



CryptoXNC Closeout Report

Revised Nov 23, 2024

Name of project:

Cardano House | RNC & DNC 2024 Policy & Education Centers (Awen)

Project URL on IdeaScale/Fund:

<https://cardano.ideascale.com/c/cardano/idea/113819>

Your Project Number:

1100056

Name of Project Manager:

Ian McCullough

Date project started:

Mar 11, 2024

Date project completed:

November 21, 2024

List of challenge KPIs and how the project addressed them

Outlined in the [Fund11 Cardano Open: Ecosystem \(non-technical\)](#)

- The goal of the Cardano Open: Ecosystem (non-technical) category is to drive ecosystem growth, foster education and community initiatives, expand Cardano's global footprint and onboard more Cardano users.

See full detail in our [Design Blueprint](#)

1. The project provided blockchain education during high-profile political events, targeting policymakers, community leaders, and the general public.
2. Engagement was achieved through in-person and virtual channels, including active Q&A sessions, networking activities, and social media outreach.
3. Discussions were held on decentralized finance and crypto regulations, involving influential speakers such as Congress members and policy advocates.

List of project KPIs and how the project addressed them

1. **Attendance Goals:** Successfully hosted ~100 attendees each at CryptoRNC and CryptoDNC events, with participation from key stakeholders, including policymakers and blockchain experts.
2. **Media Coverage:** Secured coverage from major outlets like USA Today, Bitcoin Magazine, and Bloomberg, elevating visibility.
3. **Partnerships and Inclusivity:** Collaborated with partners such as Stand With Crypto and ensured diverse representation among speakers, fostering inclusivity.

Key achievements (in particular around collaboration and engagement)

- **Successful Engagement:** Achieved significant engagement from a wide spectrum of attendees, including policymakers, venture capitalists, blockchain professionals, and community members. Learn more in our Milestone 4 Report.
- **High-Profile Speakers:** Included notable speakers like Congressmen Bryan Steil, Wiley Nickel, and Bill Foster, as well as industry leaders such as Kara Calvert (Coinbase) and Cynthia Yang (IOG).
- **Media Recognition:** Garnered media attention from multiple major outlets such as BBC, MarketWatch, Wall Street Journal, Bloomberg, highlighting the impact and importance of blockchain discussions within the political arena.

Key learnings:

- Navigating the complexities of political events highlighted the need for aligning our messaging effectively with policymakers' priorities.
- Securing press coverage during conventions required a strategic mix of press releases, personal outreach, and leveraging relationships.
- Established connections significantly contributed to event success by helping attract quality speakers and fostering strong partnerships.

Next steps for the product or service developed

- **Future Events:** Plan to replicate the CryptoXNC model for upcoming political events, including the 2026 primaries and the 2028 general election, to continue advocating for blockchain policies.
- **Partnership Expansion:** Seek additional collaborations with political organizations, educational institutions, and blockchain advocacy groups for future initiatives.

Final thoughts/comments:

The CryptoXNC project successfully bridged the gap between blockchain technology and political discourse, fostering meaningful dialogue and building valuable connections. This was made possible through the collective effort of our team, partners, and participants, and we are optimistic about future initiatives to expand on this work.

See more information in the [Project Summary Report](#)

Links to other relevant project sources or documents:

- [Milestone 1: Setup Report](#)
- [Milestone 2: Design Blueprint Report](#)
- [Milestone 3: Logistics and Community Engagement Report](#)
- [Milestone 4: Production and Inclusivity Report](#)
- <https://cryptdnc.com>
- <https://cryptornc.com>
- https://x.com/crypto_rnc
- https://x.com/crypto_dnc

Link to Close-out video:

[YouTube Link](#)