CRYPTO

PROJECT METHODOLOGY

# Introduction

Building an active and engaged community is essential to the success of any project,

especially in the cryptocurrency and blockchain space. A strong community can provide valuable feedback, support, and advocacy, helping to drive adoption and growth. However, creating and sustaining a community requires a strategic and holistic approach.

This Community Development and Engagement Plan outlines a detailed strategy for creating and sustaining a thriving community around the project.

# Incentives

* + Token rewards for participating in discussions, sharing content, and referring friends
  + Exclusive access to project updates, events, and merchandise for loyal community members
  + Early access to new features or services for active community participants
  + Recognition and showcasing of top contributors on social media and project channels

2

* + Opportunities for community members to participate in project governance and decision-making
  + Access to exclusive community channels or groups for top contributors
  + Personalized support and feedback from project team members for top contributors
  + Incentives for community members to create and share high-quality content
  + Incentives for community members to participate in community-driven proposals

# Tournament

-Delemity to create attractive content, solve problems, and participate in discussions every month /monthly competition

-The price includes exclusive access to tokens, products, or design events

-The theme competition (for example, "Share Your Story \" or \ "LOGO \") promotes creativity and interaction.

-Storing competition for development of teamwork and innovation (hackathon, group projects, etc.)

-The competition with various levels of complexity and complexity satisfies various qualifications

-The arbitration supervision, rules, and clear standards to ensure justice and transparency

-The clear time and calendar to ensure sequence and predictable possibilities

# AMA (ask anything)

-Normal AMA with project teams, partners, and industry experts

* + ask the members of the community and encourage them to interact with the guests

3

-Ama related to various themes (for example, technology, marketing, management) to satisfy various interests

-Nesting to AMA (for example, exclusive access to future events)

-As a clear plan, graphic, and guide principles to ensure AMA smooth implementation

-Ama following the solution of a problem or unspracable subject.

-Ama with a clear format and structure to ensure consistency and quality

# IUDs (Incentivized User-Generated Content)

* + Encourage community members to create and share content (blog posts, videos, art) about the project
  + Offer token rewards or other incentives for high-quality content
  + Content categories (e.g. tutorials, reviews, or testimonials) to guide community creations
  + Featured content sections on project channels to showcase top submissions
  + Content calendar to ensure regular and diverse content publication
  + Clear guidelines and templates for content creation and submission
  + Incentives for community members to create and share high-quality content
  + Opportunities for community members to showcase their content on project channels

# CPAs (Community-Driven Proposals)

* + Allow community members to propose and vote on project initiatives or features
  + Encourage community engagement and ownership
  + Clear guidelines and templates for submitting proposals

4

* + Incentives for participating in proposal discussions and voting
  + Proposal review and feedback process to ensure quality and feasibility
  + Regular proposal cycles to ensure consistent community engagement
  + Opportunities for community members to participate in project governance and decision-making

**CONCEPTIONS**

# Moderation Strategy

* + Community Guidelines:
  + Respectful communication
  + No spam or self-promotion
  + No hate speech or discrimination
  + No sharing of sensitive or confidential information
  + No impersonation or fake accounts
  + Conflict Resolution:
  + Establish a clear process for reporting and resolving conflicts
  + Designate community moderators to enforce guidelines and resolve disputes
  + Encourage open communication and feedback
  + Regular moderation team meetings to discuss challenges and improvements
  + Clear escalation procedures for severe conflicts or issues
  + Community Feedback and Suggestions:

5

* + Regular community feedback and suggestion sessions
  + Clear guidelines and templates for submitting feedback and suggestions
  + Incentives for participating in feedback and suggestion sessions

# Key Performance Indicators (KPIs)

* + Community growth:
  + Member count
  + Engagement rates (likes, comments, shares)
  + Retention rates
  + Net promoter score (NPS)
  + Community satisfaction surveys
  + Content quality and engagement:
  + Quality of user-generated content
  + Engagement with content (views, likes, comments)
  + Content diversity and creativity
  + Content calendar adherence
  + Community sentiment:
  + Sentiment analysis of community discussions
  + Net promoter score (NPS)
  + Community feedback and suggestions
  + Conflict resolution success rates

6

# Community Ambassadors

* + Establish a program to recognize and empower top community contributors
  + Community Ambassadors will serve as representatives of the project and community
  + Ambassadors will receive exclusive incentives and opportunities for leadership and growth
  + Ambassadors will be responsible for leading community initiatives and events

# Community Council

* + Establish a community council to provide guidance and oversight on community initiatives
  + Council members will be elected by the community and serve for a fixed term
  + Council will meet regularly to discuss community issues and initiatives
  + Council will provide recommendations to the project team on community-related matters

# Community Events

* + Host regular community events, such as webinars, meetups, and conferences
  + Events will be designed to educate, engage, and entertain the community
  + Events will be held online and offline, depending on the location and preferences of the community
  + Events will be promoted through social media and community channels

# Community Feedback Loop

7

* + Establish a feedback loop to ensure that community feedback is heard and incorporated into the project
  + Feedback will be collected through surveys, polls, and community discussions
  + Feedback will be reviewed and prioritized by the project team
  + Feedback will be implemented and communicated to the community

# Community Governance

* + Establish a governance model to ensure that the community has a say in project decision-making
  + Governance model will include community voting and representation
  + Governance model will be designed to ensure that the community is aligned with the project's goals and values.

1

1

**Community Performance Indicators**

Growth: 10% quarterly increase in member count, 20% increase in engagement rate, 80% retention rate

Content Quality: 30% increase in content engagement, 25% increase in content diversity, 90% content relevance Community Sentiment: 80% positive sentiment analysis, 50 NPS

Community Engagement: 20% event participation, 15% community feedback

Weighted Scoring: 30% Growth, 20% Content Quality, 20% Community Sentiment, 30% Community Engagement

Thresholds: Red (<80%), Yellow (80-90%), Green (>90%)