

Polka Power 2 People (PP2P) Program

PP2P.network

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The Polka Power 2 People (PP2P) Program aims to create a decentralized yet ‘structured’ framework within the Polkadot ecosystem. It empowers community members to engage and contribute effectively while maintaining the core principles of decentralization.

A. Personal introduction

After my [resignation](#) as Head Ambassador (October 9th), many people have approached me, asking how I would envision the Ambassador program, especially after reading my candidacy 2 months ago where I proposed the idea of working groups.

Now it's Sunday, October 13th, and I find myself staring at a blank page. Can we create a program that's about engagement and giving every community member a chance to contribute effectively ? Would a Head Ambassador program still be necessary? And what about compensation?

What would happen if we can start from scratch? And to be honest, I would have loved to discuss this with a few like-minded individuals, but that would have been unfair to the proposers of the 100-day plan. I am aware that some former Head Ambassadors would have liked to continue working with me, but out of fairness, I have not approached anyone—absolutely no one—regarding this idea. I wanted to ensure that this proposal stands on its own and encourages open, unbiased discussions without any preconceived alliances.

My intention is not to request funding for writing this proposal. My aim is to initiate a discussion around a framework that fosters greater community engagement in specific areas where individuals excel. While this report is not exhaustive, I believe that if we can align on this framework, several Head Ambassadors and community members will be willing to collaborate. This could lead to a fully developed plan within 2 months that is both technically and functionally feasible.

Yes, there has been a lot of drama around the Head Ambassadors, but it's time to put that behind us. **Let's focus on what's best for the community and work together to create a positive, impactful future for Polkadot.**

B. What's the problem ?

Polkadot faces challenges in growing the ecosystem due to a lack of clear communication and structured governance. Polkadot aims to be swift, lean, and efficient; however, our organizational setup and Polkadot's unclear vision or direction are hindering this goal.

This proposal and the article "***The Tyranny of Structurelessness***" share similarities in their critique of unclear structures within organizations. Freeman's article argues that informal groups without clear rules can lead to hidden, unaccountable power.

The PP2P program addresses these issues by implementing a decentralized but structured approach that enhances transparency, accountability, and participation.

C. Hello Solution!

The PP2P proposal suggests a decentralized but structured approach with fellowships, on-chain elections, and specific roles (like **Global Fellowship Leaders**). This structured setup aims to prevent the kind of "hidden power dynamics" Freeman described by providing transparent, decentralized, and accountable decision-making processes, ensuring that expertise leads each fellowship. In essence, a system where power is visible, accountable, and distributed.

The PP2P Program introduces a **Governance Collective** that defines the mission and vision, along with **specialized fellowships (7 in total)** focused on key areas such as Development, Marketing, and Community Engagement. Each fellowship will have its own budget and be led by a **Global Fellowship Leader (GFL)** to ensure transparency and accountability. There will also be smaller **workgroups** within fellowships with their own decentralized initiatives enabling quick adaptation and responsiveness. And there will be a fair compensation based on the **cost of living**.

D. The former Head Ambassador program?

"I want to make a difference," that's how I began my journey as a Head Ambassador. But today, I have to ask myself: are generic Head Ambassadors truly the ones who can make a difference when we have so many talented minds in the community?

I witnessed firsthand that a group of 20 individuals from diverse countries, backgrounds, and, most importantly, different personal agendas, struggled to collaborate effectively. The

main reason is that we all excel in different areas. For some, like Max, it's Investor Relations; for others, like Irena, it's Business Development, while individuals like Leemo shine in Development. I now realize that trying to create a unified structure for collaboration among these diverse strengths was not the best idea. Not everyone has the ability to think globally and design a scalable structure.

Yet, we were all set to earn the same amount (10K USD)—something about that just didn't add up. For 21 people at 10,000 USD each, plus 2,000 USD per person from the treasury per month, the total comes to 252,000 USD monthly. That means a yearly budget of **3.024 million USD**. Do I have a problem with spending 3M? No, as long as the return on investment is 3 times that amount, it's justified. Personally, I don't mind if one person is paid 10K, 20K, or even more—as long as the **value** they bring is proportional.

Looking back, I have to admit the setup of the Head Ambassador role was unclear. Some believed they could build their own teams based on their candidacy, while others didn't realize there was no existing structure—guidelines needed to be created before we could attract other ambassadors. I now understand this issue isn't just about the Collective, but part of the broader Polkadot structure. But if we can adjust that structure and make it scalable, we might not even need Head Ambassadors...

And there's my vision for a **unified, self-managing, scalable Polkadot Ecosystem** ...

E. The framework

The PP2P framework aims to create a self-managing and scalable Polkadot ecosystem through several key steps. I know I'm venturing onto thin ice by sharing an idea without prior discussions (*for obvious reasons*), but my hope is that this framework inspires everyone to think about how we can bring some 'structure' to our decentralized community.

It's build around 4 core principles :

- Decentralization
- Global Inclusivity
- Lean Operations
- Meritocratic Rewards

This framework incorporates a **Reputation Score** for each member, reflecting their contributions and feedback from the community.

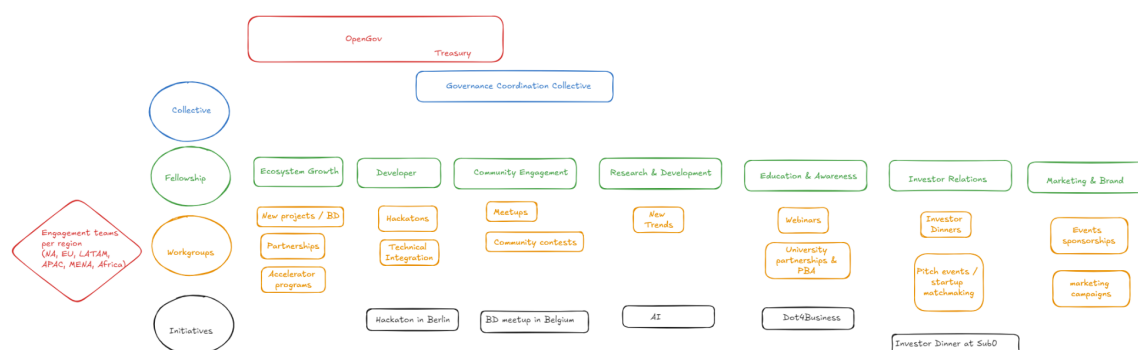
Not everyone will agree with my vision about this framework, and that's completely fine! What matters now is that we engage in this conversation together.

To be completely transparent, it would have been easier for me to spend my Sunday evening doing something else, knowing that this PP2P-plan might draw criticism. But with my experience in building startups and optimizing processes for businesses, I felt it was my

“duty” to share these ideas with the community. That's why I've put this forward—because I care about making a difference for Polkadot.

If you believe this framework has potential, I'm confident that together, with some former Head Ambassadors and dedicated community members, we can shape it into something tangible within 2 months.

Collectives-Fellowships-Workgroups and Initiatives linked together.



The biggest challenge to scaling quickly and effectively for Polkadot is simple: Who are we, and how do we position ourselves? What is our **identity**? What consistent message are we sharing with potential users and partners?

It all starts with a clear **mission and vision**. This might sound basic (and sooooo Web2), but without a solid understanding of who we are and where we make a difference, growth will be limited - even with world-class technology.

Collectives

The Governance Collective

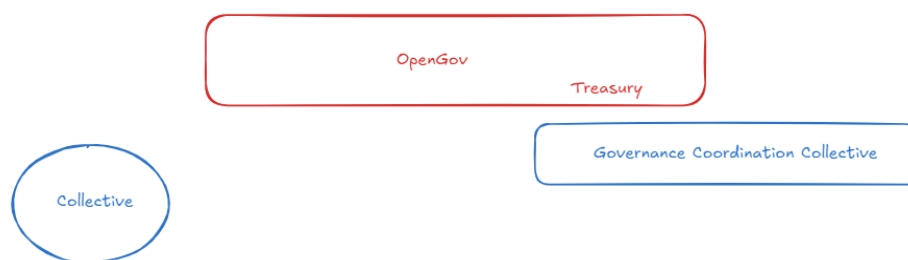
Purpose: This C-level advisory group sets Polkadot's mission, vision, and strategic KPIs. Comprising 7 members from Parity, Web3 Foundation, and the Polkadot ecosystem, it ensures all initiatives are aligned.

Role: The Collective acts as an oversight body, providing cohesion without engaging in day-to-day management. Regular meetings ensure a shared direction and consistent objectives across the ecosystem.

To ensure complete alignment across the entire community - if you're doing BD, investor relations or even development - we need a cohesive strategy that I refer to as a

"Governance Collective." This independent C-level group will define the general mission, values, and set clear success KPIs. For example, aiming for a 10% increase in user growth, or organizing 1,000 meetups per month, or increasing trained developers with 20%.

This group serves solely to create **cohesion** across all silos, consistently keeping the north star in sight. It acts as an advisory and oversight body but does NOT undertake tasks itself, as that would not fit within a decentralized system. It's up to the fellowships/workgroups to work towards achieving the collective goals as effectively as possible.



The Governance Collective will consist of up to **7 members** from Parity, Web3 Foundation, and the broader Polkadot ecosystem. They will be **elected on-chain** and meet monthly. Every two months, this group will also meet with Fellowship leaders to review progress at a high level. It's not about the specifics of a single event, but rather tracking key objectives. For example: "Have we already trained 1,000 developers? Where are we with the number of meetups"

Fellowships

Structure: Seven specialized fellowships focus on different facets like Developer Growth, Marketing, Investor Relations, and more. Each is led by a **Global Fellowship Leader (GFL)**, elected on-chain.

Purpose: Fellowships drive targeted initiatives, allowing members to excel in their areas of expertise. Smaller, autonomous workgroups within fellowships ensure agility and fast adaptation.

There are 7 defined fellowships, each with its own budget sourced from the main treasury. Each fellowship is led by an on-chain elected representative (more or less similar to Head Ambassadors but I call it Global Fellowship Leader (**GFL**)). These individuals are specialists in their respective fields. For example, Max could be responsible for Investor Relations, Leemo for Developer Relations, and so on. This allows them to focus on what they excel at.

This person should be an effective communicator and bridge-builder, and their candidacy must clearly state any DAO affiliations to ensure no single DAO has disproportionate control over all fellowships. The GFL is a “coordinator” who helps facilitate meetings, organize resources, and remove obstacles. This role is about enabling rather than directing.

The Global Fellowship Leader (GFL) has the freedom to assemble a team of max 11 people without the need for an on-chain election. (he will be supported by a ‘secretary’ - a role naturally filled by someone from the workgroups). The “fellowship team” is formed from various workgroups, with the goal of creating a self-managing unit. Over time, the different team members from workgroups will determine who will ultimately be part of the fellowship (the most qualified individuals) , ensuring a more organic and dynamic structure.

Being actively involved in workgroups and later on the fellowship is rewarded by DOTS. Each member will receive a compensation in DOT for their contributions during meetings. The core idea is to give workgroups within each fellowship the autonomy to make decisions, set their goals, and manage their workflow without the need for traditional top-down hierarchy.



Each fellowship would have measurable KPIs and regular reporting to ensure alignment with the overall mission and vision of the Polkadot ecosystem. By decentralizing responsibilities across various fellowships, the community can benefit from specialized teams focused on different facets of growth and innovation.

Fellowships provide monthly status updates on their initiatives, which are shared with the community. These updates could be in the form of public reports, presentations, or progress dashboards.

1. Developer Fellowship

- **Purpose:** Foster innovation by supporting developers who build on the Polkadot ecosystem. This group can create tutorials, host coding workshops, and offer grants for research “techie” projects.
- **Key Roles:** Developers, mentors, technical educators.
- **Activities:** Hackathons, developer bootcamps, bounty programs, technical integration support.

2. Ecosystem Growth Fellowship

- **Purpose:** Focus on expanding the Polkadot ecosystem by onboarding new projects (for business, enterprise and governments) , fostering partnerships, and supporting startups that build on Polkadot.
- **Key Roles:** Business developers, strategists, ecosystem managers.
- **Activities:** Networking events, accelerator programs, ecosystem mapping, partnership outreach.

3. Community Engagement Fellowship

- **Purpose:** Drive community involvement and ensure that members feel connected and informed. This fellowship can work on organizing meetups, social media campaigns, and community support initiatives.
- **Key Roles:** Community managers, event organizers, social media experts.
- **Activities:** Meetups, social media engagement, community contests.

4. Research & Development Fellowship

- **Purpose:** Lead research initiatives focused on interoperability and scalability. This group can also explore cutting-edge tech trends like AI, ZK-rollups, and decentralized identity.
- **Key Roles:** Researchers, protocol developers, data scientists.
- **Activities:** Research projects, whitepaper publications, technical collaborations

5. Education & Awareness Fellowship

- **Purpose:** Spread awareness about Polkadot's technology and its applications. Educate both technical and non-technical audiences on how to use and benefit from the Polkadot ecosystem.
- **Key Roles:** Educators, content creators, blockchain experts.
- **Activities:** Webinars, online courses, educational content creation, school and university partnerships, PBA

6. Investor Relations Fellowship

- **Purpose:** Facilitate connections between investors and projects within the Polkadot ecosystem. This group can organize investor dinners, pitch events, and help startups navigate funding rounds.
- **Key Roles:** Investment advisors, business development specialists, strategic partners.
- **Activities:** Investor meetups, pitch events, funding advisory services, startup-investor matchmaking.

7. Marketing & Brand Fellowship

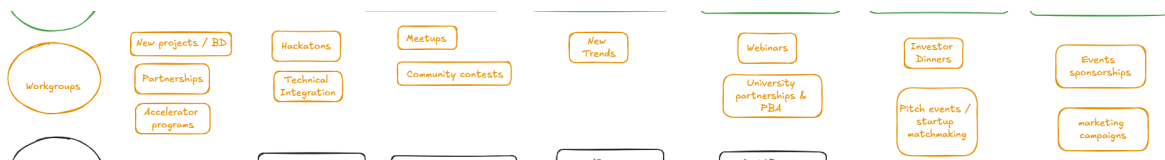
- **Purpose:** Build and promote a unified brand message for Polkadot, ensuring that marketing efforts are aligned across different regions. Develop strategic campaigns to grow Polkadot's presence globally.
- **Key Roles:** Marketers, brand strategists, designers.
- **Activities:** Global marketing campaigns, content creation, event sponsorships.

Workgroups

Function: Engagement Teams/workgroups are organized regionally to cater to specific needs, ensuring a tailored approach in Europe, LATAM, APAC, and other regions. Engagement Teams focus on local implementation while collaborating globally in workgroups to share best practices.

Adaptability: Initiatives can be piloted in one region and scaled based on success. This flexibility ensures effective use of resources and maximum impact.

Each fellowship would consist of smaller, autonomous teams (**workgroups**).

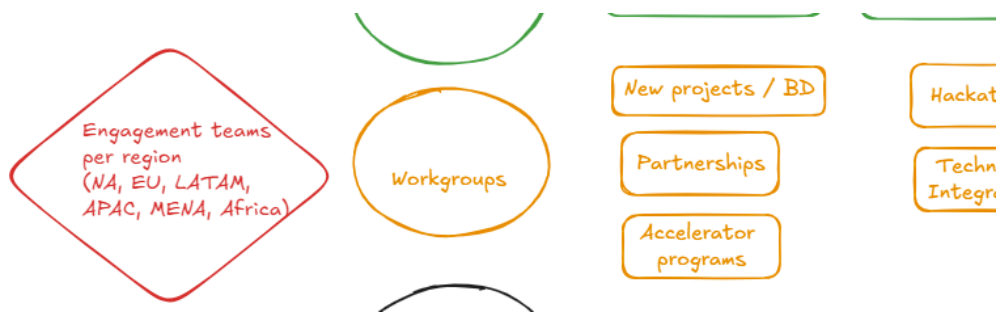


Workgroups can set their objectives and key results (OKRs) independently, but they report progress against these to the fellowship, ensuring alignment without micromanagement.

Like already mentioned, the **Global Fellowship Leader** (who is elected on chain) will be supported by Regional Workgroup Leaders. Unlike the Collective, these leaders are not elected on-chain but grow into their roles through initiatives or within the workgroups.

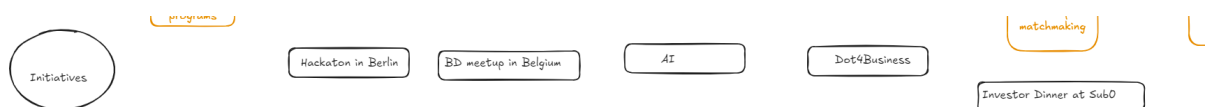
In the previous Head Ambassador program, there were only 21 people holding the title, but why limit ourselves to that? For example, we could appoint Regional Workgroup Leaders who take charge of Business Development in specific regions like LATAM or Asia. This approach allows for more localized focus and ensures that every region has a dedicated leader who understands the unique opportunities and challenges of their area, driving growth and engagement across different markets.

These Regional Engagement Teams are empowered to decide how often they meet and set their own agendas, but their regional leads will bring everyone together regularly to exchange insights.



Initiatives

Initiatives are temporary projects with a clear end date designed to get things done quickly and efficiently. For example, an “Investor Dinner at Sub0” where anyone can participate. Initiatives can form and disband based on needs and opportunities.



F. The budget & (sub) treasuries

Structure: Each fellowship manages its own budget, funded by the main treasury. This budget-approach also prevents overspending.

Flexibility: Budget proposals can be approved much faster, with the option for additional funding through the general treasury. This system offers multiple pathways to secure budget approval, ensuring flexibility and efficiency.

In the previous model, we had an annual cost of \$3 million solely to cover Head Ambassador salaries. With this new approach, it's clear that generic Head Ambassadors are no longer needed. Instead, resources can be allocated more effectively through specialized fellowships and regional leaders, ensuring funds are used efficiently to drive real value within the ecosystem.

On-chain elected members (from Collectives and Fellowship leaders) will serve as the face of the ecosystem, being accountable on-chain. They can also be replaced by the community if they don't perform as expected.

I would begin by forming workgroups, compensating everyone involved based on a proof of work model. This ensures that contributions are rewarded fairly. Later, we can assess whether a **ranking system** is needed. My belief is that it won't be necessary, as members can naturally progress from being active participants in a workgroup to roles like secretary, regional leader, or even global leader (the latter being elected on-chain). This approach allows for organic growth and leadership within the ecosystem.

We will have **7** on-chain elected leaders in the Governance Collective and **7** on-chain elected Global Fellowship Leaders. (Total 14 elected leaders)

Also, bounties have shown us how to efficiently approve or reject tasks using expert curators. The PP2P framework suggests each Fellowship will have its own treasury, allocating specific percentages from the main-opengov-treasury to different areas (e.g., X% to fellowship Ecosystem, Y% to Technical, Z% to Education).

This creates a structured budget, preventing overspending in areas like marketing. This allows better use of financial resources and effective financial planning.

The key benefit of this model is the streamlined budget approval process, with clear oversight from experts. If a proposal doesn't get approved within a Fellowship's treasury, there's still the option to appeal to the general treasury and seek funding through OpenGov. This gives the community multiple avenues to secure budget approval, ensuring flexibility and broader participation.

In this proposal there's no one that gets a monthly fixed fee, except the ones that are elected on-chain (7 in the Governance Collective and 7 Global Fellowship Leaders). They are the ones who must be accountable to the community, carrying a significant responsibility in their roles. This accountability ensures that all actions align with the community's values and goals.

Rather than allocating a "fixed" salary amount, compensation will be adjusted based on the cost of living via the Big Mac Index. This ensures that payments reflect the cost of living in different regions. For instance, while \$10K may not stretch far in Belgium, it's a significant amount in places like Kigali, Africa. This new rewarding method promotes inclusivity and fairness.

For all other initiatives, we'll implement a **Proof of Work** mechanism. This ensures that every project or activity must provide clear evidence of where funds have been allocated. There will always be a requirement to account for the spending. Whether it's an event, an investor dinner, or a technical integration, transparency will be at the core.

G. The setup

This program creates a framework where everyone—whether a developer, marketer, or community leader—can engage and contribute easily. By organizing around specific goals and giving people the tools and autonomy to make an impact via workgroups, we can build a stronger, more unified ecosystem. PP2P is a decentralized system designed to streamline participation, ensuring that no matter where you're from or what your skills are, you can contribute meaningfully to Polkadot's success.

1. **Set a Unified Vision and Mission**

- Establish a **Governance Collective**: A group that sets Polkadot's overall vision, values, and key performance indicators (KPIs). This collective won't manage daily tasks but will guide the community's direction, ensuring we're all moving towards a common goal.

2. **Create Fellowships for Specific Areas**

- There will be **7 Fellowships**, each focusing on different aspects like Developer Growth, Marketing, Investor Relations, and more. Each fellowship will be led by a **Global Fellowship Leader (GFL)**, who is elected on-chain. These leaders are specialists in their field, enabling them to drive real value in their areas of expertise. They all operate independently but align with the goals set by the Governance Collective. Every fellowship will have a sub-treasury.
- **Empower Smaller self-managing Workgroups**: Within each fellowship, smaller, autonomous teams (workgroups) will be formed. These teams will set their own goals, manage their own projects, and report progress. This way, everyone knows how they can contribute. Develop also regional engagement teams that adapt global strategies locally, ensuring scalability.

3. **Budget Allocation**

- **Decentralized Funding**: Each fellowship will have its own budget, ensuring resources are used effectively. No more wasteful spending or unclear allocations—every dollar has a purpose. If a project needs more funding, teams can appeal directly to the main treasury through **OpenGov**.
- **Proof of Work**: Projects and initiatives will be funded based on clear evidence of their value. Teams can receive advance payments, but transparency and accountability are key.

4. **Build Regional Workgroups and Engagement Teams**

- **Localized Outreach**: We understand that the challenges and opportunities in Europe might be different from those in LATAM or APAC. That's why we're setting up regional workgroups that can tailor strategies to their areas. Each region will learn from others, fostering collaboration across the globe.
- **Engagement Teams**: These teams will be nimble, adapting to the needs of their region and the overall ecosystem. They'll share best practices, learn from each other, and make sure Polkadot's message is consistent everywhere.

5. **Compensation Adjusted to Cost of Living**

- **Fair Payment Across Regions:** Instead of fixed salaries, compensation will be adjusted based on the **Big Mac Index**. This ensures that everyone, no matter where they live, receives fair and equitable payment.

H. The Money-Ask

This program is about more than structure; it's about empowerment. Every member of the community has the opportunity to step up, take charge, and make a difference. With PP2P, we're removing barriers and giving everyone the chance to contribute. You can help, share your thoughts on structuring fellowships, sub-treasuries or regional engagement strategies.

So, how do we move forward?

First and foremost, this is a vision with a preliminary plan. There's definitely room for improvement (it would be unrealistic otherwise, considering I wrote this alone on a Sunday evening...). I'm not claiming to have all the answers, but this framework offers a glimpse of how we could structure the community.

The next step would be to refine this framework and develop a detailed plan to present to the community in 2 months, with a budget proposal. For now, **all I'm asking is 1 DOT**, but once the report is finalized, the actual work hours will be retro-actively billed and can be requested as a community tip.

I. Conclusion

Polkadot's strength lies in its community. The PP2P Program is wayyyy more than just structure. It's about community, engagement, and creating a dynamic ecosystem where everyone has a role.

By creating a flexible, decentralized, and scalable framework, the PP2P Program aims to harness this strength. Together, we can build **an ecosystem where everyone has a voice and the opportunity to make an impact**.

I understand that I may be opening myself up to criticism regarding this program, but I hope you recognize that my only intention is to improve Polkadot. I worked as Head Ambassador for 2 months without compensation and will never request retroactive funding, despite the hard work I put in. I'm asking for just 1 DOT to get this proposal started, with the hope that it will ignite meaningful discussions and pave the way for a stronger, more unified approach.

Thank you all!

Mario S