

The Blockspace @ Coindesk Consensus Retroactive Funding Proposal

Proponent: WebZero V3 Multisig (USDC)

1ntrYvz7gmd59Qv1ngdcwAupV4cY8DPMkMJBiPA2YUiVXvE

Date: [23.01.2024]

Requested USDC: 100,525.68 USDC
Full budgets breakdown with invoices

Initial Hackathon Sponsoring Proposal to Events Bounty

■ Blockspace Devrels: Polkadot Hackathon Sponsorship for Coindesk Consensus

Initial Hackathon Sponsoring Proposal budget sheet:

■ Consensus24 Hackathon: Polkadot Participation + Devrel Team Costs

Payouts and proofs of payments from budget:

■ Consensus24 Hackathon: Blockspace Devrels Payouts from Events Bounty Budget [final]

Folder with proofs of payments and receipts:

BlockspaceDevrel Invoices

After movie (content per day broken down further in the report)

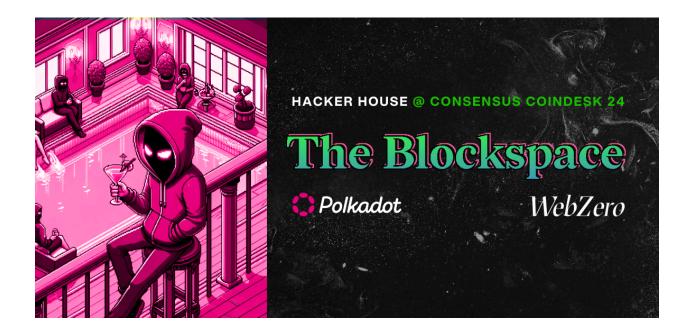
Short description: The Blockspace Mansion in Austin served as a co-working and event hub for the ecosystem during Coindesk's Consensus with the primary goal to support the Polkadot hackathon executed by the WebZero DevRel team and offer general representation.

Project Category/Type: Community events •

Previous treasury proposals: [WebZero events funded by the Event Bounty can be found <u>here</u>, sub0 reset 2024 in Bangkok funded by the treasury can be found <u>here</u>].

Disclaimer: The proposal includes a retroactive request for The Blockspace Hacker House, as well as a top-up for DevRel during the Polkadot Consensus Hackathon, funded by the Events Bounty. Due to WebZero having multiple members at the time as curators of the Events Bounty, and the bounty going through a curator change, this top-up request is part of the retroactive proposal. Additionally, the Events Bounty does not accept retroactive requests for events.





1. Context of the proposal

WebZero has hosted the Blockspace at Coindesk Consensus, a hackerhouse series at the heart of Austin's 6th street, eight minutes away from the main Consensus conference venue.

<u>The Graeber mansion</u> was a complimentary addition to the hackathon gold sponsorship managed by the Blockspace DevRel team, <u>funded by the Events Bounty.</u>

The venue was open from the 27th of May to the 31st of May and the overall program comprised of:

All day: Co-working drop-insDrop-ins: Workshops & Talks

Evenings: Networking events and evening parties/mixers

Please include here:

a. <u>any points discussed in advance in any channel related to the proposal and any background research completed for your project.</u>

WebZero has previously hosted The Blockspace in Denver, proving the combination of event and hackathon management effective for retaining projects and funnelling new teams into the ecosystem. These funnels have now expanded through the Blockspace in Austin; the winners



(DotStack and VeggieTeria) are preparing applications for the Web3 Foundation, and the treasury to maintain their projects.

2. Executive Summary

The Blockspace Mansion on Austin's 6th St. was a standout success at Consensus 2024, serving as a central hub for builders, founders, and Web3 enthusiasts. Being a short walk away from the main conference, guests had an easy time going back and forth, making it the perfect destination and lead to multiple visits for most guests.

Over five days, the Blockspace Mansion hosted more than 535 individual attendees with fresh food and drinks, fostering collaboration and learning for developers both within and beyond the Polkadot ecosystem. It also drew out multiple teams from other L1s for networking events, providing a strong representation of the Polkadot ecosystem.

Through technical workshops, engaging networking sessions and evening activities, the Mansion empowered developers to connect and build projects on Polkadot. Twenty-one hackathon teams were formed during the event, with three winning top prizes, with 22 individuals continuing their journey with Polkadot.

By combining technical expertise, evening activities, and a welcoming, homely atmosphere, the Blockspace Mansion cemented Polkadot's presence at Consensus 2024 and demonstrated its commitment to push more innovation built on Polkadot.



Testimonials from community members on the Denver Blockspace as well as Austin:

"The Blockspace was a great example of how Polkadot can and should show up to crypto ecosystem events and I look forward to this event series continuing in the future"

→ Robert Habermeier, NOMT & Polkadot co-founder

"For me, the Denver Hacker House was the signature web3 venue at Eth Denver and the most valuable place to spend my time. People from many different ecosystems came together, worked together, chatted and celebrated together in the unique environment of a 19th century villa. The Hacker House was not limited to hackers. Also management, marketing, PR people and the scientific community joined in, building bridges and discussing at eye level."

→ Ingo Rube, KILT Protocol

"The Hacker House was a unique and expertly-run oasis of calm and coolness at Consensus. Thoroughly enjoyed the atmosphere and the well-curated events!"

→ Chrissy Hill, Parity CLO

Social Media Posts & mentions

- <u>Post 1</u>
- Post 2
- Post 3
- Post 4
- Consensus X Space with EasyA
- Polkadot Recap Tweet
- Kusamarian Short
- You can find the official Blockspace Austin aftermovie here.

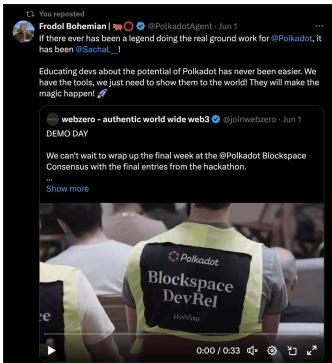














a. Background of the proponent and team credentials.

WebZero has organized over 68 events since the closing party of sub0 2022. These include both Polkadot events and initiatives from other ecosystems, such as Aleph Zero, zkSync, Fuel, LivePeer, and many others. In 2023, the team primarily focused on side events, mini-conferences, and parties. However, this year, our efforts have shifted toward hosting a series of hackerhouses, sponsoring hackathons, and creating more immersive experiences—such as the BlockSpäti in Berlin, where we transformed a venue with a custom set design into a traditional Berlin Spätkauf.

In November 2024, WebZero took on the mammoth task of organising Polkadot's flagship conference: sub0 Reset with over 1500 attendees over three days in Bangkok.

Team members

- Client relations & strategy Roman M. Kemper (co-founder)
- Art direction/production XyloDrone (co-founder)
- **Devrel lead** Sacha Lansky (prev. Parity devrel)
- **Devops/senior engineer** Denis Pisarev (prev. devops lead at Parity)
- Org support & event marketing Zoe Faircloth (prev. marketing manager Bitwala & founder crypto girls club)
- Chef/head of F&B Daniel Forbes (15 years xp, 5+ cuisines)
- Senior producer, Tech/Security Engineer Daniel Artamendi (prev. head of IT and physical security at Parity)
- **4-person media team** (2x photographer, 1x videographer, 1x editor)
 - b. <u>team members' motivation, including any conflict of interests or association to any governing bodies.</u>
 - c. any known backers for the proposed solution such as known stakeholders, organizations or collectives building in the Polkadot ecosystem or participating in its governance mechanism in any way.

We are a skill-diverse team of technologists, creatives, and marketers with roots within the Polkadot community, as well as established projects and Parity. Together, we champion open-source technology & extraordinary events to attract more developers to the Polkadot ecosystem and the broader Web3 space.



While this proposal refers to the funding of the Blockspace hacker house, the Events Bounty has funded the gold sponsorship of the hackathon, as well as the DevRel team. XyloDrone and Zoe were proposed as Events Bounty curators and Roman as an advisor at the time, hence why this referendum is being submitted via OpenGov retroactively today.

3. Problem

Polkadot participated in Consensus 2024 as a sponsor and by supporting the hackathon. However, there was a noticeable gap in the form of side events or a dedicated space for hackers to gather, collaborate, and code. This is where WebZero and the Austin Blockspace mansion stepped in.

The absence of such a space potentially limited opportunities for networking and deeper engagement with the developer community. Hosting workshops or providing a comfortable co-working environment could have significantly increased developer relations and created a more inclusive and productive setting for all hackathon participants.

4. Proposal objective(s) or solution(s)

What is the goal of the proposal? Explain what your solution is after taking into consideration the context and the problem to ensure a complete and balanced proposal.

The mission of WebZero Blockspace is to provide a highly efficient co-working atmosphere where developers can learn about blockchain technology, hack in peace and comfort, and maintain and build relationships with their peers through themed networking events.

WebZero proposes an alternative, informal space within walking distance of the main venue to offer builders and guests a dedicated environment with strong internet connectivity, free food, and beverages. The hacker house will also feature a diverse program of activities focused on blockchain technologies, with a particular emphasis on Polkadot.

While this is the second hacker house WebZero has hosted, the mission is to establish a global brand at each key industry conference and grant funding pipelines to maintain an influx of developers into the Substrate ecosystem.



5. How do we measure success?

Please refer to the screenshot below from the initial KPIs outlined (note: event metrics added at the bottom):

Time frame	Metric	Target
Before hackathon	Number of impressions at our Twitter spaces and pre-hackathon livestream	1500
During hackathon	Number of hackathon team submissions	21
	Number of hacker teams working on Polkadot bounties	30
	Number of attendees at hackathon keynote events	300
After hackathon	Number of individuals that continue to ship Polkadot-related code to their Githubs	22
Before the event	Hacker House signups	1865
During the event	Hacker House attendees	535

Our results:

- Number of impressions at our Twitter spaces and pre-hackathon livestream: 1500
 - o Target hit: 50% 2
 - Note: we had 1500 people tune in to the live spaces Peter White and Sacha
 Lansky did on the main Consensus account, however till date, it has generated +29.2K views
- Number of hackathon submissions: 21
 - Target hit: 140%
 - Note: we saw 6 more submissions than our target!

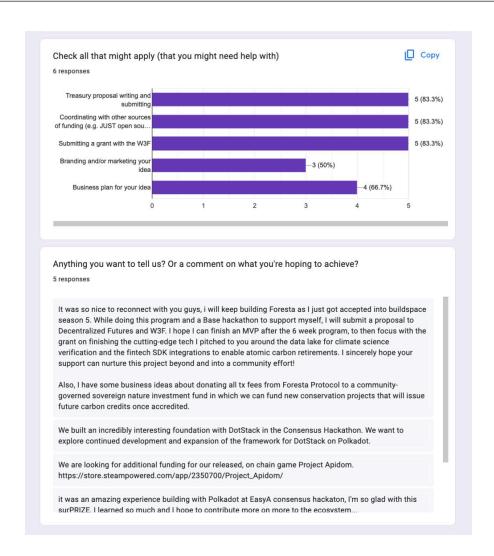


- Number of hackers working on Polkadot bounties: 30
 - Target hit: 33% 🤦
 - Note: the "number of hackers" metric is not telling, teams for Polkadot were between 2-6 people with a median being between 2-4
- Number of attendees at hackathon keynote events: 300
 - Target hit: 150%
 - Note: we had a large audience during the Polkadot workshop
- Number of individuals that continue to ship Polkadot-related code to their Githubs: 22
 - o Target hit: 44% 😐
 - Note: this metric was not the most accurate measure of performance indicators in retrospect because the number of developers is as relevant as the number of team leads
- Hacker House signups: 1865Hacker House attendees: 535

Winning teams:

- DotStack → by Headline → 11,000 USD
 makes it easy for developers to build on Polkadot by giving them tools that make
 development faster and simpler
- VeggieTeria → by Alex Dang → 8,000 USD
 VeggieTeria is a dApp built on Polkadot that helps health-conscious individuals improve their eating habits by rewarding users with Carrot Coins and NFTs.
- 3. FileOnchain.org → by Marc Aurele Besner → 2,000 USD allows Web3 devs to upload small and large files to any substrate network, making them permanently available on-chain
- PolkaSafe → by <u>UC Berkley students</u> 2,000 USD allows users of any Polkadot parachain to manage multi-sig transactions via telegram, using simple command (see <u>GitHub</u> repo).
- 5. Tap 2 Pay → by <u>Gianluca Minoprio</u> → 1,000 USD Leverages ultrasonic waves to facilitate seamless contactless payments and crypto airdrops. They're democratising access to advanced payment methods by making them available to all devices, even those without NFC capabilities <u>Full details of all submissions can be found here.</u>





Report highlights

In this report, the initial KPIs and post-event measurements are stipulated in the sections below. Here are some key highlights:

- We hosted the most successful 3-day hackathon of the Polkadot ecosystem in terms of innovation and impact on the ecosystem
- We had 21 submissions and 7 winning submissions
- Out of 500 hackers (~100 teams) for a hackathon sponsored by 6 important players in the web3 space, Polkadot had 21 submissions of teams between 3-6 people
- During the Gold Sponsored workshop at the main Consensus event, there were an estimated 300 people in the room during the Polkadot workshop



- We brought together Phala, Robonomics, StellaSwap, Talisman, Unique Network and Acurast to participate in the bounty pool as an extension to the main Polkadot track
- Polkadot saw 21 submissions (Stellar had 35, Sui 31, Rootstock 27, Stacks 10 and Amazon Web Services 5)
- 4 teams are continuing to build on Polkadot as a result of the Blockspace event alongside the main Consensus hackathon
- The "X" spaces we shared with EasyA saw <u>a live audience of 1200+ who tuned in</u> to learn about the hackathon and how they can build on Polkadot

Things to note:

- The entire workload stipulated in the <u>initial spending request</u> was very specific to the 3 days running the Polkadot hackathon at the main conference. Please see the report on KPIs below. However, the devrel team ran a number of learning sessions at The Blockspace on May 28th ("<u>Team BUIDL day</u>"); May 30th ("<u>Polkadot Hack Day</u>") and May 31st ("<u>Demo Day</u>")
- The team went above and beyond to lead the developer activation programme at the Blockspace hackerhouse in parallel to the main hackathon, resulting in many more hours invested by the devrel team that have not been accounted for in this proposal. Please have a look at what these hours were throughout the week. This report outlines what this additional effort entailed as well as what impact it had and details on a retro-active remuneration to justify remunerating those involved in spearheading these efforts.
- Seun Lanlege was not able to travel last minute therefore Daniel A. stepped up as the third devrel engineer, playing a key role as a workshop facilitator and hackathon mentor throughout the week.
- A lot of effort put into following up with teams post-event to provide support
- A lot of effort in coordinating with parachain teams to ensure payouts are done on time and have been executed.
- There's 92.4939 DOT (600-650 USD) left in the Blockspace Devrel mutlisig from the initially disbursed funds.

Post-event report

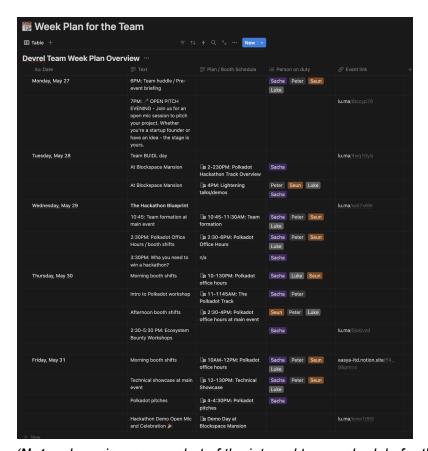
Our goals as a team throughout our time in Austin were:

- 1. Deliver educational talks and workshops to onboard hackers to Polkadot (2-3 talks/workshops per devrel team member, reaching 30 people per session)
- 2. Grow the community of Blockspace Builders (60 new builders invited to the Blockspace Builders' Telegram channel)



To serve these goals, we set up a Polkadot Devrel Booth on the main hackathon grounds, hosted office hours, continuously checked in with teams at the main conference and offered support in various chat channels (e.g. Telegram chats with teams hacking throughout the week who weren't at the event space in person). We delivered a Polkadot workshop to an audience of 300 developers and builders, featuring short talks from ecosystem teams participating with bounties for the hackathon.

Here's a screenshot of the agenda for the Devrel team for the week:



(**Note**: above is a screenshot of the internal team schedule for the week)

In preparation for the event, the team spent several hours working on the <u>main Polkadot</u> <u>challenge track</u>, <u>ecosystem bounties</u> and <u>developer resources</u> which were instrumental to onboarding developers to the Polkadot (and "Polkadot-adjacent") tech stack.

In collaboration with the Webzero team and in parallel to the "onsite" effort during the week, we hosted two days packed with team-building activities and technical workshops to help onboard



developers to Polkadot at The Blockspace: Team BUIDL day, Polkadot Hack Day and Demo Day.

6. Event Breakdown and details

The Venue

<u>The Graeber House</u> was an 8-minute walk from the Consensus Conference and at the heart of Austin on 6th Street. This historical building also contains an indoor pool, which created a special atmosphere for our guests and a recording place for AAG, as well as The Kusamarian's interview with Rob Hebermeier.













<u>Merch</u>



- Polkadot Stickers (from Denver)
- 300 x The Blockspace Stickers(type 1)



- 300 x The Blockspace Stickers(type 2)
- 250 x Water Bottles
- 250 x Tote Bags

Food & Beverage

Each day, guests enjoyed free food and drinks prepared by our in-house staff and professional chef Daniel Forbes & assistant chef Geneva. During the day breakfast food, snacks and non-alcoholic beverages were provided, while in the evenings guests could have beer wine, cocktails and finger food.















Program

Event	Date	Signups	Attendance	Turnout
Opening Party	27.05	515	176	34%
Team BUIDL Day	28.05	259	32	12.3 %
Taco Tuesday	28.05	113	32	28.31 %
The Hackathon Blueprint	29.05	315	38	12.06 %
The Hacker's Manual to Polkadot	30.5	257	44	17.12 %
Poolside Mixer	30.5	118	34	28.81 %
The Blockspace Mansion Closing	31.5	288	98	34.02 %



Demo Day	31.5	247	28	11.3 %
Total	1	2112	550	26.04 %

27.05 → Opening Party & Open pitch nights









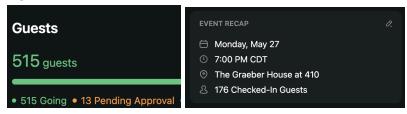






- → More photos here
- → short video
- → luma link

signups vs attendance:



The opening night at The Blockspace was a standout success, marking one of the few side events held on Monday evening before the Consensus conference. This strategic timing provided additional publicity and visibility, attracting a large turnout of founders, developers, and web3 creators with **176 checked-in guests** - maximum capacity. The event effectively put Polkadot on the map as a key player in the side events lineup.

Starting at 7 PM and running late into the night, the venue quickly reached capacity with 100 guests within the first hour. The evening featured sixteen founders pitching their projects, creating an enticing atmosphere. The packed opening night set the tone for the rest of the week, with many attendees returning on subsequent evenings due to the buzz generated through word of mouth.

The event kicked off with networking drinks and an open mic session, inviting project owners and founders to take the stage and share what they are building in the space. Each founder and project owner had two minutes on stage to captivate the audience and showcase their project, fostering encouraging conversations throughout the event.



28.05 → Team BUIDL DAY+ taco Tuesday







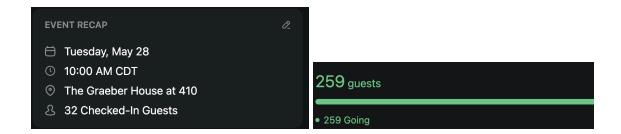






→ More photos





EasyA kicked off the morning breakfast session at The Blockspace, aimed at inspiring and guiding the next generation (1 billion!) developers into the Web3 ecosystem. The event featured a series of engaging sessions and activities designed to provide participants with insights into the potential of Web3, specifically through the lens of the Polkadot ecosystem, and to prepare them for participation in the Consensus hackathon.

Session Highlights

Team BUIDL day started with an insightful presentation by Phil, co-founder of EasyA, who discussed how EasyA is fostering the development of future Web3 innovators. Phil highlighted the importance of nurturing new talent and provided a compelling vision for how EasyA is contributing to the growth of the Web3 community. He emphasized the unique opportunities Web3 presents and how EasyA's initiatives are making it easier for developers to dive into this transformative field.

Following Phil's presentation, Webzero DevRel Team Lead Sacha Lansky took the stage to provide an overview of the Polkadot Hackathon Track. Sacha detailed the structure of the hackathon, including the \$41k prize pool available for the Polkadot-sponsored track. He also introduced the Blockspace DevRel team, who are dedicated to supporting participants throughout the hackathon. This session was instrumental in setting expectations for the week and outlining the various opportunities for innovation within the Polkadot ecosystem.

The event then transitioned into an open brainstorming session led by the Blockspace Devrel Team. This workshop encouraged participants to think creatively about the types of projects they could develop for the hackathon. Attendees were invited to pitch their ideas and seek potential collaborators among the audience, fostering a collaborative and innovative environment.

To conclude the event, a speed-dating networking session was held by the Blockspace Devrel team, allowing builders to engage in rapid, shortfire team formation. This session provided a platform for builders to connect with like-minded individuals, share their interests, and form teams for the upcoming hackathon.



The relaxed and cosy atmosphere of the venue further encouraged attendees to stay and co-work, facilitating deeper connections and collaboration throughout the entire day & night.

Impact and Feedback

The event successfully achieved its objectives. Participants left with a clearer understanding of Web3 development opportunities, particularly within the Polkadot ecosystem, and felt better prepared for the Consensus Polkadot hackathon. The open brainstorming session and networking opportunities were particularly well-received, with many attendees highlighting the value of connecting with other developers and the support offered by the Blockspace Devrel Team.

In summary, EasyA's fireside was relevant for aspiring Web3 developers, providing them with the key knowledge needed to succeed in the upcoming Polkadot hackathon track. The combination of informative presentations, interactive workshops, and networking sessions created a well-turned-out production day.

Out of the teams that were formed as a result of this day dedicated to Polkadot, 3 of them won prizes at the end of the week:

- Babes
- DotStack
- Vegeterria

Taco Tuesday

Taco Tuesday networking evening was an opportunity for builders to relax and network after a long day of hacking. We welcomed developers who had visited the main venue at Consensus and invited them to continue building from a cosy environment with food and drinks provided for extra motivation and refuelling.

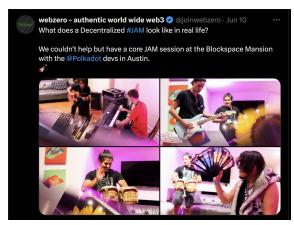
Hacking teams visited The Blockspace to learn more about the bounties on Polkadot and were actively encouraged to participate in the EasyA and Polkadot track. Our developer advocate lead Sacha Lansky was on hand to answer any questions and The Blockspace stayed open till the early hours of the morning to allow some developers to finalise their submissions.



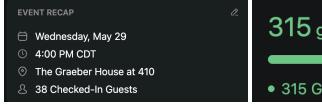
29.05 → Jam session













We hosted a special JAM evening designed for hackers to unwind and showcase their musical talents. The mansion was transformed into a creative haven, complete with an array of instruments, including guitars, a keyboard, and percussion pieces, inviting everyone to join the fun. The open mic session brought people together in a relaxed and collaborative atmosphere, making it a memorable night where builders get creative!



30.05 → The Hacker's Manual to Polkadot & Poolside Mixer









Youtube videos are here.

The all-day event, titled "The Hacker's Manual to Polkadot", provided an opportunity for builders to deepen their engagement within Substrate.

Throughout the day, the Blockspace Devrel team provided on-the-ground support and answered any questions from builders related to the Polkadot hackathon track, helping attendees overcome any obstacles they faced in completing their submissions.



This was a great opportunity for participants to gain insights and guidance from experts, especially with the hackathon deadline looming.

Later on in the evening, ecosystem workshops were conducted by the teams offering \$16k bounties on the Polkadot hackathon track. These workshops included practical sessions such as building an Al agent with Phala and OpenAl, led by Hashwarlock, developing a Web3 use case for a cyber-physical system using Robonomics, and powering applications with Acurast.

These sessions were essential for those aiming to work on the respective bounties, providing deep dives into specific technologies and use cases.

We then held an introduction to decentralized applications (dApp) development using ink!, Polkadot's native smart contract language. This session was led by Peter White, co-founder at R0gue, who presented a workshop on building <u>smart contract dapps on Polkadot</u>.

<u>Sacha demonstrated</u> easier ways to compose XCM programs using Bagpipes.

Luke, Blockspace Developer Advocate, <u>conducted a session</u> on building ideas on Polkadot using Ruby.

These workshops were instrumental in getting questions answered by hackers to help unblock them while hacking, as well as teaching newcomers to the Blockspace and welcoming them to Polkadot.

One of the day's highlights came in the form of a rhetorical question posed by an audience member: "Is this really the only place in Austin right now where there are actual builders in the room?"

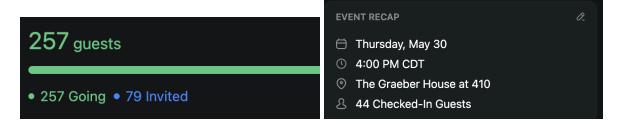
This statement encapsulated the spirit of the event, which prioritized a developer-focused environment over the business and VC-oriented atmosphere often found in many other side events during Consensus.

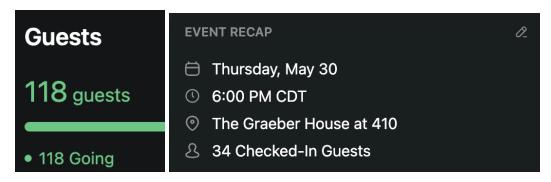
The evening concluded with a poolside mixer, and extended networking opportunities, enabling builders to continue their conversations and hack on their projects deep into the night.





- → more photos here
- <u>→ luma link</u>
- → luma link 2
- —> workshop links

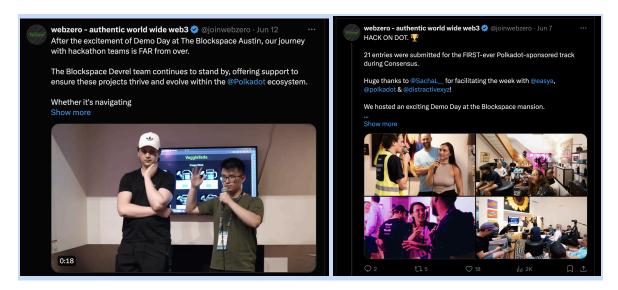






31.05 → Hacker Demo Day and Closing Party

Demo Day



From 6 to 7:30 PM, there was an open mic session for hackathon pitches and demos. Participants showcased their projects, shared their work and answered questions from an eager audience of developers and founders. A sign-up sheet was provided to confirm presentation slots.

You can find the Demo participants on YouTube here.





On demo day we had 13 teams present (6-9 PM) including:

- Babes
- Dabl club
- PatlaLabs DefIndex
- Bitbars.xyz
- Atlanta blockchain center
- Dapphub
- Hackme bot
- Vegeterria
- PolkadotBot / EventsBuddy
- PyreSwap
- Tap2Pay
- DotStack
- Indie Game Dev (Aaron)



Closing Party





















After the demo session, attendees gathered poolside to enjoy cocktails, marking the conclusion of day four at the Blockspace Mansion. The evening offered a relaxed yet vibrant atmosphere with free-flowing drinks, a DJ and plenty of networking opportunities. Guests were treated to delicious cuisine crafted by our private chef, adding a touch of sophistication to the finale of the hackerhouse.

The closing party served as the ultimate send-off, with many attendees stopping by for one last connection and farewell before heading to the airport.



a. How does this proposal change the network? How do the milestones of the project achieve the ultimate goal?

The Blockspace aims to be a project which creates a pipeline of developer teams. While currently an experiment, we hope to impact the network positively with new teams building dApps, using Coretime and/or maintaining existing infrastructure for the sake of decentralization and improved UX.

Additionally, the hackerhouses help boost brand awareness due to being available during large conferences, hosting multiple side events with other partners, as well as the issuance of merchandise and providing a comfortable environment where everyone wants to return to.

b. Who does this solution help? Specify which stakeholder(s) will benefit from your solution.

Developers and token holders.

c. Have you seen similar solutions before? Provide a URL to these solutions and explain what makes your project different.

The Blockspace Hackerhouse is a totally unique concept within the Polkadot ecosystem. As well as organising hackathons, WebZero manages bounties, mentoring and teams in a unique environment equipped with everything needed to entice more Web2/Web3 developers to learn and build on Polkadot.

d. Payment conditions

This is a one-off payment treasury proposal, Budget breakdowns and all invoices can be found here.

