

Polkadot's Educational Campaign India

1. General Project Information

Short description: *A comprehensive initiative to educate the Indian audience about Polkadot's technology & ecosystem, simplifying complex concepts for widespread understanding.*

Project Category / Type: Marketing (content creation)

Proponent: *Being Satoshi*

DOT address: 15VgqbuZGdwrpGjKkJMA9nE2gqLMHyQpWmE7k6dc4fQdRMXa

Contact: X- [@anant_Singh](#), [@CryptoIndia](#) - Telegram: [@anantsingh](#)

Requested allocation: 21849 (Approx \$115800 with DOT price at \$5.3 EMA7)

Onchain publish date: 14 Nov 2023

Governance referenda origin call: *Medium Spender*

Other: Collaboration Partner: [Crypto India](#)

Previous treasury proposals: N/A (this is my first proposal)

2. Context

The Indian crypto landscape is vast, yet the depth of understanding around Polkadot's technology doesn't match its scale. Being Satoshi, alongside [Crypto India](#)—the top crypto influencer in the nation—aims to steer the Polkadot Educational Campaign with a clear, no-nonsense approach.

Our involvement with Polkadot has been long-standing, reflecting a commitment to transparency and education in the blockchain space. We're aware of the challenges and skepticism faced by investors, especially those who've weathered the storms of past market upheavals.

Crypto India's established reputation brings authenticity to our initiative. We recognize the savvy of our investor community; they demand factual, insightful content that cuts through the noise. This campaign is our response: a focused effort to deliver content that respects the intelligence of its audience and enriches their understanding of Polkadot's unique offerings.

By aligning with [Crypto India](#)'s reach and Being Satoshi's expertise, we are poised to address the informational needs of a market eager for innovation yet cautious of hyperbole. Our goal is straightforward: to provide the Indian crypto community with reliable, actionable knowledge that can be the foundation of informed investment decisions in the Polkadot ecosystem.

Indian crypto-economy worth \$268.9 billion & a user base exceeding 156 million [\[ref\]](#)

3. Problem

Our proposal identifies a pressing issue: the Polkadot ecosystem, rich with innovative projects, remains largely unexplored by Indian crypto users. The narrative of blockchain advancement in India often doesn't extend beyond Ethereum and similar forks, leaving a treasure trove of Polkadot's projects hidden in plain sight. This isn't for lack of interest but rather the complexity and technical nuances of Polkadot's multi-chain structure, which can appear daunting to those accustomed to the more familiar Ethereum landscape.

The consequence is a significant knowledge gap where even the most promising Polkadot-based initiatives go unnoticed. Users' exploration into blockchain technology tends to stall at Ethereum, not because of satisfaction but due to the perceived intricacy of alternatives. Polkadot's layered and interconnected framework, while powerful, isn't always presented in a user-friendly manner, leading to a disconnect between the platform's innovations and the community's understanding.

Our initiative seeks to bridge this divide. We're committed to unraveling the complexities of Polkadot, shining a light on the multitude of projects it hosts. The goal is to widen users' horizons, encouraging them to venture beyond Ethereum and engage with Polkadot's diverse ecosystem. By equipping users with clear, accessible information, we aim to empower them to confidently navigate and leverage the full potential of blockchain technology, thereby propelling Polkadot and its myriad of projects to their deserved prominence within India's rapidly evolving crypto space.

4. Proposal

We propose an educational initiative designed to illuminate the intricacies of Polkadot's technology for the Indian crypto audience. Our mission is to craft and disseminate comprehensive content that not only educates but also engages and inspires users to delve deeper into the Polkadot ecosystem.

Goals

- **Decode Polkadot's Complexity:** We'll craft content that converts Polkadot's sophisticated concepts into easily understandable knowledge, ensuring that users of all levels can engage with the technology without feeling overwhelmed.
- **Bridge the Information Gap:** Detailed insights into the top Polkadot parachains, wallets, and other ecosystem projects will be shared, filling the void many users encounter after their initial introduction to the broader blockchain space.

- **Amplify Blockchain Acumen:** By fostering a deeper understanding of Polkadot as a leading technology, we aim to encourage a more knowledgeable and diverse discourse within India's crypto environment.

Solution

Our approach involves producing a variety of educational materials, including videos, social media posts, and interactive Telegram outreach. The content will be crafted to be engaging and accessible, ensuring it caters to both new and experienced members of the crypto community.

4.1. Available solutions:

While there are existing educational initiatives within the crypto space, our project stands out due to our specific focus on the Indian market and our partnership with Crypto India, which boasts significant reach and influence.

4.2. Scope of Work

Planning and Milestones

The success of our educational campaign rests on a robust plan that encompasses clear milestones, a well-structured timeline, and efficient communication channels. Here's how we will approach it:

Milestone 1: Research and Content Strategy

- **Duration:** 4 weeks
- **Objectives:**
 - Gather comprehensive data on Polkadot's technology and ecosystem projects.
 - Develop a content strategy that addresses the needs and curiosities of our audience.
- **Who:** Research team in collaboration with Polkadot experts and Crypto India analysts.
- **Deliverables:** A detailed content strategy document and a content calendar.

Milestone 2: Content Creation and Branding

- **Duration:** 10 weeks
- **Objectives:**
 - Produce short and in-depth videos.
 - Create social media content, including tweet threads and posts.

- Integrate 'Powered by Polkadot' branding into all applicable content.
- **Who:** Video production team, graphic designers, social media specialists.
- **Deliverables:** 18 educational videos, branding integrations, and social media content ready for distribution.

Milestone 3: Content Distribution and Engagement

- **Duration:** 8 weeks
- **Objectives:**
 - Distribute content through Crypto India's channels.
 - Engage with the community through scheduled posts, live Q&As, and discussion threads.
- **Who:** Community managers, Crypto India's distribution network.
- **Deliverables:** Published videos, active social media threads, engaged Telegram community.

Milestone 4: Monitoring and Iteration

- **Duration:** 4 weeks
- **Objectives:**
 - Monitor the engagement and performance of the distributed content.
 - Collect feedback and iterate on content strategy as necessary.
- **Who:** Analytics team, community managers.
- **Deliverables:** Engagement reports, feedback summaries, and revised content strategies for future iterations.

Communication Channels

- **Video Content:** YouTube, Crypto India's channel, and other video-sharing platforms.
- **Social Media:** Twitter for educational threads and Telegram for community outreach.
- **Feedback and Iteration:** Use of analytics tools and community input to refine future content.

Technical Specifications

While the campaign is focused on education rather than development, our content will encompass detailed explanations of Polkadot's technical aspects. This includes:

- **Blockchain Architecture:** Explaining how Polkadot's multi-chain network operates.
- **Governance Model:** Breaking down Polkadot's consensus and governance mechanisms.
- **Ecosystem Projects:** Highlighting key parachains, their functions, and their contributions to the network.

Who Will Execute:

- The campaign will be executed by a coordinated team from Being Satoshi and [Crypto India](#), each bringing their expertise to ensure the content is accurate, engaging, and widely accessible.

Timeline:

- The campaign is structured to roll out over a period of 6 months, starting with the initial research phase and concluding with the monitoring and iteration phase.

By adhering to this Scope of Work, we will ensure that the campaign achieves its goals effectively and efficiently, providing the Indian crypto community with valuable knowledge and resources on Polkadot.

4.3. Milestones

1. Input Phase: Laying the Groundwork

- **Research:** A meticulous exploration into Polkadot's technology, with a special lens on its applicability and potential within the Indian context.
- **Background Documents:** An aggregation of existing resources on Polkadot, providing a solid foundation for content authenticity and accuracy.
- **Content and Community Audit:** A critical examination of what's out there and what's being discussed, helping us identify the unaddressed questions and the most sought-after information within the community.
- **Stakeholder Engagement:** Direct dialogues with Polkadot's contributors and passionate Indian crypto users, extracting diverse perspectives to ensure our content resonates with and is representative of the community.
- **Content Blueprint:** Crafting a strategic blueprint that outlines each piece of content, from video scripts to social media snippets, ensuring our narrative is cohesive and comprehensive.

2. Output Phase: Bringing Plans to Life

- **Task 1 - Content Creation:** This is where we bring our research to life, creating a mix of visually rich and thoughtfully written content that will not only educate but also engage our audience.
- **Task 2 - Content Rollout:** With the precision of a well-oiled machine, we distribute our content across Crypto India's extensive network, ensuring each piece finds its way to the screens of our intended viewers.

- **Task 3 - Cultivating Community:** Beyond mere viewership, we foster dialogue, inviting users to interact, question, and discuss, making this a two-way educational journey.

3. Conclusion Phase: Measuring Impact and Reflecting

- **Content Reviews:** Each piece of content is followed by a period of reflection, gathering community responses, and gauging the content's impact.
- **Accessibility Check:** We ensure that every planned piece of content is not only released but also easy to find and access for our audience.
- **Engagement Analytics:** From view counts to detailed feedback, we crunch the numbers to paint a picture of how well our content is being received and the growth in Polkadot's awareness.
- **Campaign Debrief:** making sure everything goes live as envisioned.
- **Campaign Retrospective:** We compile a detailed report, encapsulating our successes, learnings, and the community's feedback, laying the groundwork for future initiatives.

Milestone 1. – Preparation example			
Task	Description	Resource	Deliverable
Research	Extensive study of Polkadot's technology and its relevance to the Indian market.	Polkadot documentation, market analysis reports,	Comprehensive research notes,
Stakeholder Engagement,	Direct engagement with Polkadot's community and key polka members for insights.	Community forums, social media, industry interviews,	Stakeholder insight report
Content Planning	Strategic planning of content structure, narrative, and delivery.	Research findings, stakeholder insights	Content strategy and scripts

Milestone 2. – Work tasks example			
Task	Description	Resource	Deliverable
Content Creation	Crafting engaging and educational videos, infographics, and written content.	Content team, research notes, creative assets,	Video series, infographics,
Content Distribution	Coordinated release of content across platforms for optimal reach and impact..	Distribution channels, scheduling tools	Distributed educational materials

Milestone 3. – Closing phase example			
Task	Description	Resource	Deliverable
Review and Feedback	Critical analysis of content reception and user feedback.	User comments, feedback forms, engagement metrics	Approval of content releases
Impact Assessment	Compile and analyze metrics to assess the campaign's impact.	Analytics tools, survey results,	Comprehensive project report,
Project Conclusion,	Final communication of project completion and success to stakeholders.	Final report, communication channels	Final stakeholder briefing

4.4. Timeline

Timeline								
Milestone	Task	M1	M2	M3	M4	M5	M6	Total Hr
1	Initial Research and Analysis	80	20	20	20	20	20	180
1	Content Strategy & Planning	40						
1	Stakeholder Conversations & Communications	20	20	20	20	20	20	120
1	Community Feedback & Market Analysis	10	10	10	10	10	10	60
2	Video Production (2 Short Videos)	20	20	20	20	20	20	120
2	Video Production (1 In-Depth Video)	25	25	25	25	25	25	150
2	Social Media Content Creation	10	10	10	10	10	10	60

2	Tweets/Retweets	5	5	5	5	5	5	30
2	Telegram Engagement Posts	8	8	8	8	8	8	48
2	Content Review & Optimization	10	10	10	10	10	10	60
2	Audience Analytics & Feedback Integration	10	10	10	10	10	10	60
3	Monthly Review & Strategy Adjustments	10	10	10	10	10	10	60
3	Final Reporting & Impact Analysis						40	40
Total Hours		238	128	128	128	128	128	918

4.5. Budget

Detailed Budget with Work hours - example			
Content Type	Quantity	Rate	Total Cost Over 6 Months
Full Video (1 per month)	6	\$7000	\$42000
Short Video (2 per month)	12	\$2000	\$24000
'Powered by Polkadot' Tag	6	\$2500	\$15000
Tweet Thread (1 per month)	6	\$1100	\$6600
Xspaces (1 per month)	6	\$1500	\$9000
Tweets/Retweets (2 per month)	12	\$600	\$7200
Telegram Pushes (4 per month)	24	\$500	\$12000

Total budget	\$115800
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4.6. Payment condition

Proponent: *Being Satoshi*

DOT address: *15VgqbuZGdwrpGjKkJMA9nE2gqLMHyQpWmE7k6dc4fQdRMXa*

Requested allocation: *\$115800 (21849 DOT with DOT price at [\\$5.3 EMA7](#))*

Governance referenda origin call: *Medium Spender*

Treasury request	
DOT/USD EMA7 on 14/11/2023 ²	5.3\$
USD to DOT	115800\$ / 5.3\$ = 21849 DOT
Total amount requested	21849 DOT

4.7. Key deliverables

Media Content: *A series of videos and social media posts designed to educate and engage the audience about Polkadot. This includes:*

- *6 Full Educational Videos (polkadot + top parachains)*
- *12 Short Videos*
- *6 Tweet Threads*
- *12 tweets/Retweets*
- *24 Telegram pushes*
- *6 spaces*
- *Monthly 'Powered by Polkadot' branded content*

4.8. Objectives/Success criteria

The project will be deemed successful upon fulfilling the outlined deliverables, with success specifically reflecting Polkadot's enhanced standing within the blockchain community, measured by:

5. **Polkadot Ecosystem Engagement:** Increased activity and engagement levels within Polkadot's ecosystem, as evidenced by interactions on official forums, community channels, and social media platforms dedicated to Polkadot and its parachains.
6. **Improved Recognition of Polkadot:** A notable rise in Polkadot's visibility across various media outlets and community discussions outside of our own channels, measured by third-party analytics and mentions.
7. **Parachain Project Awareness:** Amplified awareness and understanding of top Polkadot parachains, demonstrated by the community's ability to articulate project use cases, technology, and contributions to the Polkadot ecosystem.
8. **Community Growth and Education:** The expansion of Polkadot's community, measured not only by numbers but by the depth of knowledge and engagement, with more community members participating in governance, development, and advocacy.
9. **Positive Sentiment and Feedback:** Constructive feedback and sentiment from the community regarding Polkadot's progress and potential gathered through surveys, sentiment analysis tools, and direct community feedback channels.
10. **Event Impact:** The success of Polkadot-focused events will be gauged by the attendance of key community members, the quality of discourse, and subsequent community initiatives that may arise as a result of these gatherings.

10.1 Reporting and Communication Strategy

To ensure transparency and maintain accountability throughout the duration of the Polkadot educational campaign, a detailed and structured reporting process will be adhered to, with the following specifications:

- **Reporting Timeline:** Monthly reports will be provided to give the community a regular insight into the campaign's progress and developments.
- **Primary Reporting Channel:**
 - **Polkasassembly:** The primary formal reports, including progress updates, content rollout status, community engagement metrics, and any encountered challenges

or strategic adjustments, will be posted on Polkasassembly. This platform is chosen for its official capacity and ease of access for the Polkadot community.

- **Additional Communication Channels:**
 - **Telegram/Discord/Element:** Alongside formal monthly reports, the team will maintain an open dialogue with community members through platforms such as Telegram, Discord, and Element. The choice of platform for these discussions will be decided based on where the community is most active and receptive. These channels will allow for more informal, real-time updates and engagements, fostering a closer connection with the community and allowing for immediate feedback and interaction.
- **Availability for Direct Chats:** Members of the project team will be available for direct conversations with community members on Telegram, Discord, and Element to address any questions, provide clarifications, and discuss the latest updates or changes in strategy.
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10.1. Communication strategy

Our communication strategy is structured to ensure consistent, clear, and open dialogue with the Polkadot community and relevant stakeholders. Here's how we plan to engage:

: Communication will take place on established platforms frequented by the Polkadot community, ensuring accessibility and responsiveness.

10.2. **Polkasassembly:** For official monthly progress reports and community feedback.

10.3. **Telegram/Discord/Element:** For real-time updates, Q&A sessions, and informal interactions.

The communication will be spearheaded by:

Anant Singh. As the primary point of contact, Anant will oversee the communication strategy, ensuring consistency and clarity across all channels.

Contact Details:

- [Anant Singh](#)
- **Email:** anant@beingsatoshi.com
- **Polkasassembly Post:** <https://polkadot.polkasassembly.io/user/BeingSatoshi>
- **Element:** @anant_singh:matrix.org
- **Discord:** oBTC

11.

Team Composition

Our project team is composed of experienced professionals who bring a wealth of knowledge and expertise to the Polkadot educational campaign:

- **[Aditya Singh](#)** - Co-Founder of Crypto India
 - *Aditya is a prominent figure in the Indian crypto space, known for his insightful commentary and deep understanding of blockchain technology. As the face of Crypto India, he has led numerous successful educational initiatives and is passionate about making complex blockchain concepts accessible to a wider audience.*
- **[Anant Singh](#)** - Co-Founder of Being Satoshi
 - *Anant brings a strategic mindset to the campaign with his experience in crypto marketing and community building. With Being Satoshi, he has been at the forefront of creating personalized campaigns that resonate with the community and drive engagement.*
- **Additional Team Members:**
 - **Research Analysts:** *Our skilled researchers will delve into the latest Polkadot developments, ensuring our content is accurate and up-to-date.*
 - **Scriptwriter:** *Talented writer who specialize in crafting educational and engaging scripts that translate technical information into easy-to-understand language for our audience.*
 - **Video Team:** *Editors and graphic designers; this team will produce high-quality videos that are both informative and visually appealing.*
 - **Social Media Managers:** *Experts in digital content who will manage our online presence and ensure our content reaches the right audience at the right time.*
 - **Community Managers:** *Engaging with the audience on various platforms, they will gather feedback, moderate discussions, and foster a positive community environment.*

12. Why Polkadot?

The core appeal of Polkadot lies in its groundbreaking approach to interoperability and its robust, decentralized design. This resonates with our mission to demystify blockchain technology for the masses. Polkadot's commitment to innovation, evident in the continuous evolution of its tech stack, demands an equal vigor in educational outreach—a need that has been historically underserved.



Embracing Polkadot's OpenGov governance model aligns with our belief in transparency and community-driven development. This campaign is poised to amplify the hard work of Polkadot's developers by enriching the community's understanding and engagement with the ecosystem, ensuring that Polkadot's advancements are both recognized and accessible to all.