is an easier UI/UX, how non-English speaking users will be served ?

The team involved here is certainly qualified to carry out the project well; we know who they are, their names, a brief history of their backgrounds and previous experiences, and also their LinkedIn profiles, where we can get to know each of them in more detail. It would be interesting, however, that the authors had shown a greater interest in being concerned with the usability part of the platform, that is, building a UX design that was simple and ergonomic, to further enhance the benefits of the project, by making the target audience has ease of navigation. Another thing is the question of marketing, it is not clear if they intend to hire someone who is professional and in charge of carrying out this part of the project, or even a team of publicists, how would this publicity, etc.? It's a huge project, so it needs a lot of publicity to reach the public. Regarding the steps that would make up the entire project, the authors specify very well what would happen in a given period of time. It is always beneficial to draw a timeline of activities to be completed, in parallel with the success achieved over the months, as they do in great detail. And in relation to the budget, it's also explained in a lot of detail, so we have a solid understanding of how the money asked would be used, which parts would cost how much and so on.

The team seems to be very capable, they have already developed a whole concept of visual identity, which we can learn about through the website that was attached and also through the image of a character that was provided directly in the proposal. I thought it was very beautiful and

attractive to the public, not just children. They also provide a short description of who they are, including their roles and some past work, so they can reassure you about their experience. And they seem quite experienced indeed, for example, according to the description given, Christian is very smart with over a decade of experience in graphic design. About the relationship of this team with the blockchain, from what I read, Conward would be the one that has the most connection with the technologies of our ecosystem, but I would like this bridge to be explored further. On the financial split, it is good that they have precisely determined how the total funding (which is quite high, but justified) would be used, but I think there could be more detail in each part. Some parts are detailed, like animation and coding works, but on the other hand some like marketing and the cool part are not well explained. These two parts of the project take a high share of the money, which makes it necessary for us to better understand what was going on. In marketing, could it be explained how the dissemination campaign would take place, through which channels would this be done, how to reach children? In the part where they explain the development of the project, they mention in the first phase that there would be activity on social networks, which makes us deduce that part of the marketing campaign would take place there. But it was important to understand exactly how this would come about. Speaking of phased development, I think this part of the project is pretty detailed so we have a pretty accurate picture of what's going to happen, when and how, the way it's supposed to be. So I think this topic here is very good, I just suggest further deepening the details in some parts cited.

The authors make a very different presentation about themselves: they not only define who they are, what they do individually, what their areas of training are, but also include several links from their social networks, such as linkedin, where we can get to know them more intimately, and several direct communication channels, where individual contact can be established with each. About that part, it's excellent. A lot of confidence in the authors' ability to successfully execute the project is conveyed, mainly because they are all from the technology area. I would just like to suggest that you hire someone from the marketing and design areas to promote proper outreach and design graphic materials for the meetings, these parts are also very important. There is a very detailed script here, in which we know what would happen in phases, divided into months. What I suggest is the creation of a schedule, so that the information is organized in a more synthesized and visually simple way, regarding the meetings themselves. The part of the orientation for the submission of proposals is a more qualitative and individual process, which doesn't fit so much in a table, in my opinion. But yes, the level of detail is quite satisfactory. On the financial split, I think this proposal ideally explains how the money would be used, because they don't just split the total amount, but specify more details about each part. In this way, we have an accurate understanding of how this money would be used. What I suggest here then is just a more direct organization about the script in relation to the meetings themselves, otherwise that's fine.

Auditability

This is definitely a project that could be improved by having ongoing profiling within Town Hall meetings to assist with the delivery and ensure the project remains on track. At this stage there is very little indicated in the proposal pertaining to how they would report back, however there seems to be a great interest in Cardano and this would present opportunities for exchanging ideas and inspiring more life changing projects such as this throughout the world. The KPI's and milestones are clear and measurable. The delivery dates are not specific however it's time based milestones to allow for project commencement to be in tune with the outcome of funding and likely a myriad other considerations for execution of a project of this nature.

There is clarity in the description of the problem, the solution and how the proposal is aligned with them. The roadmap is very well designed, there are deliverables/milestones that make auditing the proposal easier.

The metrics and KPIs were well chosen and I believe they are good indicators for evaluating success, as the chosen outputs would clearly indicate the number of users and participating SPOs and the progression over time.

This part of the proposal is very complete, we have the KPIs needed to understand if the project is achieving what it intends, we know what the team's ambitions are, even in relation to the number of students on the platform. I found it very interesting how they drew up an ideal scenario, that is, the context in which everything would be happening in the best possible way, which involves self-sustainability and so on. I also suggest that there is some communication channel between the team and the Cardano community during the execution of the project, as it is huge and involves several aspects (programming, design, education, marketing). There could be periodic meetings or even the delivery of partial results, with which we could assess the progress of things. But that's a bonus suggestion, I think the auditability here is pretty good.

Excellent auditability, the team defines in great detail what success would be like, so we have plenty of content to monitor. In addition to the topic created especially to understand the KPIs, we could go further in the monitoring as they also detail what the phases would be like, that is, we know what would be happening and when, so that it is possible to check if things are happening as promised. What would need to be done would be that 1) the team prepare a summary of the results and present them to the rest of the community, I think that in the specific case of this project the most appropriate would be to participate in some Town Halls, since it is a highly project. visual and they've already proven to be great on the graphics side, it would be great if we had a short visual presentation of how the results would be developing. And 2) the community itself got involved with the game, testing it, bringing constant feedbacks, some members could be selected for it, including those who had children could do some tests to see how children would react to the universe and characters created. That said, I believe that the project's auditability is very well underway, it just needs to be exercised by the community.

We have a lot of information about auditability so that it can be done safely and accurately. The authors explain the expected results for each individual phase, providing details that make it possible to closely monitor the parties. If we were to form a team to follow the progress of the project, they would know exactly what to assess to determine whether the project is being done as promised or not, and could bring that feedback to the rest of the community. The authors also provide us with KPIs, by which we have more quantitative information, data that directly point to whether success was achieved or not. As a more objective part, I believe that such information could be included in reports and exposed directly to the community, through presentations in Town hall, for example. Finally, what I suggest to give even more strength to this auditability would be an individual monitoring of the students involved with regard to the results. The team proposes to guide them in project submissions, but would also like them to bring to us whether they got funding or not, what impact Cardano has made in their lives, if they intend to maintain contact with the community and work with it in the long term. and etc. But that would be a bonus, because the team has already provided us with enough information to do great auditability.

The top rated assessments (70%+ consensus) for proposals with a low score (2-3.3)

Impact

This is indeed an intriguing concept but the proposal itself is very brief and can find many concerns in the plan proposed. The team does have enough professional expertise to assist people to leverage the network, nonetheless, there is no lucid objective about how the team plans to go about this. The major objective of the proposal is to acquire more professionals to strengthen the team by Q1 2022 from the allotted funds, but again, there is no elucidated plan about how the team plans to harness this enormous manpower in order to tackle the problem statement. The proposal did not mention the potential drawbacks or hardships that can hinder the plan and how the team is expected to get the better of them. All in all, even though the plan looks promising there is no way one can establish the validity of the claims with the available information in the proposal. I believe one has to look at this proposal in a skeptical manner and trust the team and its gigantic experience in this field.

The solution statement is sensible in light of the problem statement and both are clearly written. Given that the challenge seeks to ramp-up advocacy efforts to lobby and educate politicians, with the goal of producing better laws and regulations favorable to Cardano in particular (and the crypto space in general), the proposed coalition of state blockchains is a logical next-step. State blockchain associations are critical grassroots entities that advocate for change at the local and state levels, and it is critical to quickly roll-out more of these associations in areas lacking such groups. An overarching association of associations has the potential to rapidly train and equip local advocates, increasing the bottom-up pressure to reform US state laws. However, I do have a few concerns. First, the proposed association seems to be US-centric. Is it feasible for such an association to cast a wider net? My second concern is that the campaign brief emphasizes the need for favorable reforms that focus on PoS and Cardano in particular, which is nowhere addressed in the proposal. Overall, I agree that this proposal effectively addresses the challenge.

Creating a community-led trust via a smart contract seems to be a very good application of resources for this challenge and fits very well, especially as it is a smart contract (mini proposal) built on top of the Cardano blockchain with an overall budget that fits the challenge. The proposer states that he wants to pursue the development of core reusable smart-contract building blocks - that is a great vision for building value and for scaling. I would like to commend the proposer for his vision to provide a more encompassing Trust smart contract that can be parameterized by any user beforehand, plus he thought of the great inclusion of allowing the funds in the Trust to be staked. Also, the idea of making it open-sourced is an even more valuable addition to the Cardano ecosystem. This is not just a proposal for a smart contract, as our Plutus pioneer proposer also wants to include an educational facet by including live-streamed coding sessions by building it in public. I commend the proposer for including a future vision in the form of future work - which indicates that the current proposal could evolve into a much greater contribution - especially with the proposed support for other tokens besides Ada and the utilization of oracles.

The idea itself corresponds to the objectives of the challenge, because it intends to create a video platform, with only quality content (selected by the community) demonstrating how Cardano can be applied in real life, and these videos would be translated into different languages. The authors argue that knowledge absorption is better when dealing with their mother tongue, which makes a lot of sense, because the person would not be struggling twice as much to understand what is being taught as to understand a different language. Although the idea is in theory a good one, there was a detail that I thought is very harmful for success: the fact that only a sample of these videos would be made available for free, if the person wanted to see it in its entirety, they would have to pay a fee every day, which would go to the creator. Well, I believe that there are many platforms on the internet with blockchain content, and through our effort here at Catalyst, more and more content about Cardano will be created and disseminated. These being free and easily accessible content, in different languages (how we seek to finance this challenge, for example, and also in challenges that focus on different territories such as Africa, Japan and Latin America). Why would a person want to pay for such apprenticeships if there are so many free alternatives? I don't think the best method of encouraging new people to enter the Cardano ecosystem is to make them pay an amount for it, however small. In my view it is more appropriate to provide free education and training for them to adopt our blockchain and our currency, acquire NFT, smart contracts and the various technologies in Cardano. Later, with people who are already users of our network, a series of paid actions can be promoted, but I do not believe that the time for this is at this gateway to Cardano. Another point I was wondering about was the issue of translations. The community would make these translated audios, how would they be synchronized with the image, who would edit that? Would these translations be paid for? Because it doesn't seem very logical to me to charge someone to watch the video for the money to be passed on to the content creator and there is no part for the translators either. Unfortunately, I found the idea to have several downsides and I don't think it would have an immediate and considerable impact on the Cardano ecosystem.

I found this idea average, it somehow dialogues with the objectives of the challenge, because the premise is to create a Dapp in which the user can talk to an artificial intelligence and thus discover different data about their digital natives. This could promote a better organization and administration of tokens, however, I believe that users would already be able to access this data through traditional ways in a practical, fast and simple way too, which makes me think about the need for a new platform especially for this. The author does not explain exactly what these conversations with the Before Will chatbot would be like. How could we ensure that these conversations would be fully accessible to all audiences? Starting with the language, the chatbot would probably be in English, right? This is in line with the project's objective, because if the idea is to unify all the information and add comments about assets such as NFT, smart contracts, etc., the main goal would be to encompass the greatest number of people in a single Dapp. But if this were built especially for English speakers, there would already be a certain separation, I don't think it's so useful to create a new system to promote actions that can already be done practically on other platforms. I believe that the proposal would have more added value if there was a survey with the public, claiming the need to promote such an organization. It would also be interesting for the author to demonstrate his intention to, in the future, adopt other languages in order to universalize his chatbot. Anyway, the idea is not bad, but I don't believe it is fundamental and it fits so much with the goals of the challenges, which are to create Dapps that increase the use of our blockchain technologies and can attract new users. At no time did the proposal author quote Cardano, how would this application directly relate to and benefit our blockchain?

I found the idea of this proposal a bit confusing, and I'm not sure if it aligns well with the challenge's objectives. As I understand it, the project here would consist of drawing up a mapping of the various projects involving blockchain in Latin America. There would be a kind of data collection and analysis, with the objective of understanding in a general way how Latin American investment and

entrepreneurship is in relation to blockchain. However, I have some doubts about the usefulness of this. Starting with the fact that at no time, during the description of the proposal, the team quotes Cardano, emphasizes specifically on how our blockchain would be targeted, explains how such research would happen, what kind of data they would analyze, where the results would be presented. I also found it a little confusing to understand what the events they talk about at the end of the proposal are about: "With this, after each event the status of the activity metric will be shared with Catalyst". At no point during the proposal description was it explained what these events would be, I imagine they could be conferences with the aim of exposing the research done, but it would be essential that we had full understanding of all parts of the proposal. I also found it a little difficult to understand what the intention of such research would be, the authors claim that they would understand what is missing in the development of projects with the aim of improving them. However, this is quite abstract, each project that involves Cardano has a specific bias, I don't understand how a single group would be able to promote solutions for different types of projects. I think that Latin America would be benefited, while the projects developed there were contemplated with this kind of consultancy, benefiting the people involved and perhaps maximizing the results; the Cardano ecosystem would also benefit if the projects directly involved our currency, our blockchain, NFT and other ecosystem technologies, but as I said before, they don't directly cite Cardano at any time. That's why I think the proposal doesn't seem to bring the impact we're looking for, it doesn't clarify very well how the activities would be carried out, whether the studied content would only be known to the team or there would be some kind of exchange between the entrepreneurs, forming a network of connections. .. There are several doubts.

Feasibility

The proposal seems to address the problem at hand to a certain level, however, it seems to be too abstract at the moment. The proposal shall certainly increase the number of people wanting to build applications on Cardano, but the roadmap to achieve the same is not provided in the proposal nor in any attachments. Moreover, the proposal has requested funds of about 50000 USD, even though it is only about 10% of the funds allotted to this challenge, the team does not mention how they plan to utilize this fund to achieve the objective. We all know that Sebastian and Nicolas have been valuable members of the community and have made some cosmic contributions, but a little more detailed action plan would have been made better. The proposal clearly has the traits of turning into a very impactful project, which will in turn encourage adoption and bring new users into the network. But a descriptive plan or an action plan will help outsiders understand the effectiveness of the proposal in a better way. I strongly believe a little more effort into drawing the game plan and how the team plans to utilize the allotted funds and submitting it at a later stage can clearly make this a great proposal.

The members of the steering committee identified in the proposal each possess extensive experience in the blockchain association space and each has been actively lobbying for regulatory reform in their respective states/regions (i.e., California, Texas, and Seattle/British Columbia). The team has sketched a reasonable outline of a plan, but much of the specific details are missing. The legal status of the organization is unclear – the budget section states that a DAO will be formed but the Success Timeline states the goal to "form the organization, possibly as a DAO". Knowing the legal status and state of incorporation of the association would be helpful. Moreover, it is unclear how the budget (\$20,000) is to be spent. The proposal mentions the development of training materials, hosting a summit, and possibly hiring a part-time director, but it is not clear how Catalyst funds are to be distributed among these efforts.

The proposal also states that "we are asking for \$20,000 for Project Catalyst to join as a founding member. We are asking a variety of large blockchain businesses and ecosystems to join and support the effort. Our fundraising goal for year one is \$250,000." Additional details regarding the success/status of these outside fundraising efforts would be helpful. How much has been pledged? This leads to the next concern regarding downside risk. If inadequate outside funds are obtained, how will this project pivot and what are the critical spending priorities?

A weakness of this proposal in terms of feasibility - generally speaking - is that the the proposal as its stands now, seems to be situated in no man's land between an advanced draft for an implementation proposal and a real implementation plan. The proposal as it stands lacks deadlines, a budget breakdown with clear items and specific verifiable links that prove the proposers statements about his software expertise. The proposer states that he participated (what about completed?) in the Plutus pioneer first cohort. I say that - as I was accepted in the Plutus pioneer cohort 1 (but didn't have time to finish it). One thing that attracted my attention is that this proposal seems to have been previously submitted in earlier funds (<https://cardano.ideascale.com/a/dtd/Trust-Funds-by-Ada/366848-48088>) as essentially the same proposal, but then it had a 6-month development arc and a budget of USD 25000. The earlier proposal (which probably wasn't approved for funding) had a budget breakdown and a timeline. However, this Fund 7 proposal that is now being put to a vote lacks the budget breakdown and a project timeline. So - this could be easily improved in a future fund. I am not sure that the proposer has sufficiently addressed challenges and risks, especially as this proposal does not seem to have improved (included more detail or more explanations - or in general progressed towards a more specific implementation plan) since the previous fund when it was not approved for funding. The proposer did ask for a lump sum of \$10,000, yet under the budget heading inside the proposal, a breakdown has not been provided. It simply states: "Budget tbd" [to be determined].

The team is quite complete and seems highly qualified; the names, functions and linkedin of each of the members are provided. However, I missed marketing and design people to work on the project, which are extremely important areas for success, as this platform needs to be highly publicized and have an ergonomic and friendly interface to encourage its use. In the implementation phases UI/UX design is mentioned, but who would be responsible for that? The team proposes a script, but extremely short, talking about what would happen over time. For example, in the first 3 months, the platform would be created with basic tools (which ones?). The implementation phases could have been slotted into months, for example, in month 1 this and that activity would be done and so on, in order to form a more solid sense of the process as a whole. I think there was a lot of detail missing, I can't understand how this platform would be created, the implementation phases themselves are written in a very technical way, so people outside the area don't understand as well as developers what would be done. And finally, the financial division is also lacking in details, I believe it is the numbers next to the things mentioned in the implementation phases, but I would like the authors to have separated a topic just to talk about money and explain why this amount would be used for what and give more details about each small part. For example, as I understand \$2000 would go to the UI/UX design, but what would that look like? What would be the hourly price of the person (designer?) who would be responsible, for how long would you develop this project? Overall, the only part of this topic that I felt completely safe was the team presentation, otherwise I would like more details.

Regarding the team, we don't have any details. We know that the team would consist of developers, designers, marketing, etc., however, we don't have any specific information about each one. It would be necessary to know their names, roles in the project, a brief history of what they did before, what their direct connection with the Cardano ecosystem is. It would also be great if their profiles were made available on linkedin so that we could get to know them more deeply. As we're told, no trust is given to the team, unfortunately - there's no way to believe in people we don't know. About the script, the author is concerned with making a division of tasks based on months. But this explanation was extremely superficial, we could not understand the details of what would happen, visualize what activities would be needed here, understand the order they would happen, who

would work in what, and why... It would be beneficial for the author to make a monthly organize including all These information. For example: "1-3 months: Front-end prototype development with all encryption and security features included". Who would do this? What are the features they are talking about? Furthermore, it is not possible to understand how long the project would take to develop in its entirety. As far as funding is concerned: basically the same thing happens, we are given very superficial information, so we cannot understand exactly what the money would be used for. For example, "Software Developers - 33K". This is a very high value. How many people would work? For how many months? How would the work routine be? How many hours per day? What would each one do, individually? He asks for 3K for marketing, but it is not clear at any time what the campaign would be like, what resources they would use, how these 3K would be spent. Therefore, I believe there is a lack of detail in this topic in general.

The team provides us with an individualized description of each member so that we can get to know them and understand well what their work is all about. What I missed was, in addition to knowing their names and roles in the project, a brief history of previous work and mainly: how do these professionals relate to the Cardano ecosystem? What are the ways they dialogue directly with our blockchain? Usually in projects we have at least one person who has technical knowledge about our blockchain technologies, but that doesn't happen here. It is positive that there is a person whose role would be to monitor the KPIs and a person specialized in marketing, but it would be essential that there was also someone from the technology area. As such, the team does not convey much confidence in its ability to carry out the project successfully. Regarding the script, here we have the establishment of activities that would be carried out based on the months - but I believe that this part lacked details. Each of these topics could have been explained better, the explanations are very superficial. For example: in the first month, what would happen would be basically a field preparation. Analyze what would be done and how. But who would work on this part, what methodologies do they intend to adopt, what would be the weekly mobilizations? Likewise, there are some doubts regarding the activities developed in the other phases. And about the budget, it's the same: they even provide an explanation, but it's very short. "Communication, PR and Marketing = \$12,400". Why this value? How much would it go to communication, and to PR, and to marketing? What would be the marketing strategy used? The total amount requested is relatively high, with more than 1/3 destined for this part of the disclosure... it needs more detail to understand what was actually going to happen.

Auditability

I feel the proposal lacks a lot of required information for one to picture its impact and effectiveness. The proposal does not include the time horizon by which it plans to attain the proposed objective nor mentions the milestones for the community to track its progress. The proposal only mentions the need for funds to start the program but there is no detailed game plan nor an explicit break up of how and when the funds will be used. The team makes no point of the metrics that can be used to audit. There are no possible metrics to measure the quality, customer satisfaction, and Return of Investment for the allotted funds. Apparently, the team also makes no mention of the challenges the team might face in the process. The proposal also does not mention why it stands out compared to other proposals under the same challenge. Unfortunately, there is very little information to assess the progress of this proposal.

From the information provided in the proposal, efforts to launch the association are still in their infancy (e.g., the website is not yet up, the association/non-profit has not been created, etc.). Without additional outside funding (the proposal has a one-year fundraising goal of \$250,000), it is

not clear that the \$20,000 requested from the Catalyst project will be sufficient to startup the organization. This potential risk is not addressed in the proposal. Moreover, it is not clear which deliverables are tied specifically to the requested Catalyst funds, so inferring specific KPIs is difficult. Finally, to keep the proposed association going in subsequent years, is there a long-term fundraising strategy? From my personal experience producing sponsored public policy research and disseminating these findings to state lawmakers and members of Congress, it is both very expensive to engage in these activities and difficult to secure reliable funding.

It would have been good to include a timeline, especially as these proposals in the challenge are supposed to be realized in three months time. The inclusion of some milestones and an implementation plan would have allowed the easy auditability of this proposal. The previous - almost identical (yet with more content) proposal from August 2021 had a lot of interaction and comments on Ideascale. If this proposal does not pass this time around, I would advise the proposer to include an attachment in the next fund that includes the questions from Community Advisors and his responses. In fact, it would be best to make a weekly or bi-weekly plan for work for a proposal of this scope, so that progress can be verified. Even a video presentation might help to bring your vision to life. For example, the idea to build the smart contract in public, including live-streamed coding sessions, and office hours to discuss the direction - will be much more effective if it is fleshed out. On which platforms will it be broadcast? How often? Some KPIs would be more than useful. Number of Trust funds set up with the smart contract in the first 3, 6 and 12 months? Number of viewers of the online live-streamed sessions? Or other KPIs that the proposer finds relevant. Lastly, one word of encouragement: this proposal seems to be on the verge of success with voters, it just needs several hours more of refining into a precise action plan with a timeline, metrics and KPIs. Add the verifiable experience, add the budget breakdown and resubmit if not successful in Fund 7.

The authors provide us with some KPIs that could serve as guides for monitoring the project, which are basically the reach to the audience of this platform and whether this is bringing as a consequence the entry of new participants (speakers of different languages) to the Cardano community . They also promise to publish reports with the results of these KPIs, which is quite positive, basically all bidders provide KPIs (when they do!) but leave it up to the community to monitor them or not. What I didn't understand was where these reports would be published and I also think there was a typo here, because they say that until the first six months they will publish the results monthly and after that period, monthly...? Anyway, I would like them to clarify where they would show us this data and clarify the issue of how often this would be done. But otherwise, it's great that they have the initiative to update the community and not generate the need for one of us to be in charge of it.

The author is concerned with organizing 3 KPIs that are direct ways to understand if the project achieved the desired results. It's basically about the reach of Dapp, how many users are using the application, how many messages were recorded and the mentions on social networks. I believe these are good ways to measure results, but we will also need to go further. I think it would be interesting to promote a small survey with users, in order to understand how the use of this application impacted their personal organization, what were the advantages? It would also be necessary to establish some way of evaluating the process, not just the results. For example, establishing direct and periodical contact with the team, whether through meetings, writing reports, some kind of exchange in which we could constantly monitor whether the activities that were promised were actually being done properly. In my view, the author is concerned with tracing an auditability, but this is only done with a view to the final product. This project is quite expensive, we

would need, for example, to directly monitor the developers' work routine to make sure that the 33K requests were being used well; also follow the construction of the design, I believe that the interface needs to be very simple and ergonomic, that is, UI/UX needs to be worked carefully here, if the objective of facilitating the organization of digital assets is to be successfully achieved.

The team does not establish direct KPIs that would serve to monitor project success. What we have here is, at the end of the proposal, a somewhat confused explanation about some events (as I said in the first analysis topic, it would be important to understand what they are about: their content, who would participate, where they would happen...) and also on the preparation of a report at the end of 1 year of work. But since we don't know what these events are, no confidence is conveyed that activities would actually be monitored. I think an annual report is a very big thing, it should be done monthly. Since we have a person on the team (Paula) who would work directly with KPI control, I think we could have a more detailed and concrete auditability. In addition to the monthly reports, some type of contact could be made with the teams of the projects that were analyzed. A kind of gathering of feedbacks, in other words, so that we could understand how these consultancies positively impacted their projects, what difference, in practice, the project in question is bringing to the continent. In the reports, it would be essential for the authors to clarify how the activities have specifically benefited our blockchain, as this is somewhat uncertain in all the details of the proposal. In general, I do not agree that this proposal is easily auditable through the information provided, I cannot see direct ways to evaluate the process or the results based on what was presented to us.