

7 Guidelines for a Successful Proposal

Ultimately, the success of your proposal depends on the idea behind it but we suggest following these steps to cover the process:

1. Draft your proposal

- a. Read the guidelines, read [other proposals](#), check proposal examples , use this document to help you form the proposal.
- b. Dedicate time to write a proposal. Clear, open and transparent proposal can increase your chances to win community approval
- c. Have someone read it before starting the discussion.

2. Manage your identity and reputation

- a. Try to [set your on-chain identity](#)
- b. Proposals are based on trust that promised work will be delivered on time and budget. If you are new, consider starting with the smaller proposals to prove your ability to deliver on time and budget. The first proposal or initial milestone should be as small as possible. Ideally less than a month. The focus should be for research & PoC. We want a deliverable to validate the idea and show the technical capability of the team before providing further funding.
- c. Grow your reputation!

3. Start a pre-proposal discussion

- a. Create a new post on the discussions tab in [Polkasassembly](#) or [Subsquare](#). Make sure you include an accessible URL to your proposal document.
- b. Once the post is published, share it along with your initial message on the [Kusama Direction](#) channel to open the discussion (create a [Riot/Element](#) account if you do not have one yet.)
- c. Be active on all channels and talk to members to discuss your idea. Make sure you include an accessible URL to your proposal document ("Read Only" mode if using a live document).

4. Run an enthusiastic campaign for your proposal

- a. Be ready to answer questions on the forums and on the channels.
- b. Appreciate all posts on discussion topics. Receiving a critical review is a good thing, getting a positive review is even better, not having any review at all is the worst thing that can happen to your proposal. Appreciate the time people spend on your topic.
- c. Review the proposal. Read the comments and see what suggestions may improve your proposal. At this stage your proposal is a live document, keep it updated and inform about changes. Include important questions and answers at the end of the

proposal. (If you need to change a large portion of the document, it is recommended to create a new discussion topic with the new proposal.)

- d. Run a discussion for a minimum period of one to two weeks (this also largely depends on the requested allocation). Try to answer all the questions and address all the concerns. Try not to leave any open questions before closing the proposal.

5. Submit proposal on-chain

- a. Create [the proposal preimage](#), if unsure always have someone to double check it - [Submitting a Referendum to the Kusama Network](#)
- b. Prepare the description of the proposal to update the Polkasassembly or Subsquare proposal page. Use only a short part of the proposal here to introduce the proposal, try to pick some sections from the Context, problem and Solution chapters.
- c. [Publish proposal](#) , check published proposal and add Decision deposit to it. Check the [OpenGov Wiki](#) guide for more details.
- d. Update Polkasassembly or Subsquare and include an accessible URL to your proposal document PDF created in the next step.
- e. Publish proposal as permanent PDF document that cant be changed. Easiest way for beginners is to share it from Google drive.
- f. If you are experienced user interested in promoting the ecosystem solutions, here are the steps how to publish it using the Crust network:
 - i. Polkadot.js - Developer - Files (IPFS) - Upload file (top left corner) - <https://polkadot.js.org/apps/#/files> - Upload - Sign and verify
 - ii. **Copy link in polkadot.js doesn't work**, need to get it from the Crust network
 - iii. Copy **file cid**
 - iv. [View status in Crust](#)
 - v. In Crust polkadot.js - Storage - Storage user - add file by cid
 - vi. Action - copy download link. Use this URL in your proposal
- g. Stay engaged with the community. Try to answer all the questions and address all the concerns in the proposal topic

6. Keep the community updated

- a. Stay committed and post regular reports on your progress
- b. Be honest and transparent. Inform the community about potential delays or problems that you encountered.

7. Deliver the project

- a. Show deliverables, results or any other relevant success metrics
- b. Create the final report and link it on existing proposal pages
- c. Stay engaged with the community. Try to answer all the questions and address all the concerns before closing the project.



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- d. Close discussion and enjoy the success. Grow your reputation. Use it as a reference on your future proposal

TEMPLATE PROPOSAL

(you are free to download this document and work on your proposal using the same sections on the template below)

Project name

(a short, descriptive and official project name)

1. General Project Information

Short description: *(explain the proposal in a single sentence using a clear, short and simple description of the project objectives.)*

Project Category / Type: *(fit the project in not more than two categories: Software development (wallets, clients, applications, tools, gaming, NFT...), Infrastructure and Network Operations (deployment, monitoring services,...), Marketing (content creation, advertising, paid features, collaborations...), Community events (meetups, hackathons, conferences...), Miscellaneous (research, services...)...)*

Proponent: *(proposal owner, it is recommended to use Identity associated with the KSM address)*

KSM address: *(associated KSM address to receive the funds)*

Requested allocation: *(requested allocation provided in both KSM and \$)*

Discussion date: *(provide the publish date and the URL to the post on the [Polkasassembly discussion board](#))*

Onchain publish date: *(provide the date proposal is submitted on-chain for voting.)*

Governance referenda origin call: *(provide the call origin: small spender, small tip,...)*

Previous treasury proposals: *(List URL of all previously submitted proposals, both accepted and rejected)*

Other: *(other relevant information not fitting in the categories above).*

2. Context

(Describe the project context and background in a narrative so the reader can understand your proposal. Talk about the circumstances that created a problem, opportunity and the idea in clear terms which can be fully understood and assessed. Introduce the proponent, their background, credential and the motivation)

3. Problem

(Describe the problem the proposal is trying to solve. Explain the problem, what do we know about it, why it is relevant and why the problem should be solved. Be brief and concise.)

4. Proposal

(Introduce the proposal and describe the goals. Explain what is the solution of the problem, what you have to do to solve it and how the success looks like. Relate to information provided in Context and Problem sections, try to address all of the points stated in the Problem.)

4.1. Available solutions

(Are there any similar projects or proposals? Provide the URL and explain how is your project different)

4.2. Scope of work

(This is a planning phase of your proposal where you need to determine the steps to achieve the project goals. You need to decide on milestones that lead to completing the goal, create a schedule with timelines for tasks and milestones, determine the communication channels, and think about deliverables. If you are unsure, always question yourself. What do you have to do? How do you plan to do it? Who is going to do it? When will you finish it?)

(The proposal should include a technical spec with enough details if relevant. For example, for pallet development, it should list all the provided extrinsics and storages. For smart contracts, it should provide a list of contracts and their public methods.)

4.3. Milestones

(The following 3 chapters: Milestones, Timeline and Budget; can be presented separately or combined in different ways. Different examples are provided and it is upon the proposal owner to decide what format is best suited for the proposal.)

(Define the milestones as a list of tasks with deliverables, resources and description. Try split the milestones into the smaller process steps i.e:

1. *Input phase or preparation for the actual work (examples):*
 - a. *Research - gather additional information about the problem*
 - b. *Background documents - search for the existing documentation*
 - c. *Audits - analyze the research data and existing documentation*
 - d. *Stakeholder interviews - gather the feedback from involved parties*
 - e. *Documentation - prepare the documents and other resources needed to start working*
 - f. *miscellaneous - other tasks required to prepare for the actual work (next phase)*

2. *Output phase or actual work phase:*

- a. *Task 1 -*
- b. *Task 2 -*
- c. *...*
- d. *The actual work tasks can be very unique and vary significantly depending on the project category.*

3. *Closing phase:*

- a. *Sign offs - conclude the project activities*
- b. *Deliverables - work on the project deliverables*
- c. *Final report - compile a series of metrics to display how successful the project was and lessons learned*
- d. *Launch/publish/handover the finished project*
- e. *Closing the project - communicating with the stakeholders and providing the Final report*

Milestone 1. – Preparation example			
Task	Description	Resource	Deliverable
Research	gather additional information about the problem	existing proposals and proposal feedback	Github repo
Stakeholders	gather the feedback	Forums , social media	Feedback document
Documentation	prepare the documents	Research, stakeholder feedback	Project templates

Milestone 2. – Work tasks example			
Task	Description	Resource	Deliverable
Task 1			
Task 2...			

Milestone 3. – Closing phase example		
Task	Description	Deliverable

Sign offs	conclude the project activities	Audits and closure of milestone 2 tasks
Deliverables	Prepare final deliverables	Github repo, website, infrastructure service...
Final report	Create the final report based on collected metrics	Final report to stakeholders (community)
Project launch	Deploy the infrastructure, web site, media channel...	
Closing the project	Finalize all activities.	Inform stakeholders about the completion of the project.

4.4. Timeline

(Timeline provides a list of tasks/activities in a chronological order of the entire project from start to finish. Timeline can be presented as a separate chapter or be integrated into the other chapters.)

Example 1:

Basic Timeline - example		
Milestone	Task	Time
1	Research	4h/day*30 days = 120h
1	Documentation	1h/day*30 days = 30h
3	Final report	2h/day*30 days = 60h
Total time		120h+30h+60h=210h

Example 2:

Detailed Timeline with man hours - example					
Milestone	Task	Engineer	Editor	PM	Time
1	Research	20h	60h	40h	120h
1	Documentation	-	30h	-	30h
3	Final report	10h	40h	10h	60h
Total time					120h+30h+60h=210h

4.5. Budget

(Budget describes how the funds will be allocated to implement the activities defined in the Milestones. Budget should be prepared with as much detail as possible and broken down into direct cost categories. Budgets can be combined with the Milestone and Timeline tables. Several examples are provided below)

Example 3:

Basic Budget - example	
Milestone	Cost
1	4h/day*30 days = 120h * 50 \$/h = 6000 \$
2.	1h/day*30 days = 30h * 100 \$/h = 3000 \$
3.	2h/day*30 days = 60h * 50 \$/h = 3000 \$
Budget	6000\$ + 3000\$ + 3000\$ = 12,000 \$

Example 4:

Budget and Work Hours - example			
Milestone	Task	Time	Cost
1	Research	4h/day*30 days = 120h	120h * 50 \$/h = 6000 \$
1	Documentation	1h/day*30 days = 30h	30h * 100 \$/h = 3000 \$
3	Final report	2h/day*30 days = 60h	60h * 50 \$/h = 3000 \$
Total budget	6000\$ + 3000\$ + 3000\$ = 12,000 \$		

Example 5:

Detailed Budget with Work hours - example					
Milestone	Task	Engineer 100\$/h	Editor 50\$/h	PM 80\$/h	Cost
1	Research	20h / 2000\$	60h / 3000\$	40h / 3200\$	7200\$
1	Documents	-	30h	-	1500\$
3	Final report	10h / 1000\$	40h / 2000\$	10h / 800\$	3800\$

Total budget	7200 + 1500 + 3800 = 12,500\$
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Example 6:

Milestone 1. with Timeline - example				
Task	Description	Resource	Deliverable	Time
Research	gather additional information about the problem	existing proposals and proposal feedback	Github repo	4h/day*30 days = 120h
Stakeholders	gather the feedback	Forums , social media	Feedback document	1h/day*30 days = 30h
Documentation	prepare the documents	Research, stakeholder feedback	Project templates	2h/day*30 days = 60h
Total time	120h+30h+60h=210h			

4.6. Other costs

(All other costs not directly related to milestones and not accounted for:

- *Operational costs (maintenance,*
- *Infrastructure cost (server cost, website, storage,...)*
- *Tools (software,...)*

4.7. Payment condition

(In this section provide a clear bill that includes the budget, other expenses and any other special conditions regarding payment. Convert the final payment amount into KSM. Define the on-chain payment method, address to receive the payment.)

Proponent: *(proposal owner, it is recommended to use Identity associated with the KSM address)*

KSM address: *(associated KSM address to receive the funds)*

Requested allocation: *(requested allocation provided in both KSM and \$)*

Governance referenda origin call: *(provide the call origin: small spender, small tip,...)*

Final budget	
Milestone 1.	7,200\$
Milestone 2.	1,800\$
Milestone 3.	1,000\$
Infrastructure	1,000\$
Budget	11,000\$
Income tax (10%) ¹	1,100\$
Conversion/slippage 5%	500\$
Final Budget	12,600\$

Treasury request	
KSM/USD EMA30 on 12/01/2023 ²	26\$
USD to KSM	12,600\$ / 26\$ = 484.61 KSM
Total amount requested	484.61 KSM

(Please try to provide the source of all the input data for transparency. If your income is taxable, please try to state the official source of taxation formulae or similar source. It is recommended to use the reference Kusama price on the day the proposal is submitted. It is recommended to use the Subscan price chart and use EMA30).

(Example

Sources:

- ¹ Income tax tariff levels/calculation formulae for EU citizens residing in Austria, Income tax rates for the year 2022:
<https://www.usp.gv.at/en/steuern-finanzen/einkommensteuer/tarifstufen-berechnungsformeln.html>
- ² KSM/USD EMA30 source: <https://kusama.subscan.io/tools/charts?type=price>

4.8. Key deliverables

(Create a clear list of project deliverables or end products that need to be provided upon the completion of a project. Key deliverables can also be a set of smaller deliverables delivered at certain stages of the project i.e. end of each project phase or milestone. Key deliverables can be tangible and intangible, where a code to github repo is tangible and research can be an example of intangible deliverable.)

- Software
- Media content
- Infrastructure
- Community events

(Key deliverables are defining the type of the project)

4.9. Objectives/Success criteria

(How will we know when the project is done? How will the community decide if the final deliverable is satisfactory? Is it possible to define it with some metrics i.e. for media content the number of viewers and interaction with the content, for community events the number of attendees,...?)

(For SDK and developer tools, it should show a target number of contributors/forks/watchers of the project. For new clients and wallets, it should seek other team's support to indicate they want to use this software once it is built. For new applications, it should indicate the target user(s) and perform some market study to indicate that people actually want to use the app. Again, the goal is to prevent building applications that no one is using.)

4.10. Known constraints

(List any known conditions that may affect the project schedule, milestones, determined budget or project timeline. Is there any potential conflict of interest with other proposals i.e. was any part of the work previously funded?)

4.11. Reporting

(For the proposals with the long timelines and/or high funding requests, it is recommended to establish a reporting process where the community will be informed about the progress and current status of the project. This can be a weekly, monthly or quarterly report all depending on the project type. While this may seem as an extra amount of work, proposals with high targets

need to dedicate time for reporting. Reporting can be seen as a transparent and accountable action aiming to improve the reputation of the project team. Reporting needs to be transparent and used to inform on both success and failures, delivering on time or honestly admitting the delay in proposed timeline is equally important information.)

- *Establish the timeline of reporting (weekly, monthly or quarterly)*
- *Define how the reports will be delivered (Element, Discord, Polkasassembly,..)*

4.12. Communication strategy

(Communication strategy defines where, when, what and who is going to present the information to the community and other relevant parties. Present the team member and social channels you will use to communicate with the community, explain the channels where you are going to deliver the reports, leave some details how you can be reached).

Team member:

Email:

Polkasassembly post:

Element:

Discord:

...)

5. Team

(List the team members that will actively work on the project. If possible, provide team credentials and background.

5.1. Kusama/Polkadot reputation

(Reputation is a result of your previous involvement in the ecosystem. List and describe all the previous grants/bounties/tasks/treasury proposals you have been involved in on Kusama/Polkadot - both accepted and rejected. Describe the work done and provide URL. Introduce any other work done in the ecosystem.)

6. Why Kusama?

(Why did you choose to build in Kusama? What is it about this network that encourages you to submit this proposal?)

7. Comments, Qs&As

(Use the last chapter to provide any other information relevant to the proposal but not fitting in the above structure. Select the most interesting questions and answers from the discussion topic.)