

SoyPolkadot

Driving Mass Adoption in LATAM and Spain with Rewards and Real Experiences

Version 1.1, Sept 14, 2024 ([spanish version](#))

Summary

We propose launching "SoyPolkadot", a strategic initiative to significantly expand Polkadot's adoption in Latin America and Spain, focusing on end users rather than developers. The project includes participation in three major fairs in Colombia, meetings with chambers of commerce, entrepreneurs, and students in art and music, alongside a digital marketing campaign in Spanish and educational content on SoyPolkadot.com. We will incentivize participation with DOTs, memecoins, and exclusive NFTs.

After the first year, we will evaluate and develop complementary projects in other countries across the region to further drive Polkadot adoption. This project not only benefits LATAM but also strengthens Polkadot's global ecosystem by increasing DOT demand and demonstrating the power of decentralized governance.



Justification and Value for the Global Polkadot Community:

1. Strategic Expansion in Key Emerging Markets:

- **Underserved Market:** Latin America, with its high smartphone penetration and a young population increasingly interested in blockchain technology, represents a crucial emerging market. Historically underserved, this region lacks projects that promote decentralized application development while educating and empowering end users.
- **Exponential Growth:** By focusing on LATAM, we aim for exponential growth in users and use cases, which will increase global DOT demand, benefiting the entire Polkadot community.



2. Direct Contribution to Ecosystem Growth:

- **Multiplier Effect:** Although this project focuses on LATAM, its positive impact will resonate throughout the global Polkadot ecosystem. Establishing an active user base in LATAM will directly enhance network security, ecosystem stability, and the value of DOT worldwide.
- **Replicable Model:** This model can be replicated in other regions, demonstrating how focused strategies can drive mass adoption and expand Polkadot's influence.

3. Shift from Developers to End Users:

- **Broader Audience:** "SoyPolkadot" expands Polkadot's traditional focus beyond developers to include end users. This is crucial for mass adoption. Our focus on education and hands-on experiences will help turn everyday people into active Polkadot users, creating a broader, more diverse community.
- **Real Use Cases:** By focusing on end users, we encourage the creation of practical use cases that demonstrate how Polkadot can improve daily life, from microfinance to digital identity solutions.

4. Education and Mass Adoption as Key Success Factors:

- **Empowerment Through Knowledge:** By providing accessible educational content in Spanish, we break down language and technical barriers, making blockchain more understandable and easier to adopt. Education is the foundation for sustainable adoption, and this project is committed to empowering users with the knowledge to become active members of the ecosystem.
- **From Curiosity to Active Use:** Through events at fairs, chambers of commerce, universities, social media campaigns, and content on SoyPolkadot.com, we will convert initial curiosity into active Polkadot use, building a committed user base that sees tangible value in the technology.

5. Generating Engagement and Participation in the Global Community:

- **Global Community Involvement:** Although localized in LATAM, this project motivates the global Polkadot community to get involved, as its success will contribute to the overall strengthening of the ecosystem.
- **Fostering Decentralized Governance:** "SoyPolkadot" is an example of how decentralized governance can support initiatives that not only benefit one region but have a global impact. This project demonstrates the power of the community to make strategic decisions that promote Polkadot's growth and adoption worldwide.

Previous Experience in Blockchain Projects

Our journey into the crypto world began in 2013, when we started mining smaller coins like Solarcoin, Memory Coin, and Anoncoin. The gains were modest but gave us valuable experience in the space.

In 2017, we converted our initial mining profits into Ethereum and expanded our mining operations using a couple of GPUs. We also mined Monero using CPU power and diversified our investments into tokens from emerging projects of that time, including Monaco (now Crypto.com) and Tezos, along with participating in several ICOs.

A few years ago, we joined the Helium Network project by installing the first four antennas in Bogotá to support the network's decentralized expansion. Around the same time, we began doing staking on Polkadot, and after learning about Polkadot 2.0 and JAM, we decided to convert 50% of our savings into DOT, showing our belief in the potential of the Polkadot ecosystem.

Currently, we operate a couple of validators on Ethereum and are supporting the EigenLayer project. We reinvest all our gains into more Polkadot, which we stake continuously. We are strong believers in the power of the Polkadot community and OpenGov, which is why we decided to get involved with this governance project to help spread the benefits of Polkadot and its parachains throughout Latin America.

Project Team:

Pedro Sanabria

Creative Strategist and Digital Solutions Architect

Pedro is a renowned publicist and graphic designer, with a master's degree in Digital Business Management and a strong background in entrepreneurship. His career has been marked by leading high-impact digital projects, excelling as a project leader at the prestigious Casa Editorial EL TIEMPO and as a designer and publicist at Pearson Education. Pedro has demonstrated his expertise as a consultant and solution architect at Zalvadora, where he has guided the creation of innovative digital experiences. As Strategy Director at ArtMax and CEO of the startup Nursy, Pedro combines his creativity with a strategic approach, bringing a unique vision that drives projects to success..

<https://www.linkedin.com/in/pedrosanabria/>



Horacio Reyes

Visionary in AI, Blockchain, and Digital Business

Horacio Reyes is a renowned expert in artificial intelligence, blockchain, eLearning, and digital business, with an impressive track record in leadership and technological development. As the founder of Zalvadora, he has been a pioneer in integrating emerging technologies to transform industries. His experience includes leadership roles such as VP for Latin America at the Ilumno network of universities, Director of Engineering and Design at Experian, and Project Manager at Alcatel-Lucent. Horacio has also led new technology initiatives at Emgesa and has been a prolific entrepreneur with multiple projects in the tech sector. His innovative approach and ability to lead cross-functional teams make him a key asset for the success of any project. <https://www.linkedin.com/in/horacio/> (28k followers)



Iván Colmenares

Cloud Computing and Blockchain Expert

Iván is an expert in cloud computing, virtual machines, telecommunications, and blockchain, with a strong track record in the tech sector. As an entrepreneur and owner of Setcom, Iván has put his passion for technology into practice, building robust solutions for his clients. His professional experience includes prominent roles at leading companies such as Alcatel, Lucent, and Nokia, where he has managed complex projects and contributed to advancing technological infrastructure. The combination of his deep technical knowledge and entrepreneurial spirit allows him to offer innovative and scalable solutions that are essential to the success of the projects he leads.

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Budget request:

USD 219,000 or 49,773 DOT (average DOT price at \$4.4).

Item	Quantity	Unit Price	Budget Requested
Participation in mass fairs (3 fairs)	3	21,000	63,000
Model for 3-day fairs	9	1,050	9,450
Clothing for model	3	585	1,755
Stand construction (1 stand for 3 fairs)	1	18,000	18,000
Stand storage between fairs	12	495	5,940
POP material (hats, USBs, mugs)	200	17	3,300
Posters, brochures, onsite materials	3,000	3	9,900
PDF/videos for QR code downloads	10	330	3,300
Polkadot expert in stand (9 days across 3 fairs)	9	1,650	14,850
DOTs to reward participants (5,000 users)	5,000	8	42,250
SoyPolkadot memecoin for community	1,000	8	8,450
Server, hosting, domain, support (1 year)	1	1,105	1,105
Web content creation, tutorials for specific industries	30	195	5,850
COMMUNICATIONS			
Text posts for Twitter and communities (365 posts)	365	12	4,216
Posts with images/animations (182.5 posts)	182.5	33	6,023
Short videos for social media	10	578	5,775
Entrepreneur meetings at local commerce chambers	12	660	7,920
University meetings (art/music students)	12	660	7,920
Total			219,003

Savings during the project's execution, such as lower fair participation fees or stand construction costs, will be reinvested to generate more user engagement activities.

Project Wallet: 18MUxKCjW5MJQcDgsRMypAWoKoDhHkrp81QDvMfH4PoVqY Polkadot Name System: Soypolka.DOT

Key Project Factors:

- Participation in 3 major fairs (Colombia 4.0, International Book Fair, SOFA – Leisure and Fantasy Expo) in Colombia to promote Polkadot to end users.
- Meetings with local entrepreneurs at **chamber of commerce events**.
- Engagement with **art and music students** to demonstrate blockchain use cases in their projects.
- Building a user community via social media.
- Creation of workshops and web tutorials to educate users on Polkadot.
- Incentives with DOTs, memecoins, and NFTs to encourage participation.

We invite the community to review and comment on the proposal by emailing polkadotparatodos@gmail.com or joining our Discord channel: <https://discord.gg/kKuNbM8H>