ETC Cooperative

2024 Q2 Report

December 5 2024

etccooperative.org

ETC Cooperative

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ETC Grants DAO

As of the end of Q2 of 2024 the ETC Grants DAO program is fairly inactive.

During this quarter the final payments were made for round one grantees, some of which were made directly by the ETC Cooperative, rather than from the multisig shared by Bitmain and the ETC Cooperative after months of delay and confusion in those payments.

It became apparent during this quarter that many of the round one grantees rugged the grants program, taking all the funds allocated to them and delivering nothing:

Flash - $50K USD
Magic Tower - $50K
Mechaverse - $25K
TIMESFINANCE - $50K
WBM - $50K

Given this outcome in round one, there was no rush to start a second round of the open grants program. Instead, some ad-hoc payments were made to two stablecoin teams - ERUSD and the Djed Alliance.

ETC Cooperative contributed 500 ETC to funding these stablecoin projects.

Our involvement in grants funding came to a close during this quarter, with our quarter of the remaining funds being returned to the ETC Cooperative from the shared multisig.

The unspent funds from the initial $10M pledge remain under Bitmain's sole control, as they have been since 2022. There are, in fact, over $11M USD equivalent of funds at the time of writing, with market moves in the last few months. We hope those funds make it to ETC project teams.

ETH:0xA208013A… 5M USDT ~= $5M USD
ETC:0x3db3D728… 161,141.14 ETC ~= $6.3M USD

POW Summit

During Q2 our work towards POW Summit 2024 got seriously underway, with venue planning and chasing of sponsors and speakers underway through the quarter.

The event was publicly announced towards the end of May, again as a collaboration with Litecoin Foundation, but this time held in Frankfurt rather than Prague.   For 2024 there is a fresh focus on Bitcoin Layering projects, plus a stronger slate of speakers on many other themes.

ETC Cooperative

POWSummit ✔
@PowSummit

We are THRILLED to announce the second annual Proof of Work Summit will be in #Frankfurt, Germany, Sept 27-29, 2024. Tickets are on sale now! Don't miss this one. More speaker announcements coming soon!

powsummit.com
eventbrite.ca/e/pow-summit-2...
#proofofwork #blockchainevents #POWSummit
Brought to you by @ETCCooperative & @LTCFoundation

PROOF-OF-WORK
SUMMIT 2024 | 27-29TH SEPT | FRANKFURT

JAMESON LOPP
Professional Cypherpunk

DANIEL BATTEN
ClimateTech Investor

PHIL ZIMMERMANN
Creator Pretty Good Privacy (PGP)

CHARLIE LEE
Litecoin Founder

SERGIO LERNER
Chief of Innovation, RootstockLabs

DENNIS PORTER
CEO & Co-Founder Satoshi Action Fund

POW Summit 2024

From eventbrite.ca

ETC Cooperative

Development and Infrastructure

Protocol Providers (Network Clients)

etclabscore/core-geth

During this quarter, Prophasis (v1.12.20) was released aimed to catch up with the go-ethereum 1.13.x family. What has been relevant to ETC is that upstream versions of `ethash` and other PoW-related code have been abandoned as ETH pursues an engineering path exclusively concerned with PoS. This leaves core-geth as the primary maintainer of these packages

These updates are part of our ongoing commitment to ensure that Core-Geth not only adapts to the evolving needs of the Ethereum Classic community but also maintains a leading edge in technological advancements and network reliability.

Hyperledger/besu

Besu is still in good shape regarding ETC compatibility and is used mostly for testing purposes. During this quarter there were four releases, 24.3.3, 24.5.1, 24.5.2 and 24.6.0 focused primarily on performance and stability improvements.

Enhanced Supply Monitoring with Live Tracer

To bolster our capabilities in monitoring Ethereum-family chains' supply more accurately, we have introduced a new Supply delta live tracer. This is an extension of the existing go-ethereum tracers. It collects detailed supply data in real-time for each block as the chain syncs, providing us with a robust mechanism to continuously track changes in the supply. This development is crucial for maintaining the integrity of our blockchain operations and ensures precise supply calculations across the entire chain.

Supply Tracer logs parser

In continuation to the supply live tracer, which exports the data in logs, we have developed the Supply Tracer Parser. This tool is a Go application specifically engineered to parse and aggregate supply data efficiently from JSON files. Designed to handle large volumes of data, the Supply Tracer Parser is not only efficient but also scalable, ensuring that performance is maintained as data volume grows. It includes an API feature that exposes the most current state of the parsed data, allowing for real-time data access and integration with other systems. This development significantly enhances our analytical capabilities, ensuring accurate and timely supply data essential for strategic decision-making. These endpoints will be public to exchanges and other interested parties to consume the data.

ETC Cooperative

Comms and Marketing

This report details the marketing and communication efforts undertaken by the Ethereum Classic Cooperative in the second quarter of 2024. During this period, various initiatives were launched aimed at increasing awareness, promoting adoption, and enhancing the overall brand perception of Ethereum Classic (ETC).

Projects

Throughout the second quarter, the Communications team was heavily engaged with the highlighted projects for 2024. This included:

- **The POW Summit**: 2024 strategic planning, media management, production & creation.
- **Grants DAO Program**: Worked with our partners at Bitmain to fund better projects and improve the grants program.
- **ETC Cooperative Marketing**: Maintained our ETC Coop evangelism through blog posts, social media, and community engagement

The POW Summit

The POW Summit, an international event launched in 2023 in collaboration with the Litecoin Foundation, is a key focus of our joint efforts. Both teams collaborate closely on logistics, marketing strategies, sponsorship acquisition, and philosophical alignment for the summit. These efforts ensure mutual satisfaction with the event's execution and maintain consistent messaging to our audiences.

Following the successful POW Summit in Prague in 2023, the Litecoin Foundation and the ETC Cooperative conducted a comprehensive post-mortem in Q4 of last year. The insights gained shaped our Q1 strategy and execution, influencing nearly every aspect of the upcoming Summit. As a result, we've made several improvements to this year's event, including expanding our team with additional staff and contractors to enhance the event's quality and improve communication with interested audiences.

For the 2024 POW Summit, we've planned a two-day event in September, set to take place in Frankfurt, Germany, the financial capital of the European Union. We have worked diligently with our partners to acquire top-tier speaking talent from the Blockchain community and to evangelize this event to the blockchain community at large.

ETC Grants DAO project

The ETC Grants DAO represents another major initiative for the Cooperative. In 2023, our team played a crucial role in creating and launching the marketing website, building a strong social media presence, and developing the grant submission platform along with its database management system.

In the second quarter of 2024, we continued our collaboration with partners at Bitmain to adjust the program making it more efficient and beneficial to the community. One strategy deployed was to direct some of the funds towards stablecoin projects.

ETC Cooperative

Additionally, as a gesture of support and community engagement, our head of marketing, Andrew Dick, was invited to Hong Kong during Bitcoin Week to collaborate with the Bitmain team at BTC Asia and other related events.

ETC Cooperative Marketing

Social Media Engagement:

In the second quarter, the Cooperative continued to run social media campaigns to strengthen connections within the Ethereum Classic community and attract new participants. Using platforms like Twitter, LinkedIn, Facebook, and Discord, we actively shared important updates, distributed educational content, and engaged with community members.

Content Generation:

Our team produced high-quality content, including blog posts, courses, guides, and videos, aimed at educating the community and attracting new users. We focused heavily on highlighting Ethereum Classic's unique features and its advantages over other blockchain platforms. This content was strategically distributed across multiple channels, such as our official website, the ETC community site, social media platforms, and community forums, to ensure it reached a broad audience.

Collaborative Partnerships:

In the second quarter, the Cooperative actively pursued partnerships with relevant organizations and projects to extend the influence of Ethereum Classic and collaborate on the POW Summit. We sustained and strengthened our relationships with the Litecoin Foundation, Bitmain, Antpool, iPollo, and Jasminer, working together on initiatives like the POW Summit and the Grants DAO Program. These partnerships were publicly announced through press releases, blog posts, and coordinated marketing efforts.

Multilingual Marketing:

The ETC Cooperative remains dedicated to reaching a diverse audience and has continued to expand our content offerings in simplified Chinese.

Newsletter Updates:

The Cooperative continued distributing its newsletter, delivering timely updates to subscribers on project milestones, partnerships, development progress, and upcoming events. Serving as a key communication tool, our newsletter plays a crucial role in keeping the community informed and engaged. Additionally, our team has been working diligently behind the scenes to enhance various aspects of the newsletter experience.
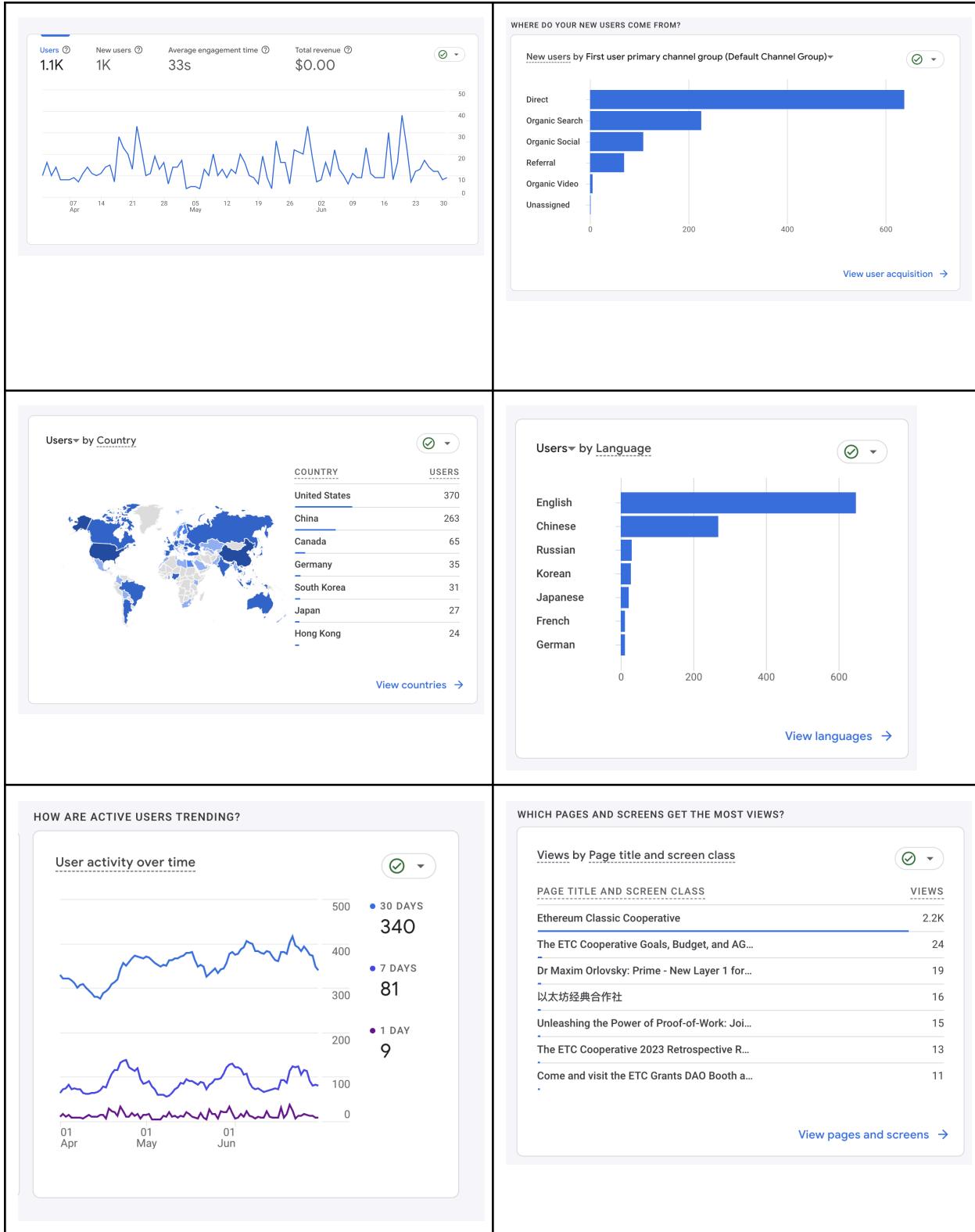
Developer Insights:
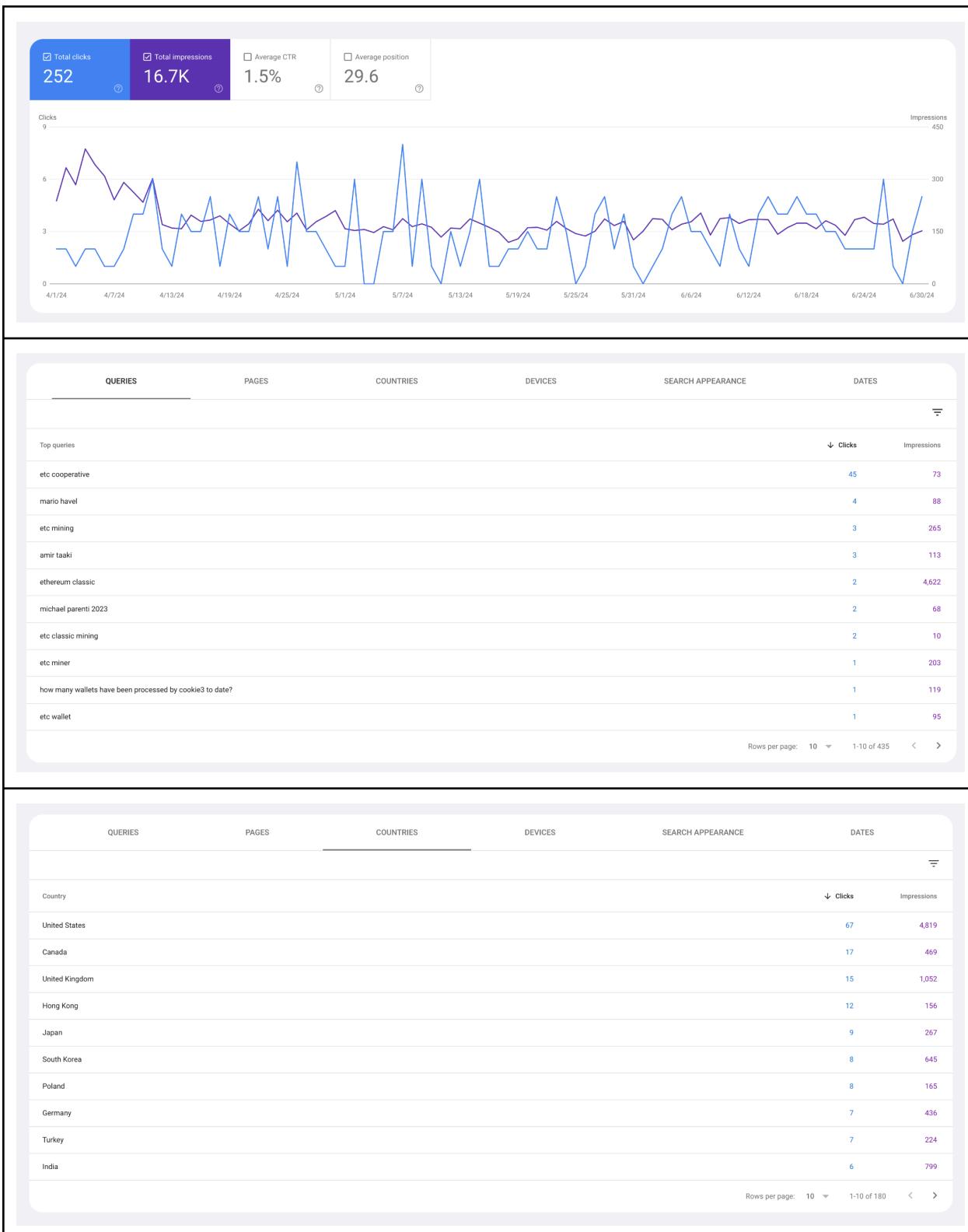
We consistently provide developer updates, showcasing technical advancements, improvements, and bug fixes within the Ethereum Classic ecosystem. These updates are shared through our blog and Discord channels, fostering transparency and promoting collaboration within the developer community.

ETC Cooperative

Conclusion:
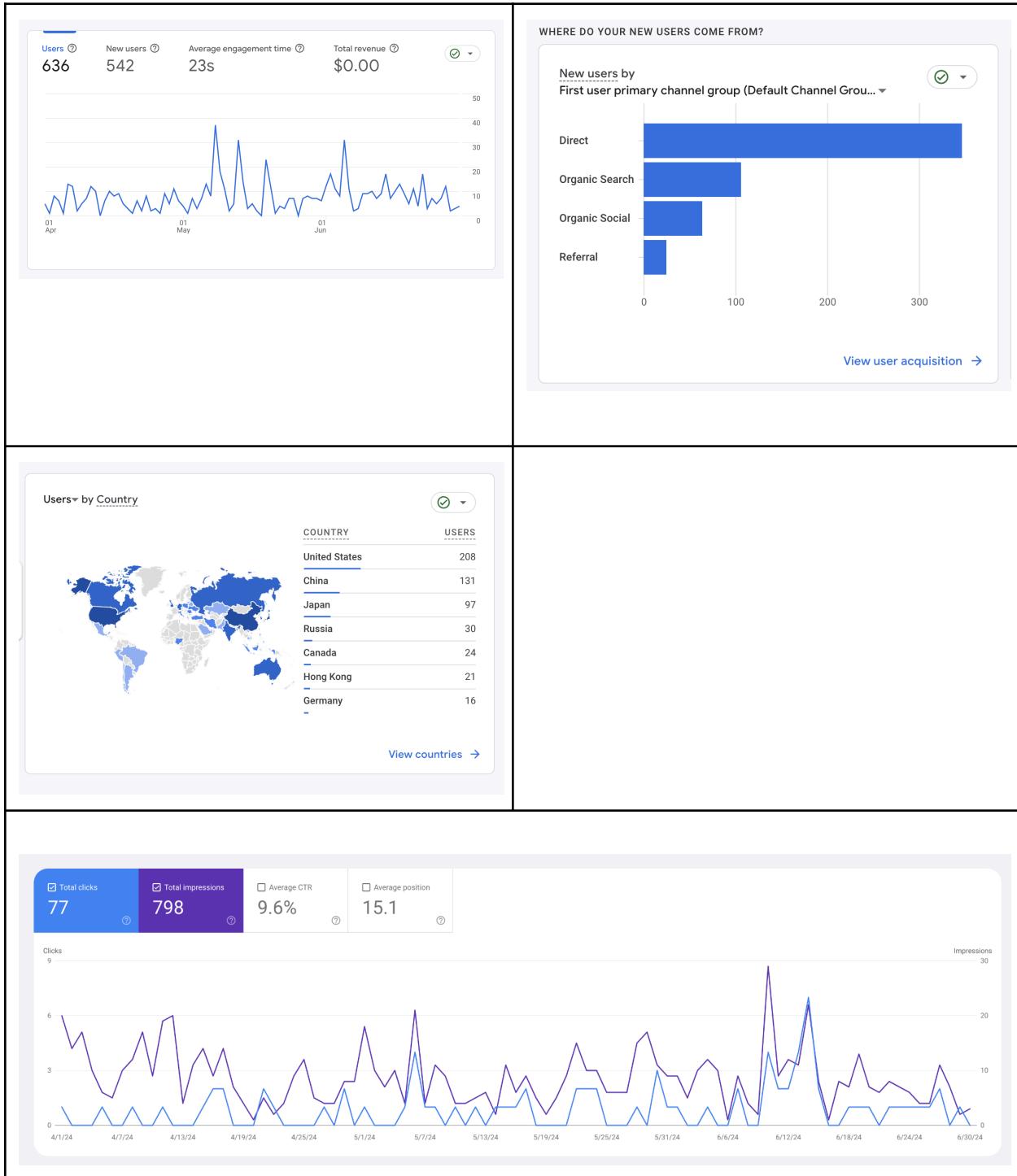
In the second quarter of 2024, the Ethereum Classic Cooperative led a variety of marketing and communication initiatives. Our strategic use of social media campaigns, content creation, partnerships, and community events effectively boosted Ethereum Classic's visibility, broadened its reach, and enhanced community engagement. The positive metrics and results achieved during this period highlight the increasing interest and adoption of Ethereum Classic. Looking ahead, we are dedicated to continuing these strategies and building on our successes to further strengthen the Ethereum Classic ecosystem.

ETC Cooperative

ETC COOPERATIVE Website & Search Stats Q2

Panel 1 (top left)

Users	New users	Average engagement time	Total revenue
1.1K	1K	33s	$0.00

Where do your new users come from?

New users by First user primary channel group (Default Channel Group)

- Direct
- Organic Search
- Organic Social
- Referral
- Organic Video
- Unassigned

View user acquisition →

Users by Country

COUNTRY	USERS
United States	370
China	263
Canada	65
Germany	35
South Korea	31
Japan	27
Hong Kong	24

View countries →

Users by Language

- English
- Chinese
- Russian
- Korean
- Japanese
- French
- German

View languages →

How are active users trending?

User activity over time

- 30 DAYS: 340
- 7 DAYS: 81
- 1 DAY: 9

Which pages and screens get the most views?

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Ethereum Classic Cooperative	2.2K
The ETC Cooperative Goals, Budget, and AG…	24
Dr Maxim Orlovsky: Prime - New Layer 1 for…	19
以太坊经典合作社	16
Unleashing the Power of Proof-of-Work: Joi…	15
The ETC Cooperative 2023 Retrospective R…	13
Come and visit the ETC Grants DAO Booth a…	11

View pages and screens →

ETC Cooperative

	Total clicks	Total impressions	Average CTR	Average position
	252	16.7K	1.5%	29.6

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Top queries	Clicks	Impressions
etc cooperative	45	73
mario havel	4	88
etc mining	3	265
amir taaki	3	113
ethereum classic	2	4,622
michael parenti 2023	2	68
etc classic mining	2	10
etc miner	1	203
how many wallets have been processed by cookie3 to date?	1	119
etc wallet	1	95

Rows per page: 10   1-10 of 435

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Country	Clicks	Impressions
United States	67	4,819
Canada	17	469
United Kingdom	15	1,052
Hong Kong	12	156
Japan	9	267
South Korea	8	645
Poland	8	165
Germany	7	436
Turkey	7	224
India	6	799

Rows per page: 10   1-10 of 180

ETC Cooperative

ETC GRANTS DAO Website & Search Stats Q2

Users	New users	Average engagement time	Total revenue
636	542	23s	$0.00

WHERE DO YOUR NEW USERS COME FROM?

New users by
First user primary channel group (Default Channel Grou...

- Direct
- Organic Search
- Organic Social
- Referral

View user acquisition →

Users by Country

COUNTRY	USERS
United States	208
China	131
Japan	97
Russia	30
Canada	24
Hong Kong	21
Germany	16

View countries →

Total clicks	Total impressions	Average CTR	Average position
77	798	9.6%	15.1

ETC Cooperative

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Top queries	↓ Clicks	Impressions
etc grants dao	9	19
etc grants	6	138
etc grant	0	78
dao funding	0	47
ethereum grants	0	37
dao grants	0	11
etc funding	0	9
etc blockchain	0	9
dao of pow	0	5
etc pow	0	4

Rows per page: 10 ▼   1-10 of 20   < >

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Country	↓ Clicks	Impressions
United States	24	436
China	9	23
Russia	7	28
South Korea	6	26
Hong Kong	4	11
United Kingdom	3	18
Canada	3	13
Taiwan	3	7
India	2	23
Poland	2	6

Rows per page: 10 ▼   1-10 of 75   < >

ETC Cooperative

POW SUMMIT Website & Search Stats Q2

Users ⑦	New users ⑦	Average engagement time ⑦	Total revenue ⑦
1.6K	1.5K	26s	$0.00

WHERE DO YOUR NEW USERS COME FROM?

New users by First user primary channel group (Default Channel Group)▾

- Referral
- Direct
- Organic Search
- Organic Social
- Email
- Organic Video

View user acquisition →

Users▾ by Country

COUNTRY	USERS
United States	896
Canada	211
China	99
Germany	91
India	29
Switzerland	25
Austria	15

View countries →

HOW ARE ACTIVE USERS TRENDING?

User activity over time

- 30 DAYS **1K**
- 7 DAYS **124**
- 1 DAY **10**

Total clicks	Total impressions	Average CTR	Average position
155	919	16.9%	16.9

ETC Cooperative

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Top queries	↓ Clicks	Impressions
pow summit	39	68
pow summit 2024	17	29
litecoin summit schedule	0	49
litecoin summit tickets	0	47
work summit	0	36
pow events	0	11
margie feng	0	8
parazyd	0	8
kakr labs	0	7
exile thank satoshi	0	7

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QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES

Country	↓ Clicks	Impressions
United States	32	183
Germany	24	64
Switzerland	20	64
United Kingdom	13	47
Canada	12	46
Portugal	8	13
France	6	28
Czechia	6	24
India	4	26
Spain	3	19

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ETC Cooperative

Editorial

In the second quarter of 2024, the editorial effort produced 71 content units of which 35 were articles and 36 were videos about Ethereum Classic. Most videos were posted on the [Ethereum Classic Updates](#) channel that is dedicated to supporting the ETC community, and the rest in the [ETC Cooperative's](#) channel. Similarly, most articles were posted on the [ethereumclassic.org](#) website as a contribution to the community, and the rest were posted on the [ETC Cooperative's](#) website to make announcements or explanations of work by the cooperative specifically.

As to community tweets, we proposed a total of 31 tweets of which 11 were to the [@eth_classic](#) account and 20 were to the [@etc-network](#) account. All were accepted and published. The second week of April and the third week of June saw blackouts due to the editor's speaking assignments at the BITMAIN's WDMS conference in Muscat, Oman and Las Vegas.

We also conducted the X Spaces broadcast called the "ETC Weekly Review".

Our Senior Editor made one presentation at the BITMAIN World Digital Mining Summit (WDMS) in Las Vegas.

Following we explain our work for each channel and activity mentioned.

Editorial Calendar

Below are images and comments about the editorial work of April, May, and June of 2024.

Editorial Calendar for April 2024

Date	Format	Theme	Title	Channel	Target	Call to Action
4/1/24						
4/2/24	Text	Education	Correcting the Binance Article About Ethereum Classic	ETC Blog	All	Binance, please correct
4/3/24	Video/Text	Philosophy	Ethereum Classic (ETC) Is the Leading Smart Contracts Proof of Work Blockchain In the World	ETC YouTube/ETC Blog	All	ETC is valuable
4/4/24	Video/Text	ETC POW Course	21. If It's Not Proof of Work, Then It's Not a Blockchain	ETC YouTube/ETC Blog	Users/Developers	Evangelize
4/5/24						
4/6/24						
4/7/24						
4/8/24						
4/9/24			Editor on speaking assignment at WDMS Oman			
4/10/24			Editor on speaking assignment at WDMS Oman			
4/11/24			Editor on speaking assignment at WDMS Oman			
4/12/24						
4/13/24						
4/14/24						
4/15/24						
4/16/24	Video/Text	Philosophy	Ethereum Classic Is Ethereum But Honest	ETC YouTube/ETC Blog	Users/Developers	Learn the principles
4/17/24	Video/Text	Philosophy	What Does 'Trust Minimization' Mean in Ethereum Classic?	ETC YouTube/ETC Blog	Users/Developers	Security is important
4/18/24	Video/Text	ETC POW Course	22. Why POS Is Less Secure Than POW	ETC YouTube/ETC Blog	All	Evangelize
4/19/24						
4/20/24						
4/21/24						
4/22/24						
4/23/24	Video/Text	Philosophy	Ethereum Classic Doesn't Have Kings, Presidents, CEO's, or Administrators	ETC YouTube/ETC Blog	Users/Developers	ETC is decentralized
4/24/24	Video/Text	Guide	Sending and Receiving ETC Using Your Ledger Nano S Plus Hardware Wallet	ETC YouTube/ETC Blog	Users	Use hardware wallets
4/25/24	Video/Text	ETC POW Course	23. POW Security Model and Ungovernance Explained	ETC YouTube/ETC Blog	All	Evangelize
4/26/24	Video/Text	Announcement	Dr Maxim Orlovsky: Prime - New Layer 1 for Bitcoin - Miner Opportunities	ETC Coop YouTube/Blog	Community	Watch talk
4/27/24						
4/28/24						
4/29/24	Video	Guides	ETC Ecosystem Spotlight: The Last Monarchy	ETC YouTube/ETC Blog	Users	Expect game soon
4/30/24	Video	Philosophy	ETC Bit Gold Series: 1. The Threat of Monetary Policy Changes	ETC YouTube/ETC Blog	All	Consider Bit Gold for ETC

In April of 2024 we produced 10 articles and 11 videos. The topics ranged from guides to philosophy posts, general educational content, and the ETC proof of work course. In the week of April 9 2024 there was an editorial blackout due to the editor's assignment at WDMS Oman.

ETC Cooperative

Editorial Calendar for May 2024

Date	Format	Theme	Title	Channel	Target	Call to Action
5/1/24	Text	Education	Correcting the CoinDesk Article About Ethereum Classic	ETC Blog	All	CoinDesk, please correct
5/2/24	Video/Text	ETC POW Course	24. Proof of Work Is Not Voting	ETC YouTube/ETC Blog	All	Evangelize
5/3/24						
5/4/24						
5/5/24						
5/6/24						
5/7/24	Video/Text	Guide	Buying and Trading Ethereum Classic Through OKX	ETC YouTube/ETC Blog	All	Use OKX
5/8/24	Video/Text	Philosophy	The 4 Security Keys of ETC: Full Replication, Proof of Work, Verification, the Coordination Problem	ETC YouTube/ETC Blog	All	Learn ETC security
5/9/24	Video/Text	ETC POW Course	25. The Innovation of ETC Is Unstoppability	ETC YouTube/ETC Blog	All	Evangelize
5/10/24						
5/11/24						
5/12/24						
5/13/24						
5/14/24	Video/Text	Guide	Manage Your ETC by Connecting Ledger Nano S Plus to Your Phone	ETC YouTube/ETC Blog	Users	Use hardware wallets
5/15/24	Video/Text	Education	The Difference Between the ETC Coin and ERC-20 Tokens in ETC	ETC YouTube/ETC Blog	Users	Distinguinsh coins vs tokens
5/16/24	Video/Text	ETC POW Course	26. POS Social Consensus vs POW Code Is Law	ETC YouTube/ETC Blog	All	Evangelize
5/17/24						
5/18/24						
5/19/24						
5/20/24						
5/21/24	Video	Philosophy	ETC Bit Gold Series: 2. The Question Whether Fees Will Pay for Security	ETC YouTube	All	Consider Bit Gold for ETC
5/22/24	Video/Text	Philosophy	Ethereum Classic Is Bitcoin but With Smart Contracts	ETC YouTube/ETC Blog	Users/Developers	Learn the difference
5/23/24	Video/Text	ETC POW Course	27. What Does "Security" Mean in POW Blockchains?	ETC YouTube/ETC Blog	All	Evangelize
5/24/24						
5/25/24						
5/26/24						
5/27/24						
5/28/24	Video/Text	Philosophy	Bitcoin Is a Pocket Calculator, Ethereum Classic Is a Computer	ETC YouTube/ETC Blog	Users/Developers	ETC is more versatile
5/29/24	Video/Text	Philosophy	Ethereum Classic Is a Global Computer	ETC YouTube/ETC Blog	Users/Developers	ETC features and benefits
5/30/24	Video/Text	ETC POW Course	28. POW Is Censorship Resistant, PoS Is Not	ETC YouTube/ETC Blog	All	Evangelize
5/31/24						

In May of 2024 we produced 13 articles and 13 videos. The topics ranged from guides, to philosophy posts, general educational content, and the ETC proof of work course.

Editorial Calendar for June 2024

Date	Format	Theme	Title	Channel	Target	Call to Action
6/1/24						
6/2/24						
6/3/24						
6/4/24	Video/Text	Education	Correcting the Coinbase Article About Ethereum Classic	ETC Blog	All	CoinDesk, please correct
6/5/24	Video/Text	Guide	Buying and Trading Ethereum Classic Through Bybit	ETC YouTube/ETC Blog	All	Use Bybit
6/6/24	Video/Text	ETC POW Course	29. POW Is a Commodity, PoS Is a Security	ETC YouTube/ETC Blog	All	Evangelize
6/7/24						
6/8/24						
6/9/24						
6/10/24						
6/11/24	Video/Text	Guide	Recover Your ETC Addresses on Trezor Using Your Secret Passphrase	ETC YouTube/ETC Blog	Users	Wallet security
6/12/24	Video	Philosophy	ETC Bit Gold Series: 3. The Threat of Whether Fees Will Always Be Paid in ETC	ETC YouTube	All	Consider Bit Gold for ETC
	Text	Announcement	Presenting the ECSD and ERUSD Stablecoins Supported by the ETC Grants DAO Program	ETC Coop Blog	All	Check out stablecoins
6/13/24	Video/Text	ETC POW Course	30. Why Does ETC Have Value?	ETC YouTube/ETC Blog	All	Evangelize
6/14/24						
6/15/24						
6/16/24						
6/17/24						
6/18/24	Video/Text	Education	Why You Should Build on Ethereum Classic: ETC Is Proof of Work	ETC YouTube/ETC Blog	Dapp Developers	Build on ETC
6/19/24	Video/Text	Philosophy	Ethereum Classic vs Central Bank Digital Currencies (CBDCs)	ETC YouTube/ETC Blog	All	Learn security
6/20/24	Video/Text	ETC POW Course	31. POW's Focus on Trust Minimization	ETC YouTube/ETC Blog	All	Evangelize
6/21/24						
6/22/24						
6/23/24						
6/24/24						
6/25/24	Video/Text	Education	Why You Should Mine ETC	ETC YouTube/ETC Blog	Miners	Evangelize
6/26/24	Video/Text	Wallets	A Call to Wallets to Use the Standard ETC Derivation Path	ETC YouTube/ETC Blog	Wallets	Evangelize
6/27/24	Video/Text	ETC POW Course	32. The Enormous Value of POW During Banking Crises	ETC YouTube/ETC Blog	All	Evangelize
6/28/24						
6/29/24						
6/30/24						

In June of 2024 we produced 12 articles and 12 videos. The topics ranged from an announcement to guides, philosophy posts, general educational content, and the ETC proof of work course.

ETC Cooperative

Twitter Together

The Twitter Together accounts for Ethereum Classic are two community X accounts, @eth_classic and @etc-network, that are managed by the community through a GitHub app that lets community members propose tweets so they can then be approved by community administrators and published.

In the second quarter of 2024 we proposed 11 tweets to the @eth_classic account and 20 tweets to the @etc_network account. Below are images and comments about our contributions to said accounts for April, May, and June of 2024.

Twitter Together Calendar for April 2024

	@eth_classic			@etc_network	
Date	Item	Content		Item	Content
4/1/24					
4/2/24	Link to post	How to Contribute to ETC: Operating a Node			
4/3/24				Link to video	Why More Nodes Makes Ethereum Classic More Secure
4/4/24				Link to video	The Difference Between Nodes and Miners in Ethereum Classic
4/5/24					
4/6/24					
4/7/24					
4/8/24					
4/9/24	Link to post	Editor on speaking assignment at WDMS Oman			
4/10/24				Link to video	Editor on speaking assignment at WDMS Oman
4/11/24				Link to video	Editor on speaking assignment at WDMS Oman
4/12/24					
4/13/24					
4/14/24					
4/15/24					
4/16/24	Link to post	How to Use Blockscout With ETC			
4/17/24				Link to video	The Blockchain Protocol Is the Constitution
4/18/24				Link to video	ETC Ecosystem Spotlight: ETCPlanets
4/19/24					
4/20/24					
4/21/24					
4/22/24					
4/23/24	Link to post	Ethereum Classic List of Public Endpoints			
4/24/24				Link to video	Error duplicated tweet
4/25/24				Link to video	Error duplicated tweet
4/26/24					
4/27/24					
4/28/24					
4/29/24					
4/30/24	Link to post	Mining ETC on Antpool Using the Antminer E9 Pro			

In April of 2024 we proposed 4 tweets to the @eth_classic account with links to posts to the ETC community website. We also proposed 4 tweets to the @etc_network account with links to videos we published on the "Ethereum Classic Updates" channel on YouTube.

Twitter Together Calendar for May 2024

	@eth_classic			@etc_network	
Date	Item	Content		Item	Content
5/1/24				Link to video	Ethereum Classic's Roadmap
5/2/24				Link to video	What Will Be Continuous Cash Flows on Ethereum Classic
5/3/24					
5/4/24					
5/5/24					
5/6/24					
5/7/24	Link to post	Mining Ethereum Classic Through F2Pool			
5/8/24				Link to video	Ethereum Classic Smart Contracts Are Better Than Ethereum Smart Contracts
5/9/24				Link to video	Buying and Trading ETC Through Kraken
5/10/24					
5/11/24					
5/12/24					
5/13/24					
5/14/24	Link to post	Your Exchange Needs More Confirmations: The BitConf Measure			
5/15/24				Link to video	What Is Nakamoto Consensus in Ethereum Classic?
5/16/24				Link to video	Understanding the Ethereum Classic Node Count on ETCnodes.org
5/17/24					
5/18/24					
5/19/24					
5/20/24					
5/21/24	Link to post	Understanding (and Mitigating) Re-Orgs			
5/22/24				Link to video	What Are Nodes, Economic Nodes, Miners, Mining Pools, Hardware Nodes, and Cloud Nodes in ETC?
5/23/24				Link to video	Using the Ledger Nano S Plus With Ethereum Classic
5/24/24					
5/25/24					
5/26/24					
5/27/24					
5/28/24	Link to post	Proof of Work Is Not What Makes Blockchains Unscalable			
5/29/24				Link to video	The Difference Between the ETC Coin and ERC 20 Tokens in ETC
5/30/24				Link to video	The Difference Between Ethereum Classic and Dapps on Ethereum Classic

ETC Cooperative

In May of 2024 we proposed 4 tweets to the @eth_classic account with links to posts to the ETC community website. We also proposed 10 tweets to the @etc_network account with links to videos we published on the "Ethereum Classic Updates" channel on YouTube.

Twitter Together Calendar for June 2024

| Date | @eth_classic | | @etc_network | |
	Item	Content	Item	Content
6/1/24				
6/2/24				
6/3/24				
6/4/24	Link to post	In Proof of Stake, Both Exchange Staking and LSD/LST Staking Are Centralized		
6/5/24			Link to video	The Ethereum Classic Fifthening Is in June 2024!
6/6/24			Link to video	What Is a Blockchain Split?
6/7/24				
6/8/24				
6/9/24				
6/10/24				
6/11/24	Link to post	Ethereum Classic Is a Set of Strict Rules, Not the Law of the Jungle		
6/12/24			Link to video	Why People and Businesses Should Run Their Own Nodes in ETC
6/13/24			Link to video	Buying and Trading Ethereum Classic Through Binance
6/14/24				
6/15/24				
6/16/24				
6/17/24				
6/18/24	Link to post	Editor on speaking assignment at WDMS Las Vegas		
6/19/24			Link to video	Editor on speaking assignment at WDMS Las Vegas
6/20/24			Link to video	Editor on speaking assignment at WDMS Las Vegas
6/21/24				
6/22/24				
6/23/24				
6/24/24				
6/25/24	Link to post	Buying and Trading ETC Through Coinbase		
6/26/24			Link to video	Buying and Trading Ethereum Classic Through Binance
6/27/24			Link to video	Using Ethereum Classic With Trezor
6/28/24				
6/29/24				
6/30/24				

In June of 2024 we proposed 3 tweets to the @eth_classic account with links to posts to the ETC community website. We also proposed 6 tweets to the @etc_network account with links to videos we published on the "Ethereum Classic Updates" channel on YouTube.

ETC Weekly Review

Every Thursday morning we do a live show on X Spaces called the ETC Weekly Review. In it we talk about and go over the articles and videos that we published for that week.

In April 2024 we broadcasted 3 shows, in May 2024 we broadcasted 5 shows, and in June 2024 we broadcasted 3 shows.

ETC Cooperative

ETC Weekly Review With Donald McIntyre
June 27, 2024 • 11m

>

ETC Weekly Review With Donald McIntyre
June 13, 2024 • 17m

>

ETC Weekly Review With Donald McIntyre
June 6, 2024 • 12m

>

ETC Weekly Review With Donald McIntyre
May 30, 2024 • 11m

>

ETC Weekly Review With Donald McIntyre
May 23, 2024 • 11m

>

ETC Weekly Review With Donald McIntyre
May 16, 2024 • 10m

>

ETC Weekly Review With Donald McIntyre
May 9, 2024 • 14m

>

ETC Weekly Review With Donald McIntyre
May 2, 2024 • 13m

>

ETC Weekly Review With Donald McIntyre
April 25, 2024 • 12m

>

ETC Weekly Review With Donald McIntyre
April 18, 2024 • 21m

>

ETC Weekly Review With Donald McIntyre
April 4, 2024 • 12m

>

ETC Cooperative

Below are the show topics for each broadcast week during Q2 of 2024:

ETC Weekly Review shows for April 2024.

Date	Item	Content
4/4/24	ETC Weekly Review	We will talk about: - Correcting the @Binance article about $ETC - That #EthereumClassic🍀 is the leading smart contracts #POW blockchain in the world - The #ETC🍀 proof of work course 21, that if its not proof of work then its not a #blockchain
4/11/24		Editor on speaking assignment at WDMS Oman
4/18/24	ETC Weekly Review	We will talk about - That #ETC🍀 is #ETH but honest - What does "trust minimization" mean in #EthereumClassic🍀 - The $ETC POW course class 22, why POS is less secure than POW
4/25/24	ETC Weekly Review	We will talk about - That #EthereumClassic🍀 doesn't have kings, presidents, ceo's, or administrators - Sending and receiving $ETC using the @Ledger Nano S Plus - The #ETC🍀 POW course class 23 about the POW security model and ungovernance

ETC Weekly Review shows for May 2024.

Date	Item	Content
5/2/24	ETC Weekly Review	We will talk about - $ETC Game: The Last Monarchy - #ETC🍀 Bit Gold Series: 1. The Threat of Monetary Policy Changes - Correcting the @CoinDesk article about #EthereumClassic - ETC #POW Course class 24, that POW is not voting
5/9/24	ETC Weekly Review	We will talk about - Buying and trading $ETC through @OKX - The 4 security keys of #ETC🍀 - The ETC POW course class 25, the innovation of #EthereumClassic🍀 is unstoppability
5/16/24	ETC Weekly Review	We will talk about - Managing your $ETC by connecting @Ledger Nano S Plus to your phone - The difference between the #EthereumClassic🍀 coin and ERC-20 tokens in ETC - #ETC🍀 POW course class 26, POS social consensus vs POW code is law
5/23/24	ETC Weekly Review	We will talk about - $ETC Bit Gold series part 2, the question whether fees will pay for security - That #EthereumClassic is #Bitcoin but with smart contracts - The #ETC POW course, class 27 about what does "security" mean in POW blockchains?
5/30/24	ETC Weekly Review	We will talk about - That #Bitcoin is a pocket calculator, #EthereumClassic🍀 is a computer - That #ETC🍀 is a global computer - The $ETC POW course, class 28 that POW is censorship resistant, POS is not

ETC Cooperative

ETC Weekly Review shows for June 2024.

Date	Item	Content
6/6/24	ETC Weekly Review	We will talk about: - Correcting the Coinbase article about #EthereumClassic - Buying and trading $ETC through Bybit - The #ETC POW course, class 29, POW is a commodity, POS is a security
6/13/24	ETC Weekly Review	We will talk about - Recovering your #EthereumClassic addresses on @Trezor using your secret passphrase - #ETC Bit Gold series part 3, the threat of whether fees will always be paid in ETC - $ETC POW course, class 30, why does ETC have value?
6/20/24		Editor on speaking assignment at WDMS Las Vegas
6/27/24	ETC Weekly Review	We will talk about: - Why you should mine $ETC - A call to wallets to use the #ETC standard derivation path - The #EthereumClassic POW course, class 32 about the enormous value of POW during banking crises

BITMAIN World Digital Mining Summit (WDMS) Talk and Panel

Our Senior Editor, Donald McIntyre spoke at the BITMAIN World Digital Mining Summit (WDMS) which was held in Las Vegas on June 17 and 18 2024. His talk's title was "Why You Should Build on Ethereum Classic". The talk was well received by BITMAIN executives and the global mining community members who were in the audience.

ETC Cooperative

In the image above, you may see Donald McIntyre on the far left with other ETC builders and community members at the ETC Grants DAO booth at the WDMS Las Vegas 2024.

Social Media

For Q2 2024, we remain committed to enhancing our presence across a variety of platforms, ensuring that we stay connected and engaged with our community. We're always open to fresh ideas or messaging suggestions that can further amplify our reach and impact. Here's an overview of our platform activity during this period:

X/Twitter: Stay informed on the Ethereum Classic (ETC) ecosystem by following us at @ETCCooperative. Don't miss out on key updates from @ETCGrantsDAO and @POWSummit for the latest conversations and insights.

Newsletter: Our newsletter provides exclusive content, including ETC Cooperative updates, keeping subscribers informed on important developments, projects, and events within the Ethereum Classic community.

LinkedIn: Stay in the loop with the latest ETC-related news, projects, and updates by connecting with us on LinkedIn (https://www.linkedin.com/company/etc-cooperative/).

Wechat: Our robust presence on Wechat caters specifically to the Chinese-speaking community. Join us in active groups like ETC Grants DAO 中文社区 (Chinese Community), ETC Global Comms, and 高速公路ETC (Highway ETC).

Wechat: Our presence on Wechat continues to grow, now engaging a community of **1,089** members. Join active groups such as ETC Grants DAO 中文社区, ETC Global Comms, and 高速公路ETC (Highway ETC) for ongoing discussions tailored to the Chinese-speaking community.

Telegram: Join our vibrant Telegram community, with **4,219** members in the main Ethereum Classic group. Participate in discussions in both the global Ethereum Classic ETC group and the 以太经典中文社区 (Chinese Community).

Discord: Participate in conversations on ETC and Ethereum Classic topics through our Discord channels, including ETC-Ethereum Classic and ETC Cooperative.

Reddit: Our Ethereum Classic subreddit, r/EthereumClassic, continues to grow, now totaling **66K** members. Join in and share your ideas, opinions, and stay informed about the latest developments.

Instagram: Follow us at @etccooperative on Instagram for engaging visual content, behind-the-scenes insights, speaker announcements for POW Summit 2024.

ETC Cooperative

Transparency Reports

Throughout 2023 and 2024 the ETC Cooperative has been publishing reports on our activities quarterly.

- [Q2 2023 Transparency Report](#)
- [Q3 2023 Transparency Report](#)
- [2023 Retrospective](#)
- [Q1 2024 Transparency Report](#)

All of these reports and regulatory filings can be found in the [Filings page](#) on the ETC Cooperative website.

Financials
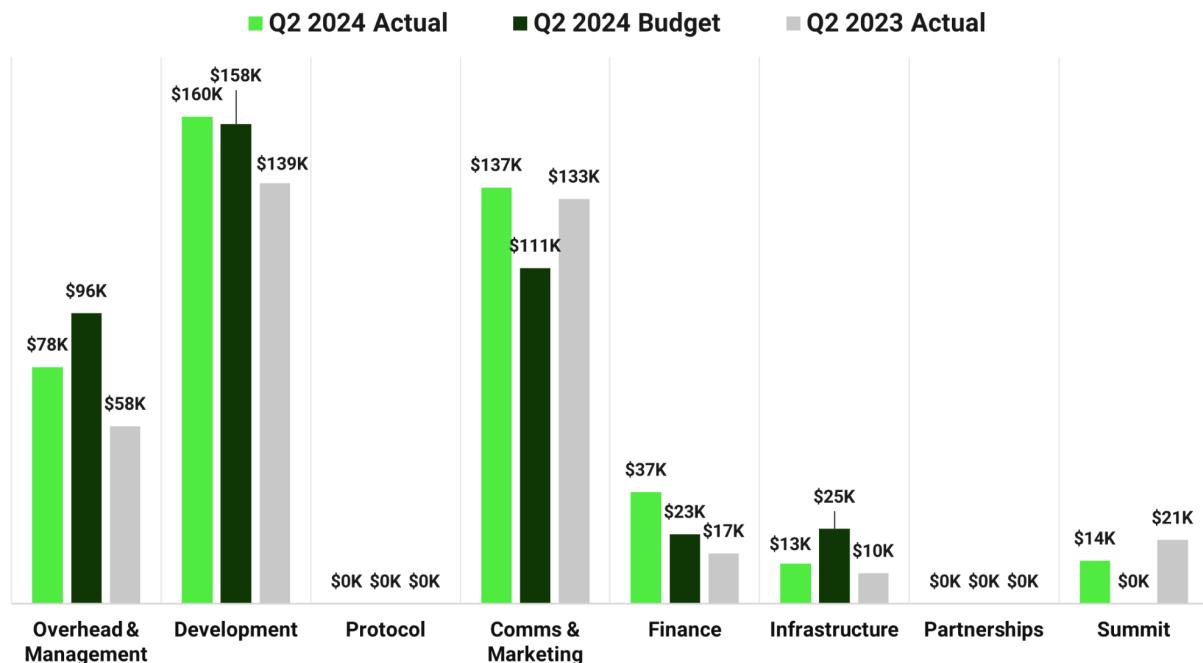
For the quarter and period ending June 30, 2024 ("Q2 2024")

While following general accounting principles, these figures and charts may not be in strict compliance with IFRS ("*International Financial Reporting Standards*") or FASB "*Financial Accounting Standards Board*").

ETC Cooperative

Q2 2024 Financial Results
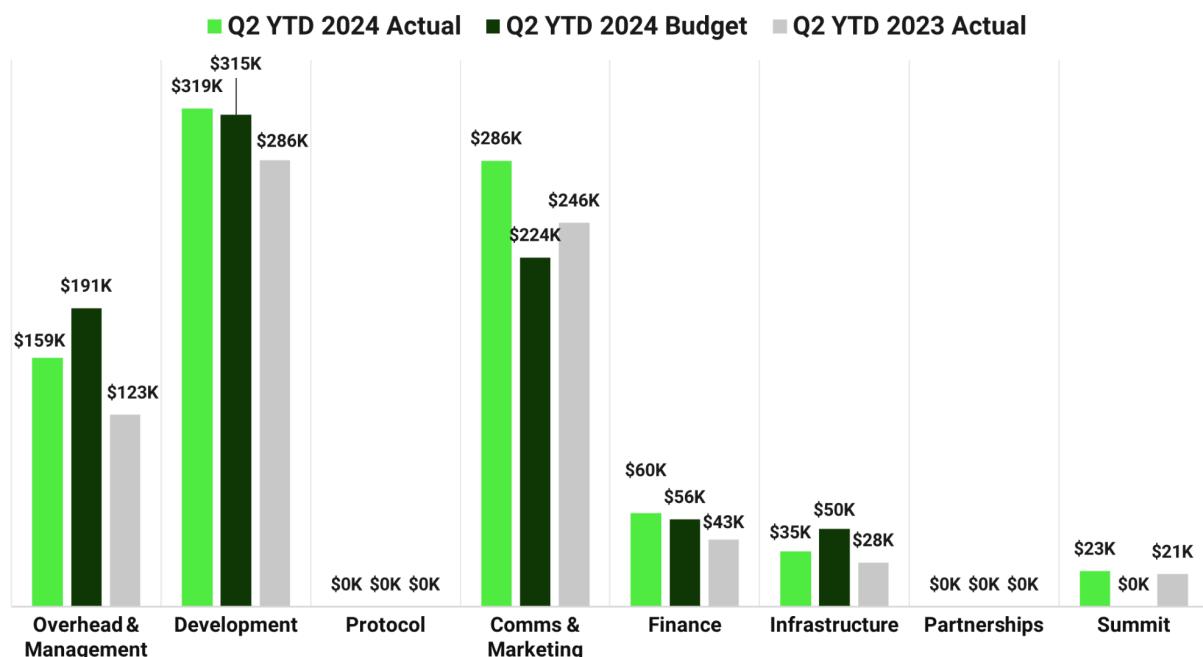
Expenditures in $US

	Q2 2024 Actual	Q2 2024 Budget	Variance $ Q2 2024 vs Q2 2024 Budget	Q2 2023 Actual	Variance $ Q2 2024 vs Q2 2023
Overhead & Management	$77,967	$95,600	$(17,633)	$58,453	$19,514
Development	$160,405	$158,000	$2,405	$138,548	$21,857
Protocol	$0	$0	$0	$0	$0
Comms & Marketing	$137,109	$110,550	$26,559	$133,290	$3,819
Finance	$36,723	$22,875	$13,848	$16,560	$20,162
Infrastructure	$13,303	$24,750	$(11,447)	$10,027	$3,275
Partnerships	$0	$0	$0	$0	$0
Summit	$14,133	$0	$14,133	$20,914	$(6,781)
Total Expenditures	**$439,639**	**$411,775**	**$27,864**	**$377,793**	**$61,847**
Non-cash Items	*$0*	*$0*	*$0*	*$0*	*$0*
Total Operating Expenses	**$439,639**	**$411,775**	**$27,864**	**$377,793**	**$61,847**

ETC Cooperative

Expenditures in $US

	Q2 YTD 2024 Actual	Q2 YTD 2024 Budget	Variance $ Q2 YTD 2024 vs Q2 YTD 2024 Budget	Q2 YTD 2023 Actual	Variance $ Q2 YTD 2024 vs Q2 YTD 2023
Overhead & Management	$159,360	$191,200	$(31,840)	$122,832	$36,528
Development	$319,018	$315,000	$4,018	$285,994	$33,024
Protocol	$0	$0	$0	$0	$0
Comms & Marketing	$285,598	$223,685	$61,913	$245,823	$39,775
Finance	$59,871	$55,950	$3,921	$43,122	$16,750
Infrastructure	$35,345	$49,900	$(14,555)	$28,260	$7,085
Partnerships	$0	$0	$0	$0	$0
Summit	$22,801	$0	$22,801	$20,914	$1,886
Total Expenditures	**$881,994**	**$835,735**	**$46,259**	**$746,945**	**$135,048**
Non-cash Items	*$0*	*$0*	*$0*	*$0*	*$0*
Total Operating Expenses	**$881,994**	**$835,735**	**$46,259**	**$746,945**	**$135,048**

Overall, Q2 2024 actual costs were slightly ahead of budget and higher than Q2 2023 due to higher travel costs, timing of US tax payments, and slightly higher wage costs associated with increased payroll taxes and inflation adjusted salaries. Q2 actual for 2024 and 2023 included some POW Summit costs, which are 50% covered by Litecoin Foundation and will be reconciled at the end of the year.

The YTD costs are higher than budgeted, due to more conferences and traveling than originally budgeted. However, about 80% of the Coop costs and budget are related to staffing costs and are indexed to inflation, therefore we expect slightly higher costs each year.

ETC Cooperative

The following is a breakdown of what is generally allocated to each category:

Overhead & Management

This category includes any compensation and payments for the Executive Director as well as all overhead, office, legal, and related expenses. It also includes any general costs that cannot be allocated to specific departments.

Development

This includes any compensation for the development team and any development-related costs.

Protocol

We did not allocate anything to this section for 2023 or 2024 as costs are contained within Development or Infrastructure categories.

Communications & Marketing

This includes salaries for the comms team and all advertising, promotional work, marketing, conference sponsorship, website costs, and all travel related expenses for the entire team.

Finance

This includes costs related to tax filings, tax and accounting professional consulting, accounting software, and finance consulting costs.

Infrastructure

This covers costs of hosted services which we provide to the ecosystem.

Partnerships

Covers any grants distributed from the ETC Coop.

Summit

This category covers any conference/summit put on by the ETC Coop. In 2024, this category will contain the costs for the POW Summit.
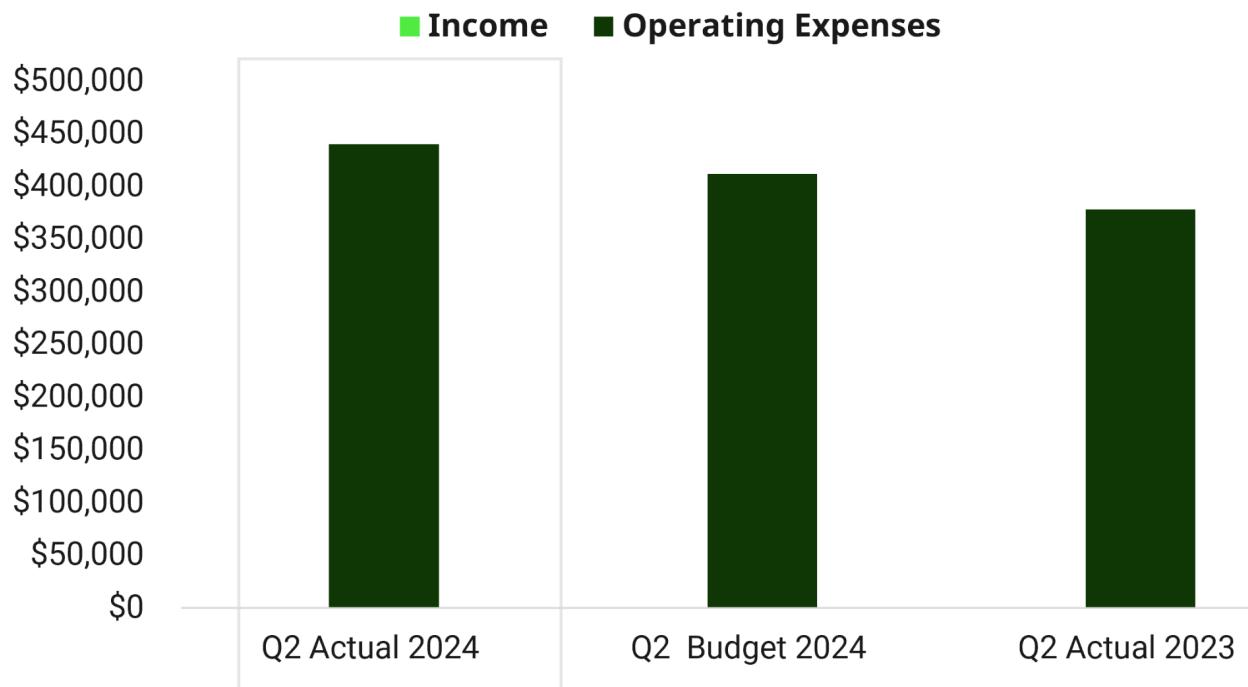
Non-Cash items

This consists of accounting items that are not considered cash-costs, such as gain/loss on foreign exchange, gain/loss on sale of cryptocurrencies, and direct write-off of prior year receivables.

ETC Cooperative

Net Income/(Loss)

Net Income/(Loss) in $US

	Q2 Actual 2024	Q2 Budget 2024	Q2 Actual 2023
Income	$0	$0	$0
Operating Expenses	$439,639	$411,775	$377,793
Net (Loss)/Income	$(439,639)	$(411,775)	$(377,793)
Non-cash items	*$0*	*$0*	*$0*
Adjusted Net Income	**$(439,639)**	**$(411,775)**	**$(377,793)**

Note that the net income/(loss) and adjusted net income/(loss) does not include the unrealized gain/loss on the re-evaluation of ETC at market rates. See description of non-cash items above.

ETC Cooperative

Income

Historically, the ETC Cooperative earned income from the arrangement with Grayscale LLC as well as donations and sponsorships. Under the Grayscale arrangement, 1/3 of fees collected by Grayscale, related to their Grayscale Ethereum Classic Trust, were contributed to the Cooperative. Sponsorships related to any conferences held are either included in income, if they are general purpose, or offset to expenses, if they are for a specific event/activity. In 2024, we are budgeting for sponsorship for the POW Summit, however this will only work to offset expenses and it is unlikely that it will generate any substantial revenue for the Coop.

As at June 30, 2024 the ETC Coop had $1.2m in cash and 65,878 in ETC tokens. The current monthly burn rate is $150k. With the current prices of ETC, the combined runway is 16 months from the balance sheet date of June 30th.

The ETC Cooperative will not be sustainable in the future, without new sponsors or a significant increase in the market value of the ETC tokens held.
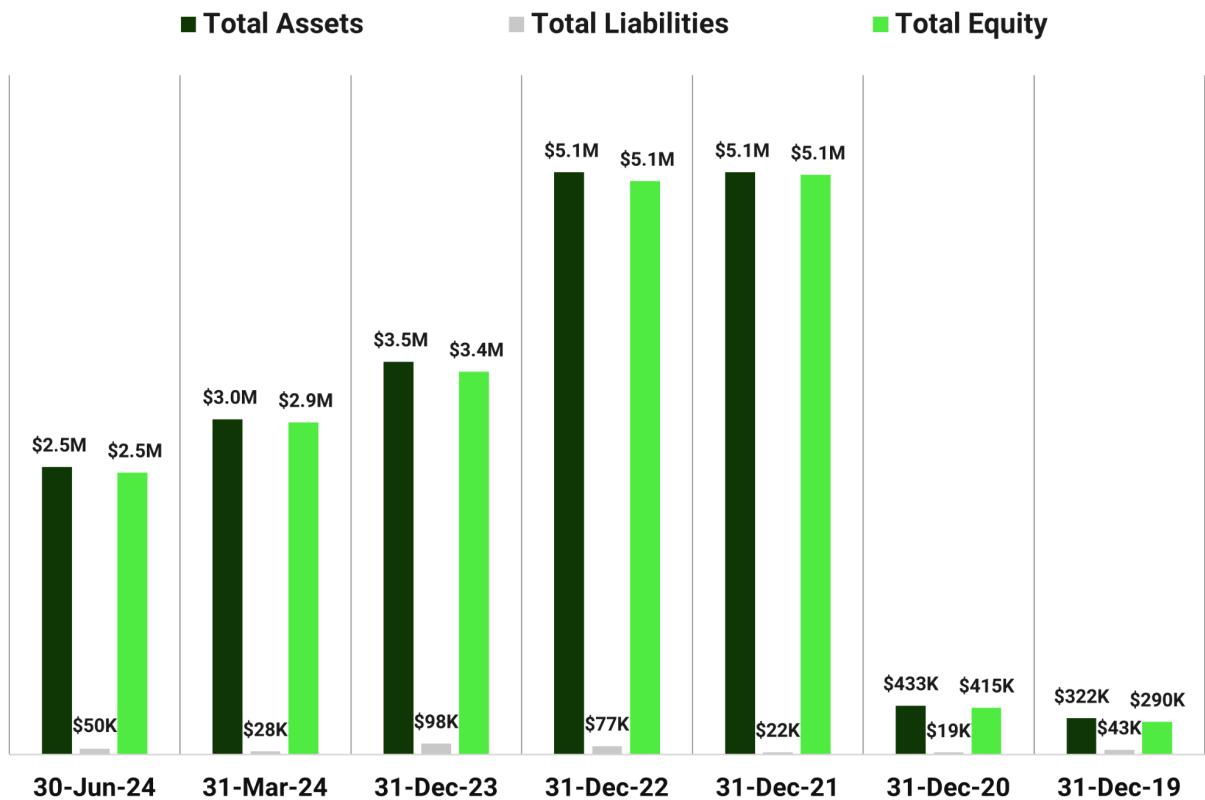
Unrealized (Loss)/Gain on ETC

These figures represent the difference between the book value of ETC, included in the financial information, and the market value as of a certain date. The book value is the value or exchange rate at which the ETC was purchased and recorded in the financial records, in US dollars. This value will remain in the books until the ETC is sold. However, it over or understates the actual value of the ETC held at a certain point in time and thus the liquidity of the ETC Cooperative. To present a more accurate picture of the unrealized gain or loss is presented, which shows what would have been reported if the ETC held had been sold. This will change each period to reflect the current rate at the end of the reporting period (i.e., June 30, 2024, for Q2 2024).

ETC Cooperative

Financial Position

Financial Positions in $US

	30-Jun-24	31-Mar-24	31-Dec-23	31-Dec-22	31-Dec-21	31-Dec-20	31-Dec-19
Assets							
Cash & Cash Equivalents	$1,162,634	$1,545,896	$2,189,983	$4,816,320	$4,689,209	$303,313	$146,318
ETC (at book value)[1]	$1,202,404	$1,202,404	$1,202,404	$328,265	$78,115	$78,115	$154,363
Due from Grayscale	$20,000	$20,000	$20,000				
Other Crypto (at book value)	$(0)	$(0)	$(0)	$(0)	$377,733	$51,914	$18,808
Prepaid Expenses & Deposits	$157,179	$196,009	$59,179	$0	$0	$0	$2,250
Total Assets	**$2,542,217**	**$2,964,309**	**$3,471,566**	**$5,144,585**	**$5,145,057**	**$433,341**	**$321,739**
Liabilities							
Accounts Payable & Accrued Liabilities	$50,492	$28,395	$98,143	$77,288	$22,208	$18,507	$44,393
Due to Grayscale	$0	$0	$0	$0	$0	$0	$(1,000)
Total Liabilities	**$50,492**	**$28,395**	**$98,143**	**$77,288**	**$22,208**	**$18,507**	**$43,393**
Equity							
Retained Earnings	$3,373,719	$3,373,719	$5,064,439	$5,122,541	$414,834	$290,403	$661,632
Net Income/(Loss) for the year	$(881,994)	$(437,806)	$(1,681,060)	$(55,244)	$4,708,015	$124,431	$(371,229)
Total Equity	**$2,491,725**	**$2,935,913**	**$3,383,379**	**$5,067,297**	**$5,122,849**	**$414,834**	**$290,403**
Total Liabilities & Equity	**$2,542,217**	**$2,964,309**	**$3,481,522**	**$5,144,585**	**$5,145,057**	**$433,341**	**$333,796**
ETC at Market Value[1]	*$1,559,336*	*$2,260,279*	*$1,443,390*	*$366,155*	*$278,521*	*$46,284*	*$72,540*
Liquid assets[2]	**2,721,970**	**3,806,175**	**3,633,373**	**5,182,475**	**4,967,730**	**349,597**	**218,858**

ETC Cooperative

Total Assets   **Total Liabilities**   **Total Equity**

	30-Jun-24	31-Mar-24	31-Dec-23	31-Dec-22	31-Dec-21	31-Dec-20	31-Dec-19
Total Assets	$2.5M	$3.0M	$3.5M	$5.1M	$5.1M	$433K	$322K
Total Liabilities	$50K	$28K	$98K	$77K	$22K	$19K	$43K
Total Equity	$2.5M	$2.9M	$3.4M	$5.1M	$5.1M	$415K	$290K

Assets

The assets consist of cash, ETC tokens, and prepayments. The increase in prepayments is due to timing differences and the difference in cash is due to Q2 2024 expenditures.

Liabilities & Equity

Accounts payable and accrued liabilities were predominantly composed of accrued accounting expenses and consulting fees.

In Q2 2024, the net loss was slightly higher than Q2 2023 due to slightly increased consulting fees and staffing costs.

ETC Cooperative

ETC Cooperative