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Zyler Proposal: The Phased Plan



Zyler9985 · [Follow](#)

5 min read · May 3, 2022

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I'd like to present the phases for my proposal, ie. my plan in greater detail.

The goal is to create articles that educate, entertain and raise awareness to a wider audience. The value this adds to the ecosystem is in attracting people of all kinds and talents to join — it may even appeal to people already in our ecosystem to prioritise and engage more. They could be used for both grassroots marketing and paid advertising on mainstream crypto websites (for later when the time is right).

The best way I can contribute is by making content, but I will need help with distribution. For example, those who command more followers than me can help with exposure and visibility by sharing and retweeting if they think it was a good article.

I had a think, and decided for this series quality was more important than quantity, so it will feature 5–6 articles.



Phase 1

These articles are for while Zenon is still early in its development.

- “**A concise overview of Zenon**” from original proposal, finished ahead of schedule. I thought it was important to try and appeal to people who are time-poor/ have a short attention span. It also has helpful links all in one place for a beginner. Furthermore, I envisioned a synergy between this article and ape’s guide where one can be considered a shallow-dip into the project and the other a deep-dive. In a future social media campaign, both could be posted in comments separately or together. Just as an example, one person comments “to briefly learn more” and another comments “for a deep-dive” or something along those lines. I will update this as Zenon matures.
- “**How Zenon Mirrors the Bitcoin Ethos**” from original proposal, finished ahead of schedule. We have already been socially bridging to the \$RUNE community thanks to the efforts of @mehowbrainz on twitter who is taking incredible initiative there, so I wanted to try and appeal to Bitcoiners more. In the process of writing it, it turned out quite differently to how I originally planned it — for the better, as the warm welcome it got is something I’ll never forget. I’m going to keep this updated, for example the innovation section once Hyperspace is complete, but I’ll also archive the original somewhere.

- “Putting the ‘Z’ in Decentralized” not mentioned in original proposal, currently drafting it. **Problem 1:** Many people don’t really understand what decentralisation is or why it’s important, some examples of centralised mis-steps. **Problem 2:** More needs to be said about the grassroots marketing which has occurred, including the public incentivised testnet twitter quests. **Problem 3:** No one has really talked much about QSR’s distribution (it’s overlooked because no market/coingecko listing yet; but it needs to be talked about as it is the other half of the dual-coin model for infrastructure and gas). **Solution:** An article discussing all 3 things. Part of the NoM’s strength is its decentralisation. The apps on the NoM will inherit the NoM’s strength; so if we have confidence in the NoM’s strength, the Apps will inherit that confidence as well which will help with future marketing for its adoption. Will also mention the movement of coins across CEX, DEX and OTC. I have already published a draft, unfinished article of this on Medium (without sharing it on twitter) that is just about the QSR distribution; will reach out to Shazz to see if he can incorporate this in the ape’s guide, or his version of it.

Success criteria: All three articles are completed and shared on twitter by deadline of 30/5/2022. They must all be of a high quality, which can be hard

to judge because of how subjective writing can be, so perhaps factor in what you think, the community sentiment and social media engagement.

Unlocked funds: 100 ZNN, 2000 QSR

Phase 2

Some of these I can already partly make, others I need to wait for the project to mature further.

- “**The Power of NFTs on Zenon**” not referred to in my initial proposal, is a new idea and currently working on it. **Problem 1:** Most people feel they don’t really understand NFTs, and only think in terms of digital art as a use-case. **Problem 2:** Most people don’t feel they understand Zenon/ the benefits of NFTs on Zenon. **Solution:** Article that explains both things. I’ve been learning more about NFTs and I’ve had to use about a dozen different sources — I’d like to combine it all into one concise article that explains it simply to build a foundational understanding, followed by the benefits of being done on Zenon. And of course, you can expect jokes about a criminal mastermind screenshotting each of the bored apes.
- “**An Investor’s Thesis For Zenon**” the previous articles have laid the foundation for someone to understand Zenon, and many will have already formed their own thesis organically. Still, there is a place for a

more direct piece which will not claim to be “the thesis”, but is “my thesis”, perhaps it will finish the job of reaching through to some people still undecided about devoting their time, energy, talents or capital to Zenon. Will try to do this in a logical manner, eg. refer back to this article to understand XYZ, or the next section assumes you have read xyz ... there may be a pre-requisite reading section. Will review projects on accelerator Z/hyperspace so far. Will also cover speculation about Bitcoin’s future, some crossover in this article. Will cover a list of Zenon achievements so far to build trust, how regulations won’t bother Zenon the property/security issue, tokenomics supply and demand for both coins, the simplicity of the ZTS, also touch on current and future narratives including AI/ML/Big data, tokenisation of everything etc. Will be some moonboi talk in here with some memes and charts talk.

- Possibly another article before the investor’s thesis one, again this will be to make sure they have the requisite understanding before the thesis can hit them. Or may break the thesis into two parts, or one aspect of the thesis may become a long section warranting its own article.

Success criteria: The 2–3 articles in phase 2 are completed and shared on twitter by deadline of 21/8/2022 to allow for ~3 weeks after completion of Hyperspace. They must be of a high quality, which can be hard to judge

because of how subjective writing can be, so perhaps factor in what you think, the community sentiment and social media engagement.

Unlocked funds: 3000 QSR



Written by Zyler9985

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Why Zenon Is Going To Zero

Bitcoin's early days were fraught with struggle.

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Zenon Network: Alien Plans For Bitcoin

The purpose of this article is to explain and outline Zenon's roadmap with specific focus...

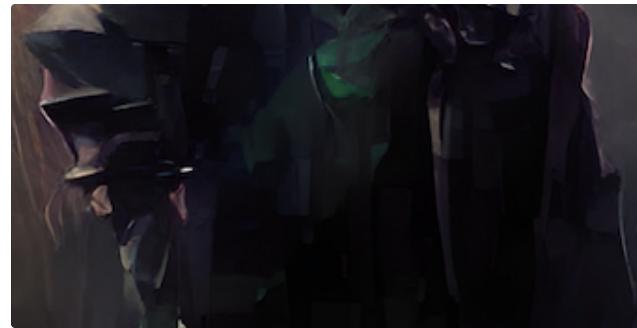
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Zenon Network: A Zenocracy in Peril



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Zenon Network: A Noir Story

Disclaimer: This short story is a work of fiction and does not constitute financial advice. It...

After the events of Zenon Network: A Noir Story, our detective's journey isn't quite over...

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 Software Development Engineer

Seattle, WA

Mar. 2020 – May 2021

- Developed Amazon checkout and payment services to handle traffic of 10 Million daily global transactions
- Integrated iframes for credit cards and bank accounts to secure 80% of all consumer traffic and prevent CSRF, cross-site scripting, and cookie-jacking
- Led Your Transactions implementation for JavaScript front-end framework to showcase consumer transactions and reduce call center costs by \$25 Million
- Recovered Saudi Arabia checkout failure impacting 4000+ customers due to incorrect GET form redirection

Projects

NinjaPrep.io (React)

- Platform to offer coding problem practice with built in code editor and written + video solutions in React
- Utilized Nginx to reverse proxy IP address on Digital Ocean hosts
- Developed using Styled-Components for 95% CSS styling to ensure proper CSS scoping
- Implemented Docker with Seccomp to safely run user submitted code with < 2.2s runtime

HeatMap (JavaScript)

- Visualized Google Takeout location data of location history using Google Maps API and Google Maps heatmap code with React
- Included local file system storage to reliably handle 5mb of location history data
- Implemented Express to include routing between pages and jQuery to parse Google Map and implement heatmap overlay



Alexander Nguyen in Level Up Coding



Unbecoming

The resume that got a software engineer a \$300,000 job at Google.

1-page. Well-formatted.

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It's August in Northern Virginia, hot and humid. I still haven't showered from my...

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A screenshot of a travel booking website. At the top, there are navigation links: WHO WE ARE, COOPERATION, BLOG, COTTAGES, TAKE CONTACT, REGISTER YOUR CABIN, and a search icon. Below the header is a large image of a lake at sunset. Overlaid on the image is a search form with fields for 'Where are you traveling to?', 'Arrival date' (dd.mm.yyyy), 'Departure date' (dd.mm.yyyy), 'Persons' (1 person selected), and a red 'FIND!' button.

Artturi Jalli



Derek Johnson

I Built an App in 6 Hours that Makes \$1,500/Mo

Copy my strategy!

⭐ Jan 23 ⚡ 19.8K 💬 210



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 Derick David in Utopian

Crypto Is Dead.

I've been in crypto for years now, I saw it all—the highs, the lows, and the memes. I worke...

⭐ Jan 31 ⚡ 3.4K 💬 233



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I'm Unemployed for Over Two Years (as a software engineer)

In 2022, I worked on a contract as a software engineer at Apple. Apple dissolved our entir...

⭐ May 31 ⚡ 4.6K 💬 113



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 Karolina Kozmana

Common side effects of not drinking

By rejecting alcohol, you reject something very human, an extra limb that we have...

Jan 21 ⚡ 41K 💬 1083



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