



SEETA

EDUCATE TO EMPOWER



Mission:

"Ensure effective delivery of community-based technology and crypto education to build NFT marketplace on Algorand"

Algorand Challenge 2023

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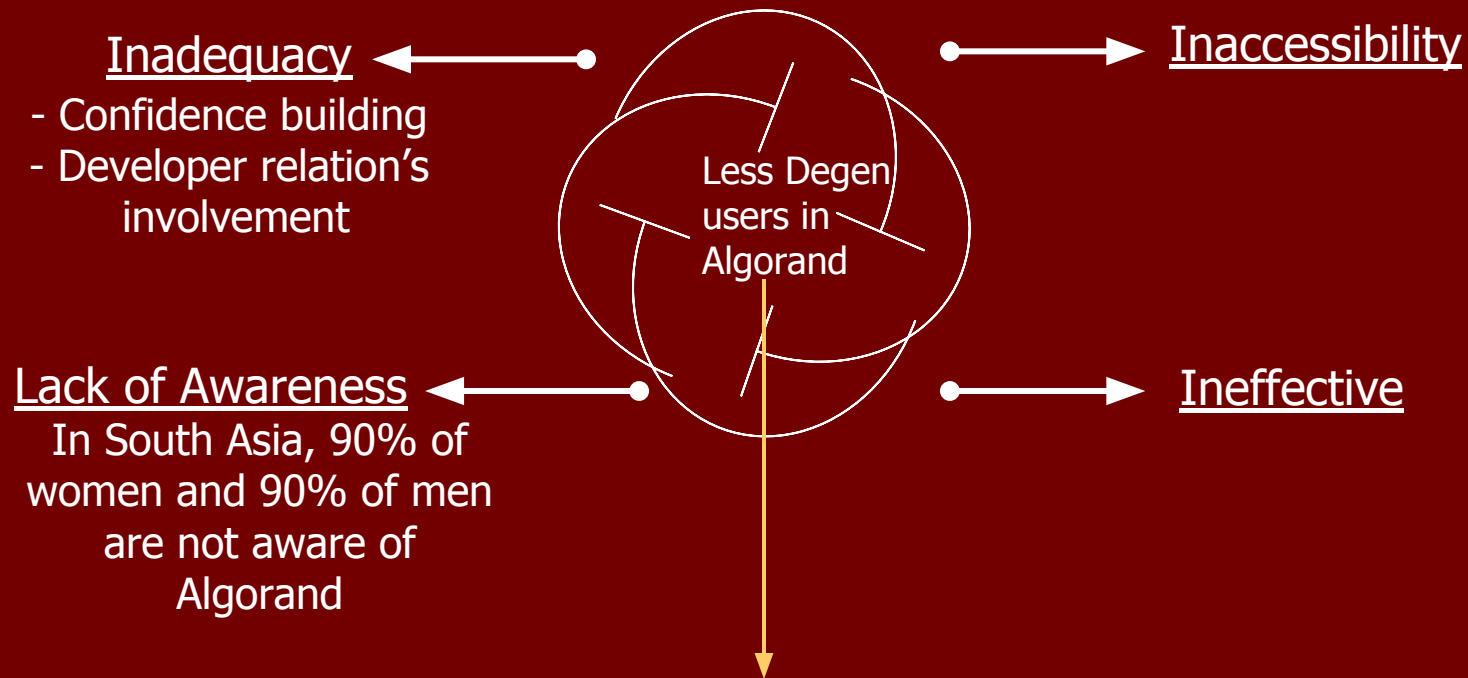
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Low access to effective outreach methods creates a vicious cycle

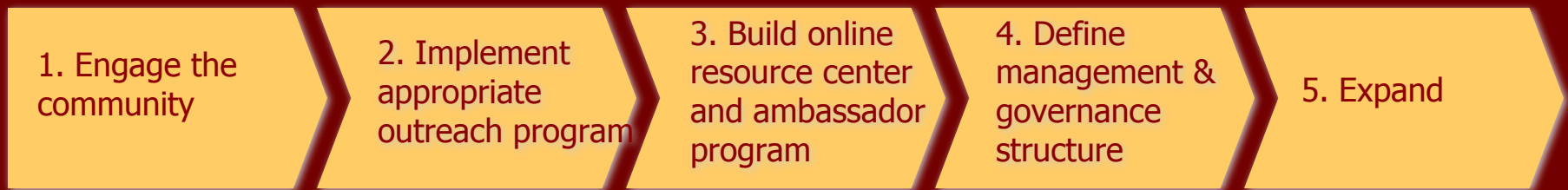


Lack of quality outreach methods causes:

- Confidence problems
- Negative growth
- No growth rate in Algorand users
- Fragile trust and stability

Ensuring successful implementation is the first step toward our larger goal of building NFT marketplace on Algorand

Five step approach



Strategy and Outreach steps:

- | | | | | |
|---------------------------|---|-----------------------------|--|--|
| ✓ Outreach society | ✓ MOOC partnership | ✓ Resource Center completed | ✓ On-ground governance structure defined | ✓ Business Development team |
| ✓ Outreach Representative | ✓ Courses with immediate social & economic benefits | | ✓ Execution team established | ✓ Donor relationship management strategy started |
| ✓ Community events | | | ✓ CEO committed full time identified | ✓ New Website completed |

In-Progress:

- | | | | | |
|-------------------------------------|---|---|--------------------------------------|--------------------------------------|
| ▪ Creation of developers' committee | ▪ State-of-the-art Global Citizens curriculum to be completed | ▪ Construction of dorm for staff and trainees | ▪ Establishment of Fundraising Board | ▪ Diversification of funding sources |
| ▪ Developers Relations | ▪ Educational program starts August 18 | | ▪ Balanced Scorecards | ▪ Second location identified |
| | | | ▪ Monitoring & Evaluation system | |

Organize local and international capacities to minimize three main risks for build NFT marketplace on Algorand:

- RISK #1 - Effective execution on the ground
 - Crypto leadership and engagement
 - Address roots causes of the problem
 - Low algorand developer's enrollment
 - High drop-out rates
- RISK #2 - Effective utilization of capital and governance
- RISK #3 – Sustainable access to financial and human capital

RISK #1 - Effective execution via outreach channels through key success factors

1. Society – community engagement

- Representative: a community leader
- Administrator: a technical leader

2. Developer Relations – experienced leader

- Basic degree in engineering/sciences/humanities
- + 10 years experience in management/community development

3. Training and experience sharing

4. COO living on the Metaverse

- State-of-the-art methods to bring Degen users to Algorand

5. Internships for college graduates

6. Government support

- Long-term growth and scale
- Bridge to high school

RISK #2 - Effective utilization of capital and governance through various monitoring systems and transparency

1. Community-based watch/ monitoring system

- Developers' committee around each algorand key repository
 - Engage : healthy daily interaction via discord
 - Empower: inform about the strengths and growth areas
 - Monitor: attendance and performance of developers and discord users
- Algorand society
 - Involved in budgeting and cash withdrawals

2. Monthly reporting and funds transfer

- Society, Developers Relations, COO

3. External audit firm to review financial records

4. Ongoing assessment of social impact on:

- The community
- Degen users access to bright future in Algorand

RISK #3 – Sustainable access to human and financial resources through diversified risk mitigation strategies

1. Leadership/ management team



2. Recurrent funding to finance ongoing operations and growth

- Marketing strategy/ branding –
 - Donor relationship management
 - Fundraising Board
- Chapter in Universities
 - Charity auctions and fundraising activities
 - Students' annual participation in hackathons
- Services to social startups
 - Developer Relations
 - Executives

Algorand's Return on Investment (ROI)

Social Return on Investment (SROI):

- More NFT Designers, Developers and NFT users to Algorand every year (first three years); NFT users to Developers/Stakeholders in Algorand (long term)
- Immediate social & economic impact of 15-20 degen users communities
 - Good communication about the benefits
 - Entrepreneurship
 - Education and empowerment
 - Global ownership
 - Engage future business leaders in reaching out to more degen users about Algorand

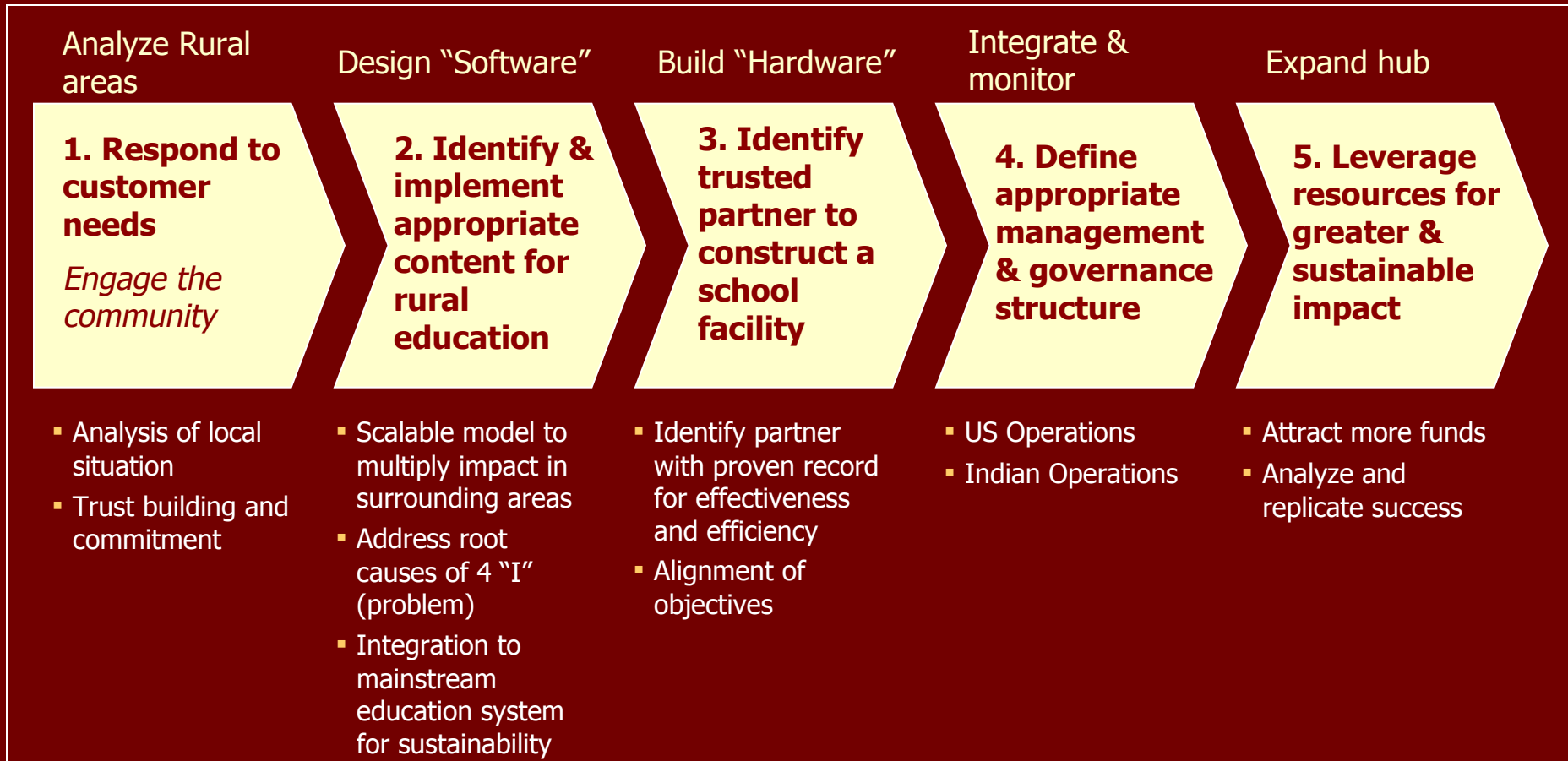
Strategic philanthropy:

- Direct marketing among top potential clients, employees and shareholders
 - Industry, faculty and students' hackathon on achieving SDGs via Algorand
- Establishment of ambassador programs

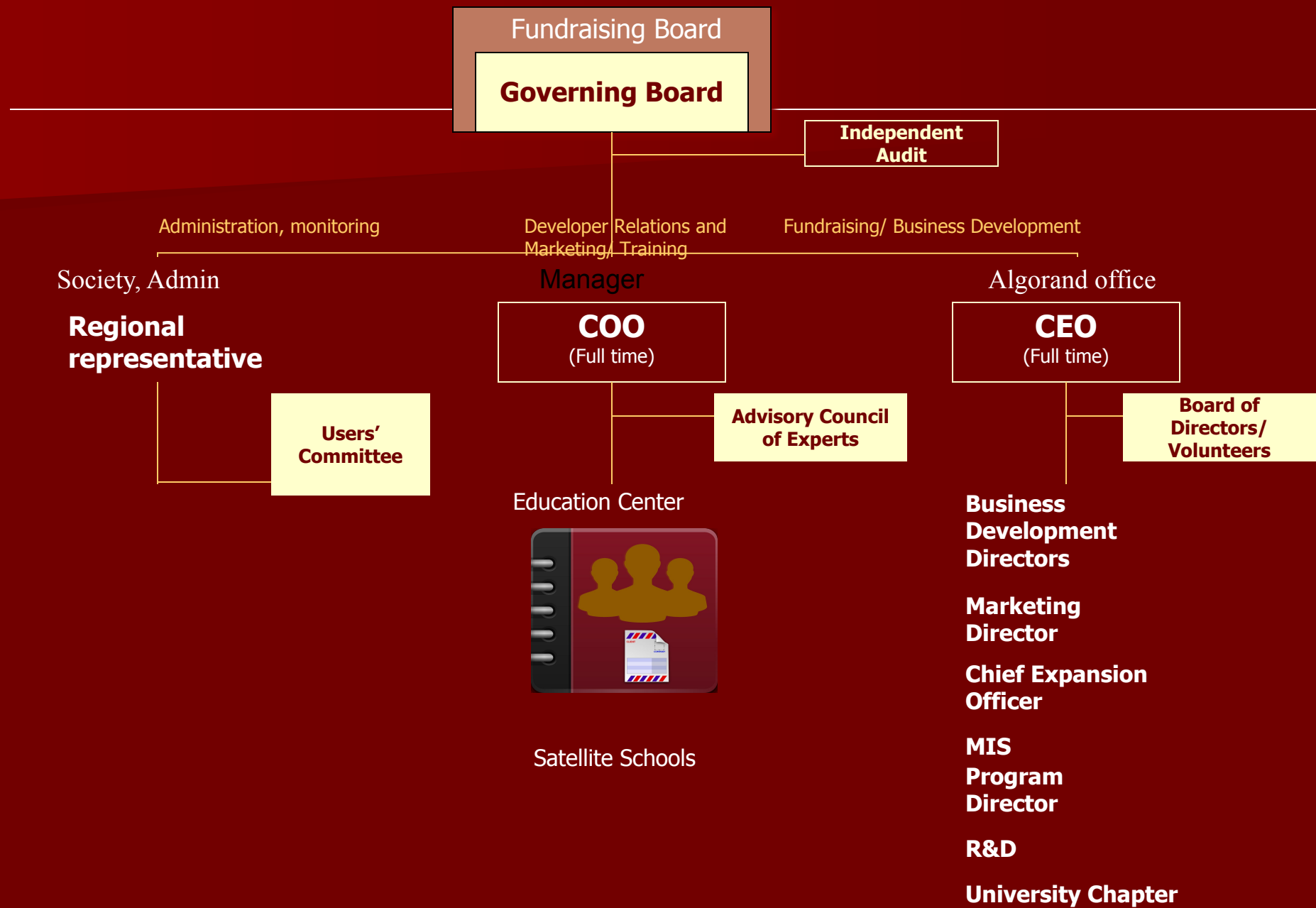
Ensuring successful implementation is the first step toward our larger goal of strengthening the education system in India...*How?*

A five-step approach to accomplish four objectives:

1. Provide wide reach at low cost (scalability)
2. Address root causes of problems
3. Integrate mainstream education system
4. Enable effective transfer of knowledge and financial resources



Organizational Structure



Governance System

