



Zcash Outreach Proposal II

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

PASCAL NTSAMA & OYEDEJI OLUWOYE



PART I PICTURES



MESSAGE TO READER

Dear reader,

The Coincentrix Team along with its partners have been involved in Zcash outreach events across four University campuses and eight professional gatherings in the United States. Specifically, we coordinated Zcash outreach efforts at four pilot universities including Howard University, Alabama A&M, Tennessee State University and University of Alabama Birmingham. We also conducted educational sessions for organizations and businesses including, The Siamese Dreams, The National Society of Black Engineers, Alabama power, 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 who enlighten our audience on cryptocurrency economics, Matthew Rizzio and Sean Markert of BitBros who respectively educated the audience on the fundamentals cryptocurrency mining.

Overall, we had an attendance close to three hundred participants and we created the following key impacts;

- Collected Pre & Post surveys for our performance evaluation as well as valuable insights relevant to the Zcash foundation.
- Shared over 50 Zcash T Shirts
- Motivated Pluckerz, a local Nashville TN restaurant to enlist Zcash as a form of payment for its clients
- Established relations with faculty members and residents for future outreach collaborations
- Featured as a spotlight on WAFF 48 local news station through Alabama A&M University's public relations department while presenting at the Alabama A&M Dean Speaker Series
- Met with David Bailey the CEO of BTC Media who provided us with their magazines to distribute to our audience.

Conducting Zcash outreach programs at additional universities with focus on more data collection/analysis to streamlined Zcash adoption for the general public and leveraging University relations to introduce Zcash into existing activities within the school of Computations & Engineering. We plan to provide more technical content in regards to software development using the Zcash APIs and focus our content on Zcash only. We also plan on rolling out a community impact "think tank" challenge concurrently with our outreach events. We believe this to be a good first step towards realizing our vision of growing Zcash users and developers in one environment.

We are dedicated to create an impact for the Zcash foundation and we look forward to more accomplishment and community support.

Best Regards,

Coincentrix Capital Team

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ABOUT US

Coincentrix Capital LLC is a privately held digital asset management firm equally engaged in blockchain technology education, research, development, & implementations. Founded in 2017, Coincentrix Capital thrives to assemble all necessary services and tools for a wide range of customers across multiple vertical industries with focus on using blockchain technology to revolutionize existing processes. Coincentrix Capital operated under four business units encompassing Digital Asset investment management, blockchain solution R&D, Outreach, and blockchain Consultancy. Our team at Coincentrix Capital is composed of Bitcoin certified professionals, experienced digital asset investment & research analysts, software developers, and technical consultants. Our goal as leaders of a cutting edge technology is to focused on realizing projects to empower our clients to attain untapped potentials.



PROPOSAL

DATA COLLECTION & ANALYSIS: Extend our PART I (2017 Q4 Outreach program) outreach efforts to new institutions across the West, Northwest and Southeast regions of the United State. So far we have already establish relations to carry out three outreach efforts at Georgia Tech, Kennesaw State University and Georgia Gwinnett College all located in the perimeters for Atlanta Georgia U.S.A. We aim to reiterate most of the activities from PART I which included, sharing Zcash accessories in the form of T-shirts and potentially airdrops for participants, presentation focused on cryptocurrency fundamentals and Zcash and pre & post data collection from our audience to streamline Zcash adoption as well as conduct performance evaluations of our progress. In addition to the above, we plan on implementing the following changes to improve our program:

- Deliver a more interactive presentation
- Demonstrate life transactions and blockchain activity explorations.
- Highlight recent software updates of the zk-SNARKs protocol and their advantages.
- Highlight the key Zcash APIs with focus on payment systems opportunities.
- Involve the Zcash foundation in the development of our survey metrics.
- Educate and demonstrate Zcash mining with focus on promoting recent development to foster Zcash mining.

COMMUNITY IMPACT CHALLENGE: In an attempt to better influence the communities which we conducted Zcash outreach programs in PART I as well as those we will cover in PART II upon selection, we plan to set aside some funds to award participants of an online think tank challenge for the most impactful concept of a products using the Zcash APIs. We find this exercise important as it will provide the Zcash development communities with insights to existing opportunities for Zcash integrations from end user perspectives. This challenge marks our first step towards cultivating Zcash users and developers all in the same environment where there are no bridges between what users expect from Zcash and how developers can realize the tools to satisfy user demand. The best concept will be selected based on an open online voting system where anyone can post votes. This competition will be limited only to participants of the outreach events we have conducted including PART II events.

MOTIVATION & OVERVIEW

Over the course of completing our Zcash outreach efforts, we received several requests from other school out of our primary area of focus which were the South and Northeast regions of the United States. So far we have three institutions and two organizations ready to collaborate towards hosting a Zcash outreach event.

Along with the request received, our objective to identify common factors which can significantly impact Zcash user adoption still remains untouched. Over the last two years, the Zcash blockchain has experienced transaction traffic augmentations over two folds, majority of this incline is composed of users attempt to leverage the Zcash's price. We are focus on driving stable traffic over the Zcash network other than those stirred by investments opportunities. We believe in order to accomplish this, we need to create synergy between Zcash users and developers through education.

CHALLENGES

- 1) Building communities of Zcash developers and users requires both parties to be knowledgeable of Zcash technological attributes. To the non-cryptocurrency savvy individuals, this poses a significant barrier.
- 2) We believe the long-term value of the ZEC will depend on its users base over time. With the incline of Zcash network traffic mainly as a result of investment mediums stirring Zcash transaction activities towards non-investment related goals nowadays remains a challenge without guidance.

WHAT WE CAN DO ABOUT IT

- Educate the general public about the benefits of Zcash through academia outreach which will expose them to the history of cryptocurrency, the origins of Zcash, demonstration of Zcash transactions, Zcash blockchain exploration and available software for developers to build applications using Zcash for transactions.
- Support an environment for end users and Zcash developers through an interactive presentation followed by a community challenge for concept creations. We believe in this setting, all knowledge gaps from both parties can be significantly reduce and creativity among the general public in regard to Zcash can flourish.
- Collect enough data to identify the key factors necessary to streamline Zcash education for the general public through pre and post survey with the ultimate goal of leveraging those key factors in next iterations of Zcash outreach initiatives conducted by Zcash community members.

TECHNICAL APPROACH

Our strategy for the realization of this project will include:

- Evaluating our survey results from the PART I Zcash outreach project to implement newer measures which will benefit our imitative.
- Draft out a plan of Universities to visit along with point of contacts to collaborate for pre-event activities.
- Commence our marketing campaign for each event with the assistance of each university point of contacts.
- Present the Zcash community a complete draft including the details of the outreach events (Presentation and Survey) and the community impact challenge (challenge instructions and voting structure).
- Fine-tune both activities per community feedback.
- Execute the Zcash outreach events at selected institutions along with the community impact challenge.
- Evaluate our performance, outreach impact and award winners of the community impact challenge.

TEAM BACKGOURND & QUALIFICATIONS



Oyedeji Oluwoye

Program Lead

M.S Computer Science
A&M University
Founder & CEO Coincentrix Capital
Advisor to Lamden Project
Coinosopher
Global Network Planning Engineer AT&T Mobility

Oyedeji is a Network Planning Engineer in the Global Implementation Team at AT&T Mobility; Cisco certified with concentrations in Wireless, Design and IP Networking. Oyedeji completed his Bachelors and Masters in Computer Science from Alabama A&M University, with a thesis focused on the Network Analysis of Bitcoin and Cryptocurrencies. Oyedeji later founded Coincentrix Capital, a Blockchain Research and Development firm. Coincentrix focuses on the education of digital cryptocurrencies and development of the Blockchain ecosystem. November 20th, 2017 The Zcash Foundation provided Coincentrix with an outreach grant to provide opportunities to expand educational efforts among university students by informing them on the fundamentals of blockchain and privacy driven innovations. Oyedeji also is an Advisor of Lamden, a smart contract system project focused on building developmental blockchain tools. Lamden successfully raised \$10mm for their ICO which ended January 3rd, 2018.



Pascal Ntsama IV

Assistant Program Lead

B.S Electrical Engineering
Georgia Tech
Founder & COO Coincentrix Capital
Market Research & Technical Analyst Althea Mesh Project
Coinosopher
Radio Access Network Design Engineer AT&T Mobility | Sprint

Pascal is a Telecommunication engineer with over 5 years of experience designing Radio Access Networks for AT&T and Sprint at the local and headquarters level. Pascal has coordinated multi-million dollar projects to prepare mobile operators' networks to support IOT (The Internet of things) and 5G data traffic. Pascal is a researcher focused on the implementation of disruptive technologies. Pascal was recognized at IECON 2012 summit for his work on "A Novel Isolated Bidirectional DC-DC Converter for Ultra-capacitor Application in Hybrid and Electric Vehicles" as an undergraduate student at Georgia Tech. Pascal also conducted research for the development of Passive RFID tags to provide 64 QAM modulation over 5 GHz. Pascal is a certified bitcoin professional & COO of Coincentrix Capital, overseeing all four business divisions of the company. He also is very involved with Althea, a system that lets routers pay each other for bandwidth: assisting with strategic planning of future, streamlining FCC compliance for future access points.



Anthony Robinson
Marketing Lead

B.S Integrated Marketing
Tennessee State University
Regional Marketing Supervisor

Anthony is a corporate marketing expert with experience in leading regional level marketing strategies. Anthony lead the fourth largest market in the McDonald's US system, responsible for over \$2.5B in sales and an advertising budget over \$40M. Provides leadership and strategic direction to local advertising and public relations agencies to support over 500 restaurants in the planning of the local promotional media calendar. Utilize analytical tools to create business reviews and performance updates shared with regional leadership and owner operators. Oversaw several national tests in Portland and Seattle, including the national Signature Crafted Recipe's premium builds, McCafe Espresso flavors, Fresh Beef, and antibiotic free Nuggets. Created and executed all local store marketing initiatives for 100+ corporately owned restaurants responsible for over \$250Million in sales across Alaska. Developed and implemented 50 grand opening plans for remodeled and new restaurant locations across Seattle, Oregon, Montana, Alaska & Idaho. Partnered with operations, deployment and training teams on communicating all national marketing promotions to restaurants. Executed sales and promotion plans with high volume food chain grocers and mass merchandiser customers for the entire Huntsville metropolitan area totaling in \$11million at Hershey.



Dr. Xiang Zhao
Project Advisor

Professor A&M University Alabama
Modeling and simulation, High Performance Computing, Cloud Computing, Algorithm Design & Analysis

Dr. Xiang Zhao has over 20 years of research experience in high performance computing, numerical modeling and simulation, and algorithms design and analysis. Especially, she has focused on multi-disciplinary research on developing numerical models and high performance algorithms for large-scale computing-intensive scientific problems in aerospace, aviation, energy, and other engineering and science areas. Dr. Zhao's recent research work has been funded by DOE, NRC, NASA, USDE, DOD and NSF. She has authored and co-authored over 50 journal and conference papers, and also presented in numerous top-notch international conferences and workshops in her areas. Dr. Zhao's recent research activities include: 1) Modeled and analyzed the thermal flow system in modular nuclear reactors; 2) Modeled and analyzed the aero-elastic coupling on the rocket nozzles; 3) Developed new dynamic load balancing algorithms for large-scale distributed system simulations; 4) Developed an innovative parallel dynamic mesh method to predict unsteady flows with multiple moving objects; 5) Developed a parallel grid adaptation method for unstructured flow solvers; 6) Developed a parallel Algebraic Multi-Grid algorithm for unstructured flow solvers; 7) developed a CFD-DEM coupling algorithm for fluid-particle systems; 8) Investigated the aerodynamics and control of high-speed autonomous vehicles; and 9) research on evidence based teaching pedagogy for STEM education.

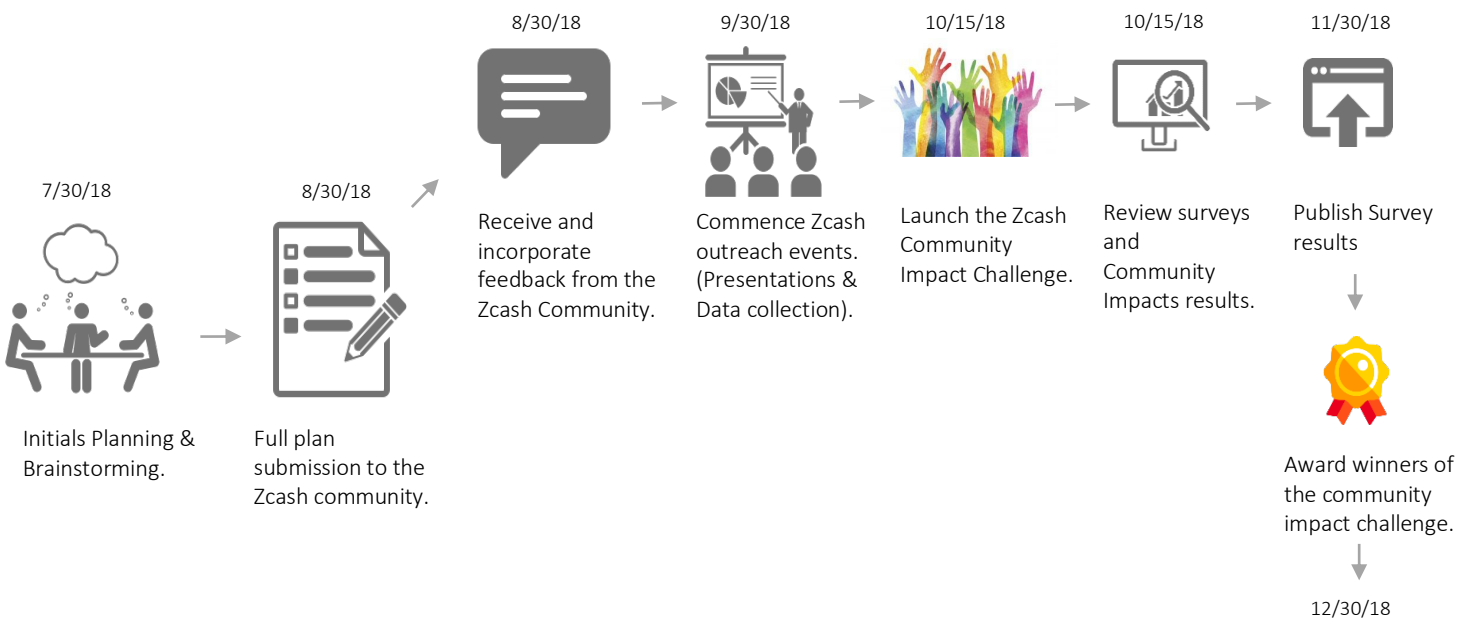
The team for this program mainly composes of three individuals, Oyedeji, Pascal and Anthony. Dr. Xiang Zhao, a professor at A&M University Alabama and supporter of our initiative provides us insight on how to simplify complex technical concept to students in such a manner which promotes adoption. On this round of our Zcash proposal, each member of the team will have a major task to concentrate on; Oyedeji will focus on how we attract more Zcash developers, Pascal will focus on how we simplify the technicalities of cryptocurrency and Zcash with the assistance of Dr. Xiang Zhao and Anthony will be engage in driving our participation size up.

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.

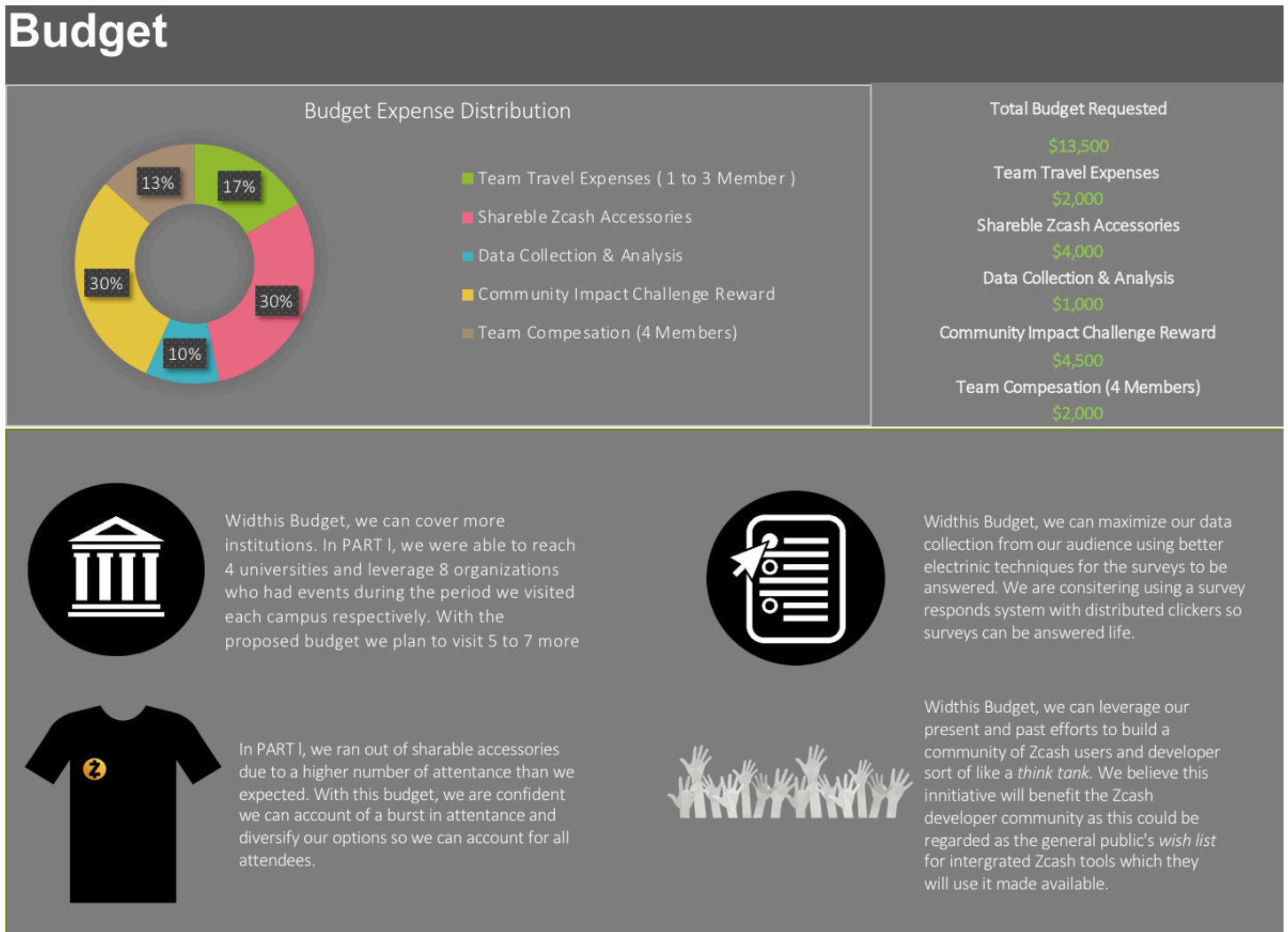
SCHEDULE

Based on experience from PART I planning, we are better conscious of our time management in respect to scheduling. We have scheduled all activities leading to the main events in a constructive manner with 1 month interval between each stage. With this model, we have enough time to revisit each plan to ensure our actions are well aligned.



BUDGET JUSTIFICATION

We are requesting a budget of \$13,500 USD for the PART II. This funds will go towards travel expenses, sharable accessories in the form of T-shirts and potentially airdrops, a better data collection system which will permit us to conduct life surveys without relying on the audience for the setup, funds for the community impact challenge and the team compensation. The budget breakdown and more details are provided in the chart below.



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. Additionally any media coverage will be saved for records.

CONCLUSION

We believe our project works with the mission of the Zcash Foundation by expanding the community, providing more inclusion to new audiences while educating the science of Zcash. We believe the values of the Zcash foundation will be expressed through our outreach efforts. We are excited about this second round opportunity and we look forward to the Zcash community for support.

Thank you!.

