Zcash Outreach Six Month Report

THIS COMMUNICATION IS AN UPDATE AS WELL AS A RECAP OF OUR ACHEIVEMENTS SINCE 6 MONTHS OF RECEIVING OUR FIRST ZCASH OUTREACH GRANT. DURING THIS COMMUNICATION WE WILL ALSO PRESENT THE RESULT OF OUR SURVEY.

PASCAL NTSAMA | OYEDEJI OLUWOYE

PART I PICTORIAL RECAP

Dear Zcash Community,

This communication contains updates from the 2017 Q4 Zcash award period from November 20, 2017 till date. We intent to use this document as a summary of our Zcash Outreach activities along with providing details of the survey results. We believe this communication, previous documentations and posts on the Zcash Foundation GitHub forum will serve the purpose of presenting our Journey towards accomplishing our proposal.

The Coincentrix Team along with two of its partners have been actively involved in Zcash outreach events across four university campuses and eight professional gatherings in the United States. Overall, we successfully conducted Zcash outreach events at the University of Alabama at Birmingham located in Birmingham Alabama, Howard University located in Washington D.C, Tennessee State University located in Nashville Tennessee and Alabama A&M located in Huntsville Alabama. We also conducted educational sessions for organizations and businesses including, The Siamese Dreams, The National Society of Black Engineers, The Bessemer Public Library, Howard University's African Business Club, Howard University Blockchain Labs, Alabama A&M Dean Speaker Series, and the Pluckerz Restaurant. We were gracefully accompanied by our partners, Tyler Frost of Coinosophy LLC who educated our audience on the fundamentals of cryptocurrency economics, Matthew Rizzio and Sean Markert of BitBros LLC who respectively educated the audience on cryptocurrency mining. We collected Pre & Post surveys, shared over 50 Zcash T Shirts, motivated Pluckerz a local Nashville restaurant to enlist Zcash as a form of payment for its clients. established relations with student groups, faculty members and residents for future outreach collaborations, featured as a spotlight on WAFF 48 local news station through the Alabama A&M University's public relations department while presenting at the Alabama A&M Dean Speaker Series, and finally met with David Bailey the CEO of BTC Media who was very supportive of our efforts and provided us with magazines to distribute to our audience.

Overall we covered an audience of about 300 participants, of which 206 were from the four universities which we conducted Zcash outreach. Out of the 206, we received survey responds from 166 participants. The survey results shared some valuable insights which may possibly create some outlets of outreach emphasized on topics such as Zcash mining and Zcash economics. Apparent in the survey result section of this document, we saw improvements between our Pre and Post survey in respect to the specific questions respectively. We also received valuable feedback from some participants which will play a major role in the optimization of future Zcash Outreach efforts for the community of Zcash evangelist.

We developed several relationships in the processes which could provide more value for future Zcash outreach projects such as the Dean of the College of Engineering at Alabama A&M and his staff who were very interested in collaborating in the future. We are excited of the work we have done so far and we look forward to more value creation for the Zcash foundation, the Zcash community and the general public.

Best Regards,

Coincentrix Capital Team

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MOTIVATION

Our motivation for submitting a proposal for the Zcash Grants was centered on educating the masses especially those with little knowledge of distributed ledger technology. We believe driving education at the grassroots level through outreach events is a good recipe for mass adoption. *What is the need of a revolutionary product if there are not enough revolutionist to popularize it?* We found this grant opportunity very valuable because it provides us the ability to jump start popularization of a unique technology, Zcash.

EVENT PLANING

Planning for the Zcash Outreach projects in general was seamless given we had already carried out significant amount of planning prior to applying for the 2017 Q4 Zcash Grant. During the pre-application phase, we focused on identifying what opportunities we had to create value for the Zcash community as well as how much capacity we had to successfully complete a proposal within the frameworks of the Zcash Foundation. Our goal was to design an outreach event which can educate a diverse crowd on Zcash and its attributes while collecting relevant data from our audience to single out key factors in streamlining Zcash education for all. We then proceed to forming a team which will implement a proposal to the Zcash Foundation. Deji oversaw the entire projects, while Anthony managed public relation, Pascal focused on overall content creation and Dr. Xiang provided us with advises regarding the educational content of our program. Upon pinpointing Zcash outreach and forming a team, we applied for the Zcash grant concurrently while forming relations at the targeted institutions for our Zcash outreach programs. Our initial intentions was to host events however, after interacting with the respective point of contact at each of the targeted universities, we found more value in partaking in an already scheduled event manage by a student group/organization. This adjustment benefited our course especially considering the amount of effort it takes to independently host an event at a university. We took advantage of our point of contacts to develop proper expectations and goals which will yield the maximum impact for our Zcash outreach program. By the time we received confirmation that our proposal will be funded we were indirectly in the implementation phase of our proposed program.

OUR EXPECTATION

One of the key aspirations we have for this project is for it to constantly evolve. We understand without continues trials, the community impact we seek is limited. It is for this reason why we added data collection as part of this Zcash outreach program. Beyond continuity within the Zcash community, we had goals of reaching out to the masses through university students, local businesses and cryptocurrency enthusiasts providing them with the fundamentals needed to understand and utilize Zcash. We had no specific figures as far as the total expected number of participants. However, we had plans to cover more than 100 participants over the course of the project.

OUR AUDIENCE

We visited four pilot universities including Howard University, Alabama A&M, Tennessee State University and University of Alabama at Birmingham. We also conducted educational sessions for organizations and businesses including, The Siamese Dreams, The National Society of Black Engineers, The Bessemer Public Library, Howard University's African Business Club, Howard University Blockchain Labs, Alabama A&M Dean Speaker Series and the Pluckerz Restaurant. Though we did not have a chance to accurately record all participants due to event logistics, we estimate covering over 300 participants in total. At the universities, we hosted about 206 participants and retrieved 166 survey responds. We covered 35 with 26 survey responses from the University of Alabama at Birmingham, 15 at Howard University with 9 survey responds, 33 at Tennessee State University with 28 survey responds and 123 at Alabama A&M through the Dean Speaker Series with 101 survey responds. In terms of demographic majority of the audience were students, followed by young professionals, faculty members and local cryptocurrency enthusiasts. The chart below summaries the above in regards to the universities we visited.

2/23/2017

3/30/2017

3/30/2017

3/28/2017

MAJOR CHALLENGES & RECOMMENDATIONS

DEMYSTIFYING THE TECHNICALLITIES: Simplifying the complexities of cryptocurrency for a diverse audience is indeed a challenge. It is only after completing the program that we discovered one of the key methods of simplifying our explanations so our audience can connect the dots is by keeping our audience engaged and demonstrating the technology. It would have tremendously assisted us with simplification of our material for our audience.

USING BITCOIN AS A SEGWAY: We found using bitcoin to explain distributed ledger technology and its attribute created challenges when we transition to Zcash. We assumed our audience will most likely be familiar with bitcoin therefore we could leverage that knowledge to introduce Zcash by comparing both cryptocurrencies. This method introduced some noise especially for the first timers. The best approach will be to focus on Zcash throughout the presentation. This provides more time for the audience to retain the origin of Zcash, its consensus model, its network architecture and operational characteristics.

SURVEY RESULTS

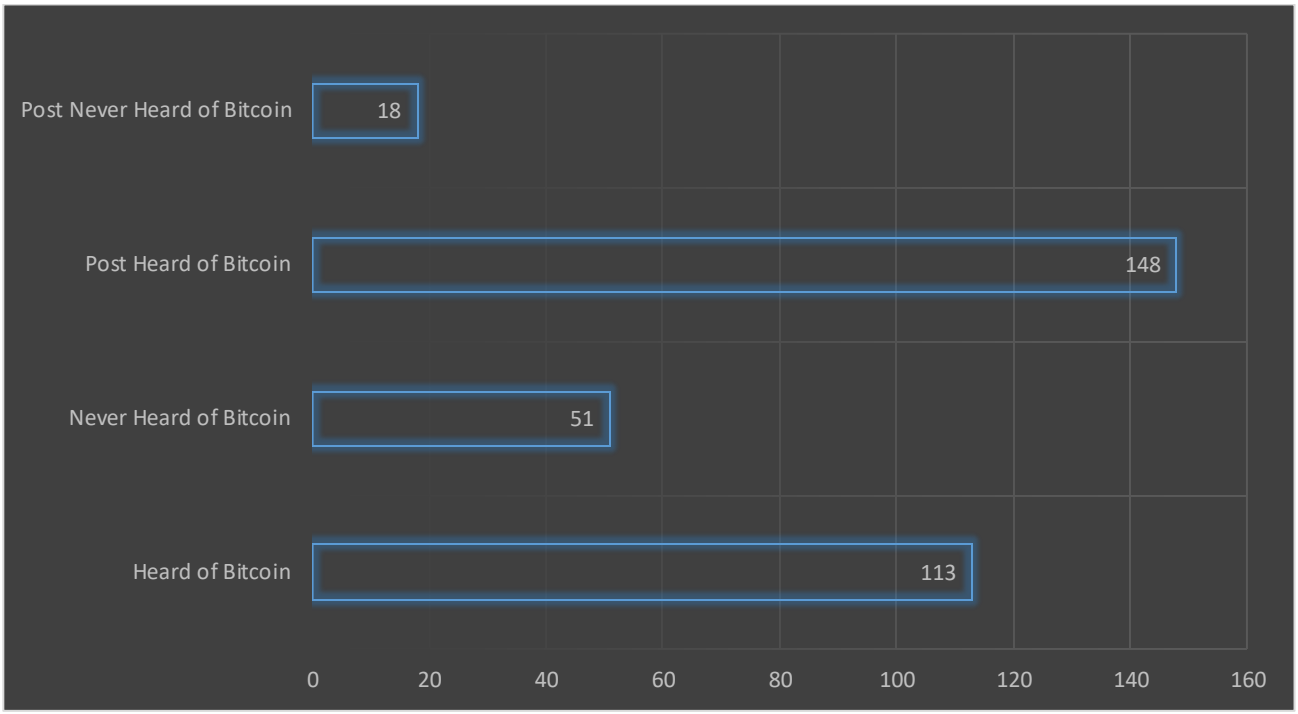
Generally we observed improvements between the Pre and Post survey. Throughout the results below, we will refer to each institution by its abbreviation with UAB representing the University of Alabama at Birmingham, TSU for Tennessee State University, HU for Howard University and AAMU for Alabama A&M University. The following chart summaries all responds. Apart from question 1 (Q.1) which is more of a feedback than knowledge test, all correct answers are highlighted in green below for each question of the Pre and Post sections respectively. For all survey questions, we provide charts to visualize responds collectively and per university. At the end of the charts we provide our observations and further recommendations.

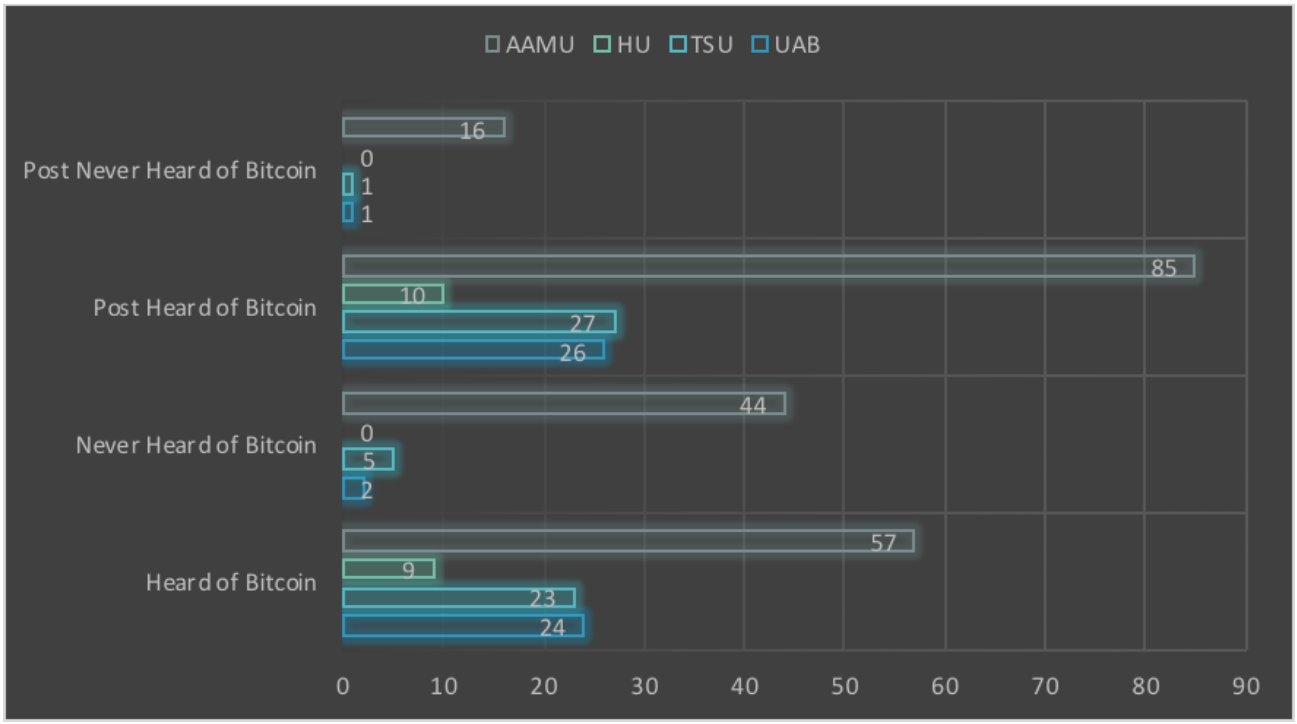
		Q1		Q2					Q3					Q4		Q5	
Institution	Post	YES	NO	A	B	C	D	NA	A	B	C	D	NA	TRUE	FALSE	TRUE	FALSE
UAB	27	26	1	26	0	1	0	0	0	0	27	0	0	26	1	1	26
TSU	28	27	1	28	0	0	0	0	2	1	24	1	0	27	1	2	26
HU	10	10	0	9	0	0	0	1	0	0	9	0	1	10	0	0	10
AAMU	101	85	16	87	6	5	1	2	15	6	79	1	0	97	4	4	97
Total	166	148	18	150	6	6	1	3	17	7	139	2	1	160	6	7	159
Institution	Pre	YES	NO	A	B	C	D	NA	A	B	C	D	NA	TRUE	FALSE	TRUE	FALSE
UAB	27	24	2	24	0	2	0	0	4	3	18	0	1	19	7	5	21
TSU	28	23	5	22	4	2	0	0	6	3	18	1	0	17	11	11	17
HU	10	9	0	9	0	0	0	0	0	2	7	0	0	8	1	2	7
AAMU	101	57	44	54	20	24	1	3	42	23	34	2	0	58	43	37	64
Total	166	113	51	109	24	28	1	3	52	31	77	3	1	102	62	55	109

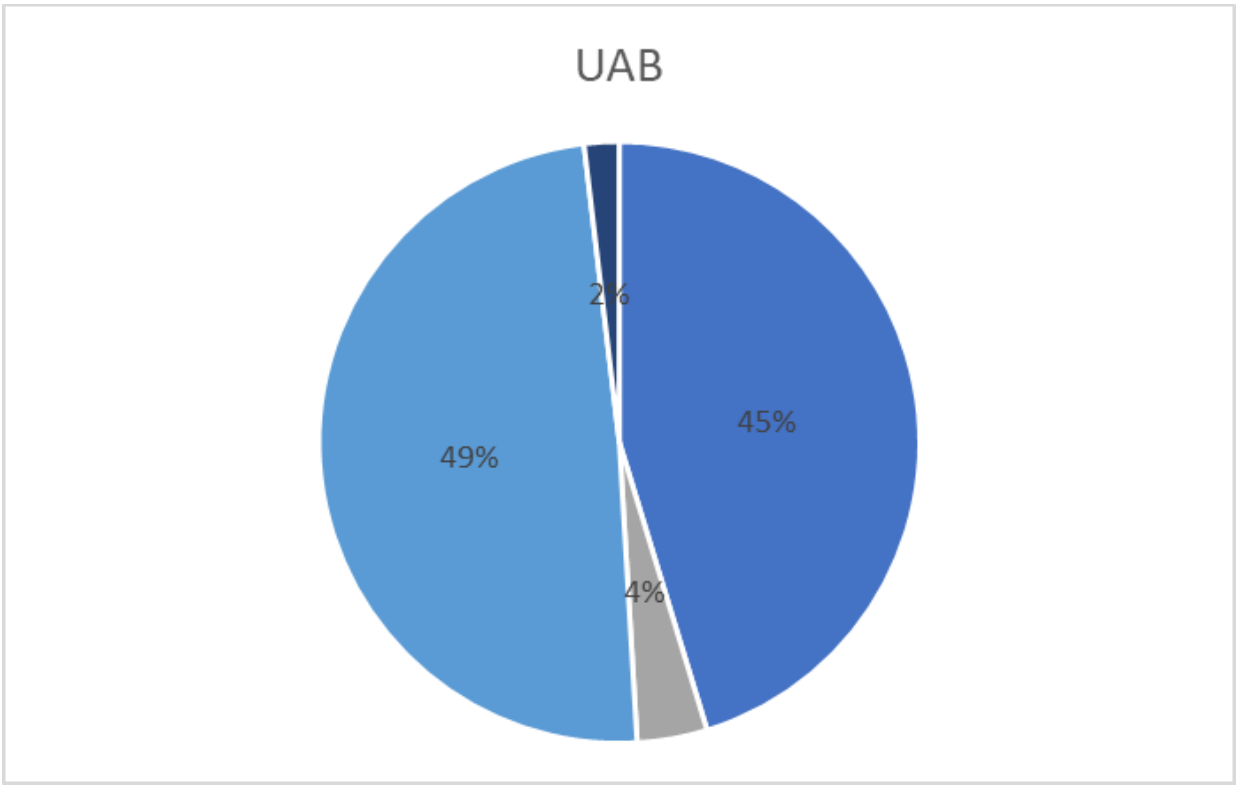
		Q6					Q7					Q8				
Institution	Post	GPU	ASIC	GOU	DLA	NA	A	B	C	D	NA	A	B	C	D	NA
UAB	27	20	5	0	0	2	2	1	2	22	0	5	4	17	0	1
TSU	28	22	5	0	1	0	0	4	4	20	0	5	5	18	0	0
HU	10	7	3	0	0	0	0	0	0	8	2	1	1	4	1	3
AAMU	101	74	26	1	0	0	17	5	5	74	0	5	4	91	1	0
Total	166	123	39	1	1	2	19	10	11	124	2	16	14	130	2	4
Institution	Pre	GPU	ASIC	GOU			A	B	C	D		A	B	C	D	
UAB	27	10	16	0			7	5	8	6		10	8	8	0	
TSU	28	13	15	0			4	7	9	8		8	9	10	1	
HU	10	6	3	0			3	1	0	5		3	0	4	2	
AAMU	101	37	63	1			56	13	10	22		12	11	73	5	
Total	166	66	97	1			70	26	27	41		33	28	95	8	

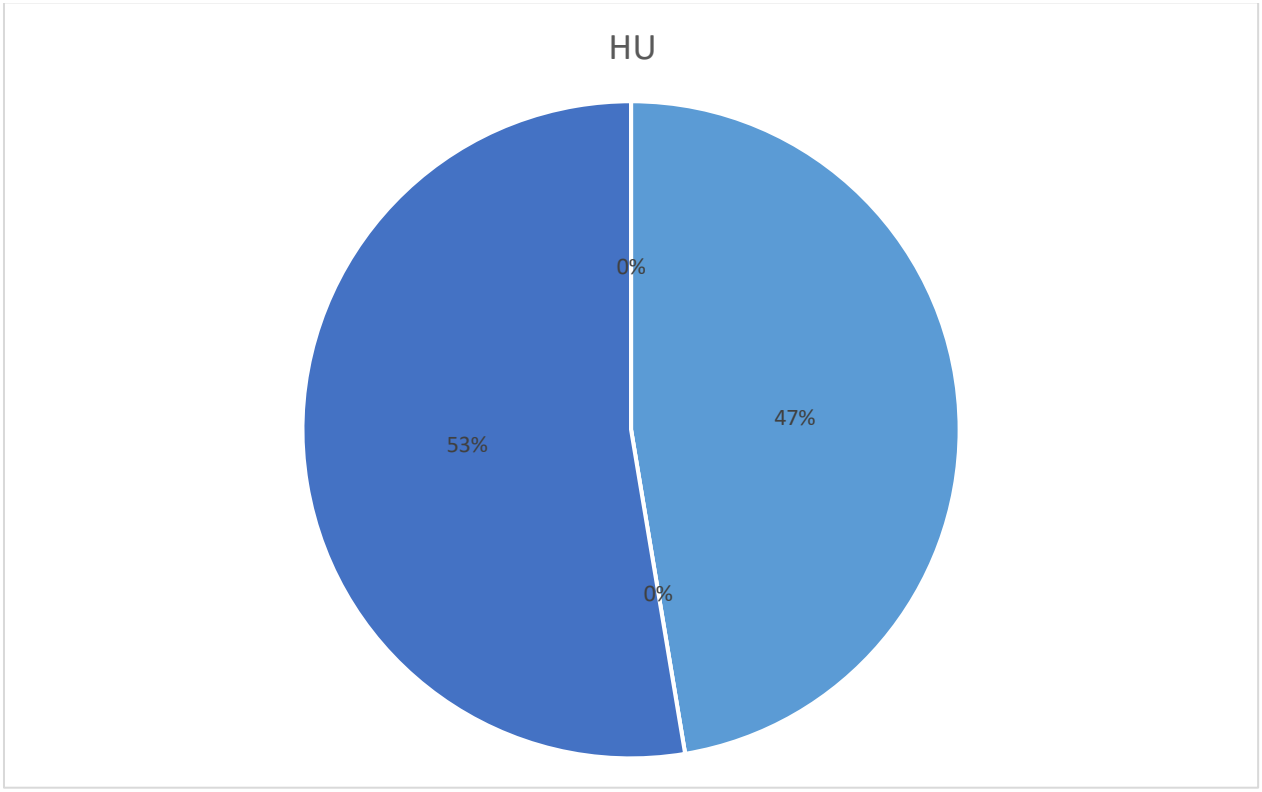
		Q9			Q10		
Institution	Post	TRUE	FALSE	NA	TRUE	FALSE	NA
UAB	27	16	3	8	25	0	2
TSU	28	23	1	4	27	1	0
HU	10	5	1	4	10	0	0
AAMU	101	80	4	17	96	5	0
Total	166	124	9	33	158	6	2
Institution	Pre	TRUE	FALSE	NA	TRUE	FALSE	
UAB	27	12	13	1	19	7	
TSU	28	20	8	0	17	11	
HU	10	5	4	0	8	1	
AAMU	101	75	26	0	73	28	
Total	166	112	51	1	117	47	

Q.1 Have you heard of bitcoin ?

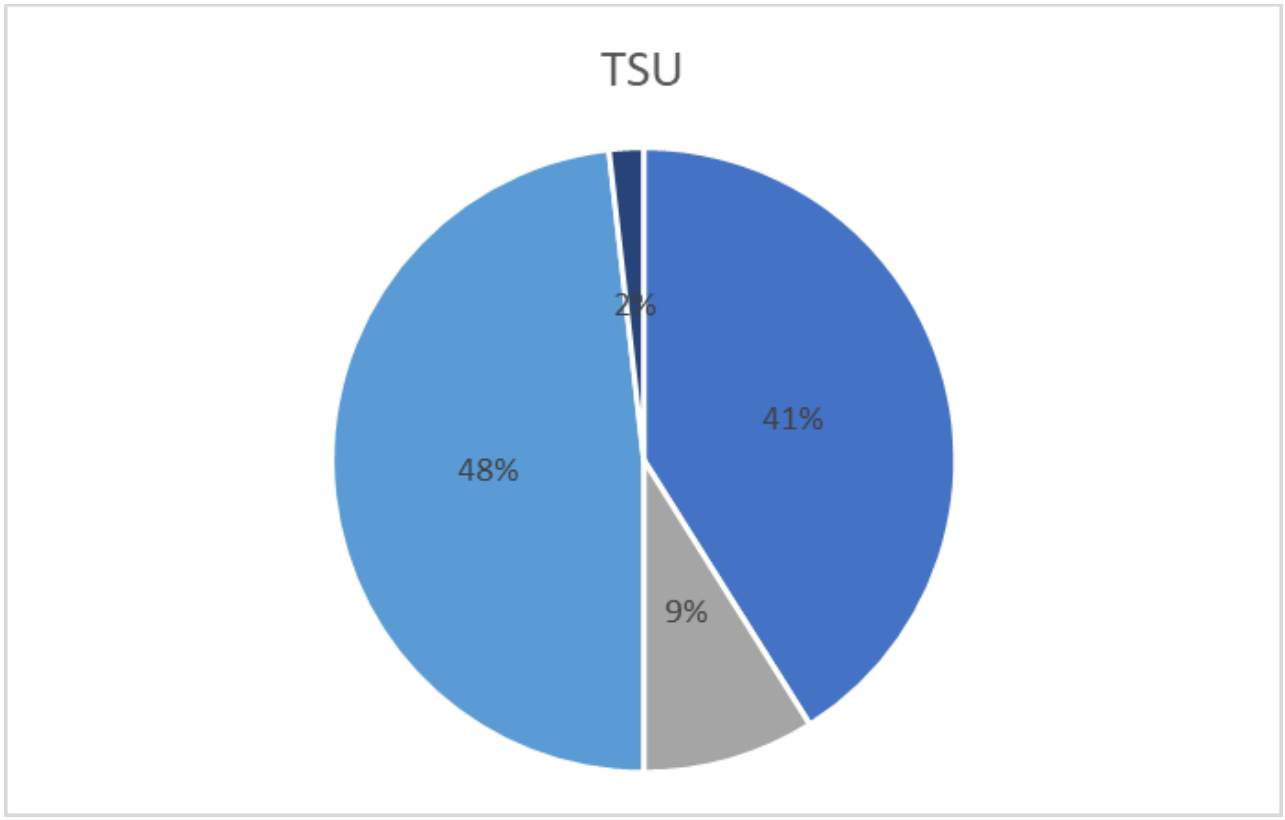








Heard of Bitcoin
Never Heard of Bitcoin
Heard of Bitcoin-Post
Never Heard of Bitcoin-Post


TSU
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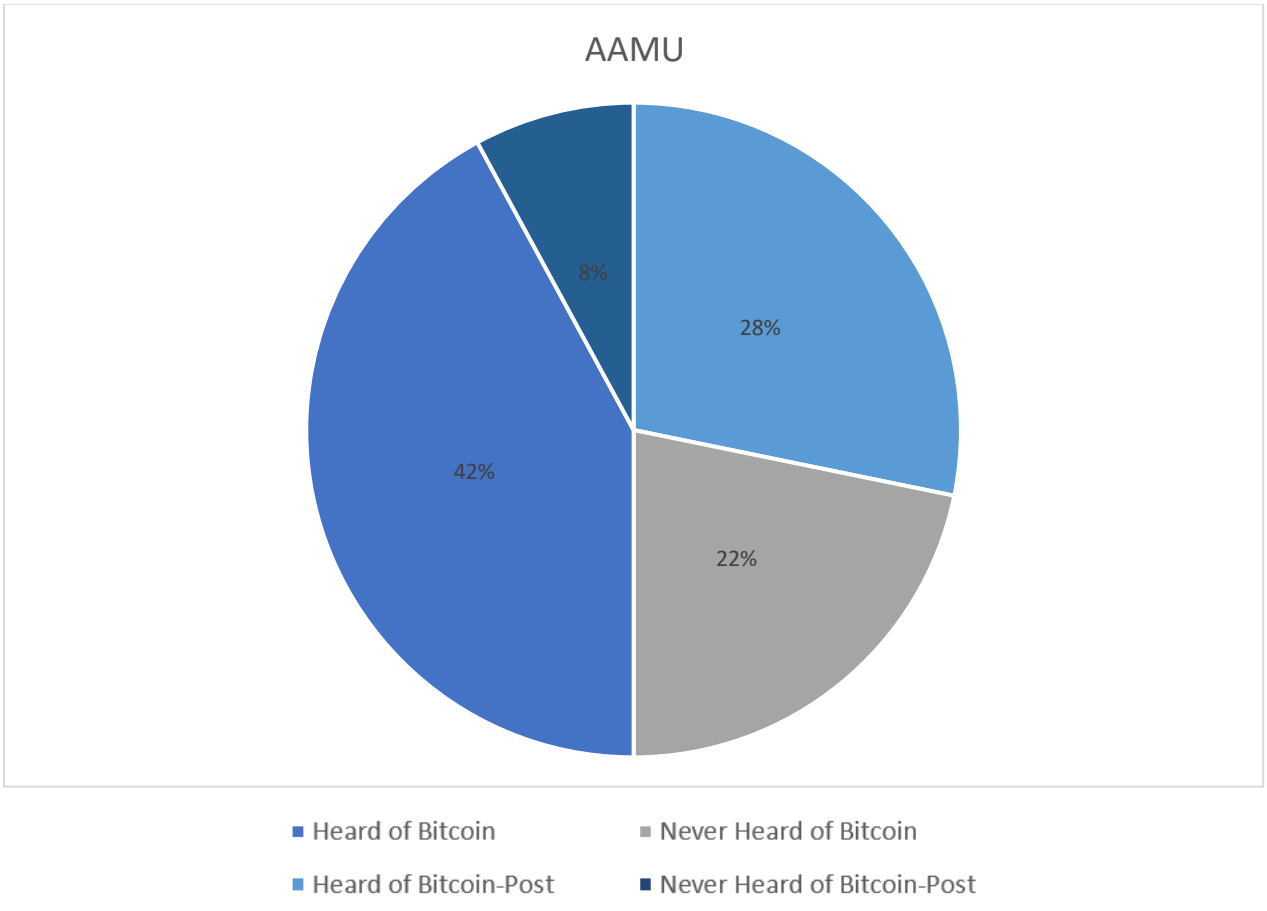
AAMU
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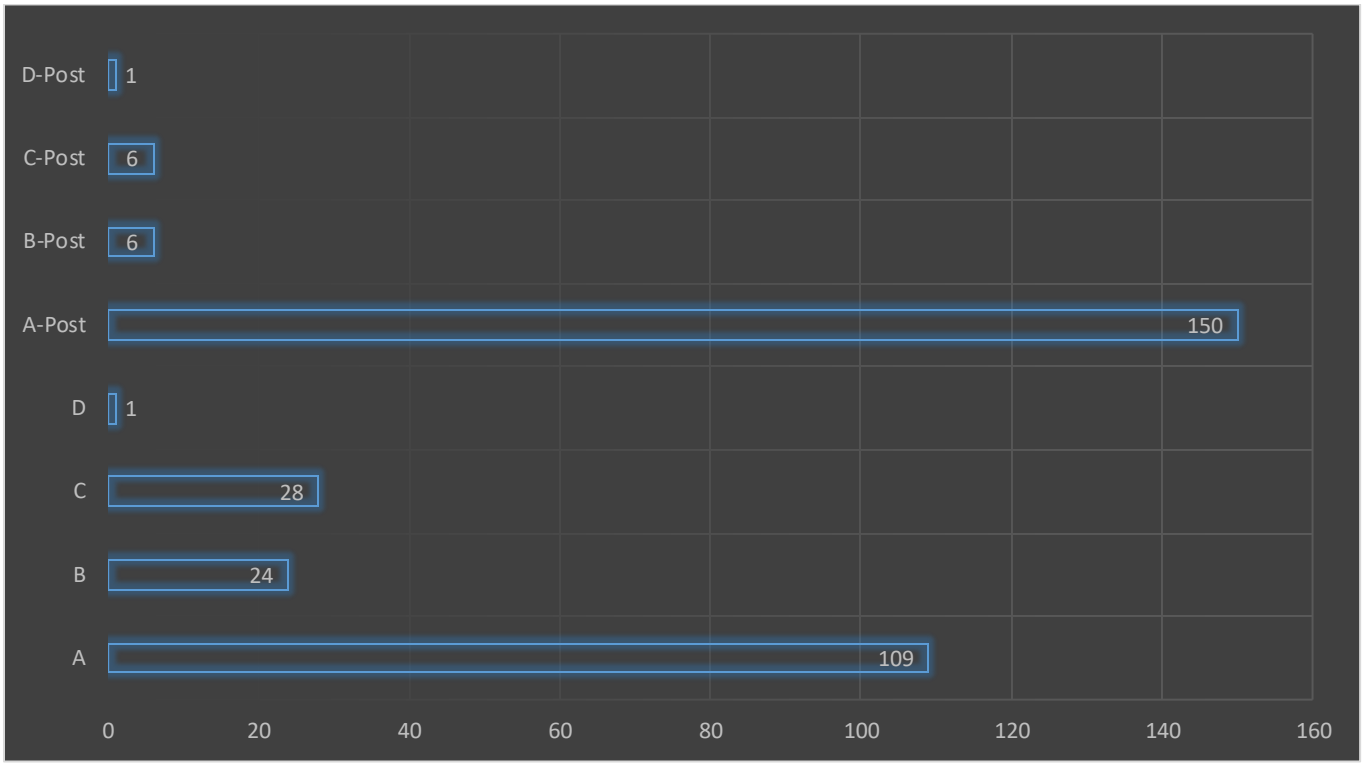
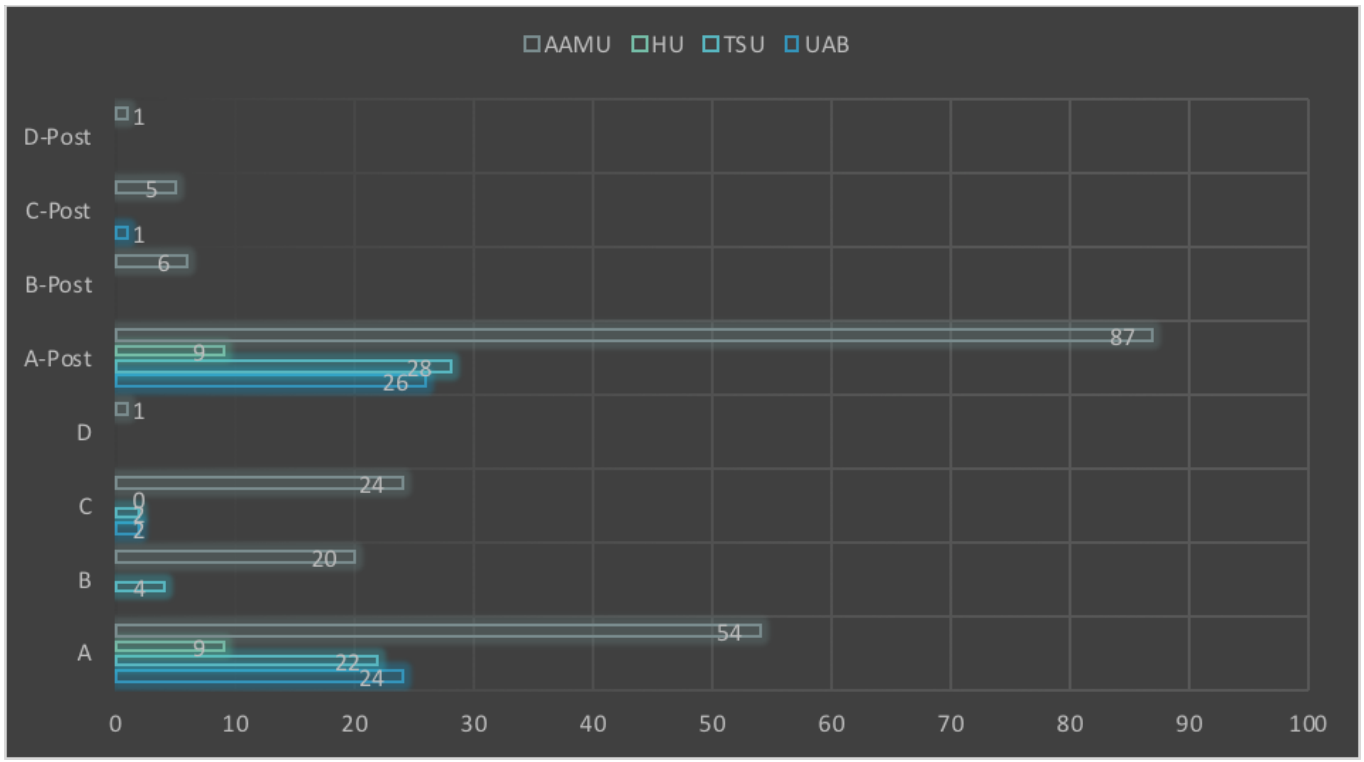
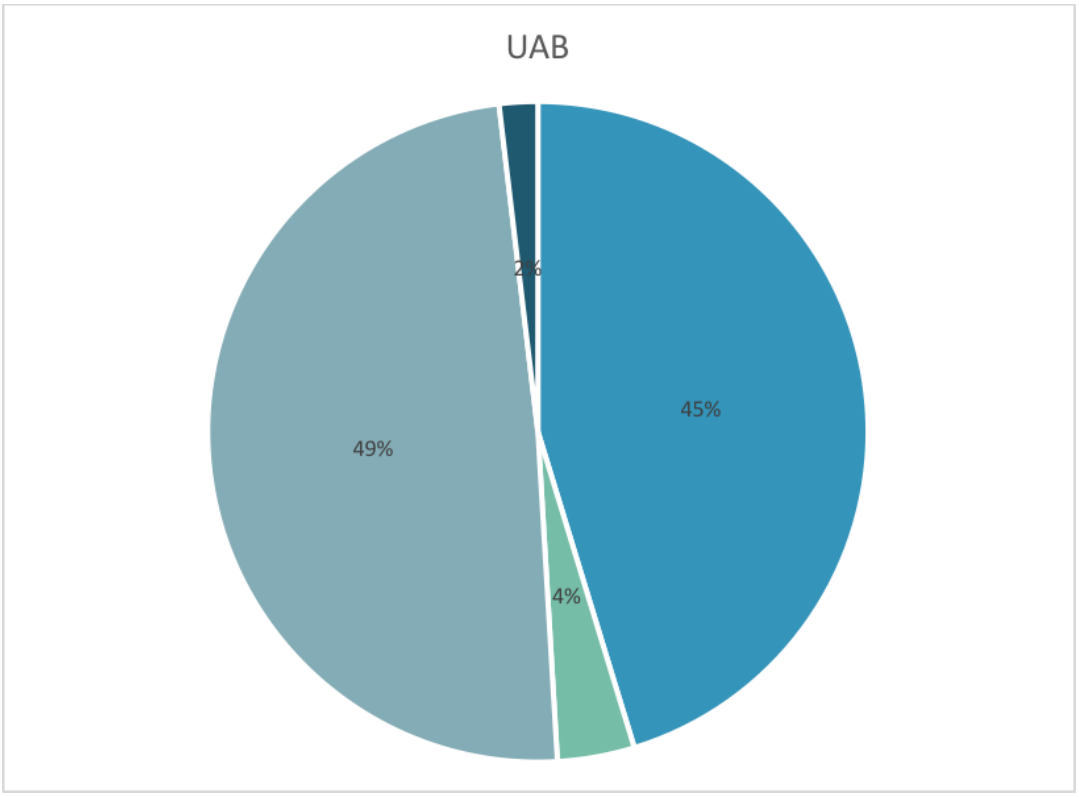
Heard of Bitcoin
Never Heard of Bitcoin
Heard of Bitcoin-Post
Never Heard of Bitcoin-Post

Q2. Who created bitcoin? A. SATOSHI NAKAMOTO B. MARK ZUKERNBURG

C. KIM JONG-UN D. STEVE JOBS



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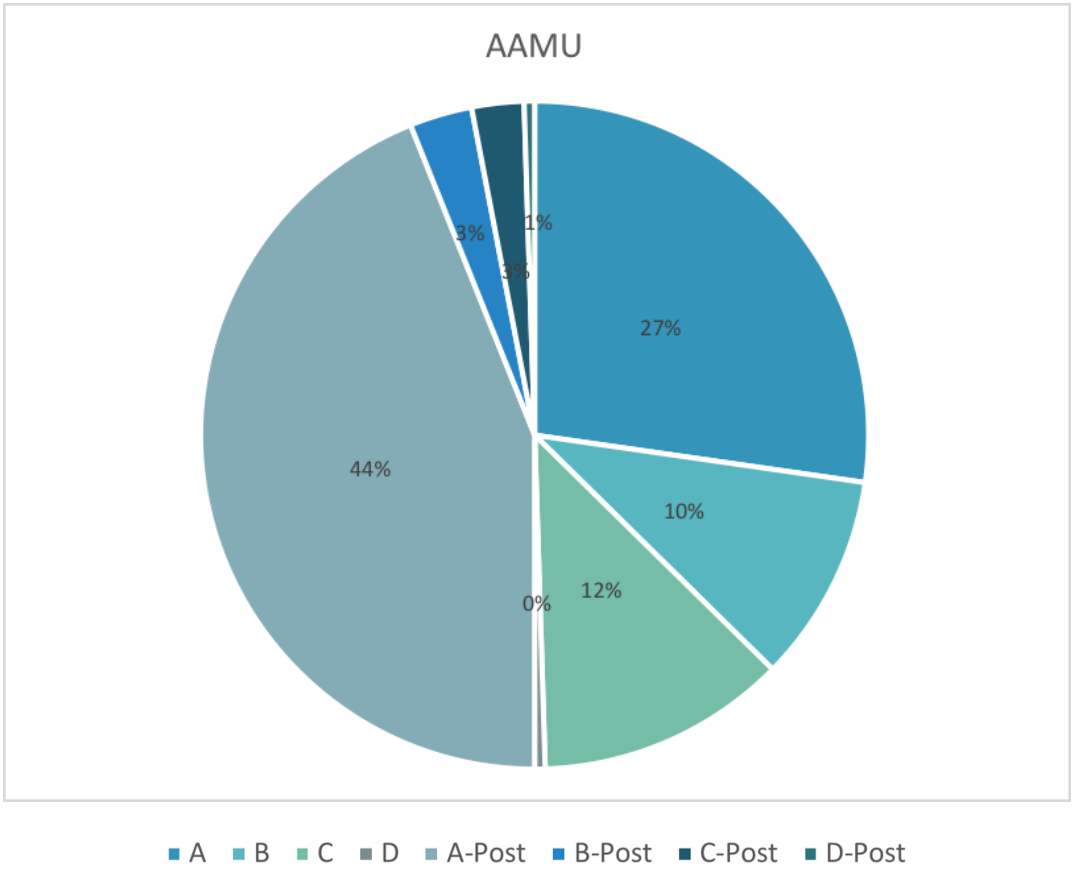
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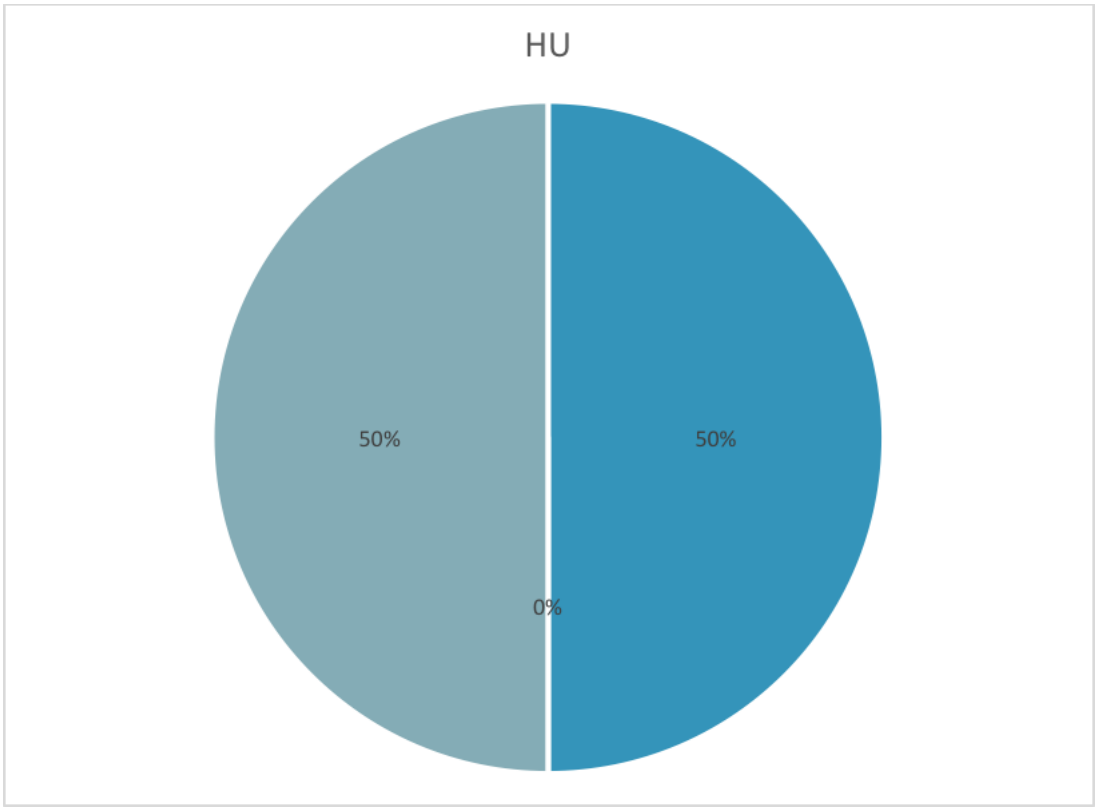
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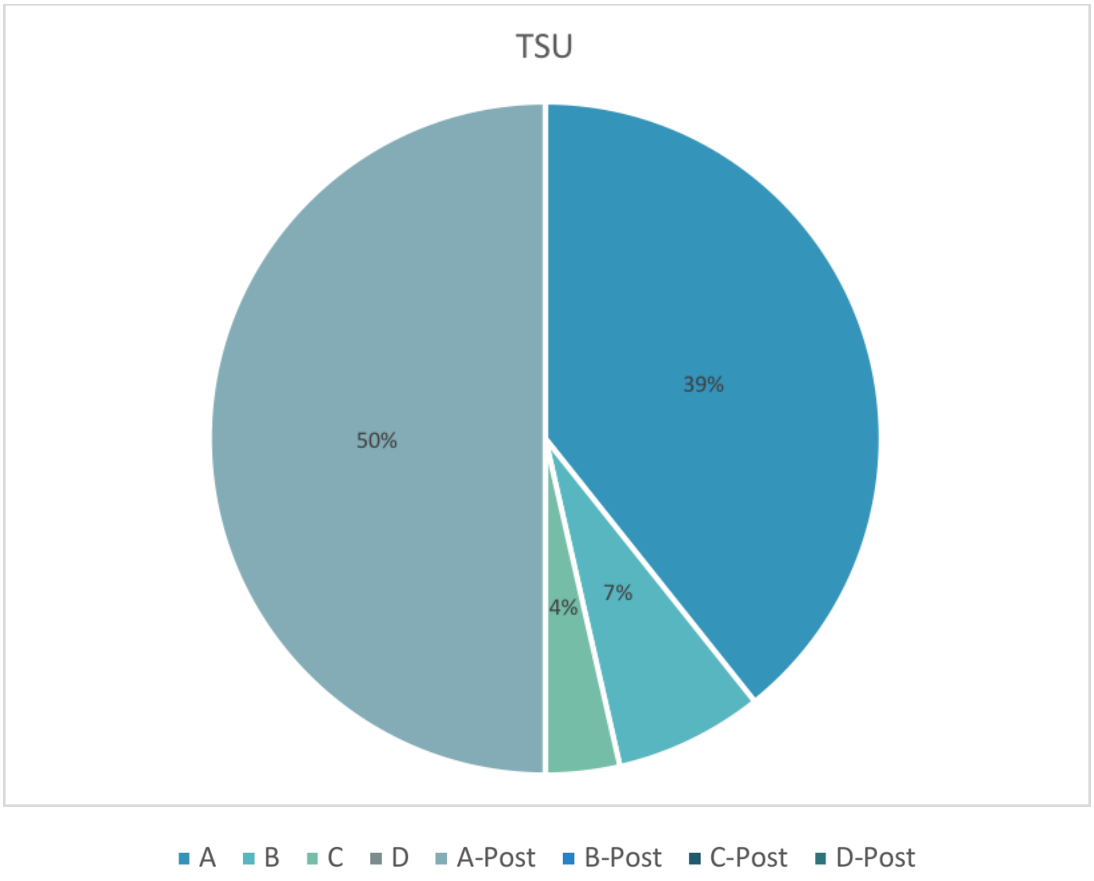
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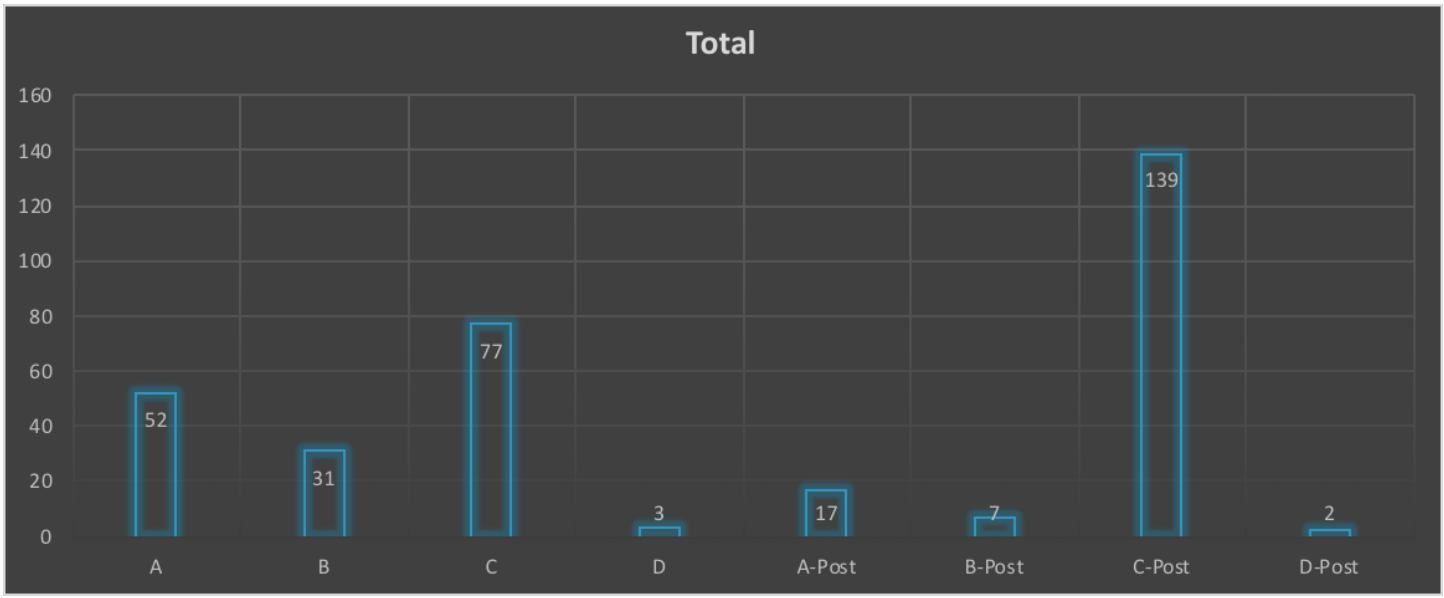
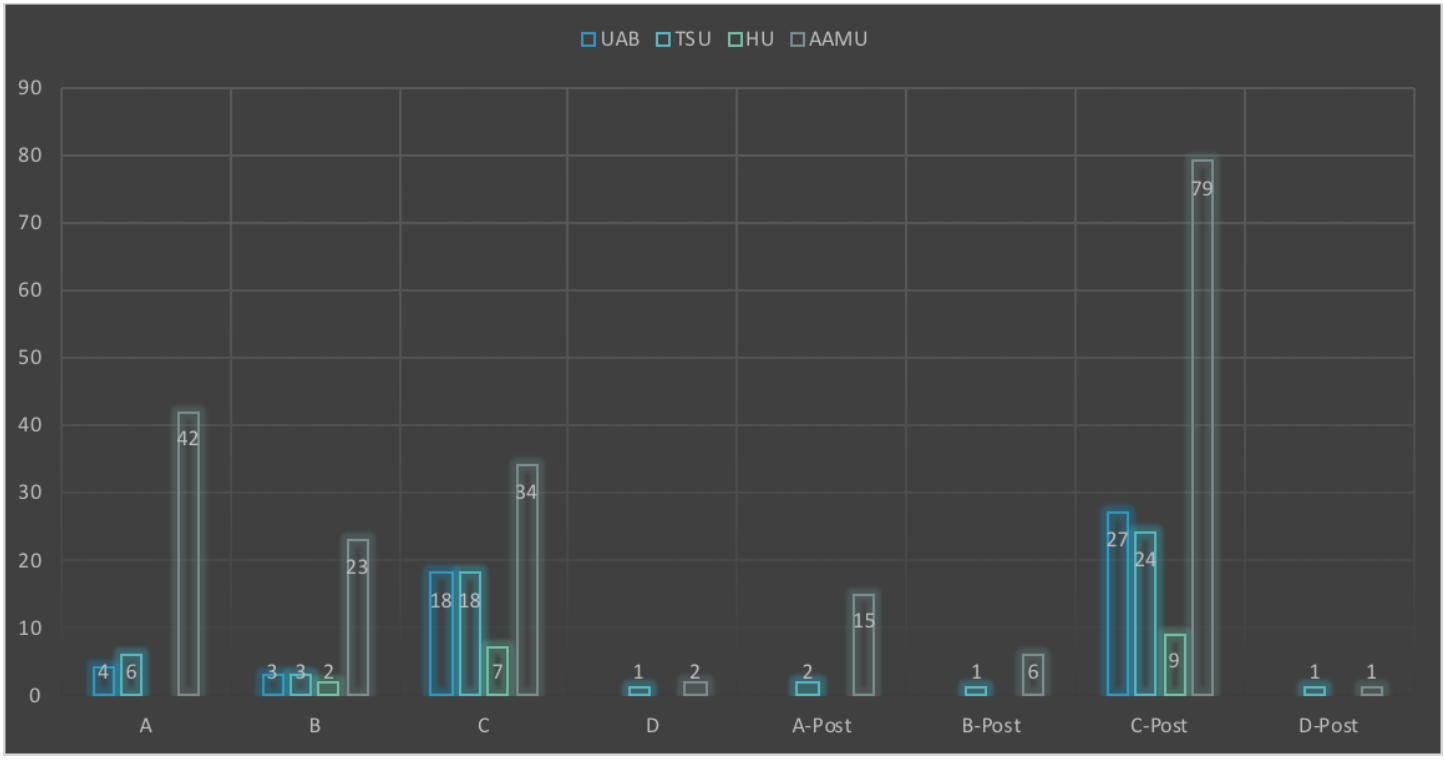
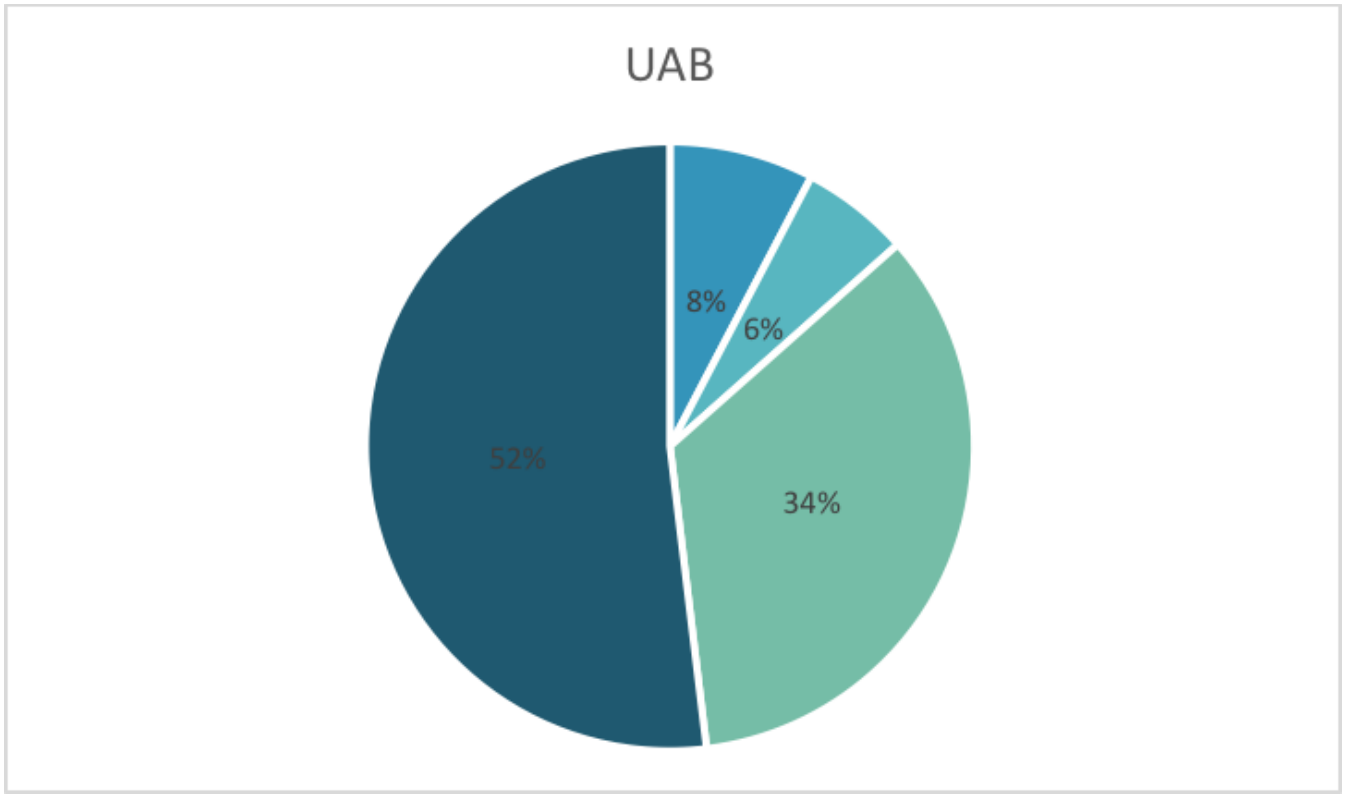
Q3. When did the house market crash? A. 2003 B. 2010

C. 2008 D. 2007



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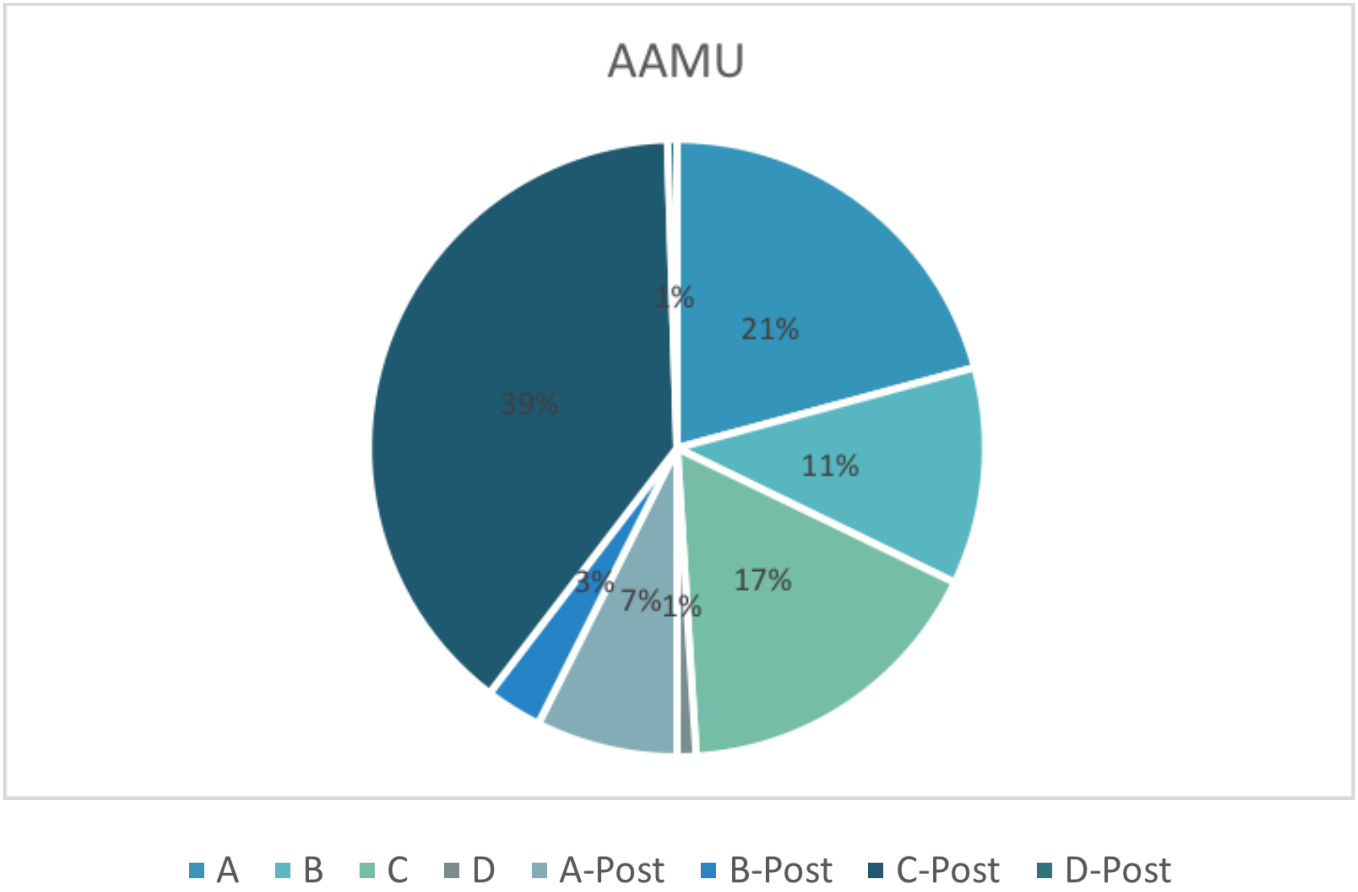
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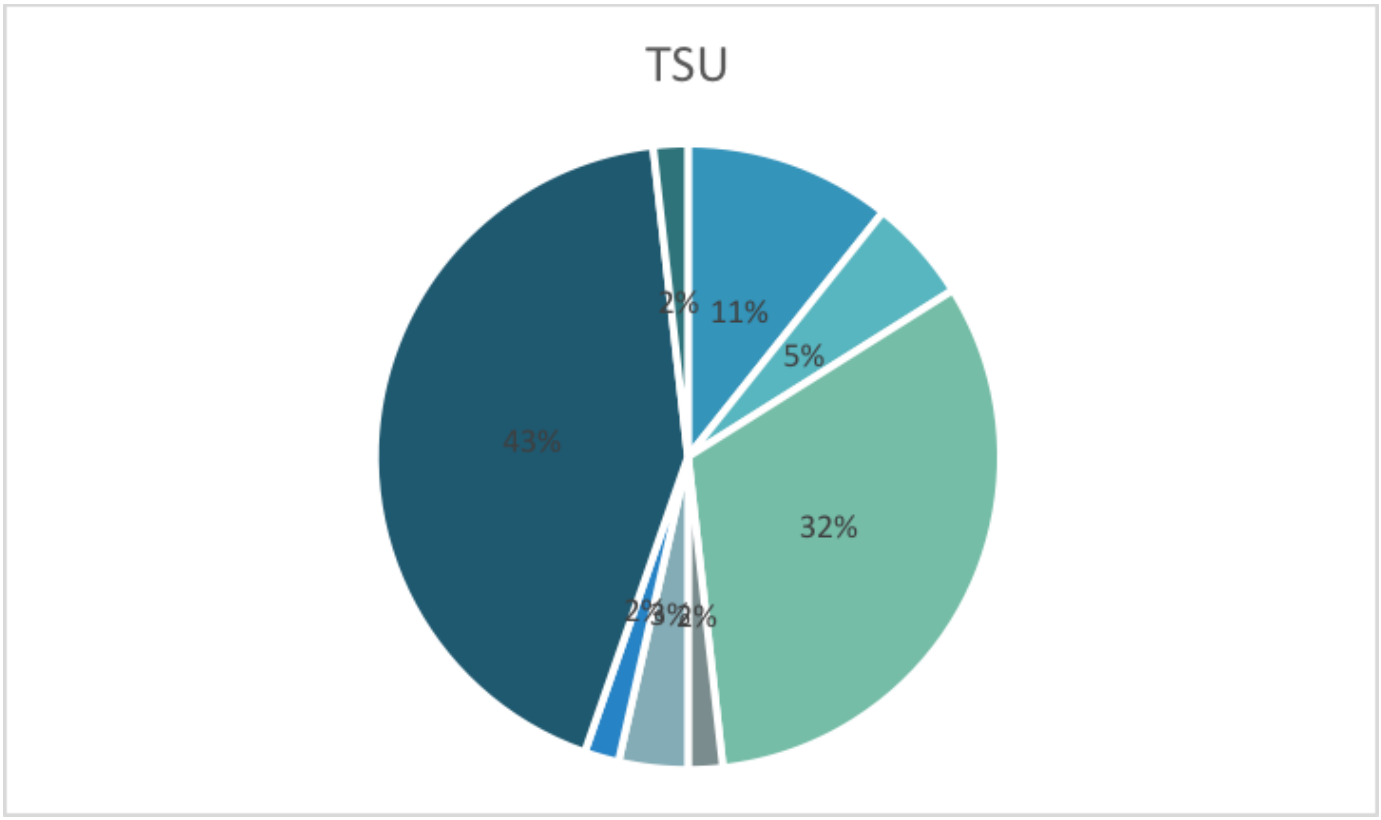
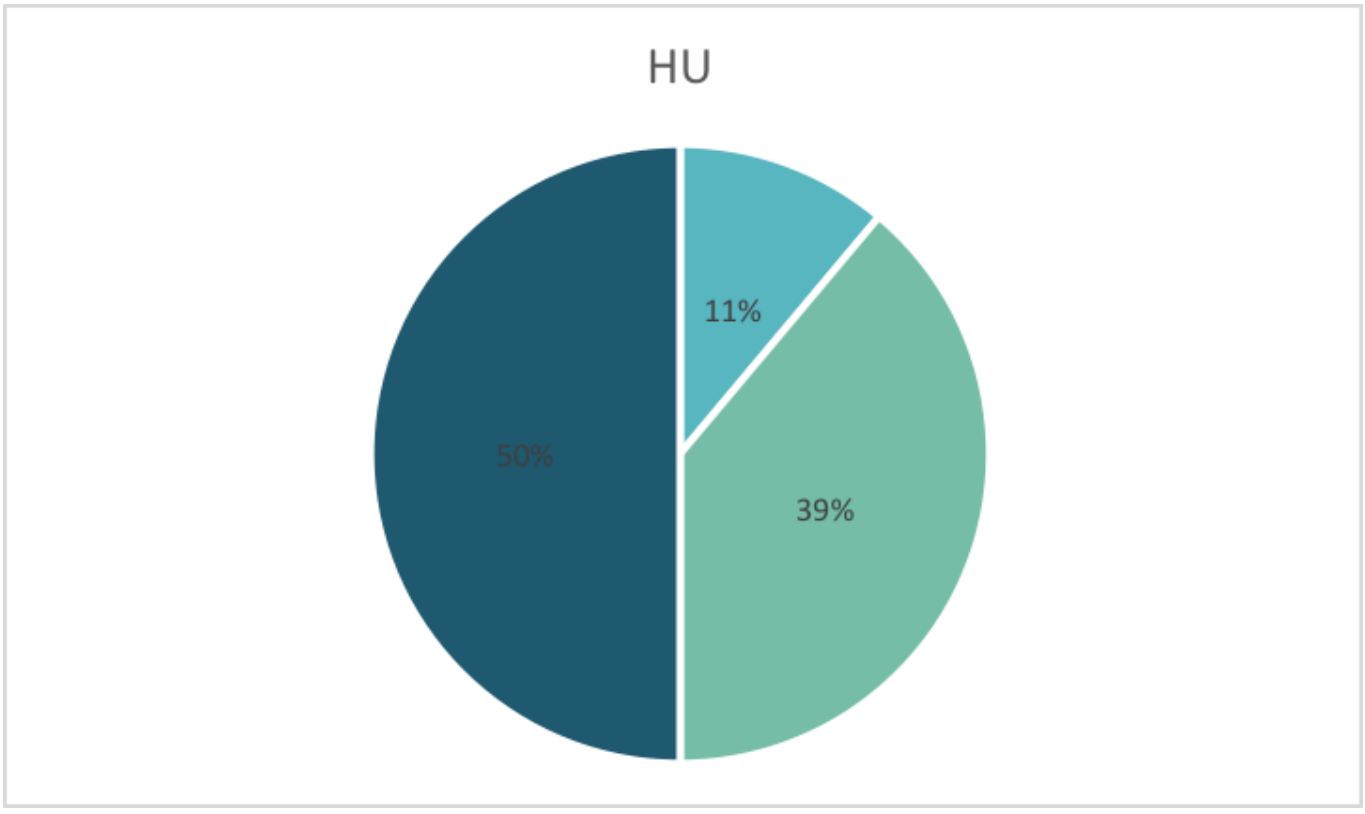
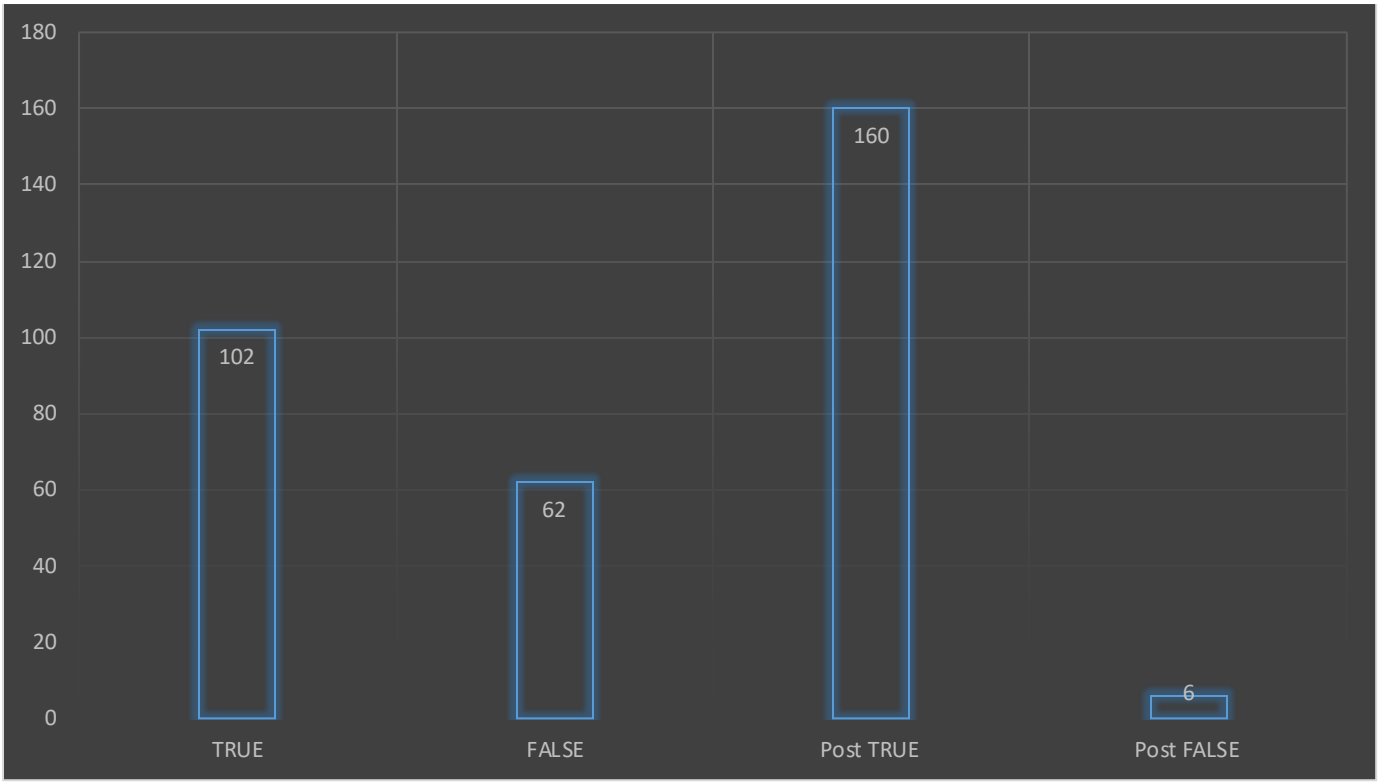
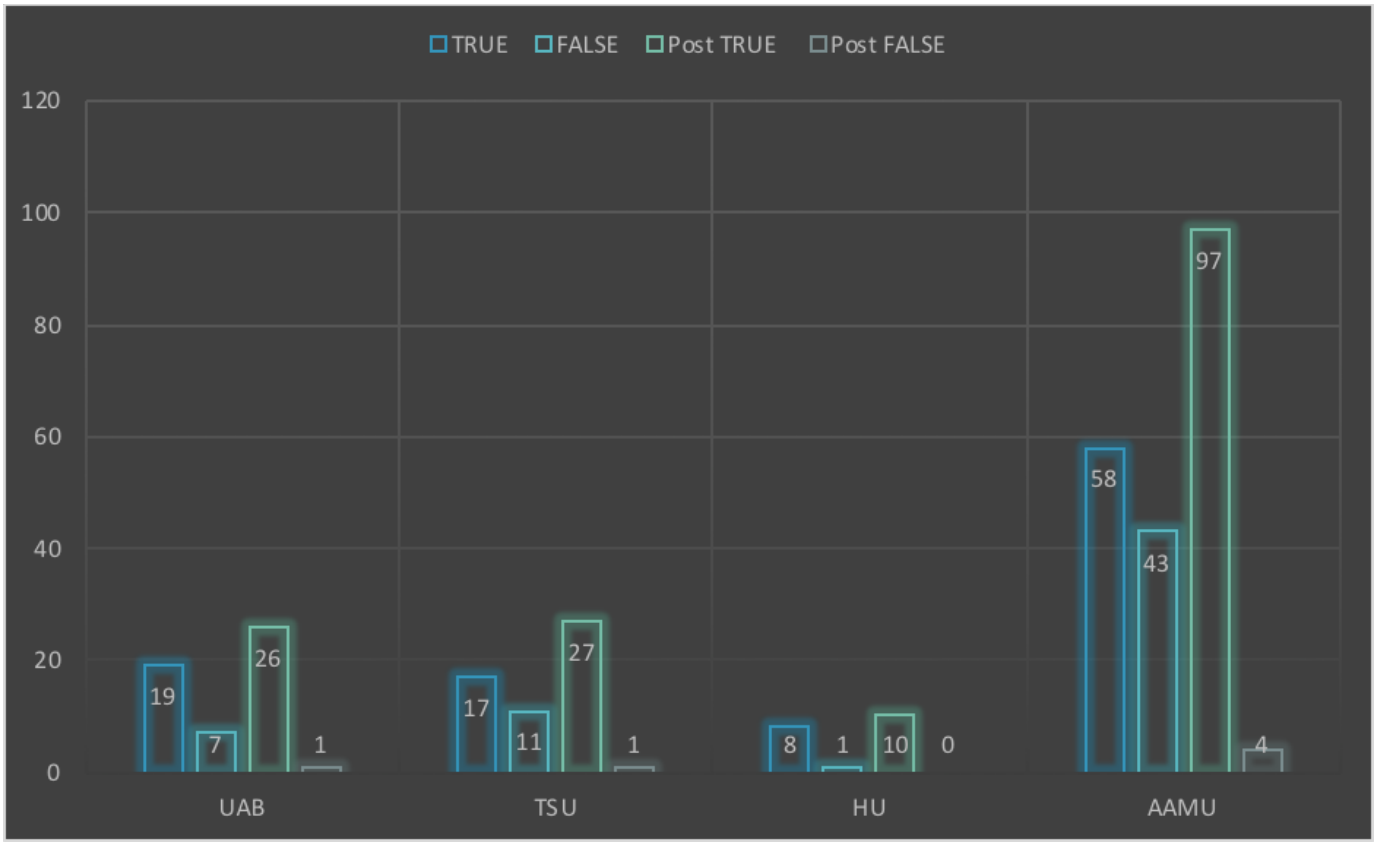


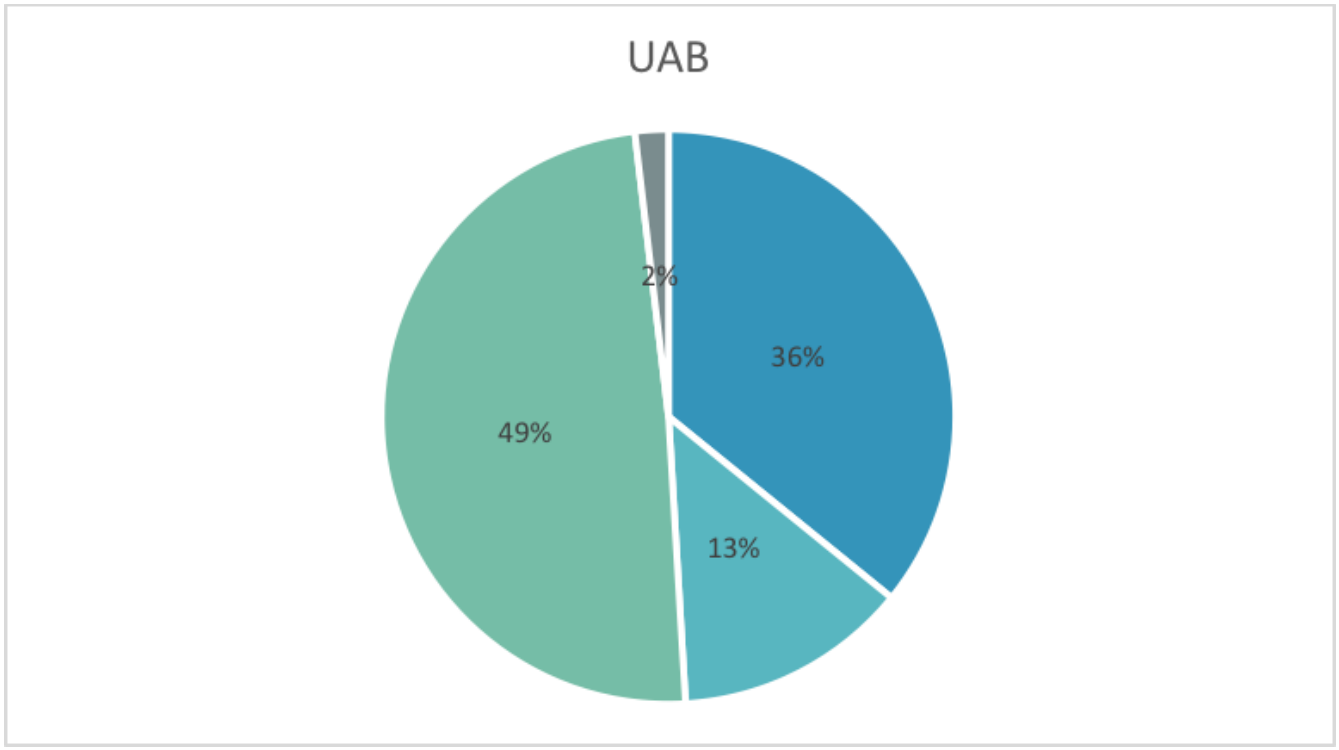


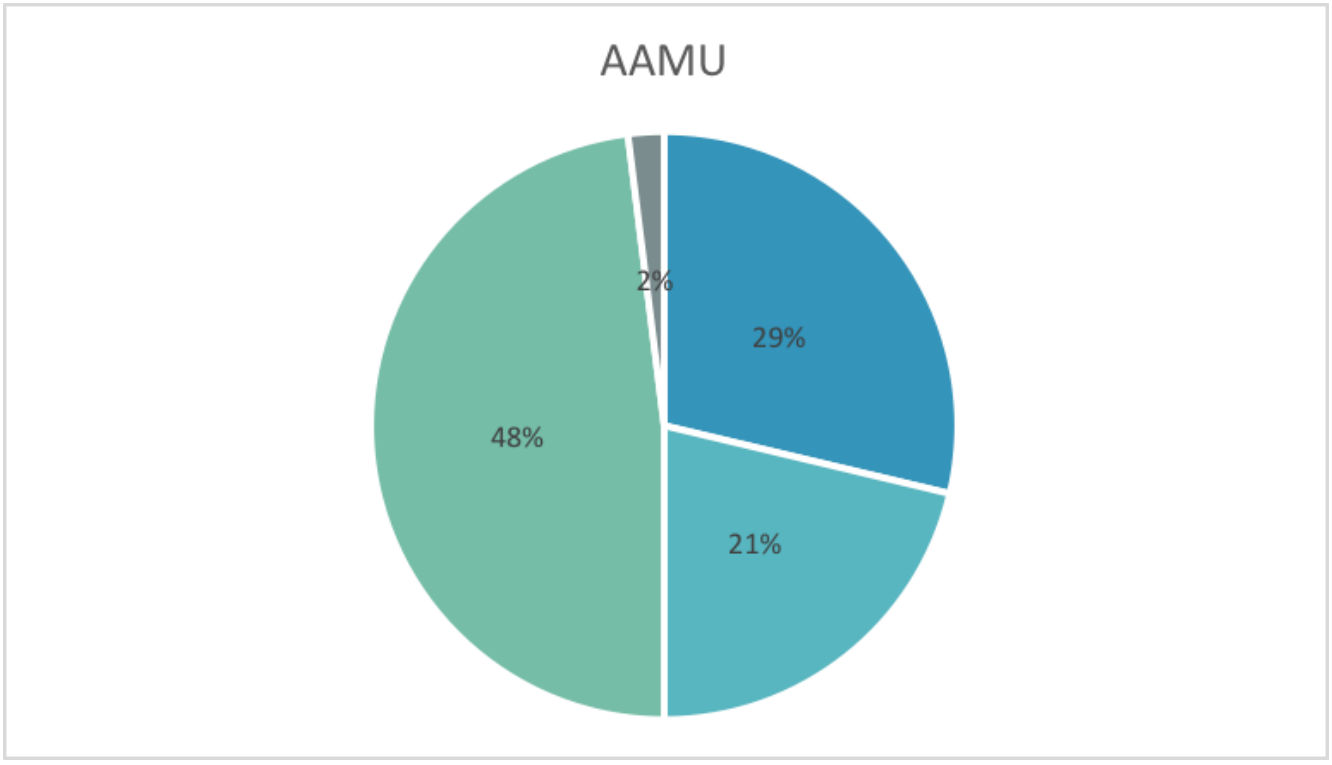
A B C D A-Post B-Post C-Post D-Post

Q4. Financial Institutions are involved in cryptocurrency? TRUE FALSE

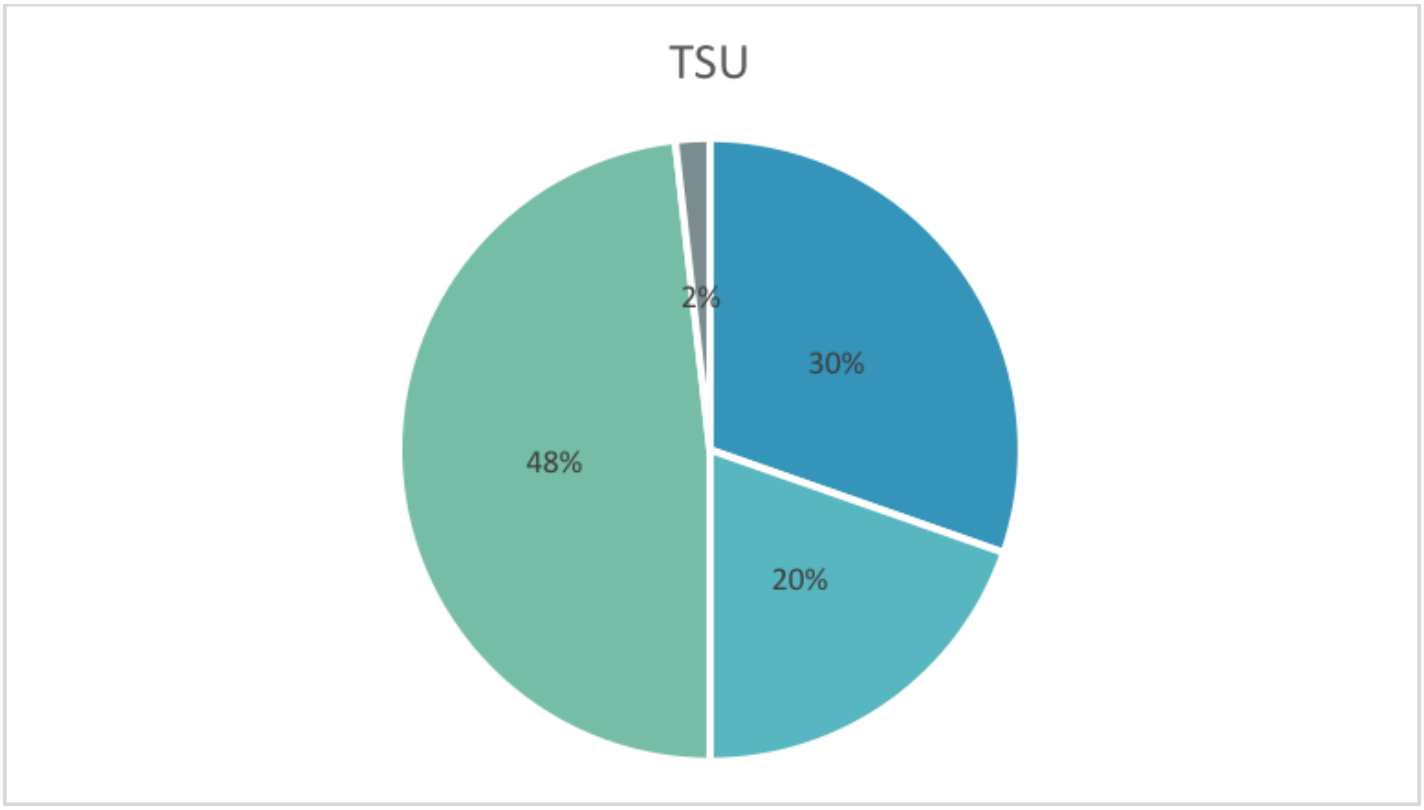








TRUE FALSE Post TRUE Post FALSE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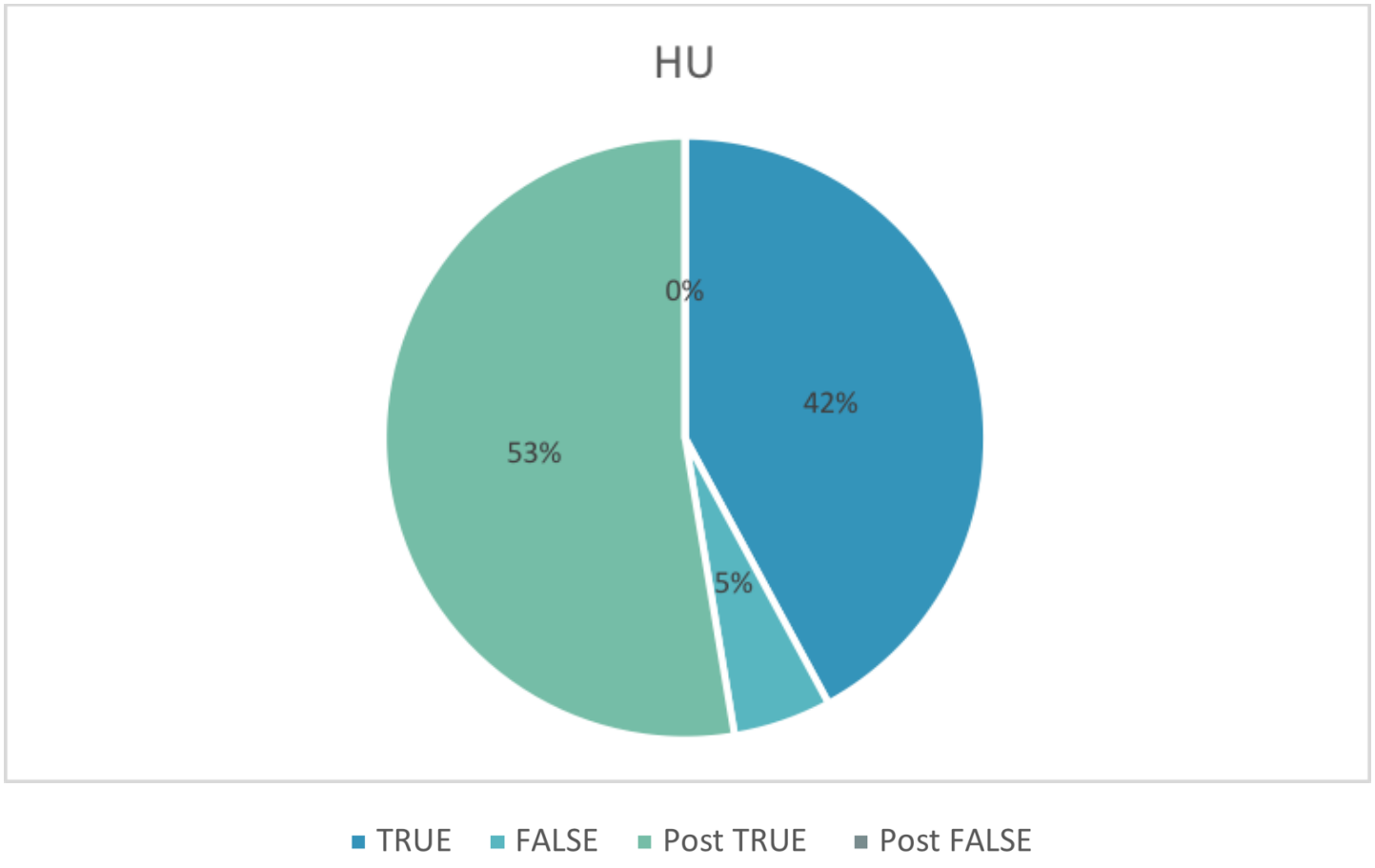
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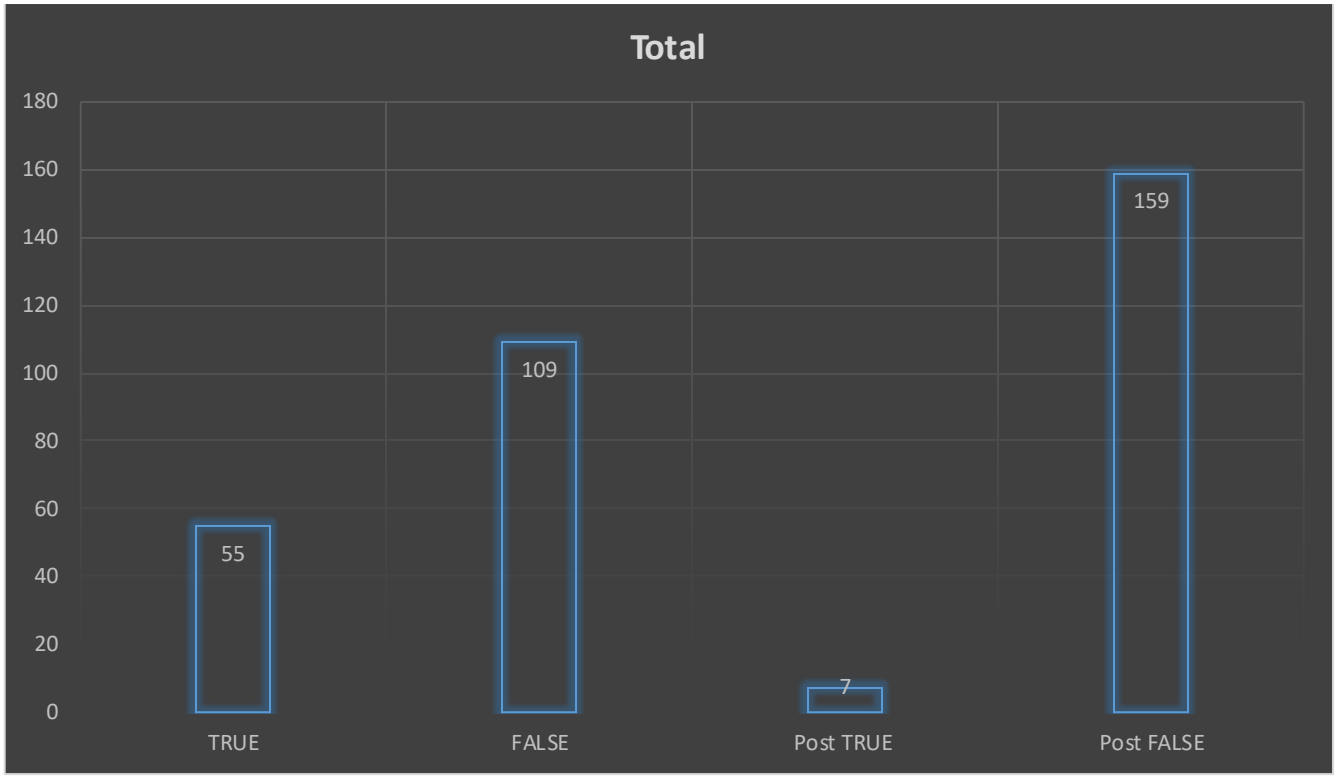
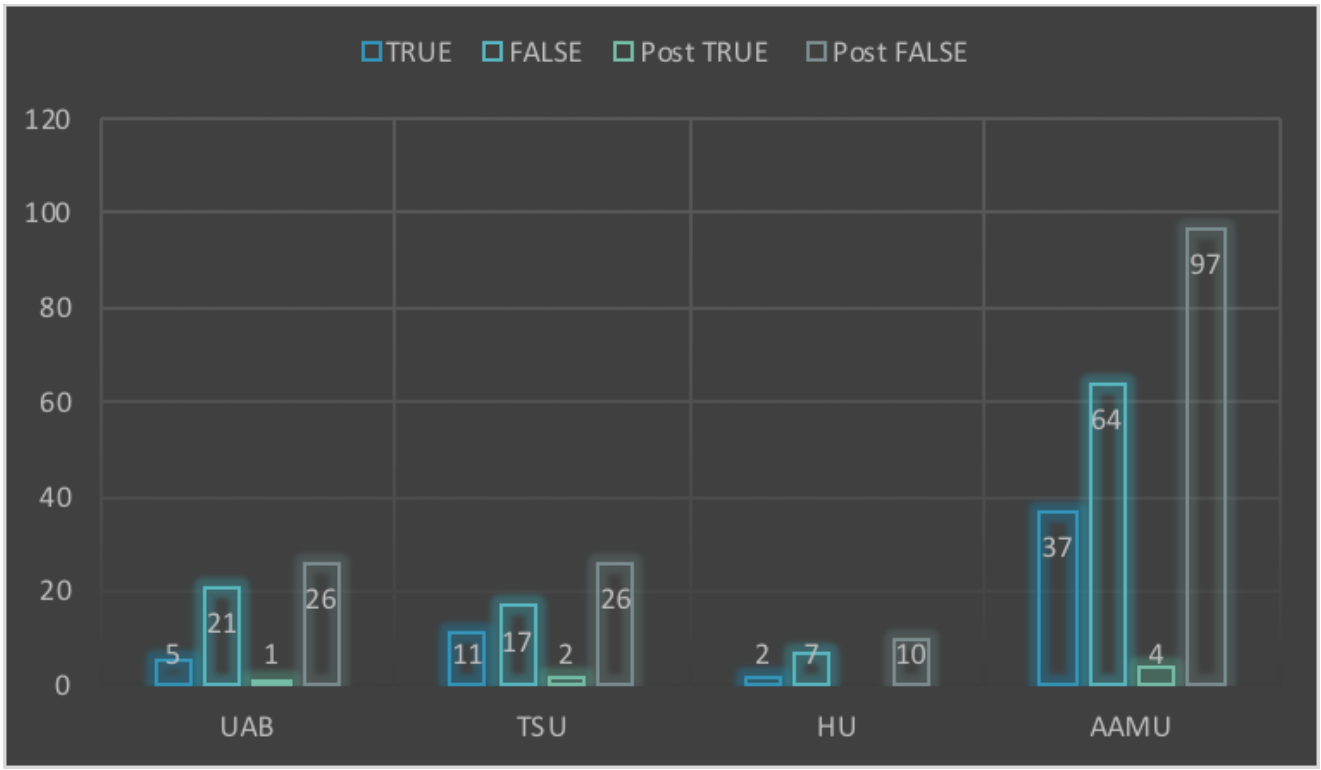
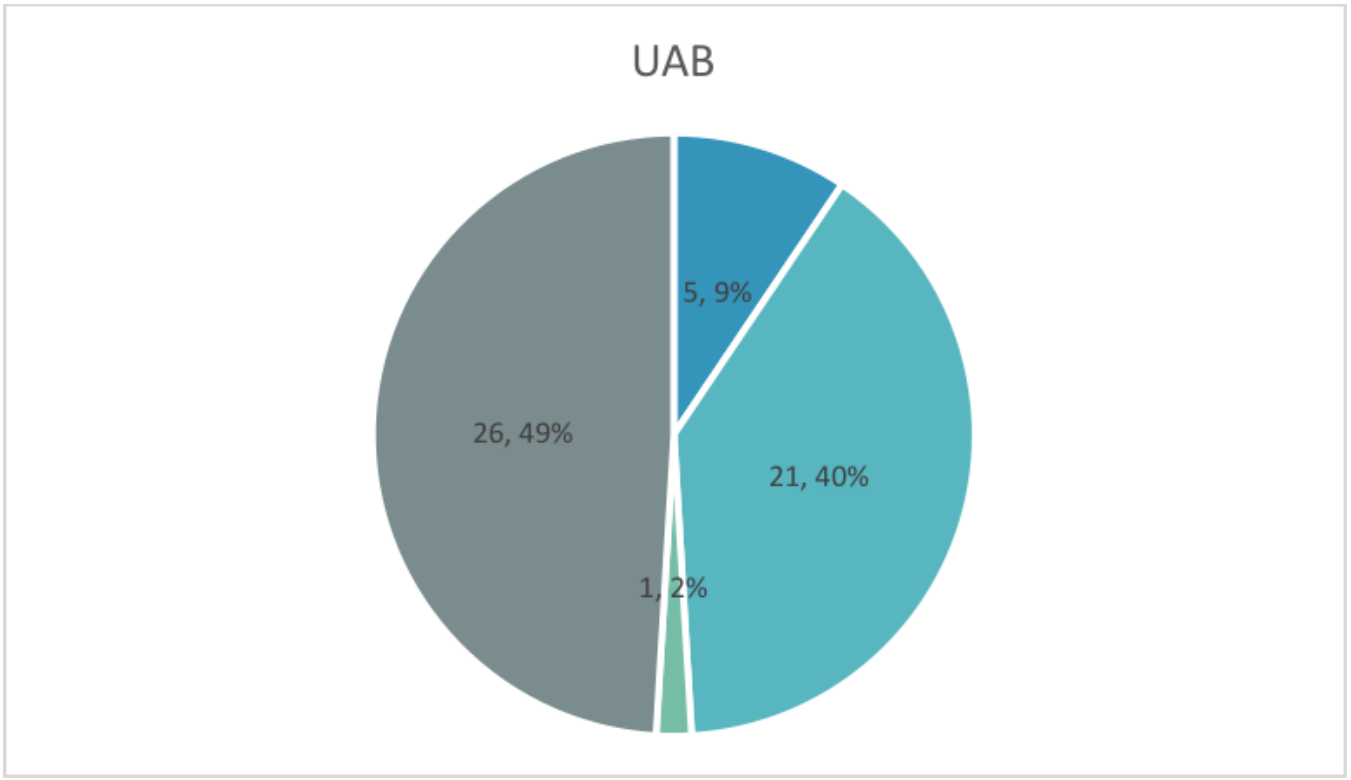
Q.5 Zcash is another name for bitcoin? TRUE FALSE






UAB
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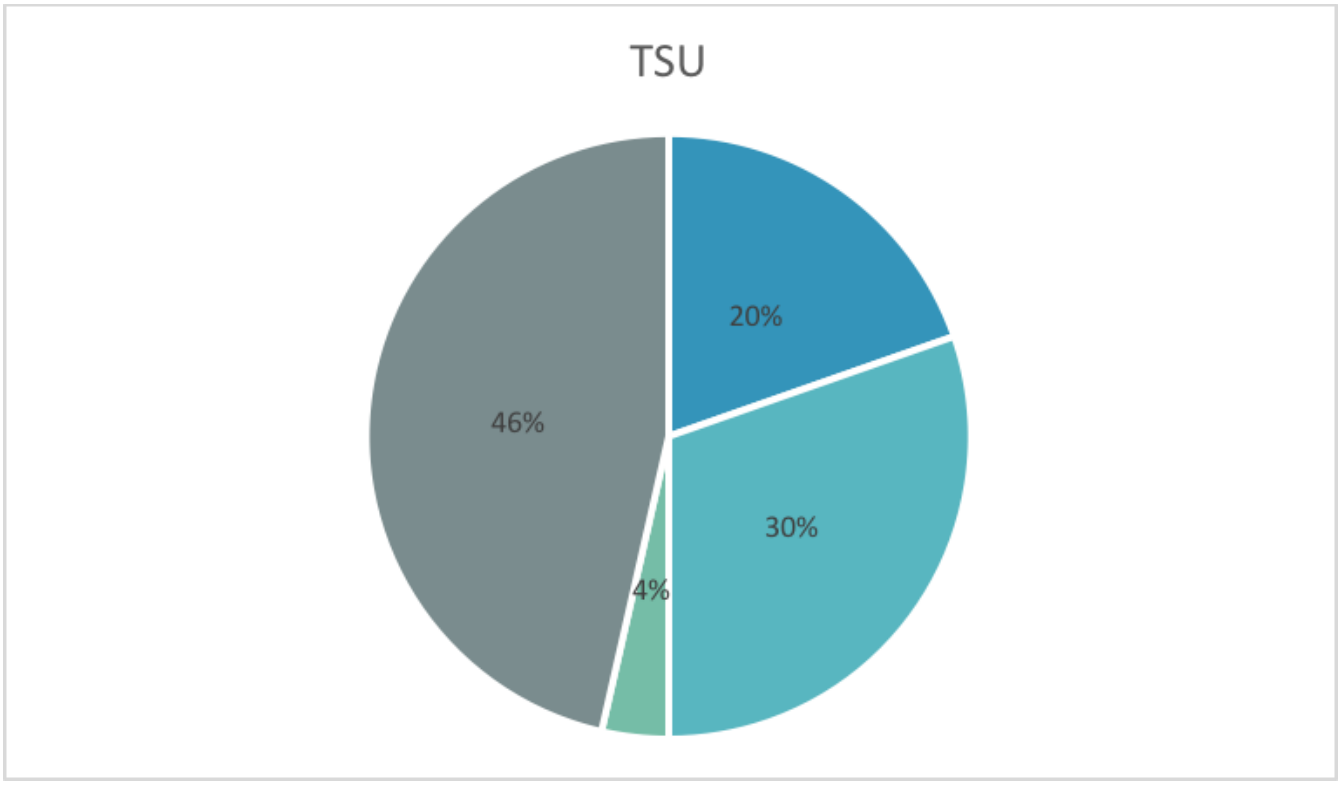
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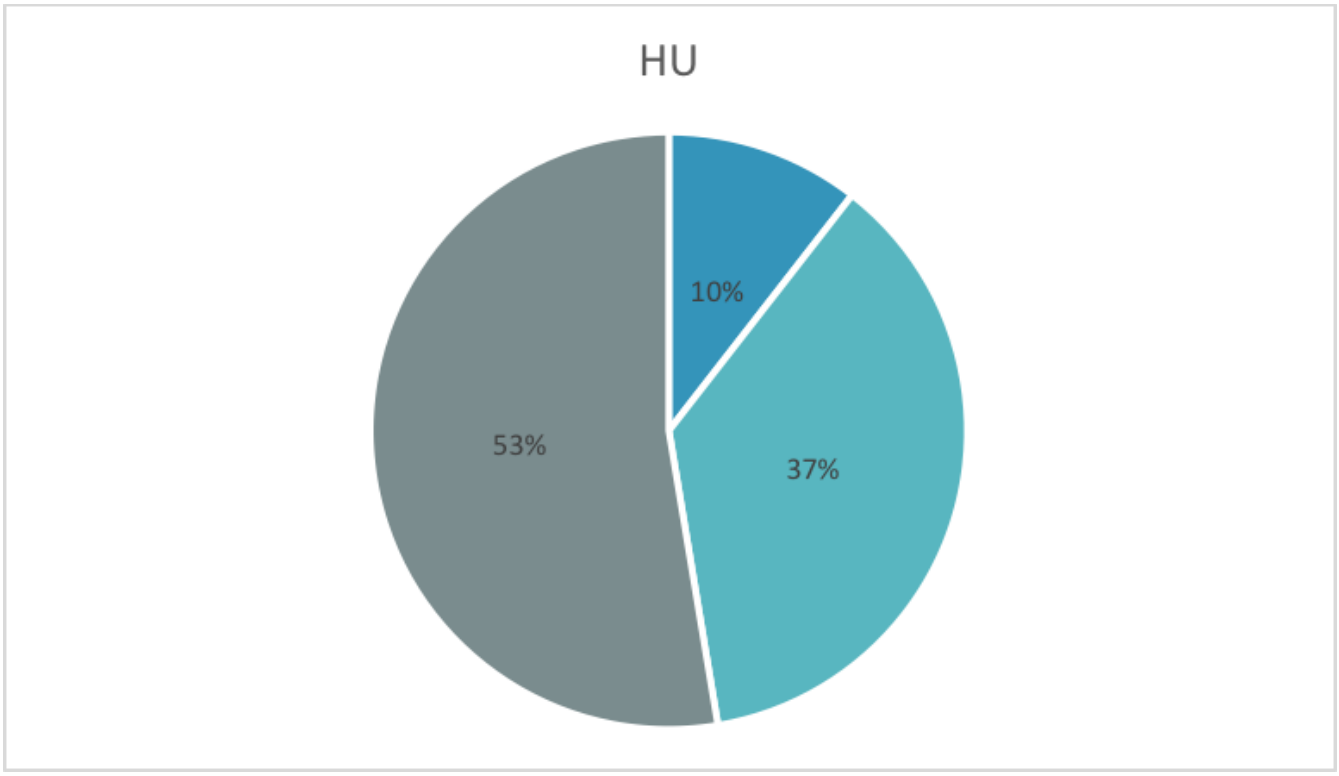
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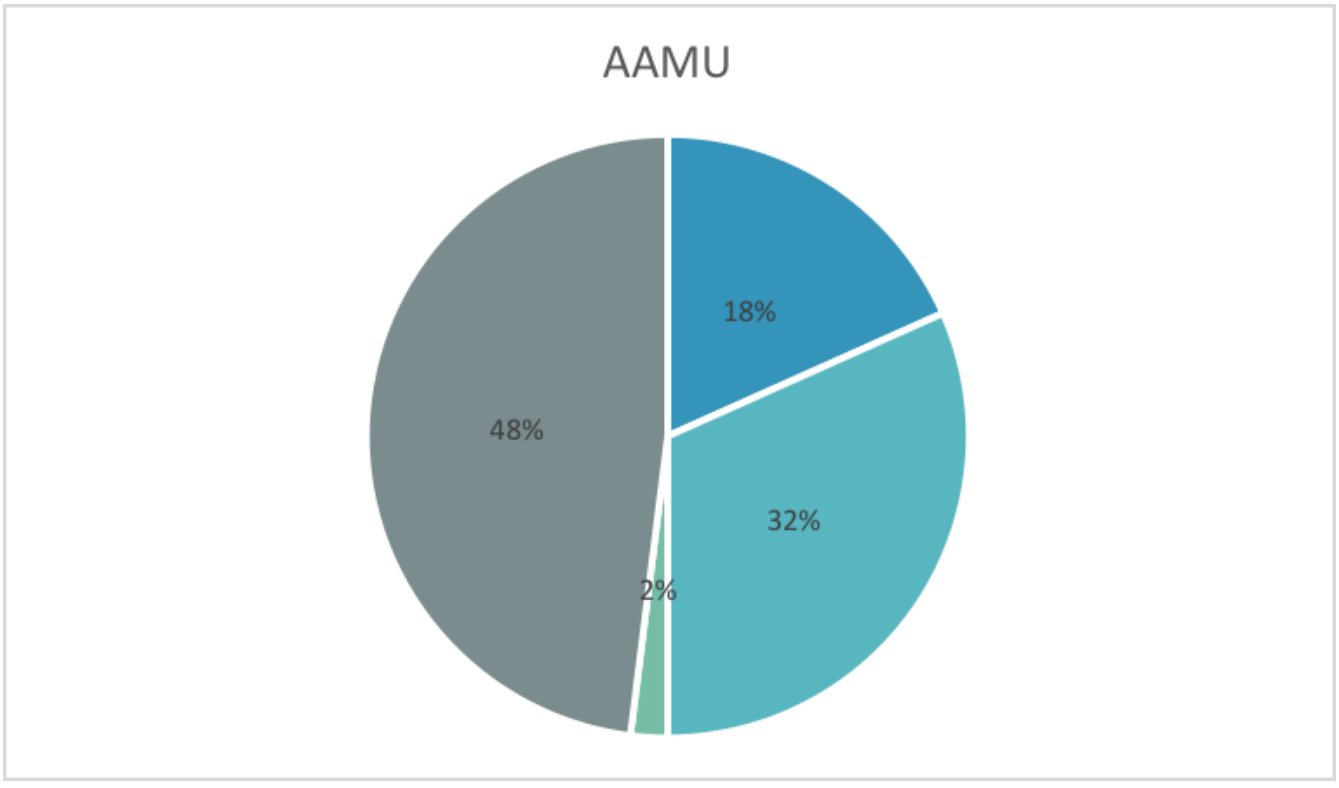
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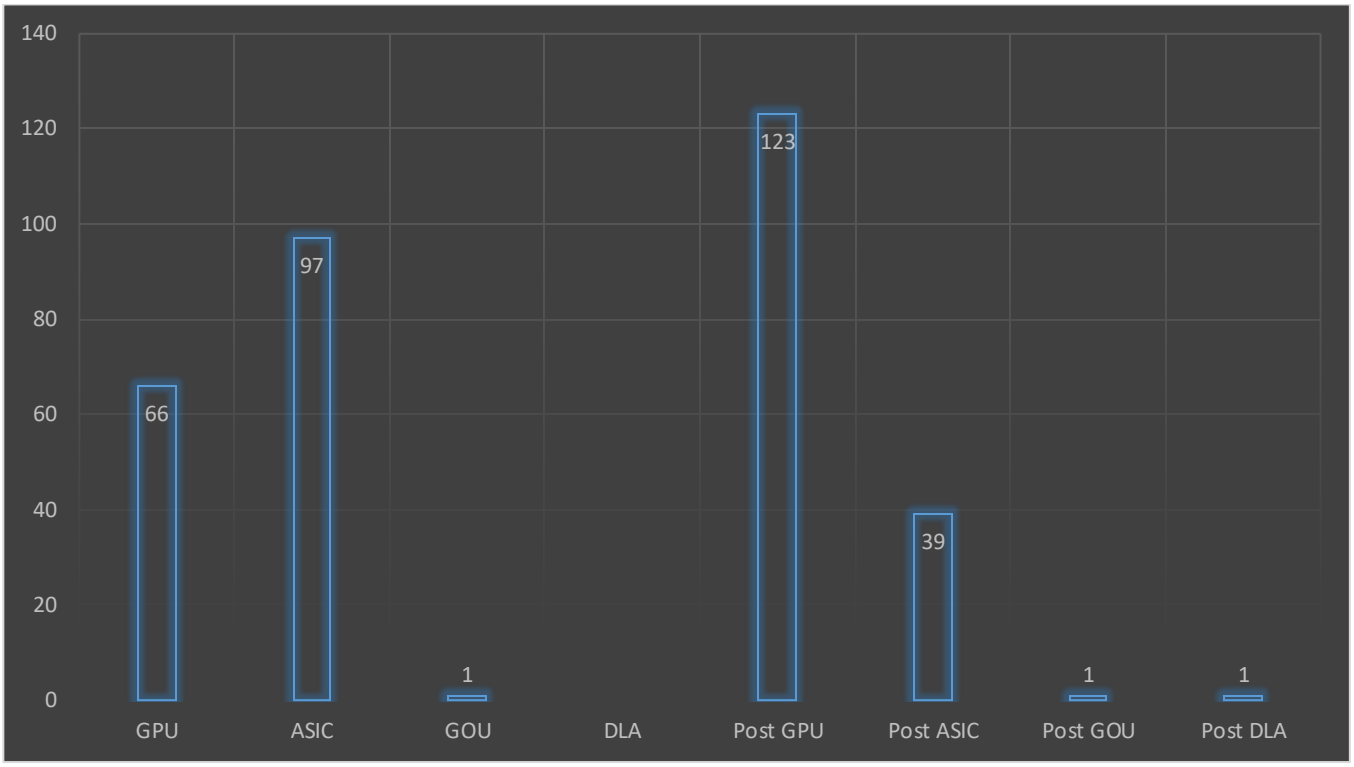
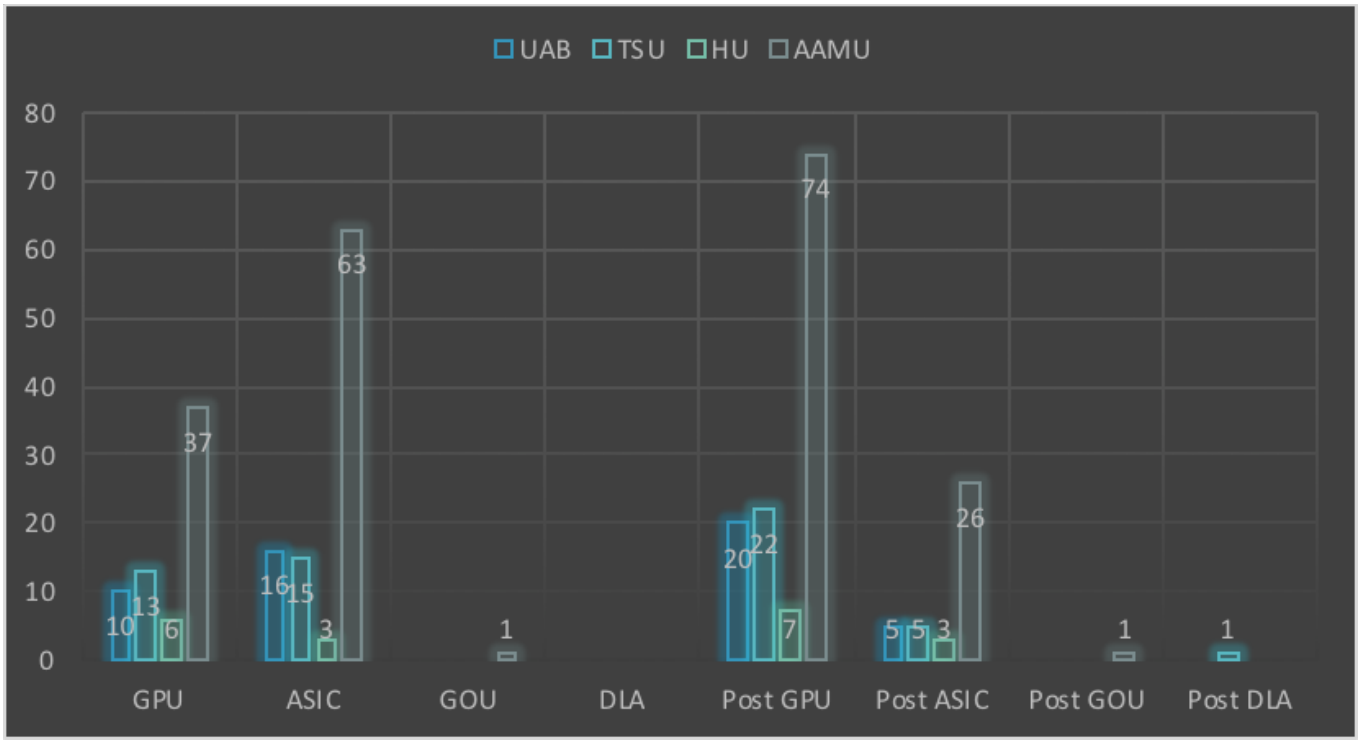
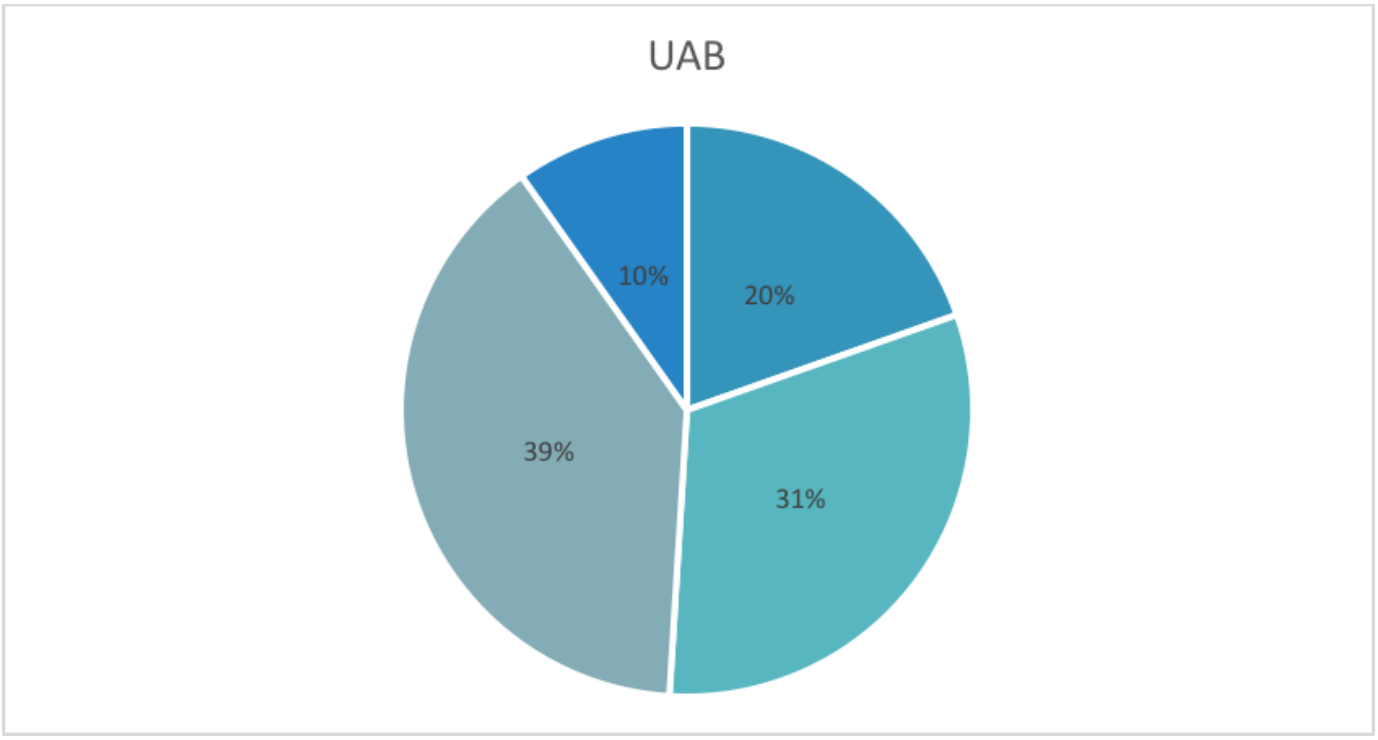
Post FALSE

Q.6 What hardware is used to mine Zcash? GPU ASIC GOU DAL



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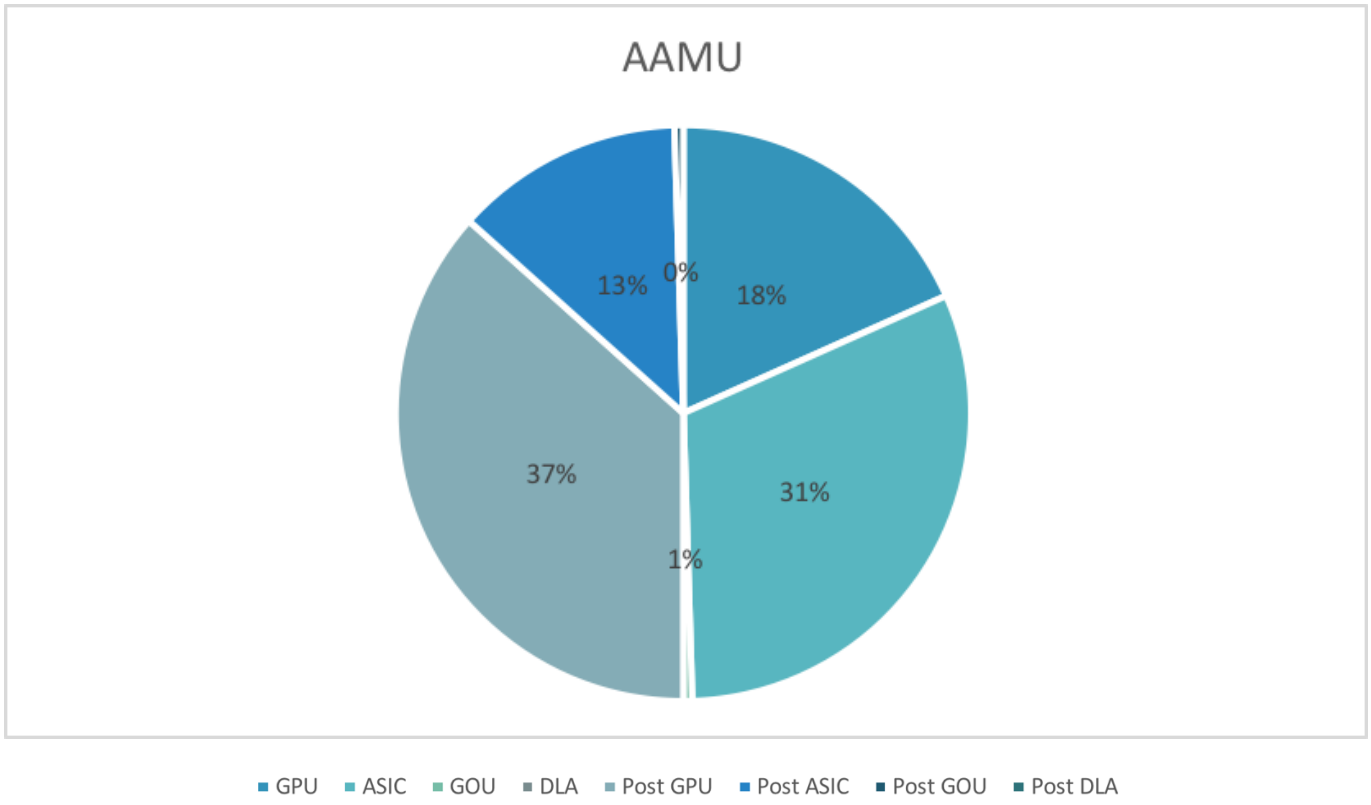
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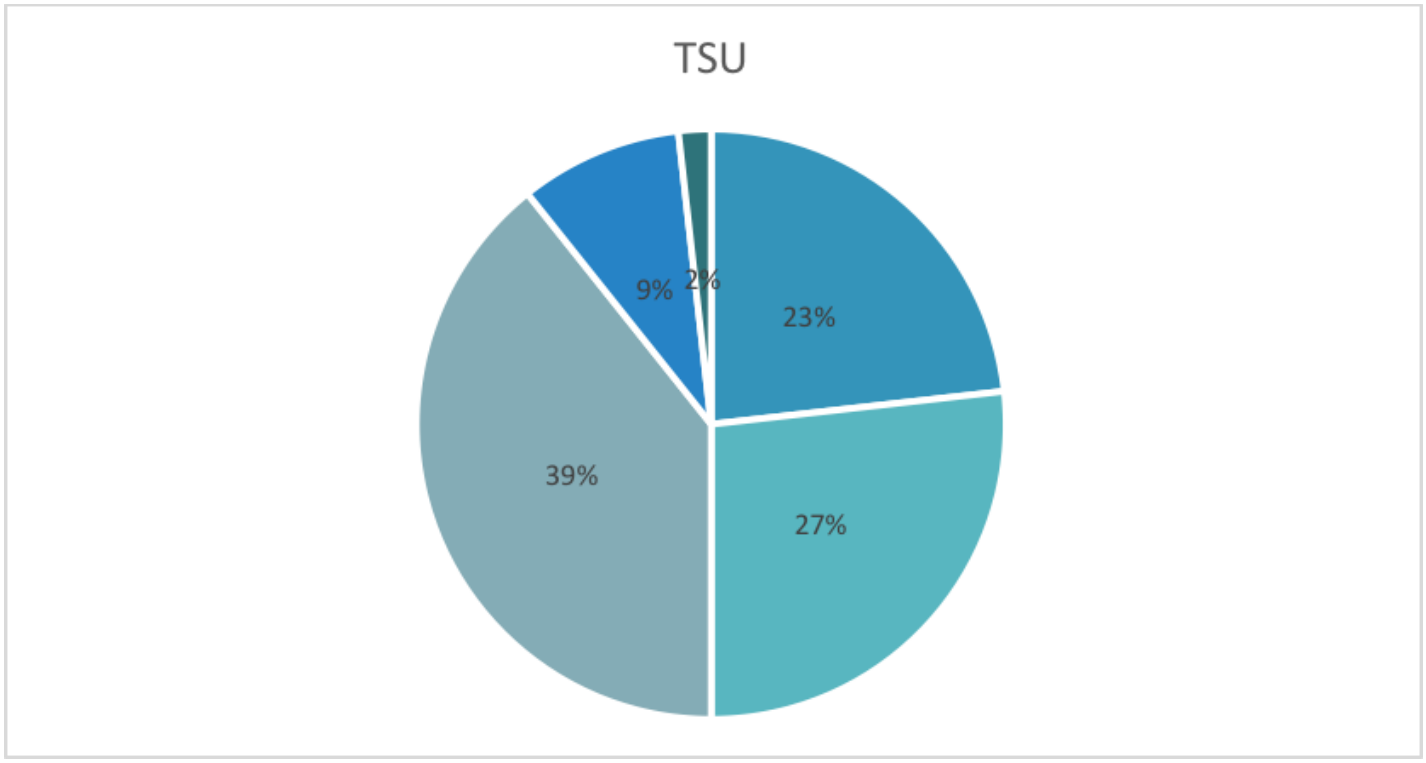
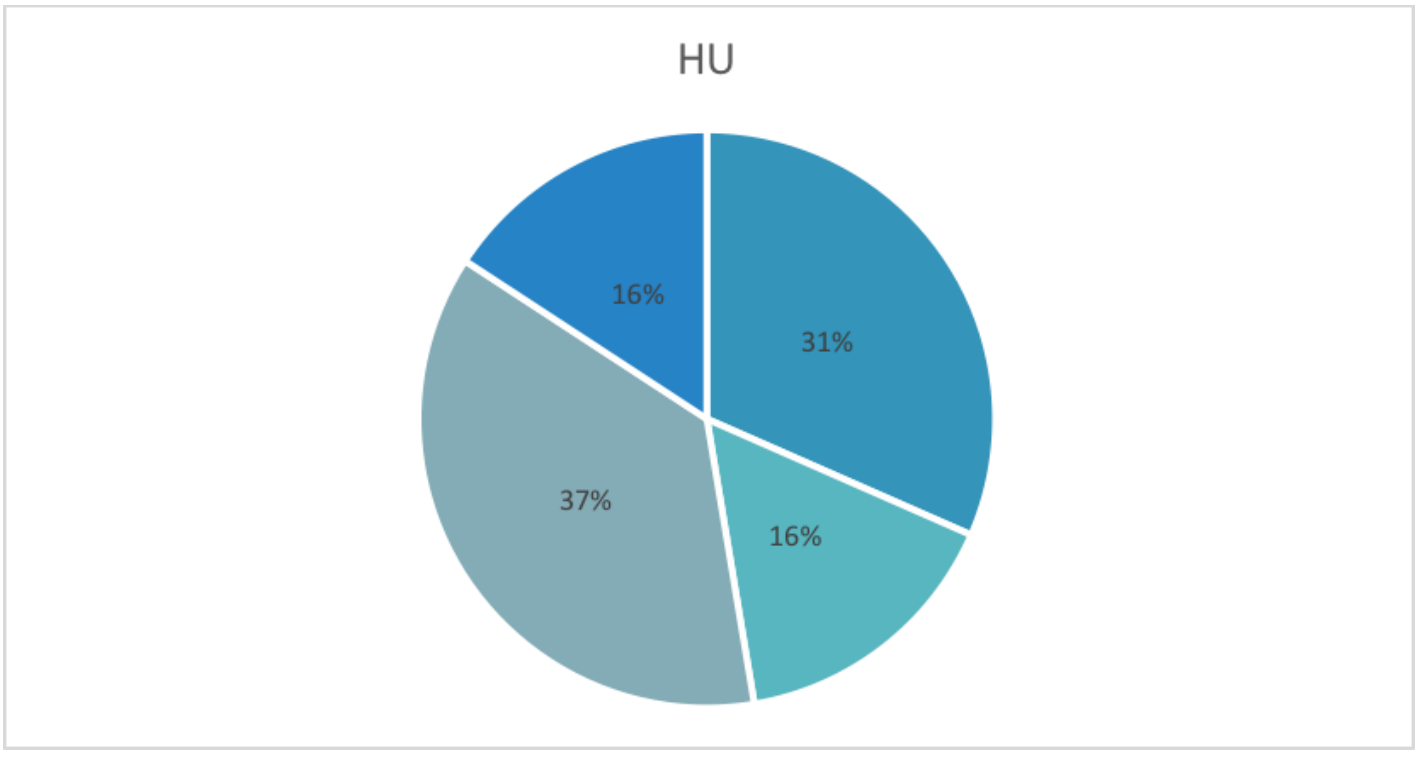
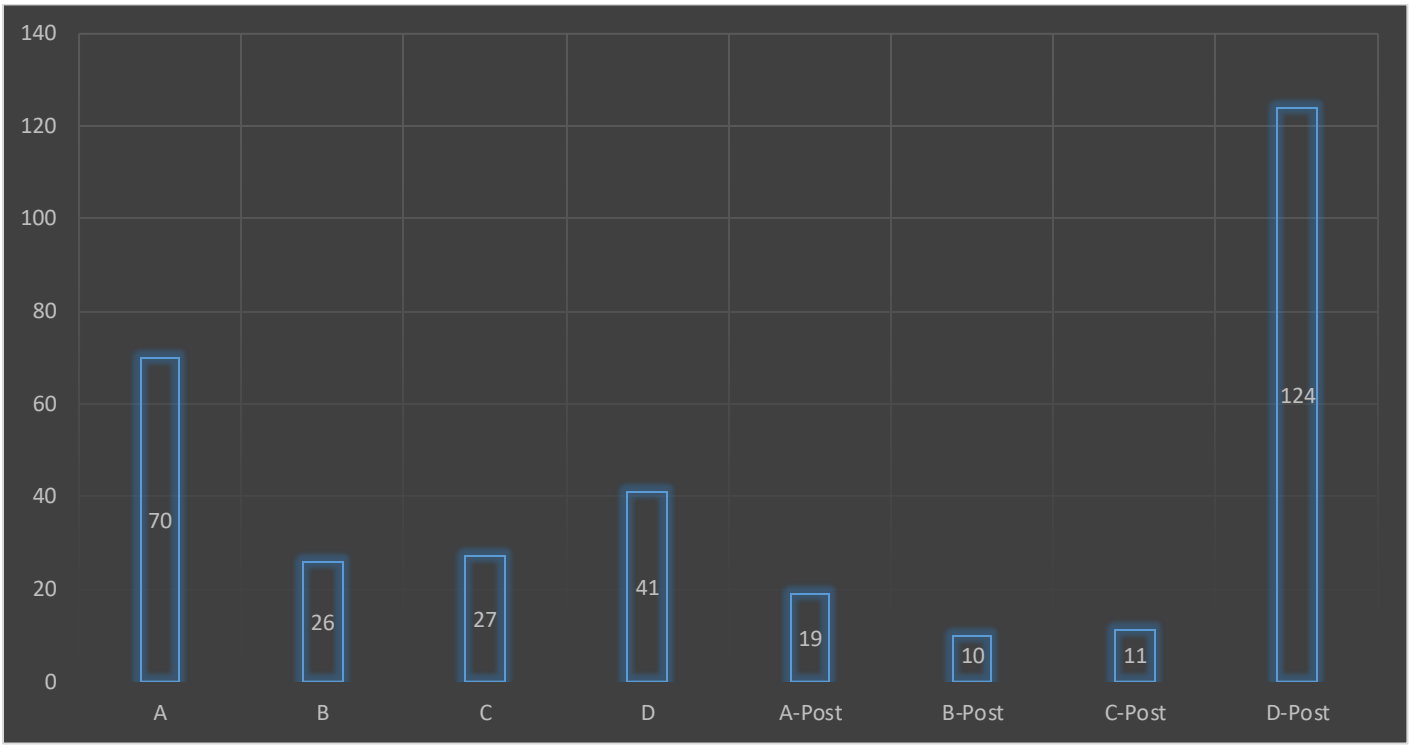


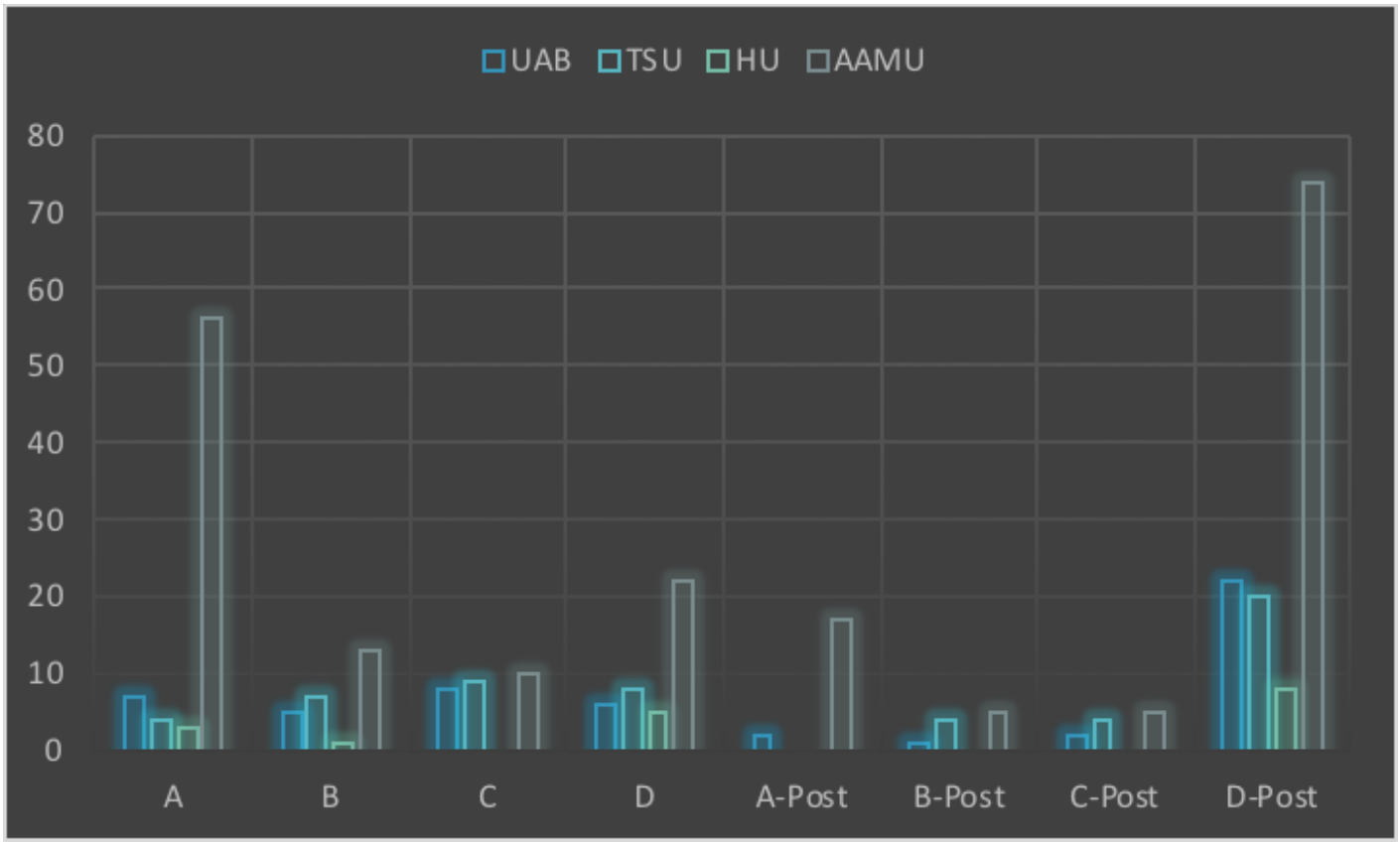


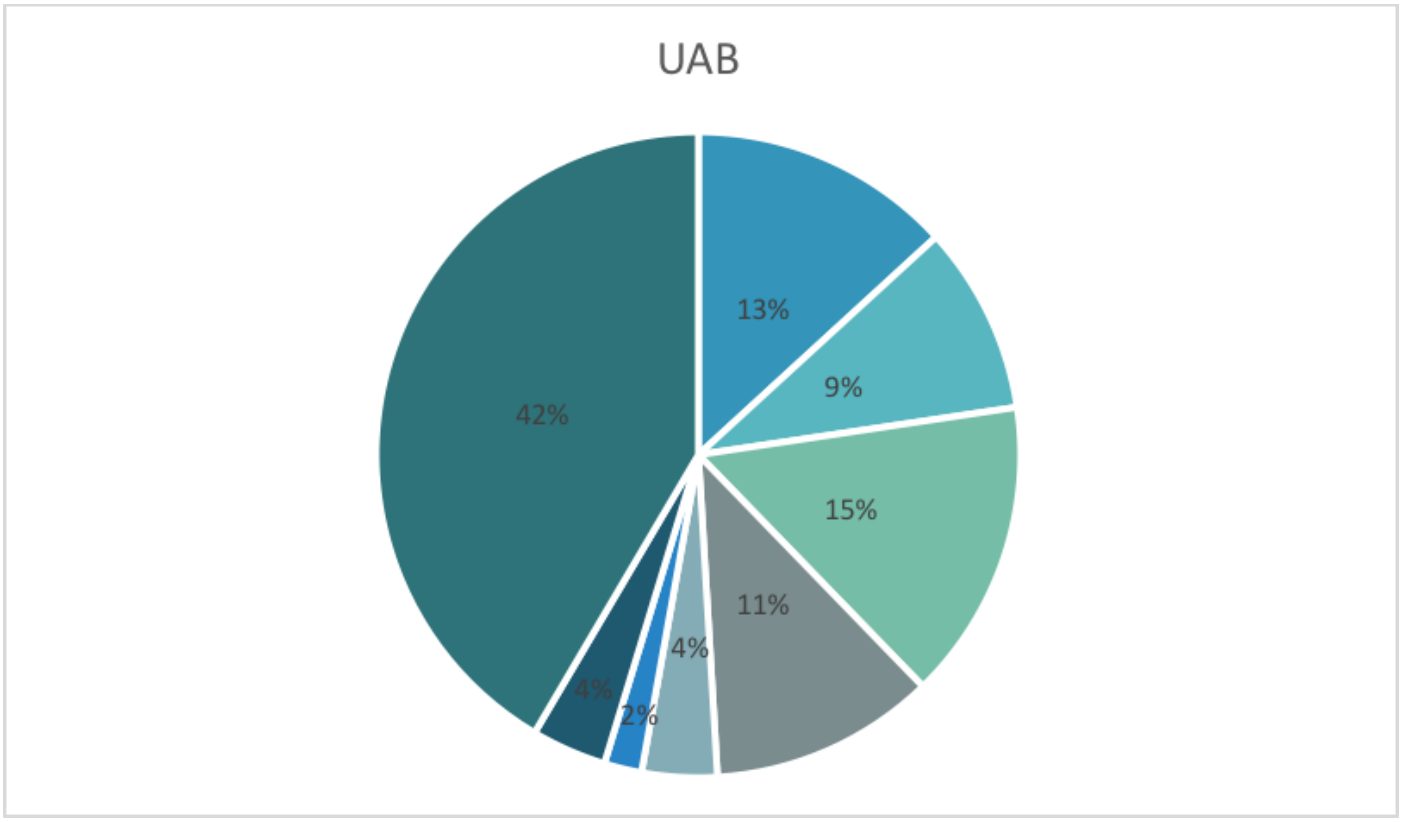
GPU ASIC GOU DLA Post GPU Post ASIC Post GOU Post DLA

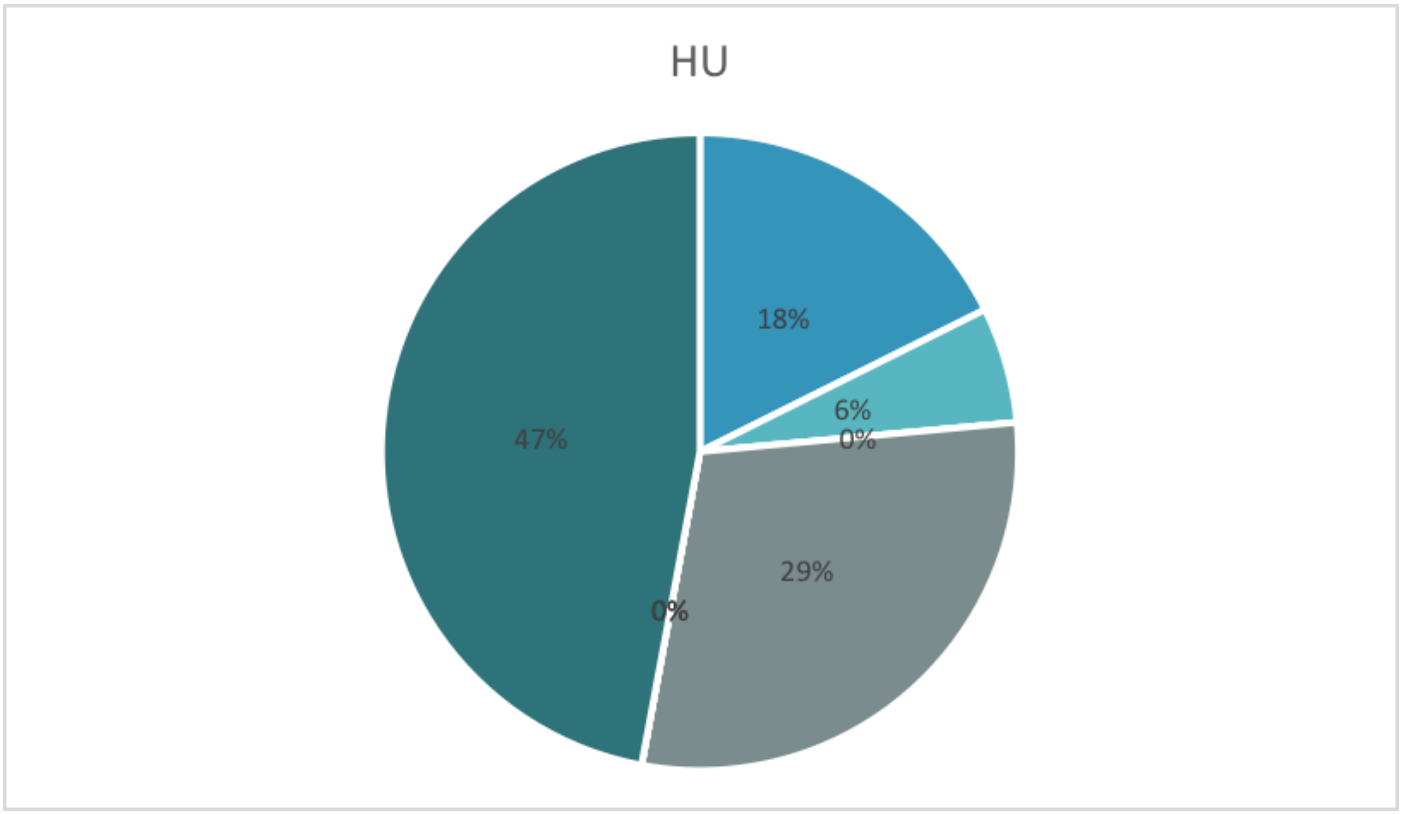
Q.7 How many Zcash coins will ever be created? A. 10 Million B.17 Million

C. 12 Million D. 21 Million

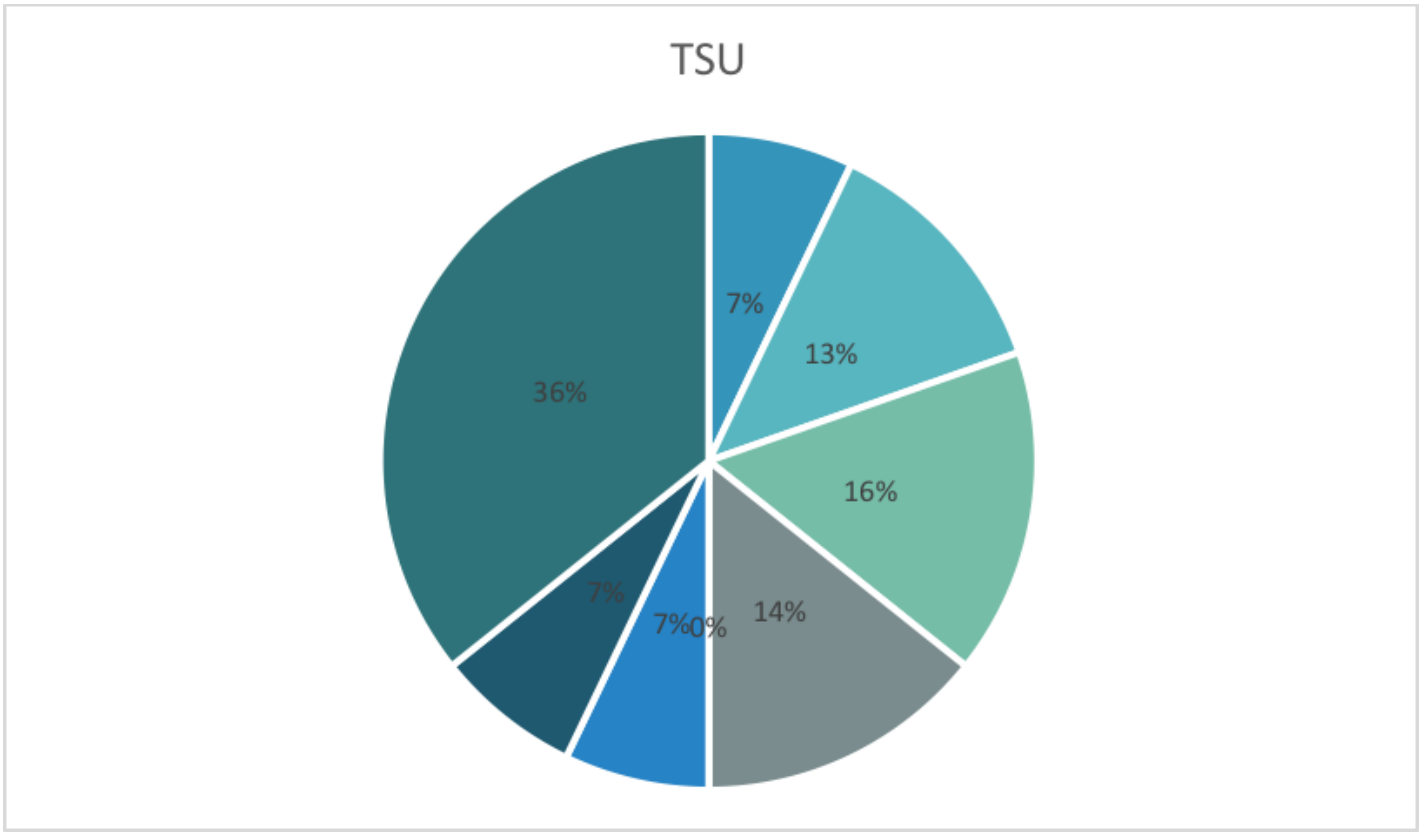








A B C D A-Post B-Post C-Post D-Post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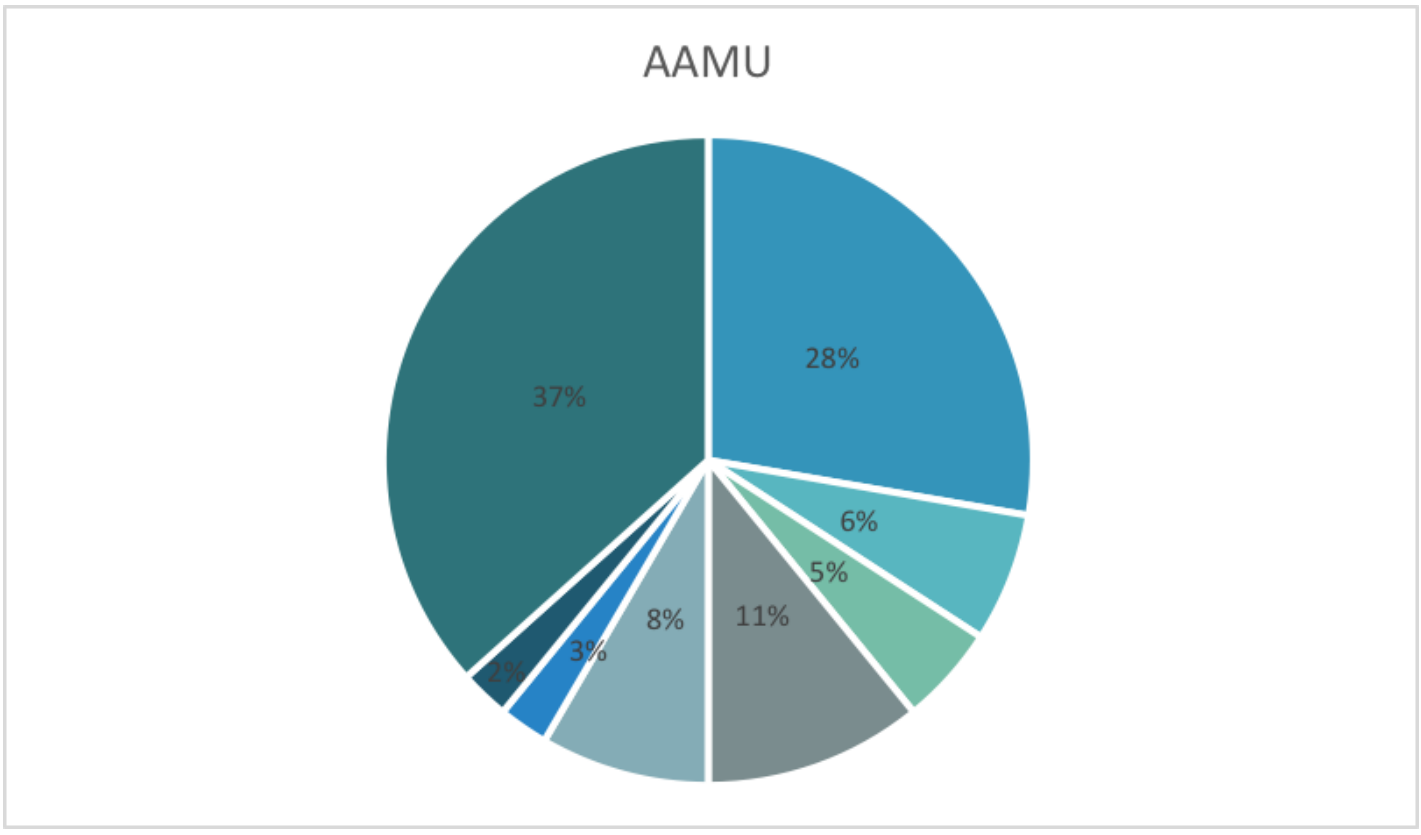
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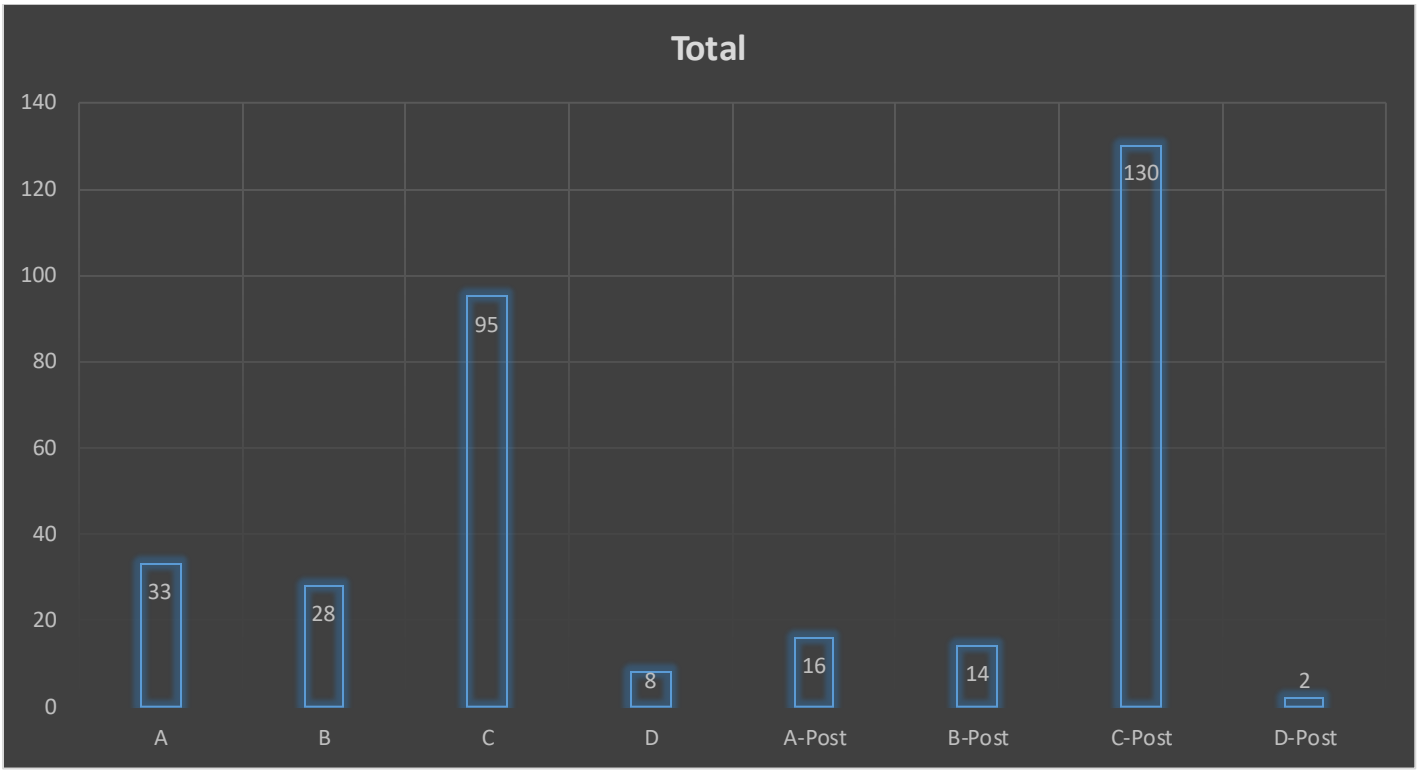
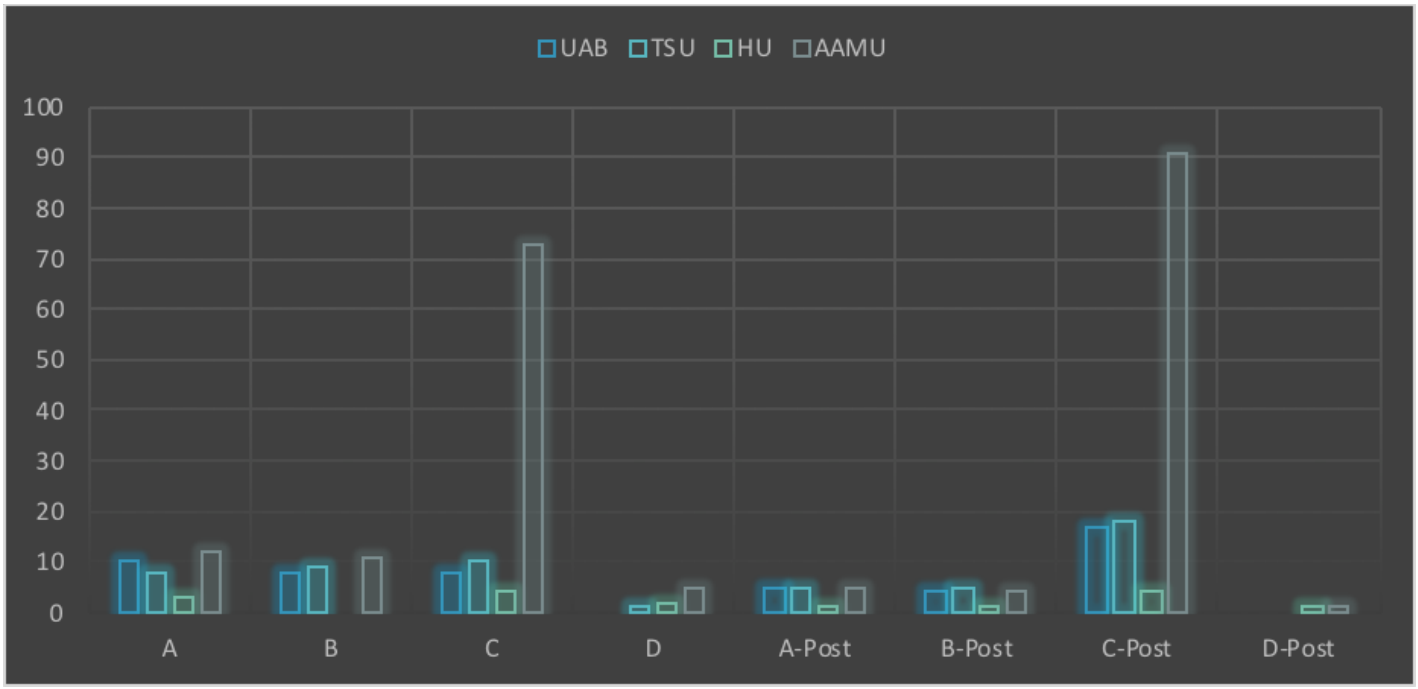
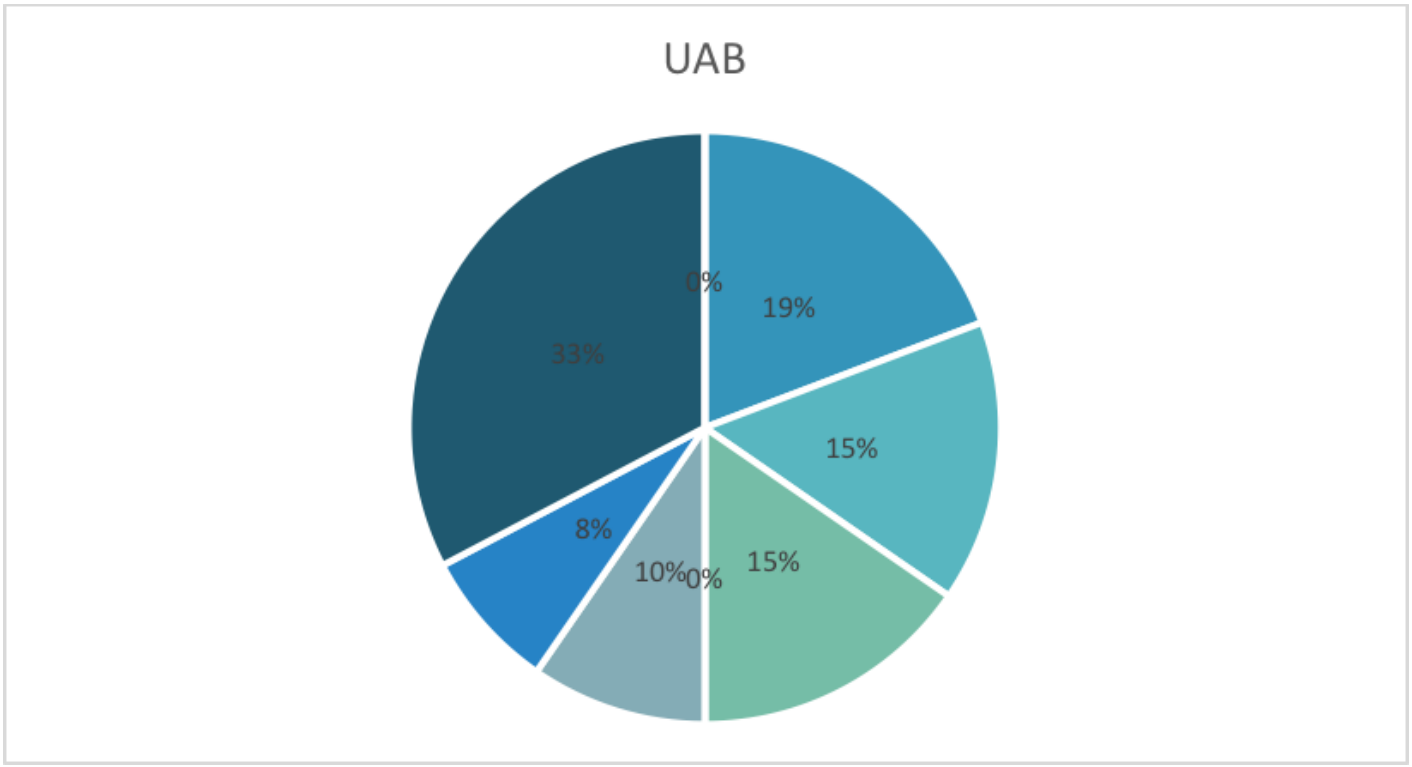
Q.8 How many types of transactions can Zcash execute?

A. 5 B.10

C. 2 D. 7



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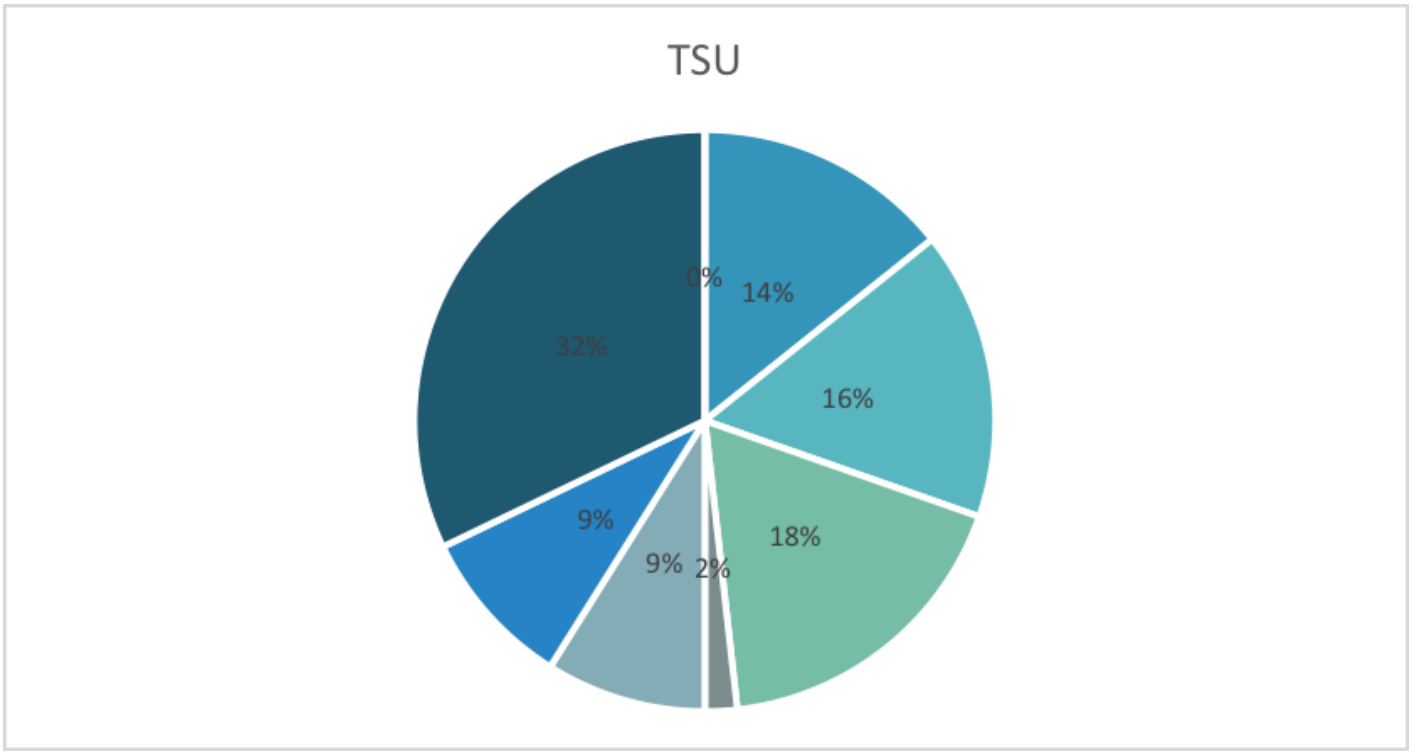
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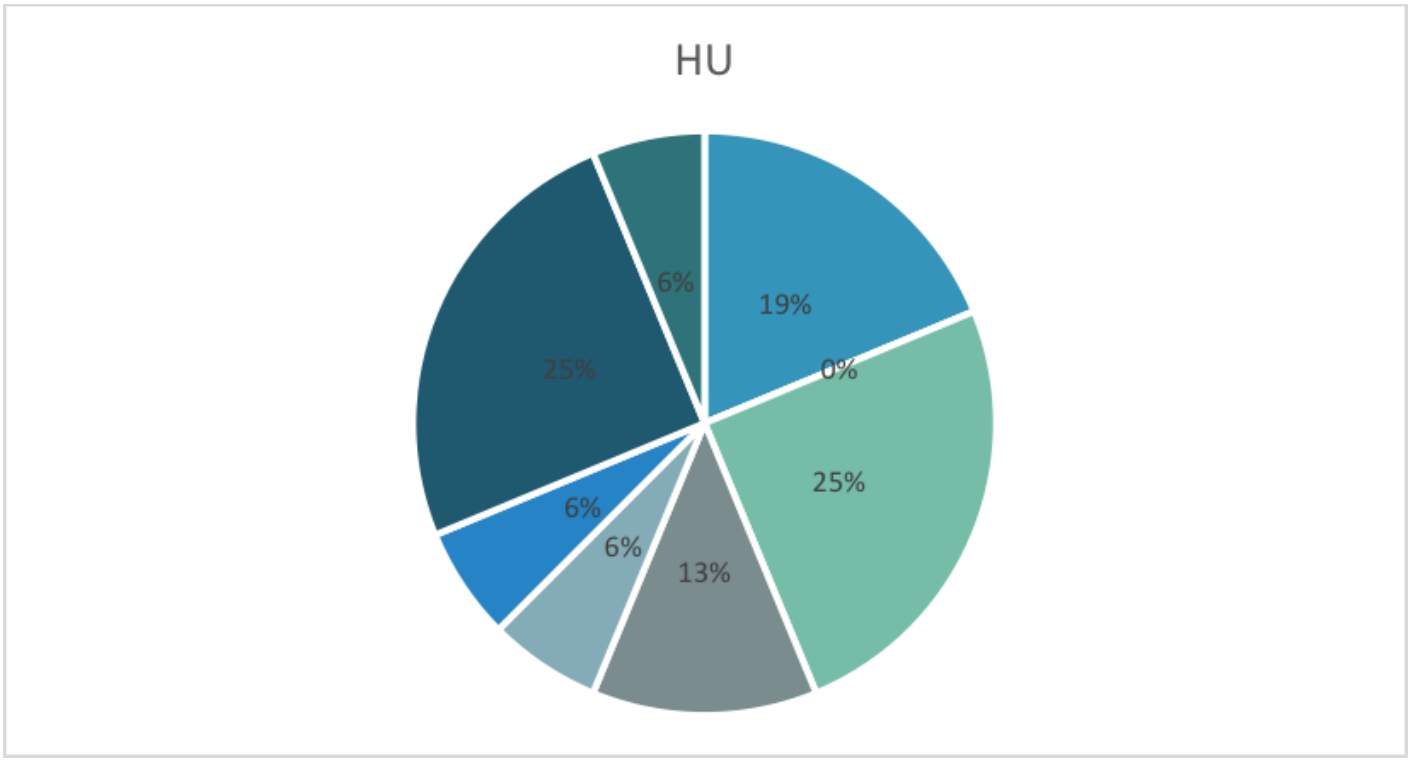
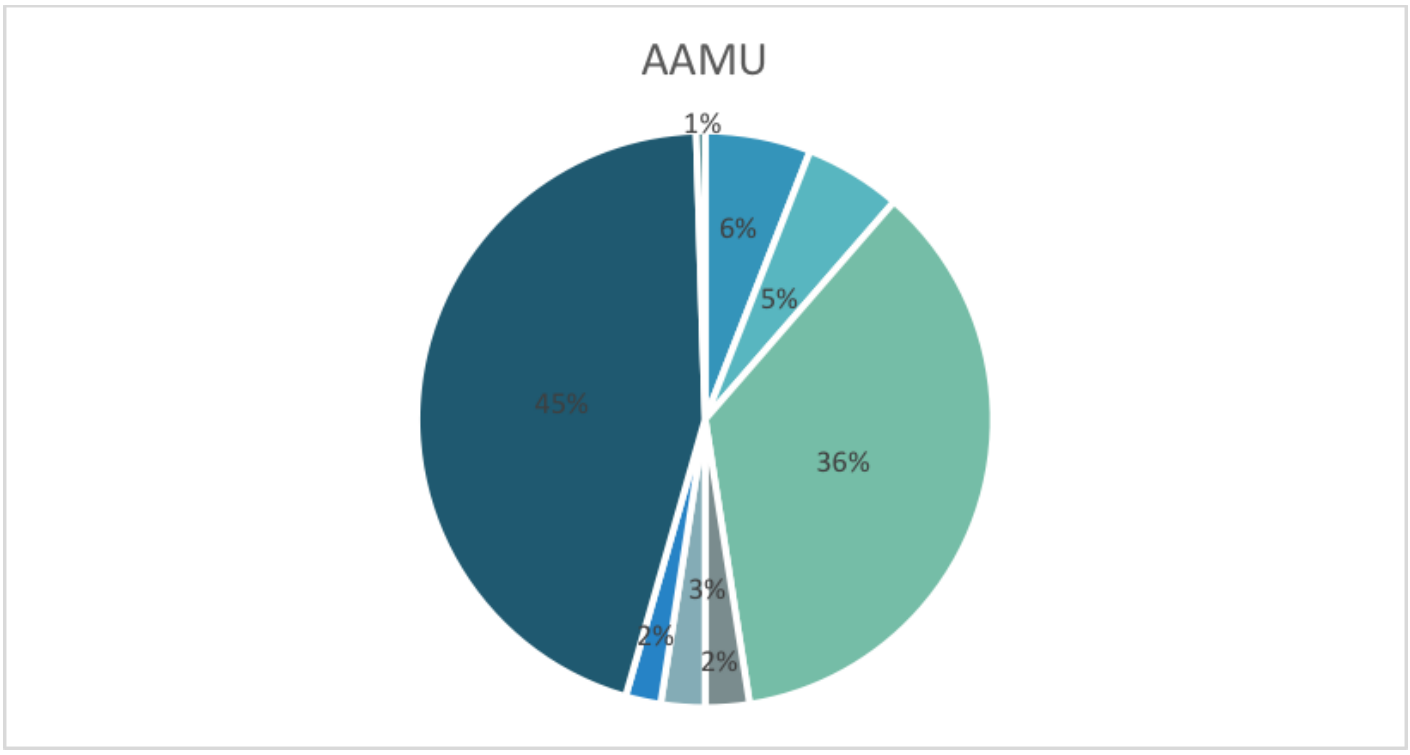
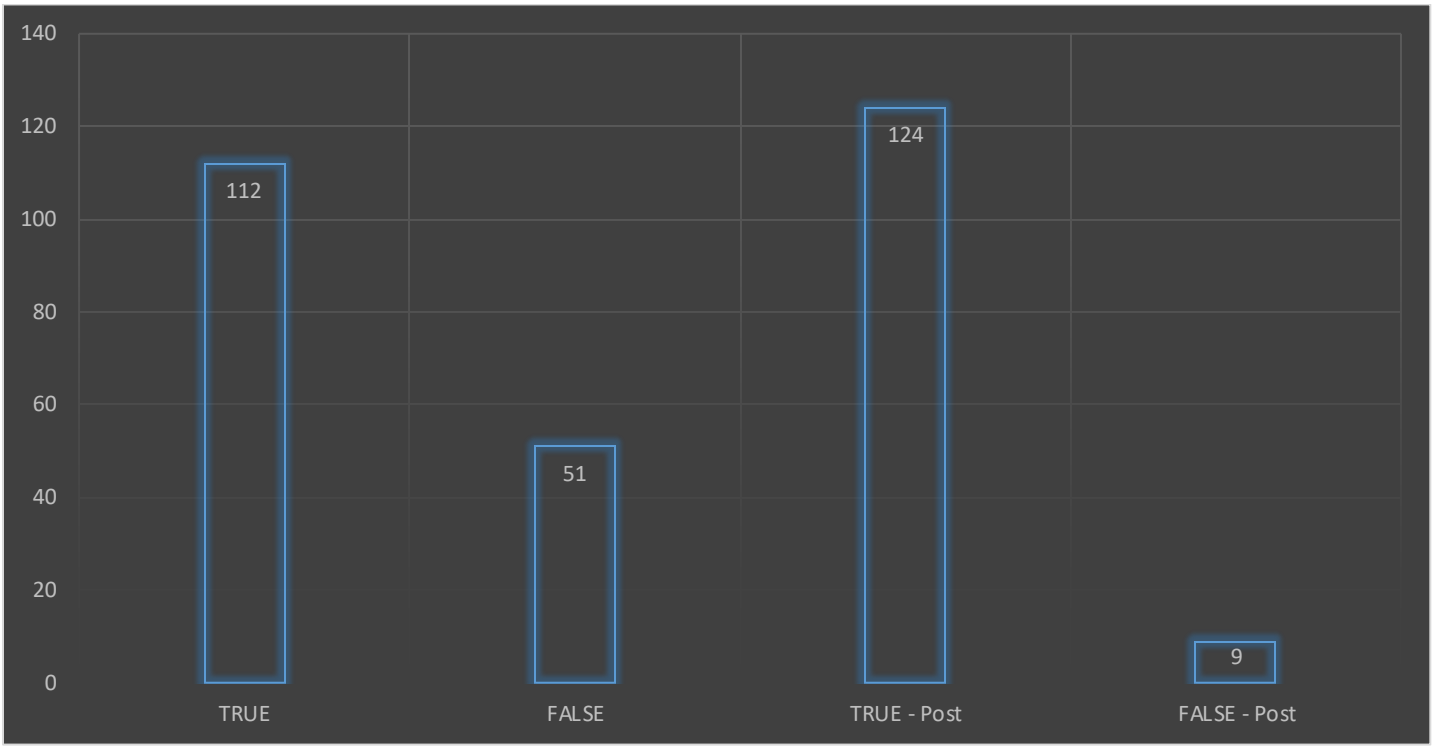


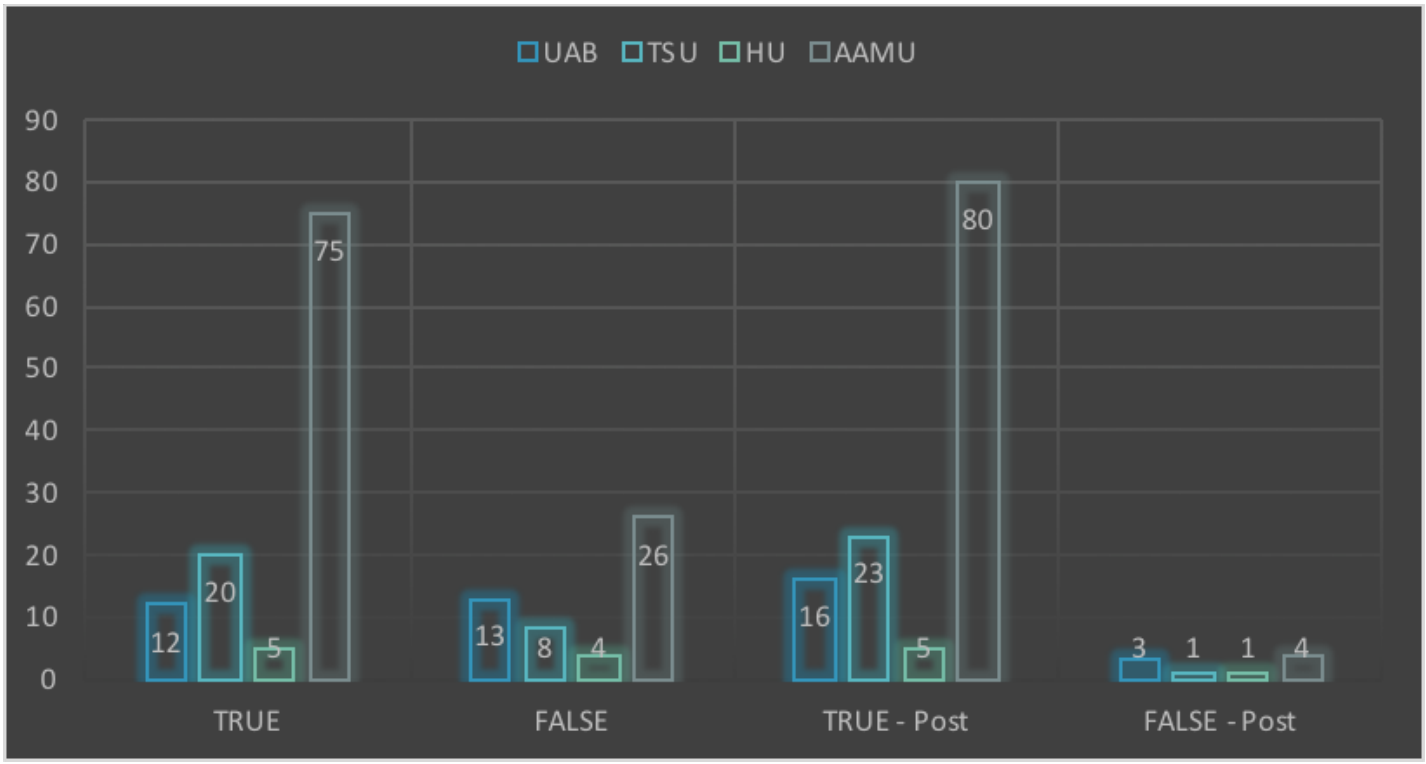


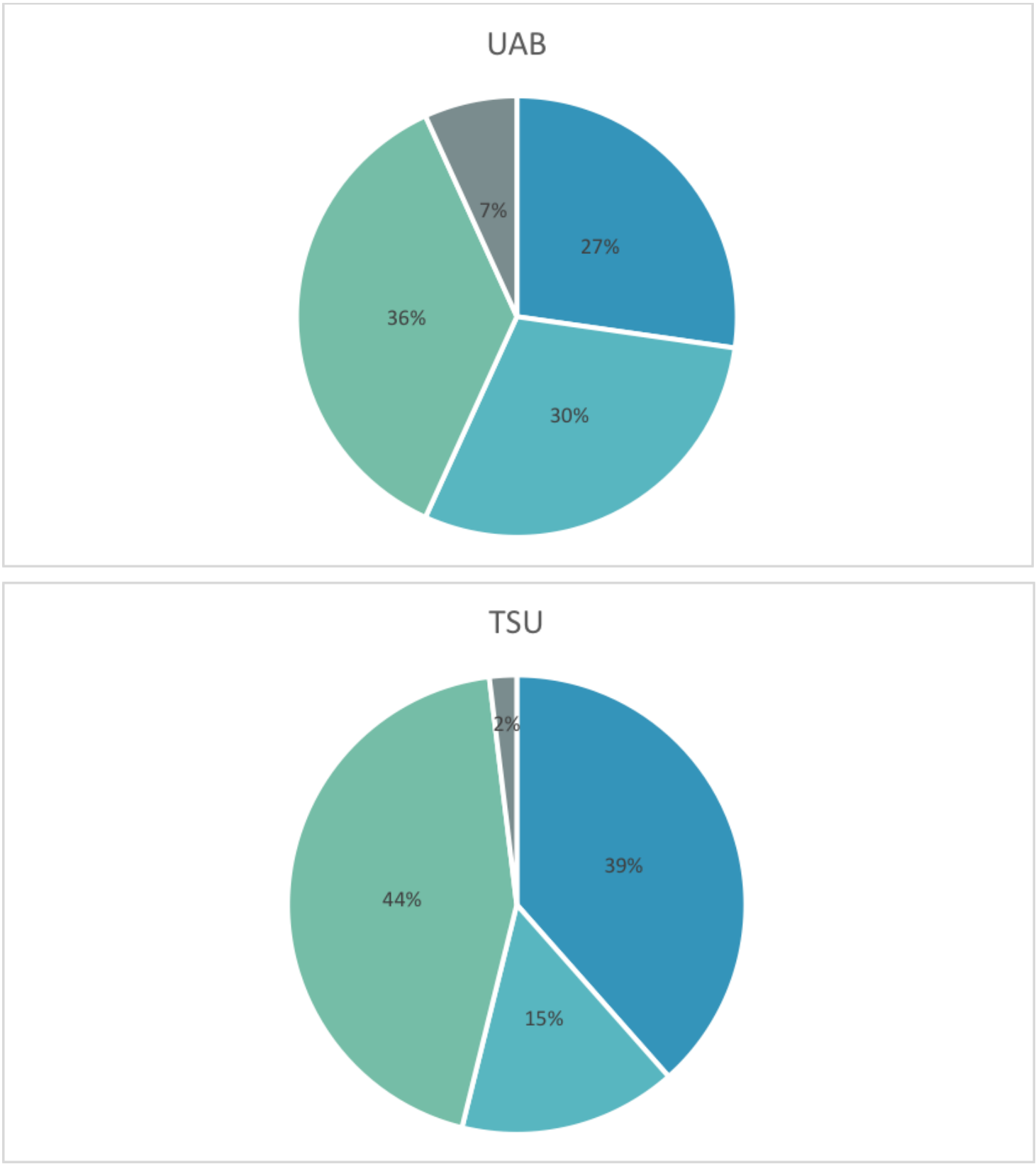
A B C D A-Post B-Post C-Post D-Post

Q.9 How many Zcash coins will ever be created?

True False



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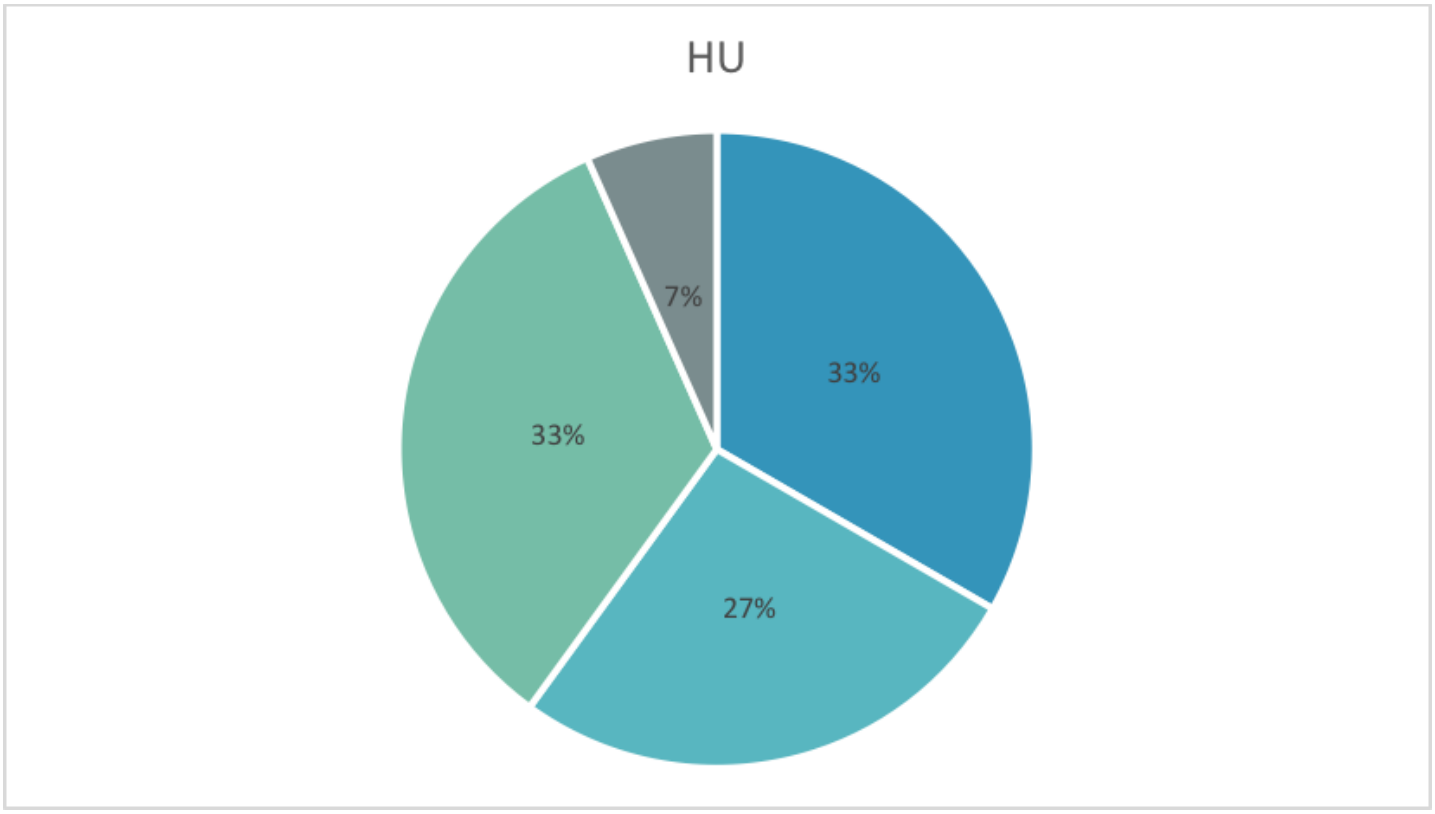
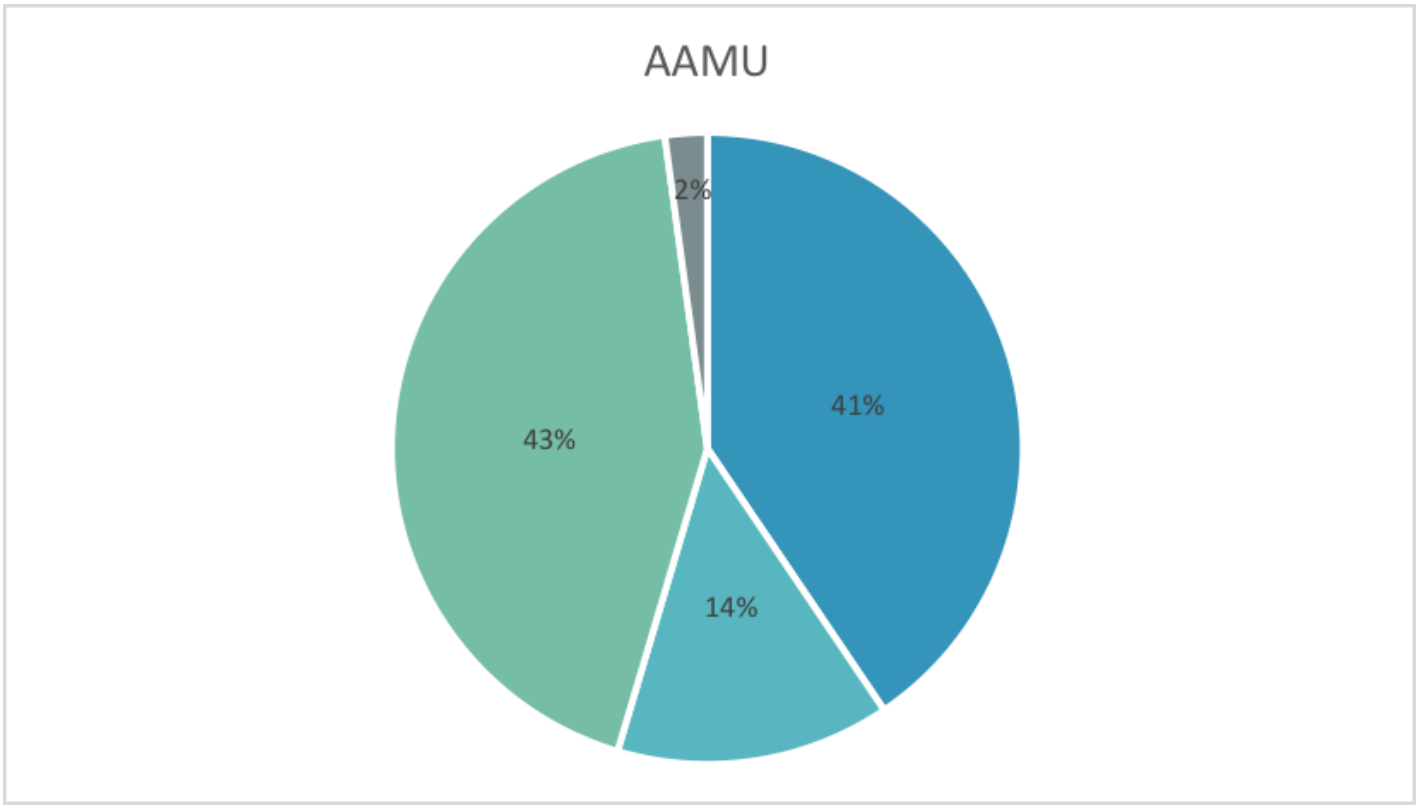
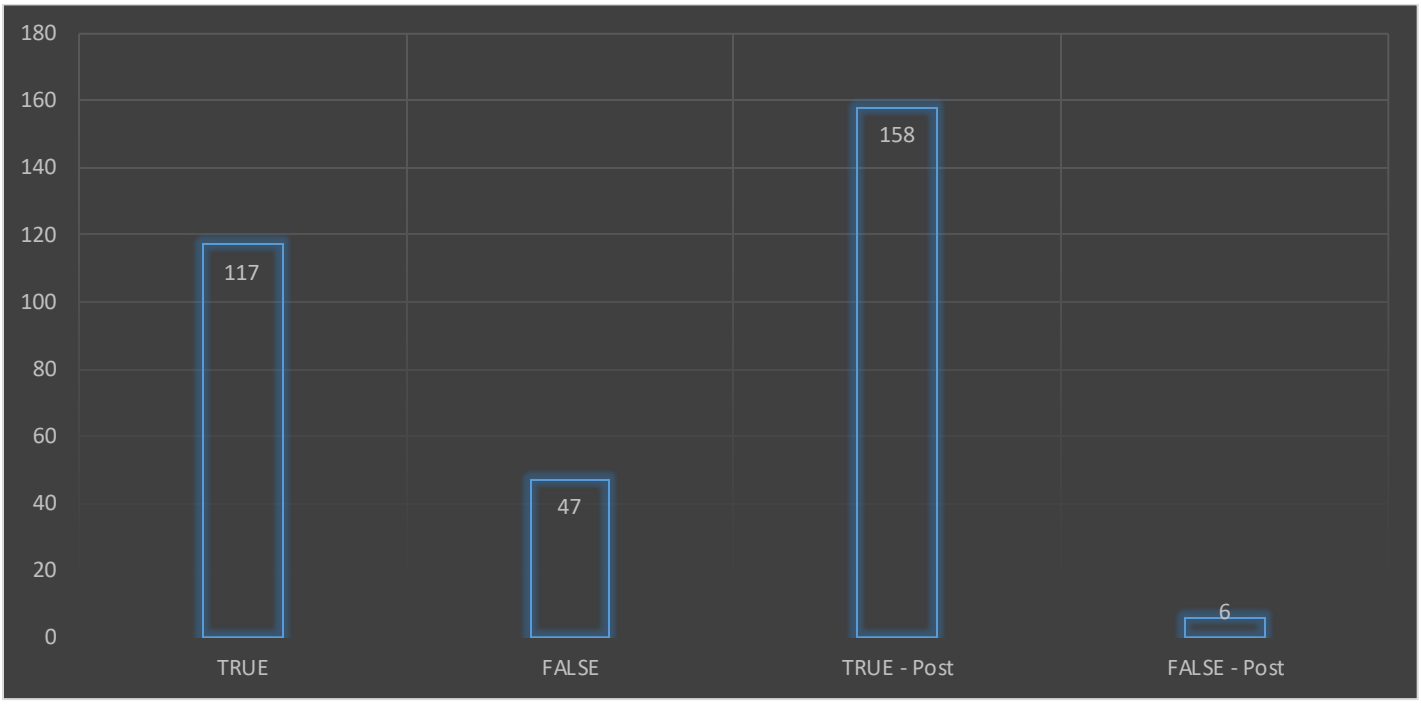


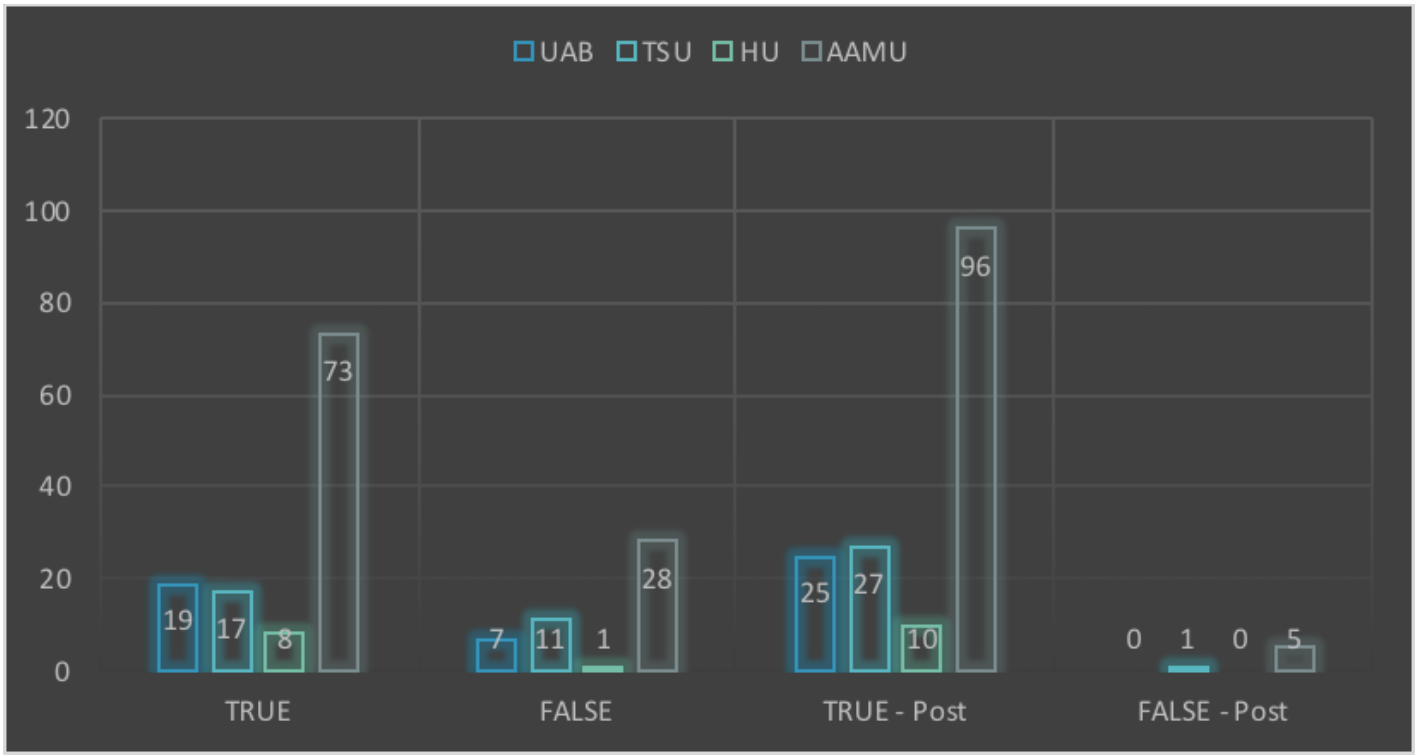


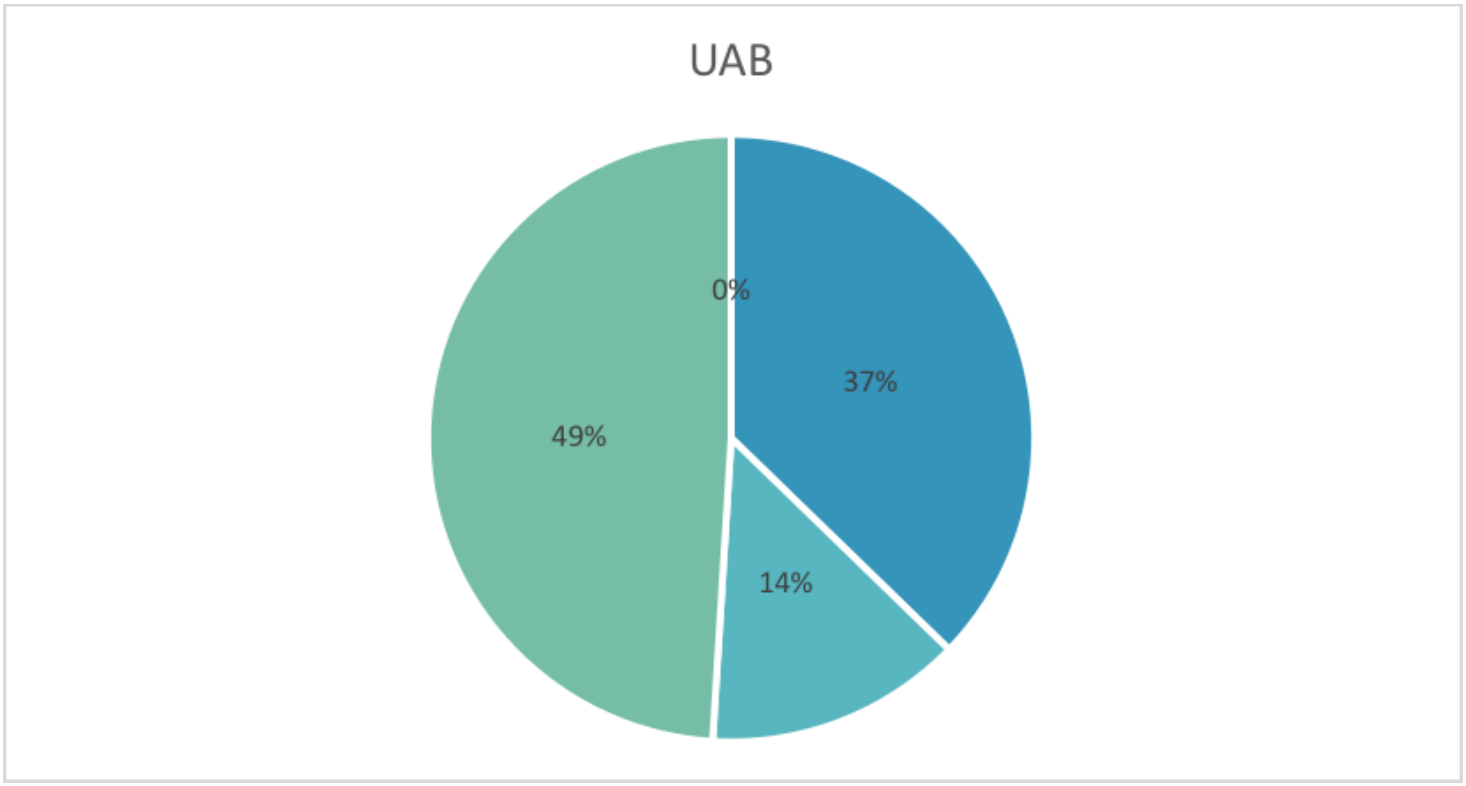
TRUE FALSE TRUE - Post FALSE - Post

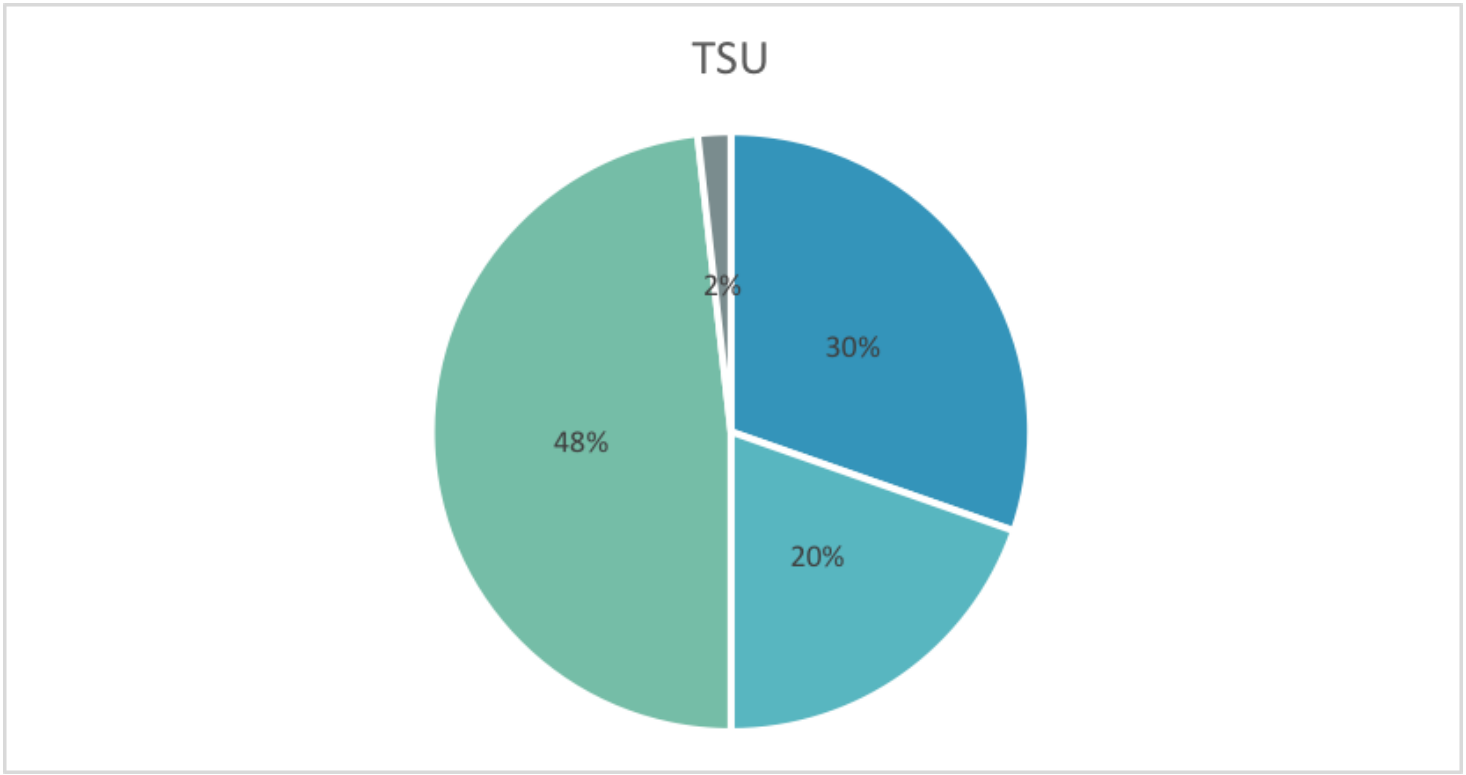
Q.10 Are majority of cryptocurrency/blockchain projects open source?

True False









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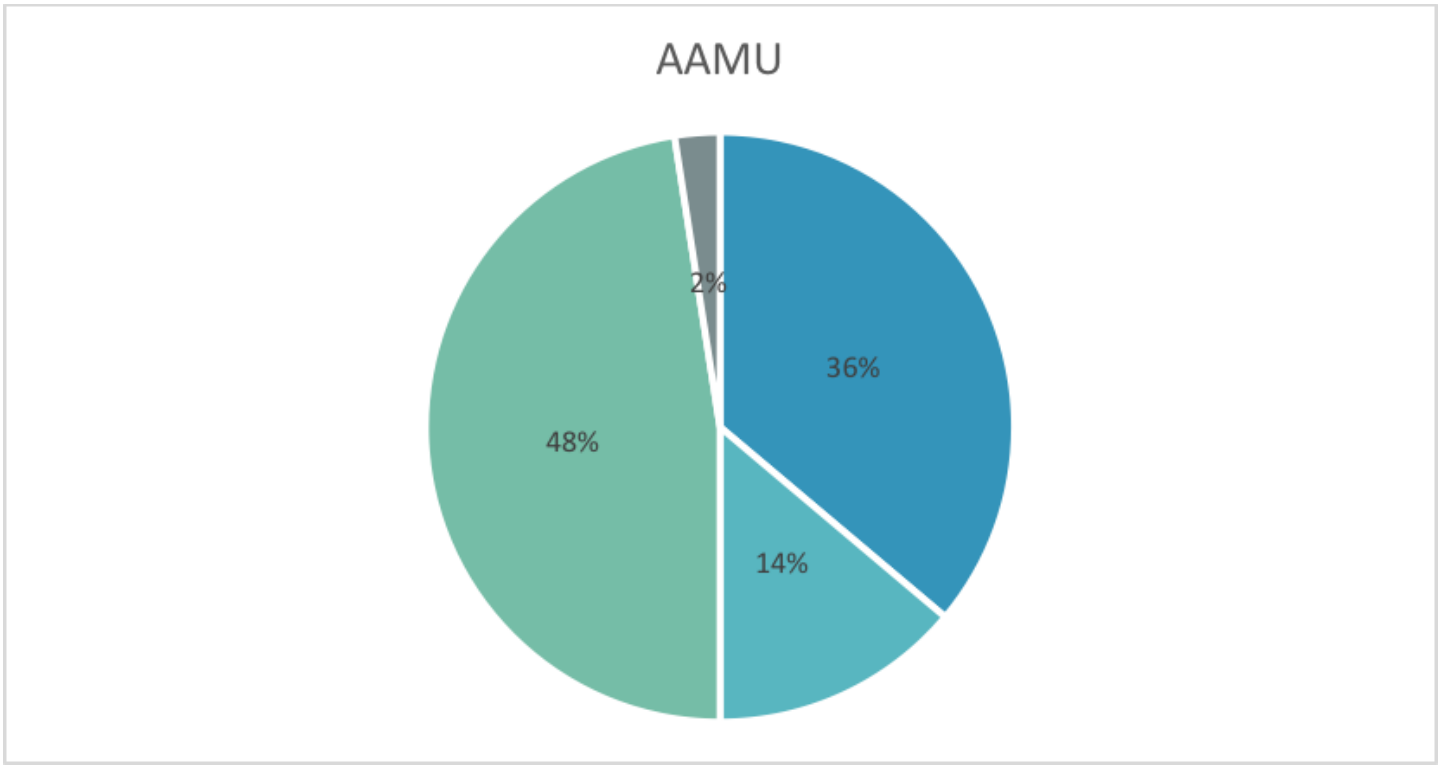

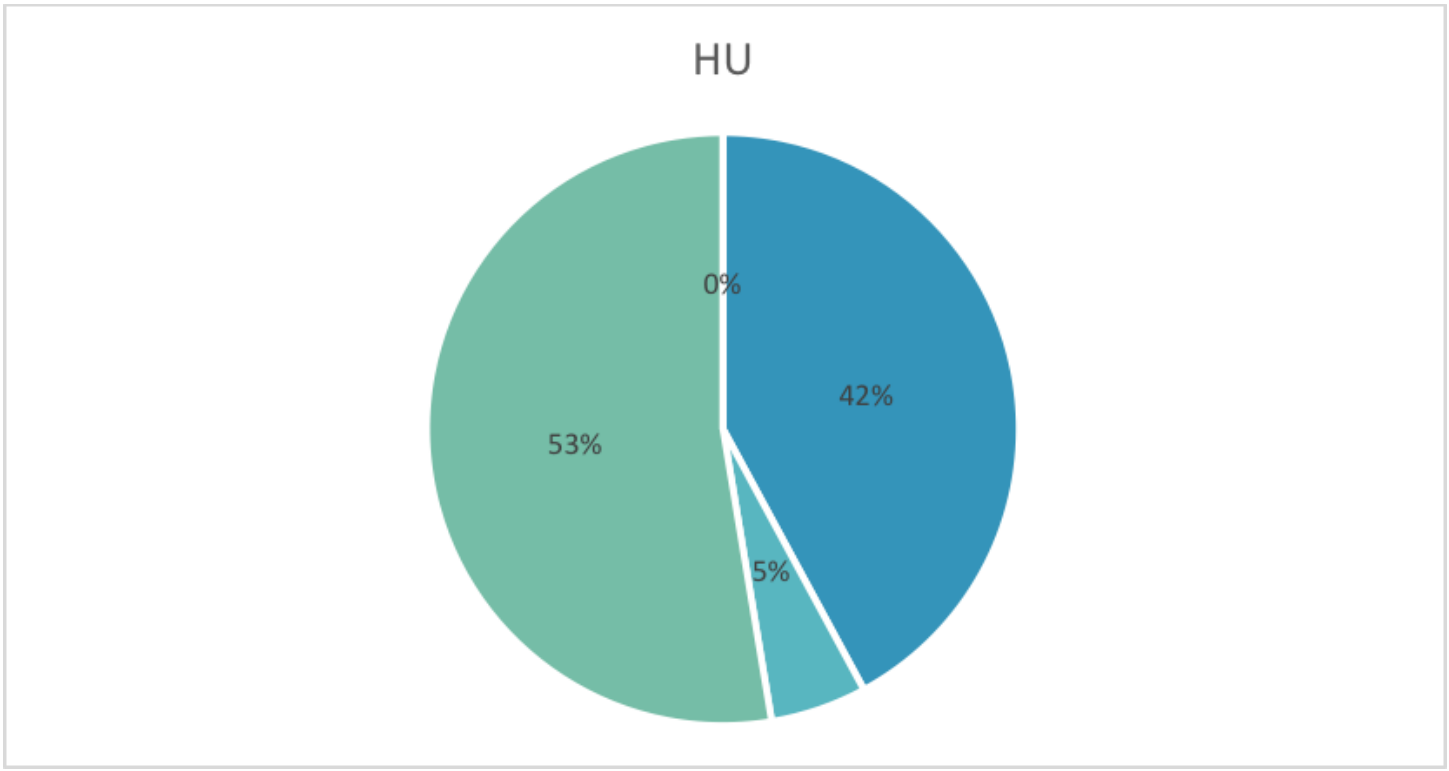

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KEY OBSERVATIONS

- An average of 80% of the overall audience have heard of bitcoin prior to our presentation with 16% learning about bitcoin for the first time through our presentation.

- An average of 80% of our overall audience had knowledge of who created bitcoin.

- An average of 68% of our overall audience were aware of financial institutions involvement in cryptocurrency.

- An average of 27 % of our overall audience thought Zcash was another name for bitcoin prior to our presentation and 3.6% maintain this responds after our presentation. We believe this is due to the misuse of the Bitcoin to represent all cryptocurrencies.

- 40% of our overall audience responded Zcash can be mined with ASIC miners as oppose to GPUs. There seem to be an opportunity for more focus on Zcash mining outreach efforts.

- 75% of our overall audience where not aware of the total supply of Zcash coins. This equally provides an opportunity for Zcash economics outreach, understanding the rate of mined Zcash coins and directions on what will likely occur when all Zcash coins are mined.

KEY FEEDBACK FROM AUDIENCE

"Keep us engaged during the presentation"

"The presentation was a little too much for someone who has no knowledge of cryptocurrency"

"I feel like everything was explained so we could understand. Please tell us more about bitcoin"

"Make it easier to understand the terminologies using analogies"

"It was perfect!"

"More explanation for unique terms like "Decentralization", "Fork", and "Node"

"More hands on case scenarios"

"The diagrams were good"

"Go more in-depth when simplifying tech stuff, Hint: Use more analogies"

THANK YOU!

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