

Board Report 18.03.2025

Agreed Deliverables

Summary of Agreed Deliverables & Their Evolution

Below is a journey through the agreed deliverables. Understanding what was discussed and agreed with the community, the Advisory Board, the OpCom and between myself and DonDiego is critical to understanding: 1. What has been achieved to date; 2. What remains to be done between now and the end of ref 1287; 3. Why the things delivered were prioritised; 4. What needs to be prioritised for the remainder of ref 1287; 5. Most importantly – The breadth and depth of work that has taken place and why the Ambassador Fellowship does not need to be saved, but needs to continue to deliver what it promised and that is very achievable with a few tweaks.

1. **12 November 2024 – Referendum 1287: Submission.** Deliverables submitted to the community as part of ref 1287.
2. **10 December 2024 – Referendum 1287: Execution.** Deep dive deliverables closed off with the execution of ref.1287
3. **3 January 2025 – First Expansion of Deliverables.** Division of written deliverables, agreed on a strategy call between Lucy & DonDiego.
4. **4 February 2025: Second Expansion and Confirmation of Deliverables.** Expanded deliverables, based on the original deliverables, discussed on a strategy call between Lucy and DonDiego and presented to the Board.
5. **17 February 2025: Additional and Final Confirmation of Deliverables.** Locked down agreed deliverables in an 8.5 hour meeting with Don Diego and Spectra, in person, in London.

1. 12 November 2024 – Referendum 1287: Submission

“This funding plan is designed to support the initial establishment of the Polkadot Ambassador Fellowship while also testing its long-term operational needs. By funding key areas such as operations, leadership, and vertical initiatives, the plan lays the groundwork for a sustainable and impactful program within the broader Polkadot ecosystem. **Furthermore, the interim phase will encourage community involvement.**

The Interim Sub-Treasury: USDT 40,000.00

This will cover essential operational needs, such as tools (G-Suite, Discord), ambassador merchandise and emergency expenses.

- Tooling such as G-Suite, Element, Discord, premium membership for apps and social media channels.
- Branding and marketing
- Specialist merchandise for Ambassadors
- Operational emergencies

OpBlock 2-5: Interim Programme Director & Interim Programme Leads: \$160,000.00

- Role: the establishment of the Polkadot Ambassador Fellowship in December 2024 and leadership during the incubation phase, Q1 2025.
- Key Objectives:
 - Successfully Launch and Establish the Ambassador Fellowship Program
 - Support Initiatives to Drive Engagement and Create Community Impact
 - Develop and Sustain a High-Retention, High-Engagement Ambassador Network
 - Ensure Transparent, Accountable and Effective Use of Funding
 - Build Long-Term Infrastructure and Strategy for Continuous Improvement
- Key responsibilities:
 - Complete initial seeding of Ambassadors from Ranks I-IV.
 - Onboard 5 Ambassador at Rank 0 during Q1 2025.
 - Select specialist verticals to operate during the incubation period.

- Establish a framework to assess the program's effectiveness and ensure continuous improvement.
- Specify how real-time collaboration tools will be utilised to maintain constant dialogue between Ambassadors and Ambassadors and the Polkadot community, especially across time zones.
- Select, set-up and manage the tools best suited for the Fellowship
- Create a culture of collaboration within the programme. Introduce regular Town Halls for Ambassadors to provide feedback on program initiatives, content, and challenges. This ensures a continuous improvement loop that adapts to evolving community needs.
- Establish the specialist verticals that focus internally on the Fellowship:
 - Ambassador Development and Recognition
 - Programme Impact and Success
 - Recruitment and retention
- Monthly time commitment: the equivalent of two full-time Programme Directors. These roles are highly skilled, will be intense and require additional hours for the duration of this period.¹

2. 10 December 2024: Ref. 1287: Execution²

Objective	OKRs		
	1	2	
Launch and Establish the Ambassador Fellowship Program	Complete Onboarding of Initial Ambassadors	Launch Key Fellowship Processes and Tools	Develop Governance Decision-Making
Drive Engagement and Create Community Impact	Launch and Allocate Phragmén Funding System	Activate Specialist Verticals for Programme Impact	
Foster a High-Retention, High-Engagement Ambassador Network	Build a Strong Foundation for Ambassador Growth and Retention	Enhance Ambassador Development and Recognition	
Ensure Transparent, Accountable, and Effective Funding Use	Establish Clear Financial Reporting and Accountability	Transparent Application Process for Community Proposals	
Build Long-Term Infrastructure and Strategy for Continuous Improvement	Refine Program Based on Real-Time Feedback and Data Insights	Establish Long-Term Goals and KPIs for 2025	

¹ <https://polkadot.polkassembly.io/referenda/1287>

² https://docs.google.com/document/d/11034YnomsCA2G06FU3HYB4vhhwCDqzrO_yxtu1zLEZM/edit?usp=drive_link

3. 4 January 2025 – First Expansion of Deliverables³

Lucy	DonDiego	
<ul style="list-style-type: none">• Onboarding, Offboarding• Weekly calls• Helpdesks<ul style="list-style-type: none">◦ BD◦ Governance◦ Funding• Rewards & Recognition• Board Management	<ul style="list-style-type: none">• Voting• Process for both manual and pallet voting• Detailed written process on Notion• Tooling<ul style="list-style-type: none">◦ G-Drive, Chat GPT, Password vault, Notion, Web3 Tooling, Restream, X verified account• Ambassador platform• Website Integration (Polkadot.com)• Tech Build-Out Management (pallet & phragmen)• Multi-Sig Management• GitHub• Manifesto updates• PIF applications cohort 2• “Legal stuff”	<ul style="list-style-type: none">• Mentoring• Weekly of• Discord A• Set-Up a• Branding• Monthly C

4. 4 February 2025 – Second Expansion and Confirmation of Deliverables.⁴

- Expanded deliverables, based on the original deliverables, discussed on a call and presented to the Board.
- These are the deliverables that are the basis of the report on tab two: Progress.

5. 17 February 2025 – Second Expansion and Confirmation of Deliverables.

[The following progress tabs are based on these deliverables as the most defined and recently agreed]

- Locked down agreed deliverables in an 8.5 hour meeting with Don Diego and Spectra, in person, in London.
- As above, these are the deliverables that are the basis of the report on tab two: Progress.

³ https://docs.google.com/document/d/1fTZ90EbmXVxhRT-z9_xrbpWYqd_Ns5iksWEkZoAqDgE/edit?tab=t.0

⁴ https://docs.google.com/document/d/1m-KaQWXCpP_T1VXPfIjR0UM4dW1NGUEj3IlivNd8gTs/edit?tab=t.0

Progress



Area	Deliverable	% Complete By 18 March 2025	Evidence
Board Management	Set up regular Board meetings with pre-read, agendas, minutes, actions.	Ongoing	Advisory Board: Key Info - OpCom, PIF & Seeding Application NORTH STAR for Advisory Board Advisory Board
	Work with the Board to complete both the seeding selection process and the PIF selection process.		
	Keep the Board up to date with progress reports		
Establishment Phase	Initial Seeding	100%	Submissions: 23 November - 18 December. 44 applications received Review: 19-30 December Advisory Board: Key Info - OpCom, PIF & Seeding Application Selected: 12 January 2024 Communication: Seeding Confirmation Email Day 2 PAF Email
	Initial PIF selection	100%	Submissions: 23 November - 18 December 2024. 44 applications received Review: 19-30 December 2024 Advisory Board: Key Info - OpCom, PIF & Seeding Application Selected: 24 December 2024. 13 recipients. Email: 24 December 2024 PIF Email 24.12.24.pdf Email: 30 December 2024 PIF Email 30.12.24 (successful).pdf PIF Email 30.12.24 (unsuccessful).pdf Email: 6 January 2024 Email to PIF receivers
Technical Operations	Ambassador Pallet Technical Definition & Start Build Out	10%	Element group set up by Lucy on 4 January. Members: Lucy, D Lucy has led conversation in the group and now has direction on what the definition should look like and a rough date on when the pallet
	Notion	25%	Notion
	Ambassador Fellowship Platform	Ongoing	Conversations and meetings. No pen to paper yet.
	Web Page	10%	Web Page Content
	Github	0%	polkadot-phoenix - GitHub
	OpCom Tool Kit	100%	Domain Name [dotfellowship.io], G-Drive, Chat GPT, 1Password account
Education	Notion Repository	25%	
	Platform with PBA	50%	PAF: Instructional Design Document PAF Curriculum: Technical.docx
Framework	Onboarding, Offboarding, Promotions, Demotions	50%	Onboarding Process












	Rewards & Recognition	50%	Rewards/Recognition Draft
	Satisfaction Survey	n/a	-
	Help Desks	50%	50% Deep dive 1:1s to guide on the establishment of three initial he Governance 13 x 1 hr interviews with key ecosystem members organised by them and DonDiego (Lucy attended 9/13) Summary report written by Felix
	Voting	0%	-
	Legal Set-Up	25%	Autonomous
Branding	Branding pack	75%	Branding
Finance	Multi-Sig Management	100%	Multix
	Building financial processes for future self-management	50%	Finance
Social Media	X account management with content pipeline	100%	Social Media
Internal Engagement & Partnerships	3 x 1 hour virtual gathering	Ongoing	CommuniTea Time, Pub Hangout, Discord Hangout, Discord ch Weekly Meetings
	Discord & TG set-up and continuing engagement	Ongoing	Polkadot Ambassador Fellowship - Discord IDs PAF Discord [DRAFT] Ambassador Discord Activities
	New Ambassador Recruits	Ongoing	Tab with list of additional Ambassadors who wish to join the Pr Advisory Board: Key Info - OpCom, PIF & Seeding Applicati
	Melrose Place, Distractive, North America Initiative, EB, MUB, MB, Parity, W3F, Autonomous, MuFi, The Kus, Nova, DOT.Play, Mythical Games, Pala Labs, GW Office	Ongoing	Calls, meetings, collaborations, speaking engagements, cross- ideas and work.
External Engagement & Partnerships	Public speaking engagements: Intro to Gavin Wood in Vancouver; Space Monkeys interview; Crypto Hipster Podcast; Intro to the Fellowship panel @ WebZero House; 2 x panels at ETH Denver on the Fellowship / community building (1 main stage, 1 side stage)	Ongoing	https://x.com/TheKusamarian/status/1892967518739808326 https://x.com/CryptoHipster/status/1897984762427416766 https://x.com/EthereumDenver/status/189559674224844844 https://x.com/EthereumDenver/status/1895258637054156814 https://x.com/dotfellowship/status/1886548111104893075
	10K Pop-Ups - planning and engagement with multiple internal organisations: EB, MUB, Pala Labs, W3F, Parity, GW Office	Ongoing	Events Meet-Ups from OpCom for the Fellowship: Bangkok, Vancouver Polkadot Lu.ma Lu.ma Map Polkadot Meet-Ups
	Beatport.io, Define Creative, 3thix, Blockchange Ventures, Playground, Bit.Basel, Frequency, Private Investors	Ongoing	Meetings, partnership deep dives (with a large proposal upcoming) Mega Week will be a great example)
PIF	Phragmen Fund Technical Definition & Build Out	10%	Element group set up by Lucy on 4 January. Members: Lucy, D



			Lucy has led conversation in the group and now has direction on how the definition should look like and a rough date on when the pallet
	Monthly Reporting Tools: Financial on Notion Deliverables	75%	Phragmen Initiative Fund: Mid-Term Reports
	Mentoring	Ongoing	n/a

Delivered

Area	Deliverables	Evidence
Board Management	Set up regular Board meetings with pre-read, agendas, minutes, actions. Work with the Board to complete both the seeding selection process and the PIF selection process. Keep the Board up to date with progress reports	 Advisory Board
Establishment Phase	Initial Seeding	 Advisory Board: Key Info - OpCom, PIF & Seeding
	Initial PIF selection	 Advisory Board: Key Info - OpCom, PIF & Seeding
Technical Operations	OpCom Tool Kit	Domain Name , G-Drive, Chat GPT, Fathom, Passwo
Branding	Branding pack	 Branding
Finance	Multi-Sig Management	Multix
Social Media	X account management with content pipeline	 Social Media
Internal Engagement & Partnerships	3 x 1 hour virtual gathering	CommuniTea Time, Pub Hangout, Discord Hangout  Weekly Meetings
	Discord & TG set-up and continuing engagement	 Polkadot Ambassador Fellowship - Discord IDs  PAF Discord  [DRAFT] Ambassador Discor
	Distractive, NA initiative, EB, MUB, MB, Parity, W3F, Autonomous, MuFi, The Kus, Nova, DOT.Play, Mythical Games, Pala Labs, GW Office	Calls, meetings, collaborations, speaking engagement and sharing of ideas and work.
External Engagement & Partnerships	Public speaking engagements: Intro to Gavin Wood in Vancouver; Space Monkeys interview; Crypto Hipster Podcast; Intro to the Fellowship panel @ WebZero House; 2 x panels at ETH Denver on the Fellowship / community building (1 main stage, 1 side stage)	https://x.com/TheKusamarian/status/1892967518 https://x.com/CryptoHipster/status/18979847624 https://x.com/EthereumDenver/status/189559674 https://x.com/EthereumDenver/status/189525863 https://x.com/dotfellowship/status/188654811104
	10K Pop-Ups - planning and engagement with multiple internal & external organisations: EB, MUB, Pala Labs, W3F, Parity, GW Office, Beatport.io, Arcadia, Define Creative, 3thix, Blockchange Ventures, Playground, Bit.Basel, Frequency, private investors	 Events Polkadot Lu.ma Lu.ma Map Polkadot Meet-Ups Meetings, partnership deep dives, collaborations.

Action Plan: 03 April-03 May

OpCom: Q1 Report & Action Plan

Overview

Delivery Dates: Tuesday 8 April – Saturday 3 May 2025

Stakeholder Updates:

- Tuesday 8 April @ 1200-1300 UTC
 - Google Meets call with all Ambassadors invited
 - To be recorded and stored in the Ambassador GDrive (later on Notion)
- Friday 11, 18, 25 March and 2 May @ 1200-1300 UTC
 - Live X Space using restream
 - Weekly progress update

Personnel:

*This team will work on a **voluntary basis**, but will be eligible for a discretionary salary payment from the Ambassador Fellowship fund from Ref. 1287, upon successful completion of deliverables.*

- **Programme Director** [\$80.00 per hour, capped at 160 hours]
 - Lucy Coulden
- **Programme Team** [discretionary payment of up to \$50.00 capped individually below]
 - Adam Galloway, Social Media [20 hours]
 - Arash Torbati, Social Media [20 hours]
 - Jimmy Tudeski, Notion Content [15 hours]
 - Josiah Kotzur, PIF Reporting [60 hours]
 - Leemo, Ambassador Weekly Call & Cheerleader [8 hours]
 - Luke Schoen, Technical Definitions – Ambassador Pallet & PIF [20 hours]
 - Michelle, Ambassador Discord and Telegram Moderator [15 hours]

These teams will work on a voluntary basis but will NOT be eligible for a discretionary salary payment from the Ambassador Fellowship fund from Ref. 1287, upon successful completion of deliverables.

- **Supporting Teams / Partners**
 - Community Managers (Moon Bearer, Grizzly)
 - Ged Murphy, Notion Build Out, Onboarding & Rewards + Recognition Phase Two
 - Meet-Ups Bounty
 - OG Rust Bounty
 - Onboarding Team (Distractive / UX Bounty)
 - So So Scaled
 - Technical Fellowship
 - The Kus

Discretionary Bonuses Maximum:

- Team: **\$20,700.00**
 - Lucy Coulden: \$12,800.00
 - Adam Galloway = \$1,000.00
 - Arashi Torbati = \$1,000.00
 - Jimmy Tudeski = \$750.00
 - Josiah Kotzur = \$3,000.00

- Leemo = \$400.00
- Luke Schoen = \$1,000.00
- Michelle = \$750.00
- Tooling: **\$305.18**
 - Chat GPT
 - Google Account
 - Notion
 - One Password
 - Restream

TOTAL PAYOUT ON SUCCESSFUL COMPLETION: USDT 21,005.18

REMAINING FROM REF. 1287: USDT 200,839.91

TOTAL REMAINING IN BUDGET: \$179,834.73

Delivery

The What:

Establishment

- 161 Ambassadors seeded.
- 13 PIF projects funded. Financial and deliverables reports complete.

Technical

- Toolkit selected, purchased and managed.
- Ambassador onchain collective technical definition written and agreed with Technical Fellowship. Start and delivery dates agreed. Costs confirmed.
- Notion branded, attractive and information on the front end. Fully functioning on the back end. Open to all Ambassadors.
- Working web page as part of Polkadot.com.

Non Technical

- PBA X – Polkadot 101 online course with live lectures.
- Brand package available for use by all.
- Orientation pilot ready to launch with Ambassadors waiting to join the Fellowship.
- Rewards & Recognition pilot programme and cost for Q2 launch.
- BD Help Desk pilot set up in partnership with So So Scaled.

Engagement

- Social Media accounts – X, YouTube, Instagram. Content pipeline. Regular posting. Increasing followers and engagement.
- Rank Champions confirmed and active within Discord. Beginning to look at a mentoring scheme for the next referendum.
- Weekly online meeting schedule, including current Discord hang outs, CommuniTea Time plus new interview format on Restream. Topics calendar created so people can plan their attendance a month ahead. Working with the Discord team to record there and leave Google Meets.
- 10K Pop-Ups: global events calendar being used by the whole ecosystem. Information on how to host, get funding and report on a pop up all included on Notion. Partnership with the W3F and their meet-ups account to help re-engage with lost audiences.

- Partnerships with internal and external bodies enhance the reach and achievements of the Fellowship: Bounties (Meet-Ups, OG Rust, UX) Pala Labs, W3F, Parity, GW Office, Beatport.io, Arcadia, Define Creative, 3thix, Blockchange Ventures, Playground, Bit.Basel, Frequency.
- External speaking engagements used to expand visibility. Working with Distractive to establish a pathway for Ambassadors to access speaking coaching and explore opportunities to speak across different events

The How:

<p>Technical Operations</p> <p>Ambassador Pallet Technical Definition</p> <ul style="list-style-type: none"> • Waiting for a recommendation from Joe, Shawn and Basti as to how to proceed with this as the definition produced was far from expectations. Have shared another attempt. • Will work with the technical fellowship to have a definition and agreed start and delivery timeline. <p>Notion build out</p> <ul style="list-style-type: none"> • Upload all created content and additional content on Notion. • Design the front end so that it is user friendly for the Ambassadors. • Complete the reporting tool. • Collect user data. • Launch for Ambassadors by the end of the period <p>Web Page</p> <ul style="list-style-type: none"> • Continue to work with Distractive to update the Polkadot website Ambassador webpage. Use materials from Notion and the branding kit. Keep it simple and effective. 	<p>Education</p> <p>PBA X – Polkadot 101 online course with live lectures</p> <ul style="list-style-type: none"> • Agreed with PBA to run a pilot course with all Rank II Ambassadors. This will start on 5 May and run for 4 weeks. Curriculum is confirmed. PBA has agreed to run this course for free. • Need to find 4 lecturers for 4 live lectures. Have asked Joe, Shawn and Birdo who have said yes. One spot to fill. 	<p>Framework</p> <p>Orientation [no longer called onboarding]</p> <ul style="list-style-type: none"> • Focus groups with ranks I, II and III to engage build • Pilot scheme ready to test launch with the • Continue to work with Moon Bearer / Grizzly with the Fellowship. Further explore handling responsibility of Rank 0 Ambassadors. <p>Rewards & Recognition</p> <ul style="list-style-type: none"> • Focus groups with ranks I, II and III to engage build • Pilot scheme ready to test launch with the • Cost exercise to establish funds required for part of the next ref. <p>Help Desks</p> <ul style="list-style-type: none"> • Business Development Help Desk with So Sales Hub. • Natalie and Jashar have already produced the BD help desk within the Fellowship and with me to make it so. Next steps: <ul style="list-style-type: none"> ○ Onboarding everyone properly ○ Showing you what's in there ○ Hearing what you need most (vertical expansion or any deep dives) ○ Shaping the next round of content • We can use this help desk as a pilot for future. <p>Feedback Loop Build Out</p> <ul style="list-style-type: none"> • Design an Ambassador feedback survey. • Collate successes across the ranks. • Input community feedback and sentiment next ref.
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<p>Social Media</p> <p>Update the content pipeline to focus on:</p> <ul style="list-style-type: none"> • Ambassador achievements • PIF achievements 	<p>Internal Engagement</p> <p>Weekly Meetings</p> <ul style="list-style-type: none"> • Continue: Tuesday & Friday Discord hangouts and Wednesday CommuniTea Time • To do: refine the community engagement schedule with planned discussion topics, office 	<p>External Engagement: 10K Pop-</p> <p>Grow the global calendar</p> <ul style="list-style-type: none"> • Collect all events within 1 month register on Polkadot Lu... • Include on Website, Notion onboarding
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<ul style="list-style-type: none"> OpCom deliverables as they are achieved <p>Plan to host a weekly live X space with Rank III and IV Ambassadors using Restream. Goal is to produce two of these by the end of this period. All content to be included on Notion. Refine social media plan for next referendum.</p>	<p>hours and deep dive Rank III content. Share some of the responsibility with the social media team.</p> <p>Rank Champions Scheme for Rank I, II and III</p> <ul style="list-style-type: none"> Assign two willing champions for each rank to encourage greater participation. This will later evolve into a larger mentoring programme. <p>New Ambassador Recruits</p> <ul style="list-style-type: none"> Redesign application form for new Ambassadors. Send form out to Ambassadors on waitlist. Automate the information to populate in Notion. 	<p>Explore the benefits of access to and how we could activate further. Is it worth funding within the Fellowship recommendation for Q2.</p> <ul style="list-style-type: none"> Polkadot Meet-Ups <p>Pop-Ups process</p> <ul style="list-style-type: none"> Cheat sheet To dos and not to dos Formalise funding with the Continue to engage with onboarding tool for even
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<p>Phragmen Initiative Fund</p> <ul style="list-style-type: none"> Technical Definition for PIF <ul style="list-style-type: none"> Engaged with 0x Taylor and the OG Rust Bounty. He has looped all curators in to make them aware that we are Search and preliminary testing of possible partners to build the fund infrastructure Rough date for start and finish of build Cost of build Financial reports for Q1 <ul style="list-style-type: none"> All receipts and invoices collected and entered onto Notion 13 reports including all data and formatted for the community to review Deliverables report for Q1 <ul style="list-style-type: none"> Reporting template created and shared with the PIF recipients by 10 April. They must complete and return by Recommendation report for beyond Q1 <ul style="list-style-type: none"> Financial and deliverables reports created and data pulled in a way that is easy for the community to digest, a recommendation for continued funding.
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Updated Sprint Cost

*This team will work on a **voluntary basis**, but will be eligible for a discretionary payment based on hours worked and final deliverables from the Ambassador Fellowship fund from Ref. 1287, upon successful completion of deliverables.*

- **Programme Director** [\$80.00 per hour, capped at 160 hours]
 - Lucy Coulden
- **Programme Team** [\$50.00 per hour depending on task. Individual caps below]
 - Adam Galloway, Social Media [15 hours per week]
 - Arash Torbati, Social Media [5 hours per week]
 - Josiah Kotzur, PIF Reporting [20 hours per week]
 - Leemo, Ambassador Weekly Call & Cheerleader [2 hours per week]
 - Luke Schoen, Technical Definitions – Ambassador Pallet & PIF [10 hours]
 - Michelle, Ambassador Discord and Telegram Moderator [5 hours per week]

These teams will work on a voluntary basis but will NOT be eligible for a discretionary salary payment from the Ambassador Fellowship fund from Ref. 1287, upon successful completion of deliverables.

- **Supporting Teams / Partners**
 - Ged Murphy, Notion Build Out, Onboarding & Rewards + Recognition Phase Two
 - Meet-Ups Bounty
 - OG Rust Bounty
 - So So Scaled
 - Technical Fellowship
- **Tooling:**
 - Chat GPT
 - Google Account
 - Notion
 - One Password
 - Restream
 - Canva
 - Storydoc
 - NoteForms

REFERENDUM 1287 MULTISIG PAYMENT: USDT 640,000.00

TOTAL REMAINING IN MULTISIG: USDT 231,755.45