Zcash Education & Outreach Proposal

A BLUE PRINT FOR FOSTERING GROWTH OF THE ZCASH
COMMUNITY BY EDUCATION PROGRAMS

PASCAL NTSAMA
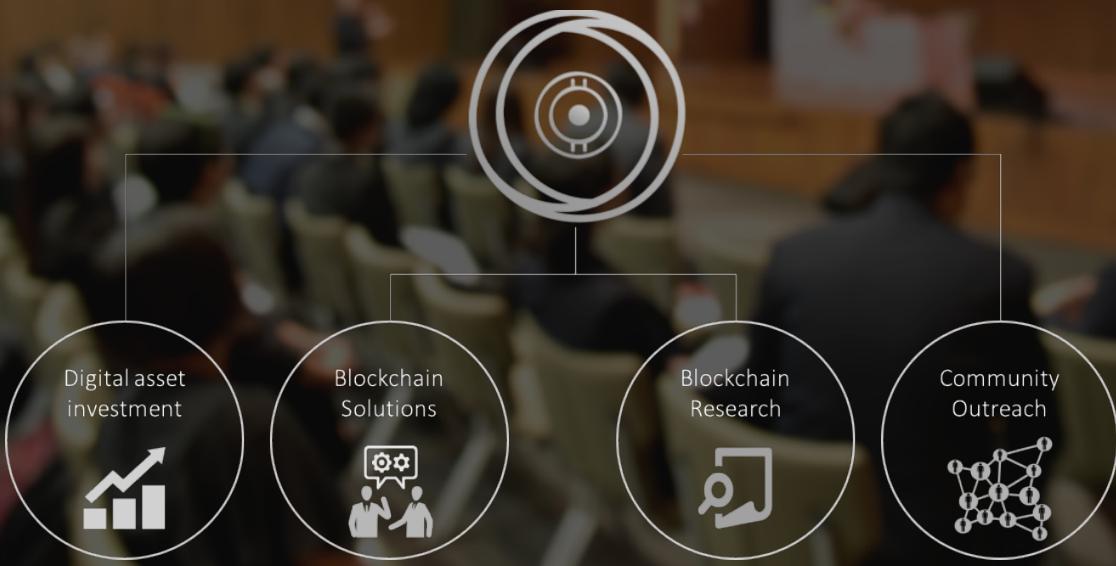
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ABOUT US

Coincentrix Capital is a newly formed Blockchain investment and research group, focused on digital assets, education of cryptocurrencies, and the development of the Blockchain ecosystem. Our team at Coincentrix Capital is composed of Bitcoin certified professionals and experienced cryptocurrency investment & research analysts. The Zcash Foundation Grant provides an opportunity to expand education efforts for outreach among university students to inform them on the fundamentals of blockchain and privacy driven innovations. As the Zcash project has delivered prosperous results especially considering its leading role in full anonymous decentralized blockchain technology we would like to educate users on its ongoing use cases and privacy driven innovations.

MOTIVATION & OVERVIEW

Our motivation is clear, we want to educate the masses on Zcash and Blockchain technologies!

As college students, our team majored in areas such as computer science, engineering and marketing. We did not realize the value of bitcoin and digital cryptocurrencies until after we graduated. We also realize leveraging our diverse educational backgrounds (Historical Black College Universities and Technology Research Institutes) provides us with access to developing minds that further the field of the Blockchain ecosystem and digital cryptocurrencies.

Linda Lee 2017-08-21 Zcash blog post : https://z.cash/technology/cryptocurrency-ux-challenges.html mentions challenges associated with it but the challenges mentioned in this post are also applicable to the current state of Zcash as well as other digital cryptocurrencies as a whole.

On the next page, we state the challenges related to Zcash and digital cryptocurrencies mentioned in Linda's article that we plan to address:

CHALLENGES

- o Using cryptocurrency requires knowledge of cryptocurrency.
- o Cryptocurrencies are hard to use

WHAT WE CAN DO ABOUT IT

- o Educate users about the benefits of using cryptocurrency
- o Educate users about cryptocurrency concepts.

The "What we can do about it" points listed go parallel with our goals we have set for this project. Our goal is identify potential Zcash users and young college developers to provide them with the fundamental knowledge required for them to cultivate value in the Zcash ecosystem. Our key goals for this program will be to educate the public through workshops, develop marketing strategies on Blockchain technologies, highlight the advantages of digital cryptocurrencies, and the practical implementations of Zcash. Thus, creating an outlet for increased Zcash use and community involvement that can increase the functionality of Zcash for the average person.

We plan to leveraging several educational institutions that will provide us with a venue to target various students in a variety of departments such as computer science and engineering while also targeting community members specifically focusing on business owners allowing us to garner interest to:

- o Educate individuals on Zcash fundamentals
- o Increase development of the Zcash platform
- o Establishing Zcash ambassadors within universities to sustain and increase interest of Zcash and potential users.

TECHNICAL APPROACH

Goals for this project will be achieved by:

- o Leveraging existing relationships at educational institutions based on prior workshops provided to students and community members that addressed Bitcoin fundamentals.
- o Conduct pre- and post-test surveys to examine the level of Zcash literacy before and after workshops.
- o Develop programs encompassing of free Zcash educative courses and workshops, a with the main objective of tackling challenges identified from the survey data.
- o Conduct pilot program at selected university
- o Optimizing program per result of the pilot program

TEAM BACKGOURND & QUALIFICATIONS

After my (Oyedeji Oluwoye) poster presentation in Atlanta GA at Emory University's 2016 STEM Research & Career Symposium It was clear that the education and adoption factors were still a challenge to tackled; project efforts and community development were of instant need to aid the Blockchain ecosystem. After confirmation of those factors the creation of lectures titled "Blockchain & Digital Crypto Cryptocurrencies" were created with the help of Pascal Ntsama and Anthony Robinson to help students and young professionals to understand

Blockchain education initiatives at a grassroots level. With the guidance and network of Dr. Xiang Zhao and other professors at A&M.

Below is a summary of the team which will undertake the Zcash outreach program upon Zcash agreement:

- o Oversee project planning & execution
- o Program content development
- o Collaborate public relations
- o Manage funds

- o Review program objective
- o Review program content efficiency
- o Evaluate & advice on performance

Oyedeji Oluwoye
Program Lead

M.S Computer Science
A&M University Alabama
CEO Coincentrix Capital
Network Planning Engineer at AT&T

Dr. Xiang Zhao
Program Advisor

Designation: Professor A&M University Alabama
Area of Interest / Expertise: Modeling and
Simulation, High Performance Computing, Cloud
Computing, Algorithm Design& Analysis

- o Collaborate project planning & execution
- o Oversee content development
- o Collaborate public relations

- o Oversee program advertisement
- o Oversee public relations
- o Manage social media outreach

Pascal Ntsama
Assistant Program Director

B.S Electrical Engineer
Georgia Tech
COO Coincentrix Capital
RAN Design Engineer at AT&T

Anthony Robinson
Marketing Director

B.S of Arts Degree
Tennessee State University
McDonalds Corporation
NW Regional Marketing Supervisor

Oyedeji Oluwoye – Project Lead
Senior Specialist-Network Planning Engineer at AT&T
Master of Science Degree in Computer Science from Alabama A&M University
Master's Thesis: "Digital Cryptocurrencies: The Design and Network Analysis of the Bitcoin Infrastructure."
Bachelors of Science Degree in Computer Science from Alabama A&M University
Presentations:
Digital Cryptocurrencies: The Design and Network Analysis of the Bitcoin Infrastructure, presentation at 2016 Emory University STEM Research and Career Symposium, Atlanta, GA.
https://www.linkedin.com/pulse/2017-technology-trend-buzzword-Blockchain-oyedeji-oluwoyeCertification
Bitcoin Certified Professional - Cryptocurrency Certification Consortium
Certification: Cisco CCNA, CCDA and Cisco CCNA Wireless Certified & Comptia Network+

Pascal IV Ntsama – Assistant Project Director
RAN Design Engineer at AT&T Mobility
Bachelors of Science Degree Electrical Engineering from Georgia Institute of Technology
Certification: Bitcoin Certified Professional - Cryptocurrency Certification Consortium
Other: Founder of Cameroonian Youth Empowerment (CYE) non-profit organization

Dr. Xiang Zhao – Project Advisor
Alabama A&M University Faculty Liaison
Professor in the Department of Programing and Computer Science
Head of Alabama A&M University Computer Science Club

Anthony Robinson - Marketing Coordinator
Regional Marketing Supervisor NW at The McDonalds Corporation
Bachelors of Arts Degree from Tennessee State University

Other
Project Coordination Glenn Anthony Homeless Project
Creator of Gold Plated Event Planning Group

I presented at four Universities, two of them in the United States and remaining in Nigeria. I created a LinkedIn article in January 2017 to expand my efforts and detail my quick thoughts as elaborated in the link below.

https://www.linkedin.com/pulse/2017-technology-trend-buzzword-Blockchain-oyedeji-oluwoye

After creating a legal structure for centralizing my ideas and working within the Blockchain space (Coincentrix Capital), I am devoting and leading the education outreach sector to continuing the grassroots effort and expand adoption of Blockchain technologies.

EVALUATION PLAN
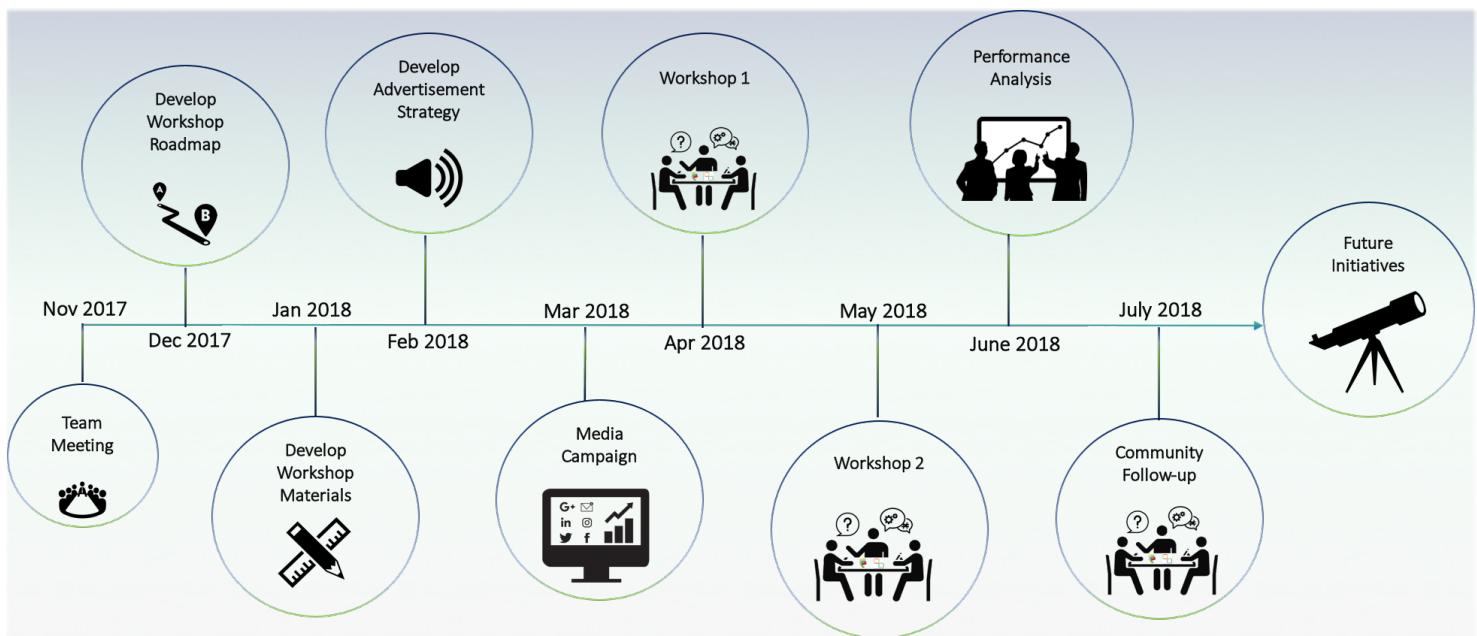
Grant Review Committee and/or other community members will be able to evaluate project success based on recorded visuals of the events created and social media updates through such platforms like Medium, LinkedIn, Twitter and Facebook for recaps and posts.

With a goal to increase the adoption of Zcash, a Zcash wallet creation tracker will be introduced to collect all available data on new wallets created and Zcash transfers within the project between the audience to produce Quantifiable metrics. Additional any media coverage will be saved for records.

SECURITY CONSIDERATIONS

Implications of this project to the privacy, integrity, availability and decentralization of Zcash will be affected in a positively view with availability being a key focus. Community awareness will increase to masses that have not been exposed to Blockchain technology and will now see Zcash as the first option when thinking of the space. Education is a fundamental, knowledge of the Zcash project will in a capacity increase security measures taken by users to insure basic attacks on their wallets will be prevented. Pre- and post-test surveys will be anonymous and participants will not be asked to provide any identifying or personal information.

SCHEDULE

Budget and Justification

We project a budget of $5,000 USD for the US workshops. Funds are requested for travel, salary, printing & postage, marketing strategies, and small projects we will like to create to help expand the adoption of the Zcash.

Travel is requested for Team members to travel between the states of Alabama, Georgia, Washington & Tennessee, to manage study start up activities, conduct workshops, to administer and collect surveys at venue sites.

Total budget allocated to travel: $,1000

Printing and Postage

Funds are requested to pay printing and postage costs for marketing campaigns to foster recruitment procedures and workshop materials. Funds also requested for T-shirt printing. $1,250 is requested for this cost to conduct the proposed work.

Participant's Compensation

Participants/students will be compensated with free Zcash via demos, transaction demonstrations and for their time with refreshments. Total amount of $ 1000 (2 workshops x $ 500) in funds are requested.

Teams Compensation & Development

As a team we have several ideas to create small but valuable Zcash related apps for aiding the Zcash ecosystem. We will like a budget of $750 to incentivize student projects and hire external programmers to deliver simple solutions.   We will also allocate $1,000 worth out of Zcash to the 4 team members as compensation for time and dedication.

Zcash Education Outreach Budget Details

Percentage of Funds Spent

100%

Summary

TOTAL BUDGET
$5,000
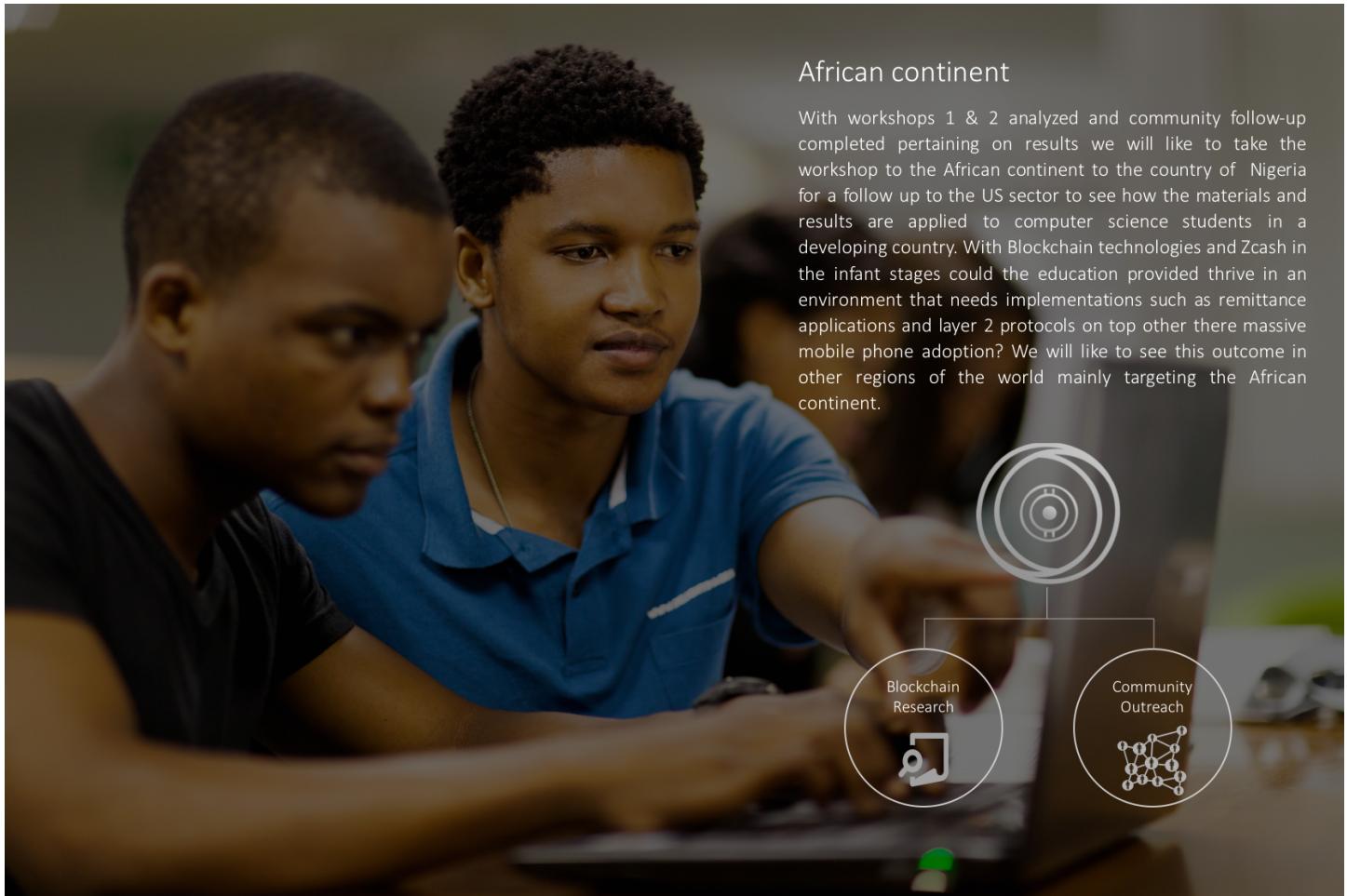
TOTAL EXPENSES
$5,000

Funding Type

ITEM	AMOUNT
Workshop Budgets	$5,000.00

Budget and Justification

ITEM	DUE DATE	AMOUNT
Travel Expenses		
Travel		$1,000.00
PRINTING AND POSTAGE		
Printing and Postage		$1,250.00
Participants Compensation (Zcash)		$1,000.00
TEAMS COMPENSATION & DEVLOPMENT		
Student Projects/External programmers		$750.00
Team Members (4) Compensation		$1,000.00

African continent

With workshops 1 & 2 analyzed and community follow-up completed pertaining on results we will like to take the workshop to the African continent to the country of Nigeria for a follow up to the US sector to see how the materials and results are applied to computer science students in a developing country. With Blockchain technologies and Zcash in the infant stages could the education provided thrive in an environment that needs implementations such as remittance applications and layer 2 protocols on top other there massive mobile phone adoption? We will like to see this outcome in other regions of the world mainly targeting the African continent.

Blockchain Research

Community Outreach

Conclusion

We believe our project works with the Mission of the Zcash Foundation by expanding the community, implementing the protocol to new audiences and exposing and educating the science of Zcash. We also believe that the 8 Values of the Zcash foundation will be expressed through our outreach efforts.