



# CryptoXNC Project Summary Report

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# Milestones Reports Overview

The CryptoXNC project has progressed through four key milestones, each contributing significantly to the overall success of the initiative. This overview provides a summary of the reports and achievements from each milestone. These documents in each milestone will be referenced later in this closeout report.

## Milestone 1: [Setup Report](#)

This document provides detailed information on the locations, times, and venues of the events held alongside the Republican National Convention (RNC) in Milwaukee, WI, and the Democratic National Convention (DNC) in Chicago, IL. It covers the specifications for each event's physical setup and overall planning, ensuring the proper infrastructure for both conventions was in place.

## Milestone 2: [Design Blueprint Report](#)

The Design Blueprint outlines the structure, logistics, programming, and curriculum being developed for the CryptoRNC and CryptoDNC events. The report describes the event schedules, including kickoffs, knowledge base sessions, and closing parties. Each convention's three main topics are presented as "pillars," reflecting their priorities—economic policies, national security, and social issues for the RNC; social justice, welfare systems, and climate policies for the DNC. The curriculum includes educational resources from CoinCenter, Coinbase, and the U.S. Blockchain Coalition to foster a better understanding of blockchain technologies among political leaders and the general public.

## Milestone 3: [Logistics and Community Engagement Report](#)

This report focuses on the community engagement strategy for the CryptoRNC and CryptoDNC events. It highlights the various channels used for audience interaction, including social media, dedicated websites, and press releases. The logistics section offers comprehensive details about the agenda, venue setup, registration processes, and hospitality for both events. The events were designed to facilitate discussions among policymakers, blockchain experts, and thought leaders to bridge knowledge gaps and address misconceptions regarding the blockchain and crypto space.

## Milestone 4: [Production and Inclusivity Report](#)

The Production and Inclusivity Report reviews the inclusivity aspects of the CryptoXNC events. A diverse range of speakers contributed to the panels, and free attendance was provided to ensure accessibility. The report also summarizes engagement both in-person and virtually, with content available through recorded YouTube videos for those unable to attend. Survey responses indicate a high level of satisfaction, with attendees praising the event's organization, content relevance, and networking opportunities. Media and social proof, such as event highlights on social platforms and coverage by major outlets, are also covered in this report.

# Impact Assessment

## Overview of the CryptoXNC Project

The CryptoXNC project aimed to produce events to act as “blockchain education centers” during the RNC and DNC, providing a platform to educate policymakers, community leaders, and the public about blockchain technology. The project was designed to bridge the knowledge gap and encourage informed discussions around decentralized finance, crypto regulations, and the broader blockchain ecosystem.

## Participant Engagement

Throughout the events, we observed significant engagement from attendees across diverse industries. The participation at CryptoDNC and CryptoRNC included a balanced mix of policymakers, venture capitalists, executives, blockchain professionals, developers, and interested community members. Participant engagement was high, with active Q&A sessions, and networking activities, fostering a vibrant exchange of ideas.

For a full breakdown of the attendees, categorical meta-analysis, and comprehensive media and video proof, view the Milestone 4 document [Production and Inclusivity Report](#).

## Key statistics

- **CryptoDNC:** ~100 attendees, including Congressman Wiley Nickel and Congressman Bill Foster, as well as notable Cardano ecosystem contributors Silona Bonewald (Intersect Subject Matter Expert) and Cynthia Yang from IOG
- **CryptoRNC:** ~100 attendees, including Congressman Bryan Steil and Coinbase Head of US Policy Kara Calvert, as well as other blockchain advocates and policy experts.

## Feedback on Events

Read more about the feedback summary in the *Stakeholder Feedback* section of this document.

## Media Coverage

The events garnered notable media coverage. All can be found in the Milestone 4 document [Production and Inclusivity Report](#) archived in our [GitHub Repository](#). These include coverage from:

- **USA Today**
- **Bitcoin Magazine**
- **Bloomberg**
- **Reuters**
- **Wall Street Journal**
- **MarketWatch**
- **BBC**

# Insight Reports

## Outcomes

The CryptoXNC project achieved several key outcomes. Among the most prominent successes were the impactful talks and panel discussions that fostered meaningful dialogue between blockchain experts and policymakers, including notable speakers such as Congressman Bryan Steil, Congressman Wiley Nickel, Congressman Bill Foster, Kara Calvert, the Head of US Policy at Coinbase and Cynthia Yang, Head of Regulatory and Government Affairs at Input I Output.

Both CryptoRNC and CryptoDNC events facilitated media coverage from major outlets like BBC, Wall Street Journal, MarketWatch, USA Today, and Bitcoin Magazine helped elevate the project's visibility, while partnerships with key stakeholders such as Stand With Crypto strengthened the credibility and reach of our initiative.

These outcomes, as well as video recordings of the discussions can be viewed in the M4 [\*Production and Inclusivity Report\*](#).

## Lessons Learned

**Understanding Political Dynamics** We gained a deeper understanding of the inner workings of political environments. Hosting events at major political conventions highlighted the importance of navigating complex political dynamics and aligning our messaging with policymakers' priorities. Successfully fostering meaningful engagement required adaptability, clear communication, and a strong grasp of political protocols.

**Evaluating Event Impact** By employing both qualitative and quantitative measures—such as survey feedback, media mentions, and partnership outcomes—we were able to assess our successes and identify areas for growth.

**Engaging the Media** Attracting press attention during high-profile conventions was a significant challenge that required a strategic combination of press releases, personal outreach, and leveraging existing media relationships. Crafting compelling narratives and ensuring journalists had easy access to event highlights were crucial to securing coverage from major outlets. Additionally, establishing proper communication channels with organizing bodies and utilizing their infrastructure was vital to maximizing media exposure and ensuring effective communication.

**Leveraging Personal Networks** The power of personal networks became evident throughout the CryptoXNC project. Leveraging trusted relationships helped build confidence and legitimacy, attract high-quality speakers, and foster strong partnerships. Engaging with established connections added credibility to our initiative and contributed significantly to its overall success. This experience highlighted the value of nurturing and utilizing personal networks to create impactful events.

## Areas for Improvement

To ensure future success, more Cardano community involvement at our RNC event should be prioritized. Strengthening ties with the Cardano community will help increase participation and overall engagement, creating a more cohesive experience.

Additionally, outreach and marketing efforts could be enhanced with more press releases and strategic partnerships. Expanding media coverage and increasing collaboration with partners will broaden the audience base and ensure better representation of stakeholders.

Swag and NFT collectables (POAPS) could also be utilized to enhance attendee engagement. Providing memorable, event-specific collectables can help drive interaction and leave a lasting impression on participants, encouraging their continued involvement in future events.

Post-event follow-up communications need improvement. More surveys or larger datasets for surveys and more audience and community involvement could help in understanding the impact and maintaining momentum. Implementing a structured follow-up campaign could help keep the newly engaged audience informed and involved long-term.

Following the feedback from our survey results, the other areas of improvement were –

- More actionable, less passive
- More speakers, great event overall
- More Q&A
- More time for informal networking

# Stakeholder Feedback

## Post-Event Survey Results

The post-event surveys provided valuable insights from both CryptoDNC and CryptoRNC events. Overall, participants rated both events positively, with satisfaction scores averaging 3.8 for CryptoDNC and 4.6 for CryptoRNC. Attendees appreciated the content relevance, well-managed logistics, and networking opportunities at both events, though there is room to improve informal discussions and content accessibility.

To see all the event survey results in full, view the M4 [\*Production and Inclusivity Report\*](#).

## Sponsor and Community Member Feedback

Sponsors reported that they were pleased with the visibility they received during the events. They valued the networking opportunities, which led to useful connections within the blockchain community. Some sponsors suggested increasing sponsor engagement through more tailored activities or exclusive sessions.

Community members, including local blockchain advocates, provided feedback that the events addressed relevant and timely topics. They appreciated the inclusivity of the discussions but suggested that future iterations could benefit from even more beginner-friendly sessions to make the content accessible to a broader audience.

# Conclusion

## Project Summary

The CryptoXNC project was a successful initiative that positioned itself as a pivotal event at two of the most politically significant moments in the 2024 US Election Cycle —the Republican National Convention and the Democratic National Convention. The project effectively met its objectives of educating and bridging the gap between blockchain experts and policymakers, fostering meaningful dialogues and building connections. Through impactful talks, strategic partnerships, and comprehensive media coverage, the project significantly advanced the conversation around blockchain technology in a political context.

## Future Outlook

Looking forward, there is substantial potential for repeating crypto policy advocacy at other large-scale political events. Future initiatives could replicate the CryptoXNC model at upcoming political conventions or global blockchain summits, emphasizing the importance of accessible and inclusive content. Building on the momentum from CryptoDNC and CryptoRNC, we could form partnerships with additional political organizations, educational institutions, and blockchain advocacy groups. Follow-up events and educational workshops could further deepen understanding and maintain engagement among stakeholders.

We also envision the potential for hosting similar events during the 2026 primaries as well as the 2028 general election. These future events would provide an opportunity to continue bridging the gap between blockchain technology and political discourse, expanding our reach and impact during key political milestones.

## Final Acknowledgements

We would like to extend our heartfelt thanks to the Cardano community and Project Catalyst voters and staff for believing in the team and the vision, helping to make this event a success. We also extend our thanks to all participants, sponsors, speakers, and community members who contributed to the success of the CryptoXNC project.

Special thanks go to the entire CryptoXNC Team, including Ian McCullough, Maggie Schmidt, and Dr. Adam Rusch. We also want to thank our additional sponsor Stand With Crypto, as well as IOG and Intersect, for their invaluable support. We are grateful to the venues that hosted our events, including 1871 and Tortoise Club in Chicago, and Mission Comms in Milwaukee.

This initiative would not have been possible without the collective effort and dedication of everyone involved. We acknowledge the hard work, collaboration, and passion that made these events not only successful but also impactful for the broader blockchain community.