API3 DAO BD-Enterprise Team Proposal

Team: Enterprise team
Operations cycle: #2
Period: 1 February 2021–30 April 2021 (3 months)
Amount: 90,850 USDC
Destination: 0x4D75a60E6384E6D68825d3CC74c466ce1794E11B

Scope

The Enterprise team has the responsibilities below. The secondary items are examples and do not cover the entire scope. The business development scope of the project will expand over time, and this list represents the current state.

- Sales process
    - Outreach
    - Continuous improvement of outreach processes
    - CRM structure

- Oversee and support the team sales funnel

- Host Enterprise workshops:
    - Enterprise consortia technical integration workshop to explore Airnode integration feasibility across consortia members
    - Product demo of Airnode-enabled Supply Chain Management product developed by Technical Integration Engineer Paul
    - Enterprise use case workshop with Enterprise prospects

- Proof of Concept development with Enterprise client(s)

- Recruitment & HR
    - Onboarding
    - Training
    - Practice
    - Ongoing support

- Reporting
    - Accounting processes

Growth of the team will be primarily through the addition of new business developers on success commission basis only.

Budget

	Amount (USDC)
Salaries	58,350
Expenses	32,500
Total	**90,850**

Team and Salaries

The team is composed of Enterprise Business Developers and Technical Integration Engineer personnel.

Core tech team	Role	FT/PT	Monthly Salary (USDC)
Joeri*	Team Lead & Business Developer	FT	7,500.00
Paul	Solution Architect	FT	8,750.00
Rob	Business Developer	FT	3,200.00

* The destination will be a wallet address managed by Joeri.

Expenses

The team will be recruiting new business developers on commission basis only. Commissions are estimates based on business development outcome goals, and will vary between employees and months. Commissionable events include: Enterprise workshops, development partnerships with enterprises and enterprise consortia, Proof-of-Concept and production integrations of Airnode into enterprise blockchain applications. Enterprise business development commissions will be granted on a case-by-case basis with the team agreeing on outcome values. For the total commission pool to incentivize enterprise business development, we request $32,500 USDC.

Any unspent amount will roll over to the next cycle. A supplementary proposal will be made if we end up being able to make more hires than expected or see a larger-than-estimated number of business development outcomes generated.

Deliverables

For the #2 operations cycle, the enterprise-facing business development team's goal is to achieve a first anchor Enterprise consortia partnership or enterprise Airnode integration. Upon reaching that stage, wider enterprise introductions will be more effective and relatively easier to convert on. The business development in question will be executed using a strategic approach that considers the general go-to-market strategy of the API3 project, technical readiness of Airnode integration beyond EVM, with results to be published in cooperation with the marketing team and in alignment with the overall marketing plan.