

API3 DAO BD-Enterprise Team Proposal

Team: Enterprise team
Operations cycle: #3
Period: 1 May 2021–31 July 2021 (3 months)
Amount: 80,661 USDC
Destination: 0x4D75a60E6384E6D68825d3CC74c466ce1794E11B

Scope

The Enterprise team has the responsibilities below. The secondary items are examples and do not cover the entire scope. The business development scope of the project will expand over time, and this list represents the current state.

- Sales process
 - Outreach
 - Continuous improvement of outreach processes
 - CRM structure
- Oversee and support the team sales funnel
- Host Enterprise workshops:
 - Enterprise consortia technical integration workshop to explore Airnode integration feasibility across consortia members
 - Product demo of Airnode-enabled Supply Chain Management product developed by Technical Integration Engineer Paul
 - Enterprise use case workshop with Enterprise prospects
- Proof of Concept development with Enterprise client(s)
 - Enterprise Airnode integrations
 - Open Bank Project Tech Sprints
- Recruitment & HR
 - Onboarding
 - Training
 - Practice
 - Ongoing support
- Reporting
 - Accounting processes

Growth of the team will be primarily through the addition of new business developers on success commission basis only.

Budget

	Amount (USDC)
Salaries	71,250
Expenses	20,000
Credit from last cycle	-10,589
Total	80,661

Team and Salaries

The team is composed of Enterprise Business Developers and Technical Integration Engineer personnel.

Core tech team	Role	FT/PT	Monthly Salary (USDC)
Joeri*	Team Lead & Business Developer	FT	7,500.00
Paul	Solution Architect	FT	8,750.00
Rob	Business Developer	FT	7,500.00

* The destination will be a wallet address managed by Joeri.

Expenses

The team will be recruiting new business developers on commission basis only and contingent upon OBP and other consortia's progress. Commissions are estimates based on business development outcome goals, and will vary between employees and months. Commissionable events include: Enterprise workshops, development partnerships with enterprises and enterprise consortia, Proof-of-Concept and production integrations of Airnode into enterprise blockchain applications. Enterprise business development commissions will be granted on a case-by-case basis with the team agreeing on outcome values. For the total commission pool to incentivize enterprise business development, we request \$20,000 USDC.

Any unspent amount will roll over to the next cycle. A supplementary proposal will be made if we end up being able to make more hires than expected or see a larger-than-estimated number of business development outcomes generated.

Completed Deliverables (Cycle #2)

During #2 operations cycle, the Enterprise BD team has entered into a 10-year development partnership with the Open Bank Project to merge over 400 banking APIs with blockchain smart contracts, Web 3.0 applications and decentralized finance. The partnership will create a bridge between the OBP networked banks and the worlds of DeFi, self-sovereign identities and data marketplaces. Similarly, a plan was set-up for an OBP continuous blog series on

OBP related content and development (e.g. co-webinar was recorded and put on YouTube on Open Banking). Furthermore, the Enterprise team has explored Hyperledger integration, delivered an airnode-enabled Supply Chain Module and expanded the Enterprise Sales Deck. Finally, similar to the OBP achievement, efforts will continue on researching and outreaching other relevant industry associations.

Deliverables (Cycle #3)

For the #3 operations cycle, the enterprise-facing business development team's goal is to achieve a first anchor OBP POC or enterprise Airnode integration through quarterly tech sprints and hackathons. Upon reaching that stage, wider enterprise introductions will be more effective and relatively easier to convert on. The business development in question will be executed using a strategic approach that considers the general go-to-market strategy of the API3 project, technical readiness of Airnode integration beyond EVM, with results to be published in cooperation with the marketing team and in alignment with the overall marketing plan.