

## Proposal:

### Boosting Developer Adoption for Polkadot Ecosystem Projects

**Proponent:** 13zTcqasJT4DnDgNjmsceACcuSjt4q2geEjtMprnGXCnuuh1

**Author:** Cim Topal, CEO Missing-Link.io

**Date:** 24.May.2023

**Requested:** 67,275 DOT, equal to 360,000 USD per [7-Day SubScan EMA](#)

**Short description:** The purpose of this submission is to request pilot funding to create and manage an initial hiring program of 15 Rust developers for Polkadot ecosystem projects, using the services of Missing-Link.io, a web3 talent recruiting agency based in Europe.

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## Context

Developer adoption is a key metric for success across all ecosystems. Our team understands the high demand for Rust developers in the Polkadot ecosystem and beyond, and we're committed to supporting its growth by providing valuable development resources to its projects. Since 2017, Missing Link has been actively recruiting skilled engineers and executives to advance web 3 adoption. We've established long-standing partnerships with esteemed organizations such as Parity, the Web 3 Foundation, and numerous Parachains and builders. For more background information, please refer to the "About Us" section below.

The purpose of this submission is to request pilot funding to create and manage an initial hiring program that:

- Provides an **initial funding mechanism** for Polkadot-ecosystem projects to use Missing Link's recruiting service to hire 15 Rust developers over the course of six months, with the aim of helping companies to achieve their goals by securing the right talent.
- Offers **support to companies** that are inexperienced in hiring by providing strategies on how to set up best-in-class job profiles, interview processes, and professional outreach, thus helping to reduce barriers to entry for these companies.
- **Funnels talent** looking for new opportunities **into hiring pipelines of Polkadot, parachain, and Polkadot-related projects**, in turn, supporting the overall growth and success of the Polkadot ecosystem.

Overall, our program aims to provide guidance and talent to companies in the Polkadot ecosystem, while also supporting the long-term health of the ecosystem itself.

## Milestones and Budget

Milestone	Funding Tranche	Number of Developers	Running Total
1st	\$120k USD	5	\$120k USD
2nd	\$120k USD	5	\$240k USD
3rd	\$120k USD	5	\$360k USD
<b>Total</b>	<b>\$360k USD</b>	<b>15</b>	<b>\$360k USD</b>

*Please note that not all hires will have the same costs, so it might be possible to fund more or fewer than 15 developers for the pilot. In the case we have fewer developers for the final milestone and this budget, we will provide sufficient and reasonable evidence for extra expense.*

### Amount Requested

- **Three milestones each of 22,425 DOT**
- **Total of 67,275 DOT, equal to 360,000 USD** per [7-Day SubScan EMA](#)

### Exchange Rate

Exchange rate of USD:DOT is the 7-day EMA by [Subscan](#) taken on the day of on-chain submission, and will be used to convert the amount requested above to DOT.

### Payment

Each tranche of funding of \$120k will be released before each milestone starts. Completion of each milestone will of course be communicated in the Polkasassembly discussion thread, the Polkadot Direction channel on Element, and [our own Element channel](#).

Beneficiary address:

### Approximate calculation of cost per hire

In the Substrate and Polkadot ecosystem, Rust developers are in high demand and are essential for teams to achieve their technical and professional goals. A senior Rust developer with 2-4 years of commercial experience typically commands an average salary of around \$96k USD. Additionally, the industry standard per-placement fee is 25%, which amounts to an average fee of approximately \$24k USD.

To alleviate the burden of hiring Rust developers, this proposal covers the placement fee that is normally paid by the client. At Missing Link, we understand that hiring is a challenging process. Our approach involves a dedicated research team that performs market mapping based on the builder's requirements, including experience, location, and cultural fit. We leverage our extensive network, attend in-person events, and utilize various online channels such as LinkedIn, Github, StackOverflow, Reddit, and Discord to identify potential candidates.

On average, we need to identify and reach out to around 80 candidates in order to find 7 who express interest in the opportunity. After pre-screening and vetting interested candidates in a 60-minute interview, we introduce an average of three suitable candidates to the client. Typically, a builder needs to interview approximately 10 candidates to hire one developer. This means that we need to identify and make contact with up to 264 developers to hire one developer for a client.

## Progress updates

We will regularly share our progress via here in Polkasassembly and our Element Channel. Polkadot community members are welcome to join these threads and channels and inquire further and reach out to us. Every successful placement in the scope of this proposal will be announced (in an anonymized form to protect personal information), and every milestone will be announced as well. For each successful placement, we will announce for which Polkadot Ecosystem project the talent was placed and the title/role they were placed in.

## Who qualifies and how to apply?

This proposal is targeted towards small teams that are building within the Polkadot and Kusama Ecosystem, with the main goal being to help small projects get their footing in the development of their product. We are aiming at helping teams who have 15 or fewer team members and who would or have already qualified for programs such as the Substrate Builders Program, Astar SpaceLabs, Moonbuilders, Phala Builders Program, Acala Ecosystem Program and others.

In order to benefit from this proposal, there needs to be some exhibition of the work a team has done in the ecosystem. If your team has accomplished any of the following, you may qualify to receive the services provided by this proposal:

- Acquired a parachain slot on Polkadot or Kusama
- OR, Have been **publicly** currently accepted into or graduated from any of the following programs:
  - Substrate Builders Program
  - Web3 Grants
  - Astar SpaceLabs
  - Moonbuilders
  - Acala Ecosystem Program
  - Phala Builders Program
  - Interlay Labs Grants Program
  - Manta Ecosystem Grants Program
  - OAK Network Grants Program
- OR, Have launched a functioning viable product/application on a Polkadot or Kusama Parachain

If we see that your company/project is a publicly verifiable Polkadot ecosystem project as detailed above, multiple positions for the same company/client can be filled by this proposal, and the prioritization is first-come-first-serve. We expect a level of commitment and responsiveness as outlined below in the SLA.

## Onboarding

Teams interested in this initiative can reach out to us via Element in our [Polkadot Ecosystem room](#).

After initial contact has been made, a call with Missing Link on needs and priorities is scheduled. This call will help both sides with calibration and shall serve as an alignment on what are necessary steps to succeed in hiring as described above.

## Outline of Hiring Process

This proposal offers general hiring support to companies as well as finding teams the Rust engineering support they need. Once a formal written agreement has been reached, the process for acquiring talent for a Polkadot Ecosystem company generally follows these steps:

First month:

- Kick-off meetings with founders/managers/hiring leads with detailed intake of all prioritized roles of each company
- Clarification of hiring processes and accountabilities on company side including hiring best standards and practices, outreach and interview preparations
- Continuously mapping and engaging candidates based on needs.
- Missing Link pre-interviews potential candidates
- Missing Link stays directly in contact with companies for candidate feedback and facilitation.
- First candidate interviews with hiring managers

Second month:

- Candidates move through stages of the client interview process.
- Missing Link supports company with compensation package designs appropriate for candidates.
- Potential first offers are made (depending on process length and complexity).
- Missing Link to support closely throughout the offer process if requested.
- Hiring processes go into final stages, finalization of agreements
- Regular reviews and updates between Missing Link and company for fit assurance and feedback

A **successful placement** is when both parties agree in writing to terms of employment, either full-time or on a freelance/contract basis.

As the feedback round closes we will make a concluding meeting to confirm a successful placement and announce in data-protected form online as to not expose any unwanted personal information.

## Service Level Agreement (SLA)

Our goal of growing developer adoption in the Polkadot ecosystem is part of a larger goal to help grow the entire ecosystem. As part of this, we respect the use of community funds and we believe that the companies and projects who are receiving our services will also. We want to make sure things keep moving forward so that our time, the project's time, and the talent's time is not wasted. Therefore, we expect the following to be agreed upon. We

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reserve the right to terminate our engagement with any company or project (Client) that does not comply with the following:

- **Feedback from Client within 48 hours:** The Client agrees to provide feedback on candidates or projects within 48 hours of receiving them, excluding weekends. Failure to provide feedback within 48 hours may result in a delay in the hiring process. In case of unavoidable circumstances where feedback cannot be provided within 48 hours, the Client shall notify the company immediately.
- **Responding within 48 hours on email:** The company agrees to respond to all emails from clients, candidates, or internal team members within 48 hours of receiving them, excluding weekends. Failure to respond within 48 hours may result in a delay in the hiring process. In case of unavoidable circumstances where a response cannot be provided within 48 hours, the company shall notify the Client immediately.
- **Not burning candidates:** The company agrees to treat all candidates with respect and fairness throughout the hiring process. The company shall not unnecessarily reject or exclude candidates without a valid reason. If a candidate is rejected, the company shall provide the candidate with constructive feedback on how they can improve their skills or qualifications for future opportunities.

#### **Refunds:**

If the agreement between a candidate and the company that hired them does not meet expectations and they decide to part ways and terminate the agreement, then a refund policy goes into effect. If the termination takes place within 4 weeks of the signing the contract, then either a replacement will be found or the proportional funds of one placement will be refunded to the Polkadot treasury.

#### **Future developments**

The total projected 18-month cost of the program is \$1.44M USD, and if successful in this pilot, the program intends to submit three additional applications for \$360k USD each.

## About Us

Cim Topal, the proposer, is the CEO and co-founder of Missing-Link and Heads.io, a leading web3 recruiting agency founded in Berlin in 2017. Our team comprises seasoned web3 and recruiting professionals with extensive experience in both web3 and web 2.0 industries.

Our impressive client roster includes renowned Polkadot ecosystem projects such as Web3 Foundation, Parity Technologies, ChainSafe Systems, and Centrifuge, as well as other ecosystem projects through the Substrate Builders Program. Our close partnerships have resulted in high-level executive placements, such as the former Diem/Libra COO Bertrand Perez, who now serves as CEO of the Web3 Foundation, and CLO Daniel Schoenberger. In addition, we've successfully placed numerous engineers, CFOs, CMOs, and other talented professionals across the Polkadot ecosystem.

For a comprehensive overview of our recent placements, please refer to the table below:

Company/Project	Position	Name
Web3 Foundation	CEO	Bertrand Perez
Web3 Foundation	CLO	Daniel Schönberger
Web3 Foundation	CFO	Thomas Fecker Boxler
Parity	CMO	Peter Ruchatz
Parity	VP People	Sören Winter
Parity	Director Special Projects	Florian Jodl
Parity	Head of Polkadot Blockchain Academy	Pauline Cohen Vorms
Parity	Ecosystem Growth	--
Parity	<b>2 Rust Engineers</b>	--
Bit.Country	<b>Rust Engineer</b>	--
Aria Health	<b>Rust Engineer</b>	--
Ajuna Network	Senior Game Developer	--
Freelance (Polkadot Eco)	Rust Engineer	--
Centrifuge	UX Designer	--
Centrifuge	<b>6 Rust Engineers</b>	--
Centrifuge	CFO	Romina Bungert
Chainsafe	<b>Rust Engineer</b>	--
Chainsafe	Go Engineer	--
Chainsafe	LibP2P Networking Engineer	--
Grid Singularity	R&D Engineer	--
Grid Singularity	DevOps	--

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Energy Web Foundation	<b>Rust Engineer (Wasm)</b>	--
Energy Web Foundation	Technical Architect	--

*Note: All individuals listed above have explicitly agreed to their name being shared here for this purpose.*

## Contact

[Cim Topal](#) - CEO and Co-Founder, Missing-Link.io

[hi@missing-link.io](mailto:hi@missing-link.io)

[Element Channel - Polkadot Ecosystem Room](#)

## Who we are

[Cim Topal - CEO and Co-Founder](#)

[Michael Grohmann - COO and Co-Founder](#)

[Fabian Fricke - Managing Director](#)

## More information

Website: <https://missing-link.io>

## Proof of Work

CoinDesk - [Former Libra Director Joins Polkadot Builder, Bertrand Perez is joining the Web3 Foundation](#)

Bloomberg - [Ex-Diem Executive Joins Mina Blockchain as Operating Chief](#)

Coin Republic - [Creator of Polkadot, Parity Technologies expanding leadership team, adding executives](#)