1. Preface

This document outlines the RChain launch and developer outreach plan for 2018 and 2019. Based on a request by the Co-op, Pyrofex, Pithia and Reflective Ventures, this plan was put together by a 14-person work group in partnership with Patrick from the Co-op. The work group members are also Co-op members and have launched and grown multiple developer platforms in the past.

The plan below is an initial draft to kick off the conversation about outreach efforts amongst the RChain community. The next step is to share a draft of this plan with everyone in the community on February 28th to get feedback about the plan, goals and overall vision of outreach efforts. The feedback and comments period will be between March 1 to March 15. We will then finalize the plan based on community feedback and work with the Co-op and relevant entities (i.e. Pithia and Reflective) to allocate budget towards the initiatives thatsare approved. The tentative budget in this draft is $7MM over two years ($3M year 1 and $4M year 2 distributed semi-annually in tranches) with $6MM in RHOCs/REVs and $1MM fiat. Once we finalize the approved initiatives, we will work with Co-op leadership to breakdown the initiatives in this plan to enable any Co-op member to pick a task and work on it for a bounty distributed from the plan's budget. Please fill in this quick survey if you are interested in helping execute this plan after it's approved. [Appendix 1: Budget] to execute the plan and reach goals outlined in section 3.

Given our experience building developer ecosystems, we believe that an overly promotional tone or hard-hitting marketing tactics will not work with developers. Instead, to encourage developers to adopt RChain, we will focus on educating developers about our platform and support their efforts to build dApps. This plan covers high level initiatives we expect to kick start and execute over time. In parallel, we are working on immediate activities like helping Pyrofex with their next release coming up on March 29th. To create this plan, we spoke with more than 10 developers who tested the RChain SDK, leaders of Open Source communities such as Ansible, RedHat, Docker and Kubernetes and RChain members. We also shared the plan with representatives from Pyrofex, Reflective Ventures and Pithia and incorporated their feedback.

2. State of the Market

The global Blockchain market size is expected to grow from $411.5 MM in 2017 to $7,683.7 MM in 2022, at a Compound Annual Growth Rate of 79.6%.[1] Financial services, specifically capital markets, payments and insurance are driving the growth. Digital identity is projected to grow the fastest. New sectors will also to emerge. These will include government and public goods, non-profit, healthcare, media and entertainment, games, digital and physical supply chain, manufacturing, energy and others. We are already beginning to see blockchain companies emerge in non-financial sectors. For example, the US Department of Energy selected a few organizations to help develop blockchain cybersecurity technology. Microsoft is testing blockchain in travel[2] and BlockRX is transforming drug development.

Developers exploring blockchain are evaluating platforms like Ethereum, R3 Corda, Hyperledger Fabric, Cardano and others. Ethereum is the most popular public blockchain platform with nearly 1,000 distributed applications (dApps). Their framework Truffle has been downloaded 200K times. They have 220 active contributors to their core code and 12K+ developers following. CryptoKitties, GameCredits and FunFair in gaming, Iconomi in asset management and Storj in storage are examples of popular dApps built on Ethereum. On the other hand, enterprise companies are running POCs (proof of concepts) and testing various platforms. Major firms like HP, Thomson Reuters and the Moscow Stock Exchange have tested integrations with R3 Corda, Hyperledger Fabric and permissioned versions of Ethereum. Ripple has also been able to attract several large banks and mainstream financial service firms to test applications using their xCurrent Network for cross-border remittances.

When compared to the 15MM active global software developers[3], the blockchain space with thousands of developers is nascent. It is also fragmented with dozens of different protocol specifications being developed and hundreds of isolated networks being built on these protocols. The majority of these networks are deployed at small-scale for testing as many enterprises focus on building closed networks within their trust boundaries i.e. across business units or with trusted partners. There are no clear winners and there is opportunity for new platforms to solve challenges faced by developers today. The first platform to address these challenges will attract new developers and enterprises and become a leader in this market.

Aside from regulatory risks, developers testing and using blockchain platforms have expressed frustration with speed and scalability, interoperability, ease of programming and security [Appendix 2: Developer challenges]. Enterprise developers also cite reluctance to change and potential issues with data protection laws as reasons to not adopt. Several companies like Tezos, Cardano, Nano and Radix claim to have a platform for developers to build scalable dApps [Appendix 3: Side by side comparison of new companies]. Ethereum is working on a multi-pronged approach to solve the scalability problem. This includes Vitalik Buterin's core 'sharding' solution[4] and a subsidy program designed to reward developers, universities and companies[5].

3. RChain Background

RChain is a new type of blockchain technology. Its goal is to provide content delivery at the scale of Facebook and process transactions at the speed of Visa. It is perceived by the crypto community as the most well known 'under-the-radar' project due to the focus on building the platform as opposed to large scale marketing. Notable researchers Vlad Zamfir, Farmville creator, Sizhao Yang and others have endorsed the project because of its highly mathematical approach. Crypto enthusiasts consider RChain a top project for 2018 because of the support. RChain will work with Pyrofex to roll out an array of releases, tools and partnerships this year. These will start to demonstrate RChain's performance and scalability claims and inspire application developers. These include an SDK (released in February 2018), Testnet, a demonstration of Casper running on multiple nodes, and the MainNet releases (codenamed Mercury) [Appendix 4: Roadmap of releases]. RChain will partner with Pithia to bring identity, wallets and other relevant tools to the platform. RChain also invested in Reflective Ventures which will invest in blockchain startups and encourage them to adopt the RChain platform [Appendix 5: Summary of Reflective investments].

RChain has made limited investments in marketing to consumers and developers. The Co-op maintains a presence on the major social channels with the community most active on Twitter, Telegram, Discord and Reddit. Greg Meredith hosts a weekly meeting every Wednesday Live on YouTube at 11 PDT to brief members on latest developments. In the spirit of 'openness & transparency', RChain has experimented in participatory budgeting. Community members work through GitHub issues, set budgets in RHOC and execute autonomously. The process continues to improve and shows promise. Activities such as the Epicenter interview of Greg Meredith and Nash Foster[6] and translations of important documents are examples of autonomous initiatives. Co-op members also curate content from live channels into a community newsletter. RChain publishes posts on Medium and wants to create high quality videos to market feature releases. These one off marketing efforts can benefit from a unified strategy (goals, tactics, directions, etc.) that all community members can get behind.

Given that it is early days for the platform, the RChain developer community is small. As of early February, RChain main GitHub repo has 13 contributors (6% of Ethereum), 111 stars (.08% of Ethereum) and 28 nodes connected (.001% of Ethereum) with around four applications committed to development (.04% of Ethereum)[7]. We will need to significantly increase these KPIs as we get closer to the Mercury launch. The developers who are familiar with RChain are excited about the platform's potential. However, they were unhappy about the lack of and scattered nature of documentation [Appendix 6: Developer feedback summary]. 2018 is a make or break year for RChain. It is critical that we start to tell our story to developers and launch efforts to reach them. This will set the stage for a successful Mercury launch. We will also need to coordinate efforts between RChain Co-op, Pithia, Reflective Ventures and Pyrofex. The entities will work together to onboard, educate and grow Rholang Developers, differentiate RChain and manage expectations.

4. Goals

The vision is for RChain to be **the** platform for developers who want build on a highly scalable, secure and easy to use public or private blockchain. We aim to realize this vision in 2020 following the Venus launch. We will achieve the following goals (developed in partnership with all RChain entities) and KPIs in 2018 and H1 2019 to realize our vision:

1. 5 enterprises to create proof of concepts (POC) on RChain [Pithia + Co-op]
2. 24 startups or blockchain dApps commit to building on top of RChain [Pithia + Ventures]

3. 100 dApps created (10% of Ethereum)
4. 66 active RChain developers as measured by Git contributions (33% of Ethereum)
5. 500 live nodes by the Mercury launch (1.85% of Ethereum)
6. 1K SDK downloads or feedback provided via https://forum.rchain.coop/
7. 10K developers signed up to get notified when Mercury launches

We will also measure programs again KPIs such as weekly debrief views, Git watchers, social mentions, conference attendance, and developer portal views [Appendix 7: Full list of KPIs].

5. Tenets

Focus on our values. No fluff marketing: We will continue the factual messaging and tone that RChain has followed to date and focus on educating developers to drive adoption through our values versus using a promotional tone.

Align on a single long term strategy: We'll focus on investments that will achieve the long term outcomes.

Be inclusive and transparent: The plan, tactics and results will be open to all Co-op members. Everyone has a spot to contribute and there's no one in charge. We will create mechanisms to gather feedback from the community and reward them for supporting our plan.

Focus on quality: We'd rather have less dApps that are high quality versus a big number of dApps with low transaction volume.

Scale through process and automation: We will set up the infrastructure early on to scale our outreach.

Not to be everything to everyone: We will play to our strengths and not try and solve every problem that comes up.

6. Target Segments [Appendix 8: Developer Personas]

Mavens: They are math and computer science professionals who are enthusiastic and early adopters of blockchain. They may be familiar with asynchronous, functional programming and languages like Haskell, Scala and Ada. There is high demand for individuals with their skill set. Mavens are people that really understand the importance of correct-by-construction approach with Rholang, and may overcome the friction to learning Rholang because they want bug free and correct by construction code. They believe in the decentralization of power. We expect these to come from and migrate from the Ethereum community.

Motivation: They are early adopters and like blockchain technology because it's new and decentralized. They are tinkerers that love to point out what's broken and sometimes offer solutions. They may have worked on or are currently working on dApps to pick up a new skill. They may not be interested in becoming full time professionals in the space.

How do they learn? Platform specific documentation, GitHub and events e.g. meetups, hackathons and conferences.

Examples: Great examples of this segment are Mike Stay, Dan Connolly, and Tim Rein [Appendix 9: Profile summary].

New blockchain developers: They are mostly beginners and can be divided into students attending universities or even highschool and self-learners. The highschool students enjoy a fun environment to learn like live code sessions on Twitch or even local hackathons while university students are undergrad or graduate students who sign-up for blockchain related courses and student groups. The self-learners are likely developers with varying proficiency who want to pick-up a new skill.

Motivation: Students want to learn about blockchain and participate in projects to improve their likelihood of finding an attractive job or launch a startup. The self-learners are looking to apply a new skill to switching roles or advance their career.

How do they learn? Twitch.tv, University classes, industry projects, student groups, local meetups and online classes.

Examples: Students of https://crypto.stanford.edu/cs251/ and https://blockchain.berkeley.edu.

Hunters: They are experienced developers building a startup with blockchain at its core. They are self-learners and highly entrepreneurial. Their teams are a mix of both technical and business people. Many of these may be evaluating or using Ethereum. We want to migrate the ones that care most about scalability to RChain.

Motivation: Build a startup on blockchain, generate exponential growth and revenue.

How do they learn: From startup leadership team, online communities, GitHub, etc.

Examples: Auditchain (accounting), FarmaTrust (counterfeit drug problem) and JoyToken (trustless gambling)[9].

Product extenders: These are companies who invest in R&D to explore blockchain. As identified by PwC, we will focus on financial services (including insurance), healthcare, hospitality and leisure as well as verticals important to RChain e.g. Music, identity.

Motivation: They want to use blockchain technology to cut costs or gain a competitive advantage. Small teams of 3-5 developers and strategists want to innovate and build centers of excellence within their larger organization.

How do they learn? Online content, conferences, certification programs and guided tutorials.

Examples: Marketing professionals, developers in medium to large companies and independent software vendors (ISVs) e.g. US Department of Energy, WebJet, Microsoft, HP, Thomson Reuters and Moscow Stock Exchange.

7. Messaging and Value Proposition

We will continue interviewing RChain developers and startups whom Ventures and Pithia invest in, and work with Pyrofex and the community to create 1) general go-to market messaging and 2) messaging that focuses on our target segments. We outlined a draft of messaging based on current conversations. [Appendix 10: Segment specific messaging]

RChain is building a scalable, secure and transparent platform (private and public) to deliver content at a global scale. We believe our values and approach is unique and want that message to be front and center when we speak with all developers. We also expect to speak about the new tech innovations we are creating and adopting like namespaces, Casper and Rholang. Below are a few messages we've identified so far based on conversations with developers (we expect these to evolve):

Be scale-first: RChain is the only platform based on a computational model specifically designed for concurrent systems, which can scale transactions for global scale. RChain allows multiple transactions to be processed in parallel and independently from each other enabling a merchant in India to sell groceries while allowing a fortune 500 company process transactions.

Have improved security: Thanks to encapsulated, encrypted and unique channels (similar to URLs) RChain not only enables faster transactions but also increase their security.

Maximize trust: RChain's economic model accounts for all node-related expenses and avoids misalignment of incentives, increasing transparency and trust of all users in the platform.

Easy to learn and use: RChain native language, Rholang – while different is simpler than Javascript. High school students can learn Rholang in an afternoon. Rholang syntax allows you to easily specify processes that run in parallel.

8. Execution Strategies

This section outlines key strategies and associated tactics to help achieve our vision. We want to start building the infrastructure right away while supporting with ongoing activities like the upcoming node.interpreter launch. The external outreach and messaging will be global with specific market hubs in the US (New York, Seattle, San Francisco) , Germany (Berlin), Netherlands (Amsterdam), China (Hong Kong, Shanghai), Korea (Seoul), Australia (Sydney), Southeast Asia (Singapore) and India, and will be timed to align with the roadmap shared by Pyrofex. [Appendix 13: Tactics Calendar]

a.   **Lay the groundwork to scale RChain outreach activities.** RChain needs to define the message, simplify the developer experience and create channels to reach relevant target audiences. These tactics below are must-haves and should be executed right away (within six months).

RChain messaging and value proposition ($50K, on-going): During an interview, few RChain developers asked to clearly define a value proposition that differentiates RChain from other projects. We are in the process of interviewing startups who Ventures invested in, developers who launched nodes or downloaded the SDK and experts in the space who are RChain enthusiast to learn why they like RChain. We will aggregate the learning and work with Pyrofex to create both a general go-to market message and messaging specific to our target segments. Over time, we will learn which audiences RChain's message resonates with and whom to deprioritize. We will create messaging and brand guidelines that Co-op members can use when speaking about RChain. This will help us create one voice to not confuse developers.

A central online presence with up to date messaging and documentation ($100K, 200K visitors): Developers gave us feedback that 1) information about RChain is difficult to find in comparison to other crypto projects 2) the RChain.coop page needs to better explain the main ideas behind RChain and 3) it's frustrating hunting for critical information across multiple destinations e.g. GitHub, Reddit, Medium, etc. [Appendix 14: Summary of developer feedback]. In the near term, we will re-design the RChain.coop page to act as the central hub for all RChain information. This page will link out to the developer portal, blog, GitHub and other pages. In the medium term, we will learn what types of content developers need, audit what exists across multiple pages and aggregate it in a way that will help newcomers easily on-board. The RChain.coop page will also host a page where developers can signup to learn about new developments. Registering will be the call to action for all outreach activities.

RChain Developer Blog & Channels like Twitch.tv ($200K, 1000K weekly viewers, 3+ posts/week): It is important to create a central repository of content that the community can share. The developer blog will be hosted on Medium and sit in the developer portal that Pyrofex is building. While a content manager would create and manage a calendar of content, we expect the community to contribute to it. All product and business updates would be first announced here. Posts would be easily searchable by topic. Over time, as the content repository increases in size, the blog would become a prime destination for developers to learn about our platform. Co-op members would be rewarded for authoring content related to the blockchain space and interviews with experts. We'd like to get to at least three blog posts per week about different aspects of Rholang, nodes, storage, dApps, etc. We also expect to use content we create along with evangelists and community members to create a Twitch channel to teach developers how to code.

Developer Evangelism Program ($250K, 10 evangelists): Today, Co-op members attend small conferences and host meetups to generate awareness for RChain. Our reach is limited because organizing meetups or applying to conferences is time consuming. Even though our talks have received positive feedback from developers and press, senior leaders from Co-op and Pyrofex can only commit to a few per quarter because of their many responsibilities. We create 'approved' developer evangelists that can speak on the behalf of RChain and increase mindshare within the blockchain developer community. The developer evangelist will 1) apply to and represent RChain at tier one conferences and meetups, 2) work with Pyrofex to create presentations which they and Co-op members can deliver and 3) post guest articles on relevant blogs.

Launch Readiness ($50K): In our conversations with Medha Parlikar and Kelly Foster, we learned that RChain is slated for multiple feature releases between now and the end of year launch of Mercury. The node.void and node.interpreter releases are scheduled for March 15th and March 29th respectively. We are creating a launch readiness plan which includes a blog post, a Q&A, promoting the announcement via social, forums, emails, etc. We will use the launch as a forcing function to launch early versions of programs and collateral e.g. the developer blog, an onboarding document, a launch readiness template and email program. [Appendix 14: Launch Readiness Program]

Presentations, getting started guides and marketing bill of material ($150K): The developer evangelists will work with Pyrofex to create a general presentation that ranges from level 100: Introduction to Ethereum and blockchain technology to level 500: How to launch your first dApp using the RChain blockchain. Our evangelists, and Co-op members will be able to select slides from this repository to tailor the talk to its audience's backgrounds and interests. All presenters will be required to fill out a form that captures questions and feedback from their talk. The goal is to make it easy and self-service for any Co-op member to promote RChain via a preferred method or channel [Appendix 15: Working draft of marketing assets and collateral road map].

Ongoing Research ($50K, monthly): It is important that we learn from developers interested in Rchain or similar projects about their motivations, how they learned about RChain, what they like, dislike, etc. Two weeks ago, we conducted an hour long interview with more than 10 developers interested in RChain. We think the initiation of the RChain Research arm is an extremely good idea which will have long term implications to the success of the project. We'd love to help formalize the periodic outreach and publication cadence associated with the project along with outreach to universities and academia (as described below in the academic outreach section).

Automation Infrastructure ($150K): We will develop or license tools to help us automate outreach efforts like automated emails that go out to developers who subscribe to updates. This also includes the analytics infrastructure required to automate reporting and KPI tracking across our channels.

b.   Accelerate trials. Leading up to the Mercury launch, we will accelerate efforts to drive trial. Today, early adopters hear about RChain from friends who are Co-op members, meet-ups, Ethereum forums, etc. In the medium term, we will implement an integrated outreach program that will reach tens of thousands of developers with our message across online and offline properties. The call to action will always be for the developer to sign-up to our mailing list, with a goal of 10K sign ups.

Conferences ($150K, Present at 10+ Blockchain and Industry Conferences): We will apply for speaker positions at the top 50 blockchain conferences globally. We will prioritize conferences such as the Crypto Valley Conference which focus on research and innovation in the space. We will also target conferences related to verticals that can benefit from Blockchain e.g. eTail West for online retailers. While the RChain developer evangelists will attend a majority of events, we will encourage Co-op members, especially leadership to participate when possible [Appendix 16: List of upcoming conference]. This will not only help RChain position itself as a thought leader and innovator but help identify avenues for strategic partnerships.

Meetups ($150K, 50 Meetups): We will host monthly meetups in Tier 1 destinations like Seattle and San Francisco. Our goal is to grow these meetups and host a global RChain conference in 2019. We will work with co-working spaces and university student groups to host e.g. Berkeley Blockchain Group. This approach will not only bring new developers to the platform but also help Ventures and Holdings identify potential startups to invest in. We learned that several developers who recently launched nodes and downloaded the SDK were introduced to RChain at a meetup. Ventures is also considering investing in a startup they met during the meetup at Runway Accelerator. As mentioned, we will also create a 'meetup in a box' that any Co-op member can use to start their own series of meetups. We'd support these initiatives via funding and by arranging for speakers as needed [Appendix 17: List of upcoming conference and application deadlines].

Hackathons ($300K, 40 hackathons): We will begin running blockchain hackathons to drive trial of blockchain dapps and begin creating a community that we can reach out to when Mercury launches. Hackathons will be global and decentralized. We'll create a 'hackathon-in-a-box' that lets the community run their own hackathons, similar to Startup Weekend's model.

RChain Ambassadors & Community Leaders ($50K, 10 community leaders): We will be most successful when we can get developers to talk to other developers on behalf of RChain. We will create RChain ambassadors in different places in the world who will engage with developers in forums, blogs and on social media groups. They will share tutorials, updates, and news related to RChain and also respond to comments and questions posted on the properties they are active in. For e.g. An RChain Ambassador may post a tutorial developed by Pyrofex on the RChain subreddit. She may also respond to a comment asking about projects related to scalable Blockchain infrastructure [Appendix 18: List of target forums]. We will follow a model similar to what Microsoft follows to manage it's MVP program. The RChain ambassadors will receive a monthly salary and the top 20% will be awarded a bonus in RHOCs every 6 months.

Influencer Program ($300K, 5 Tier 1 & 5 Tier 2 influencers recruited): We will recruit two tiers of influencers. Tier 1 influencers are renowned experts in the technology and blockchain space with hundreds of thousands of followers. We will reach out and have one on one conversations in an effort to get them to learn and write about RChain. Tier 2 influencers are active members of the blockchain developer community measured by their contributions to existing blockchain projects. We will create a standard package of incentives and action items for this tier. [Appendix 19: Sample list of tier 1 and 2 influencers].

SEO/SEM ($100K, 1K Sign-ups): Today, the first result for a 'RChain' search on Google yields an ad to a medium blog post by Giotto De Filippi, an ICO advisor. The first organic search point to Coinmarketcap.com. Following the launch the new Co-op home page and developer blog, we will invest in SEO and SEM to point people to relevant articles based on keyword searches like 'scalable blockchain' and 'blockchain development'.

Social media and ads ($500K, 10K engaged followers, 1M+ reached): Social media is an important channel. We will create a page on Facebook which RChain enthusiasts can follow. Types of posts would include road map developments, links to new blog posts, upcoming events and more. We will in create Facebook personas for developers we want to target and invest to boost these post to make sure our community is seeing the updates. Aside from Facebook, we will also run non-traditional paid media campaigns, which show ads on forums and websites that our target developers visit frequently.

c.   Educate and enable early adopters. We will target developers with varying levels of interest and expertise on how and why to build on the RChain platform. We will make available an extensive library of educational content – courses, instructional videos and sample code. We will also host a series of contests and offers to get developers excited about learning how to build their first dApp. We will support our educational efforts by making it quick and easy for developers to have their questions answered by RChain experts, be it Pyrofex or Co-op members.

Blockchain development degree ($400K, online degree program, 1,000 graduates): Online education platform Udacity partners with companies and industry experts to create degree programs in topics like deep learning, artificial intelligence and machine learning. It has tens of thousands of students enrolled in one of their Nanodegree programs. RChain will fund the creation of the world's first online degree related to developing decentralized apps. The program will be co-created by Pyrofex and a university partner like the Berkeley Blockchain Group. By introducing developers to Rholang and RChain as they are learning about blockchain development for the first time, we'll create an active community who will not only build and launch dApps but also contribute to the development of the platform.

Curriculum integration ($100K, at least 5 online courses and 3 university courses): Coursera is an online education platform that works with universities to launch courses on various topics. For e.g. their Bitcoin and Cryptocurrency Technologies course, built in partnership with Princeton University has nearly 200K views[10]. Udemy, an open marketplace for online learning, has hundreds of courses by independent instructors being sold on their platform. Many of these courses such as 'Become a Blockchain Developer with Ethereum and Solidity' have been purchased by several thousand developers[11]. Furthermore, top schools such as Stanford and Berkeley are offering blockchain development courses as part of curriculum[12]. We will reach out to and incentivize the creators of these courses to integrate our content into their curriculum. Students will learn about RChain development as part of their journey to learn how to become a blockchain developer. Incentives will include funds to create custom content, in-person talks by industry veterans, optional projects defined by RChain and more. [Appendix 20: List of top blockchain development courses online and Appendix 21: Top 10 university blockchain courses].

Forum.RChain.coop: While the RChain Co-op is active on Discord, developers expressed concern that their questions are sometimes left unanswered or it takes days to get a response. An inconsistent SLA risks developers getting frustrated and moving to a different platform. We will create a community of Co-op members who will be rewarded in RHOCs each time they respond to a developer's questions. We will also position Forum.RChain.coop which has 0 comments today as the central repository of questions and answers that developers can refer to. Qualified Co-op personnel will be assigned specific days where they are on point to respond to questions. This will ensure that each question on Discord and Forum is responded to within 24 hours.

Startup and dApp program ($1MM): We want to build a program that encourages startups to build on the RChain platform. This program will be similar to the AWS Activate program[1] which offers free AWS credits, business support, access to solution architects and more to funded startups to build on AWS. This program would offer Revs, online training, access to experts to help troubleshoot, etc. The program would target three tiers of developers 1) builders who are just getting started 2) portfolio

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[1] https://aws.amazon.com/activate/

who are startups accepted by our partner accelerators and incubators 3) portfolio plus who are startups that Reflective or Pithia have invested in. The standardized benefits would vary depending on developer tier.

Developer onboarding ($10K, Onboarding content and live ramp up sessions): As mentioned, it is difficult for new developers to find resources (documentation, FAQs, tutorials, etc.) to learn about RChain. We will create an onboarding program which talks to developers about the RChain vision, mission, our principles and values while pointing them to the most up-to-date resources in an easy to consume way. This content will be included in the welcome email that developers receive when they sign-up. Our CRM program will identify where in the RChain adoption life-cycle different clusters of developers are and automatically share resources they may find useful.

Case Studies (5 case studies): Pithia and Ventures are responsible for encouraging startups and enterprises to adopt RChain. We will identify at least 10 RChain proof of concepts (POCs) that showcase key use cases and create case studies. Case studies will cover the developer's journey from start to finish, implementation details and testimonials. They will be published on the Co-op's home page and be easily accessible to developers.

RChain dApp Challenge ($200K, 50 apps, and 1,000 participants): Companies have successfully launched competitions to encourage adoption of new services and platforms. For e.g. Amazon launched the AWS IoT App Challenge to encourage developers to build IoT apps using AWS Kinesis. The competition offered funds, AWS credits and mentoring as prizes to winners. Following the launch of Mercury, RChain will launch the dApp Challenge where winners will win cash prizes and REVs to further develop their idea. Top submissions will also receive support from Ventures and Holdings to further develop their idea. The competition will not only drive platform adoption but also act as a channel to identify high potential startups for our investment arms. The competition will also encourage faculty and online educators to integrate RChain into their curriculum.

First Party dApps ($500K, 5 dApps): We will work with Pyrofex, Pithia and Ventures to create a minimum of five dApps on RChain following the launch of Testnet. We will select use cases which showcase RChain's unique strengths. Our goal is to demonstrate the capabilities of RChain and Rholang at each critical release stage in a way that will educate other open-source developers to the possibilities they now have with that release and the best practices for using the platform at that stage, so that the innovation compounds with each release and the code can live on throughout Mercury, Venus, Terra and beyond.

d.   Grow through strategic partnerships. We will form partnerships with investors, incubators, large companies and universities to help Co-op, Ventures and Pithia achieve their business goals. Given that we are a small team and have limited resources, partnerships will help us scale our efforts. Aside from incubator and online education platform partnerships outlined earlier, we will look at the following types of entities –

Startup Accelerators & App Frameworks ($500K, 5 accelerators partnerships): There is a new wave of accelerators and incubators that are designed to support and grow the blockchain ecosystem. We will follow a two pronged approach to helping startups succeed on RChain. 1) We will help connect startups funded by RChain's investment arms to industry experts who can mentor them and 2) We will develop partnerships with prominent incubators and accelerators to help identify companies that Ventures or Pithia maybe want to invest in. The budget will be used to sponsor tier 1 startup accelerators and their events. The startup program budget mentioned above is in addition to this and we will promote the program to startups at these incubators [Appendix 14: Sample list of blockchain funds and accelerators and Appendix 15: Top 20 startup accelerators].

Blockchain advocacy and education groups ($400K): We will form and grow relationships with groups whose values and strategies are in line with our own. For example, the ongoing relationship with www.blockchainedu.org has connected us to their teams and chapters all of the world. Other groups being explored are the 'Global Blockchain Forum' and 'Wall Street Blockchain Alliance'. We want to position RChain as a thought leader in the space which will help us attract developers and also encourage startups and companies to work with Ventures and Pithia.

Universities ($300K, 8 TAs and Professors sponsored): Rchain is based on verifiable mathematics and deeply academic concepts. This differentiates us from other projects. The Cardano project has a similar message. Their marketing materials reflect this. Feedback we received from blockchain enthusiasts indicated that they are viewed as the 'de-facto peer reviewed

platform'. Given the roots of RChain, we believe that the platform can be recognized as the most academically grounded and peer reviewed project. University outreach and subsequent validation as the project meets key milestones can be a powerful message and further position RChain as a thought leader. Greg Meredith is set to tour 7 universities by March end [Appendix 22: List of universities toured]. Co-op members have alumni ties to additional top universities can expand these efforts [Appendix 23: List of top universities Co-op members are alumni of].

Large and mid-size corporations ($90K): Several developers have a preference for their 'SDK of choice' and are much more likely to use a certain platform or language if it is compatible with their preferred SDK. In the long term, integrating Rholang with prominent SDKs will help developers adopt the language. Prominent development platforms to consider are Microsoft Visual Studio, Oracle Java ME and SE SDK, Amazon AWS SDK and Google Cloud SDK. We will create a plan with Pyrofex to drive these integration efforts based on RChain product roadmap. Members of our group and Co-op hold leadership positions in these companies and can help. We will also support Pithia's efforts to get 5 companies to launch POC's on RChain. For example, the Berkeley Blockchain Group has a consulting arm that analyzes opportunities and creates POCs for companies. We'd partner with them to build these POCs on RChain.

9. Plan roll-out, Budget and Headcount

Based on the initial draft of this plan, we recommend an investment of $7MM over two years ($3M year 1 and $4 year 2 distributed semi-annually in tranches) with $6MM in Rhocs/Revs and $1 MM fiat. This includes marketing budget already allocated including

1). growth lead to drive the all up execution of the plan,

2). events and education lead to manage conferences, speaker opportunities and education. The spend will be used to execute the tactics outlined in the plan and hiring high caliber part time or full time roles who will be in and report to the Co-op,

 3). developer engagement manager to own marketing automation, email, ads and SEO/SEM,

 4). content manager to own the blog, PR and working with Pyrofex on relevant content,

 5). business development lead to own partnerships to help RChain scale and

 6). developer evangelist to speak at relevant events and conferences and create content for blogs.

While there are a few key roles that are important to hire for, we expect the community to help make this plan successful and evolve it. The roles mentioned above will break down tactics outlined in the plan into micro-activities and post it on GitHub then execute on some of the tactics. Co-op members will support by evaluating which activities they can lead based on the expertise and network and be rewarded in Rhoc for it. Lastly, members of our group can act as advisors and manage the execution of strategies based on interest and expertise.

10. Dependencies

This section outlines the dependencies to successfully execute this plan. We assume that 1) there will be clear communication about product roadmap and any changes to it, 2) We are able to work with developers and Pyrofex to learn about what works and what doesn't, 3) Co-op members are interested in a bounty program and will be willing to help, 4) Pyrofex is able to deliver on the roadmap and platform delivers as promised, and 5) timely and successful hiring of marketing managers as described in the headcount.

11. Appendix

The Appendix document can be found at the following link:
https://docs.google.com/document/d/1s62wKvESmiwxL48u-CA5ioU3wfGs4TwCvmbIghbjPoU/edit

https://docs.google.com/document/d/1tfoZMB7tedcsqZG6enGsCN4qR6l6AZSCUNrdMUs_0c4/edit

DocuSign Envelope ID: 546E7F58-7E17-49A4-9090-ACFF39EDFC7A
RChain CO-OP   RChain Launch & Developer Outreach Plan - Draft   2/28/2018

12. Citations

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