



**SEETA**

**EDUCATE TO EMPOWER**



## **Mission:**

***"Ensure effective delivery of community-based technology and crypto education to bring Degen users to Algorand"***

## **Algorand Challenge 2022**

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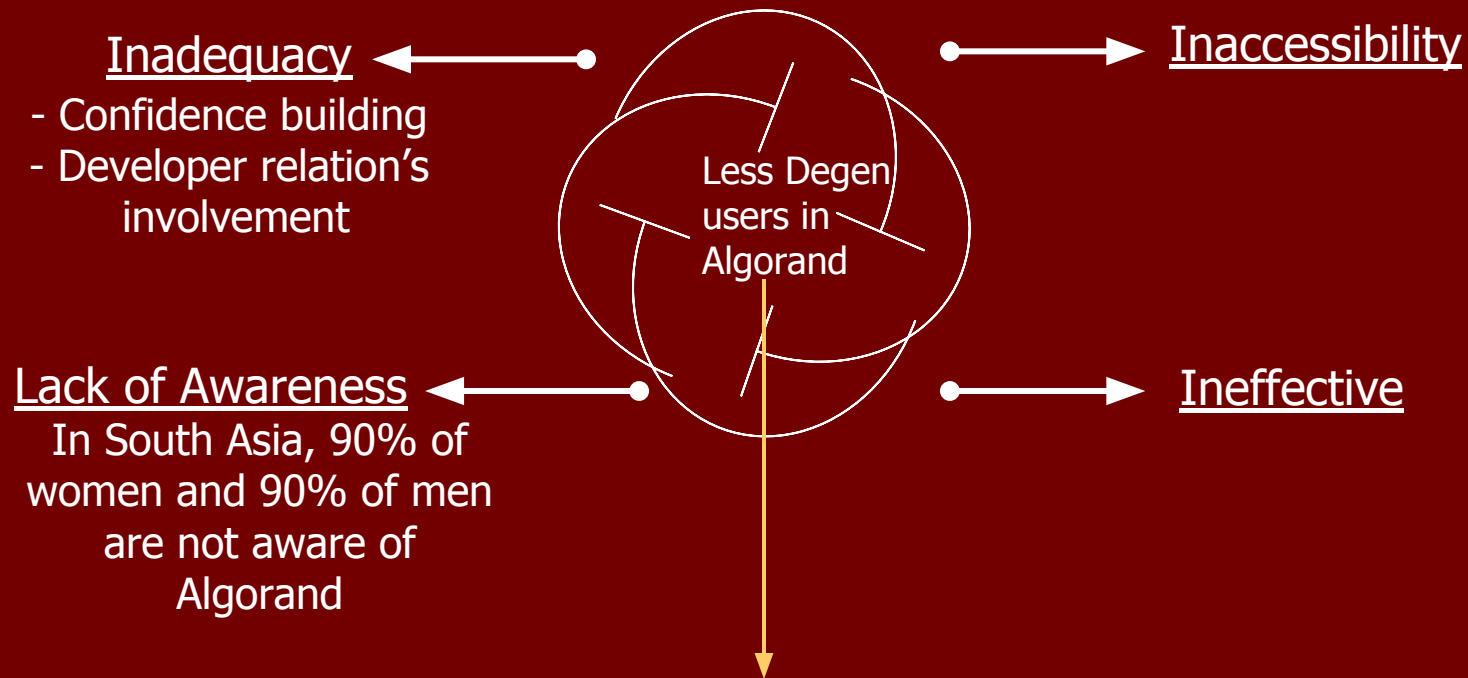
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# Low access to effective outreach methods creates a vicious cycle

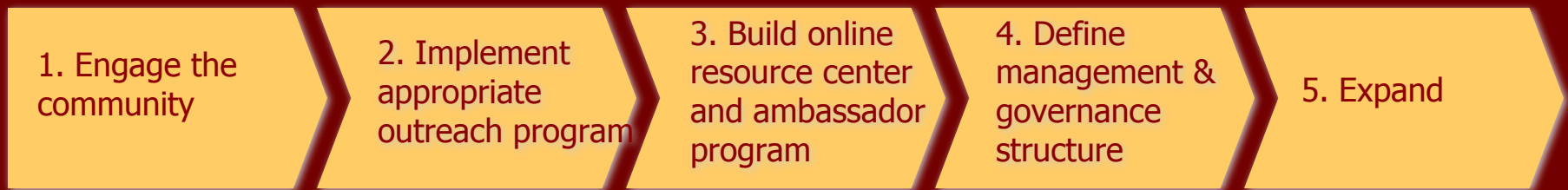


## Lack of quality outreach methods causes:

- 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 bringing Degen users to 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 bringing Degen users to Algorand:

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- **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

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## 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

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## 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)

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## Social Return on Investment (SROI):

- More Developers and Degen users to Algorand every year (first three years); Degen 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:

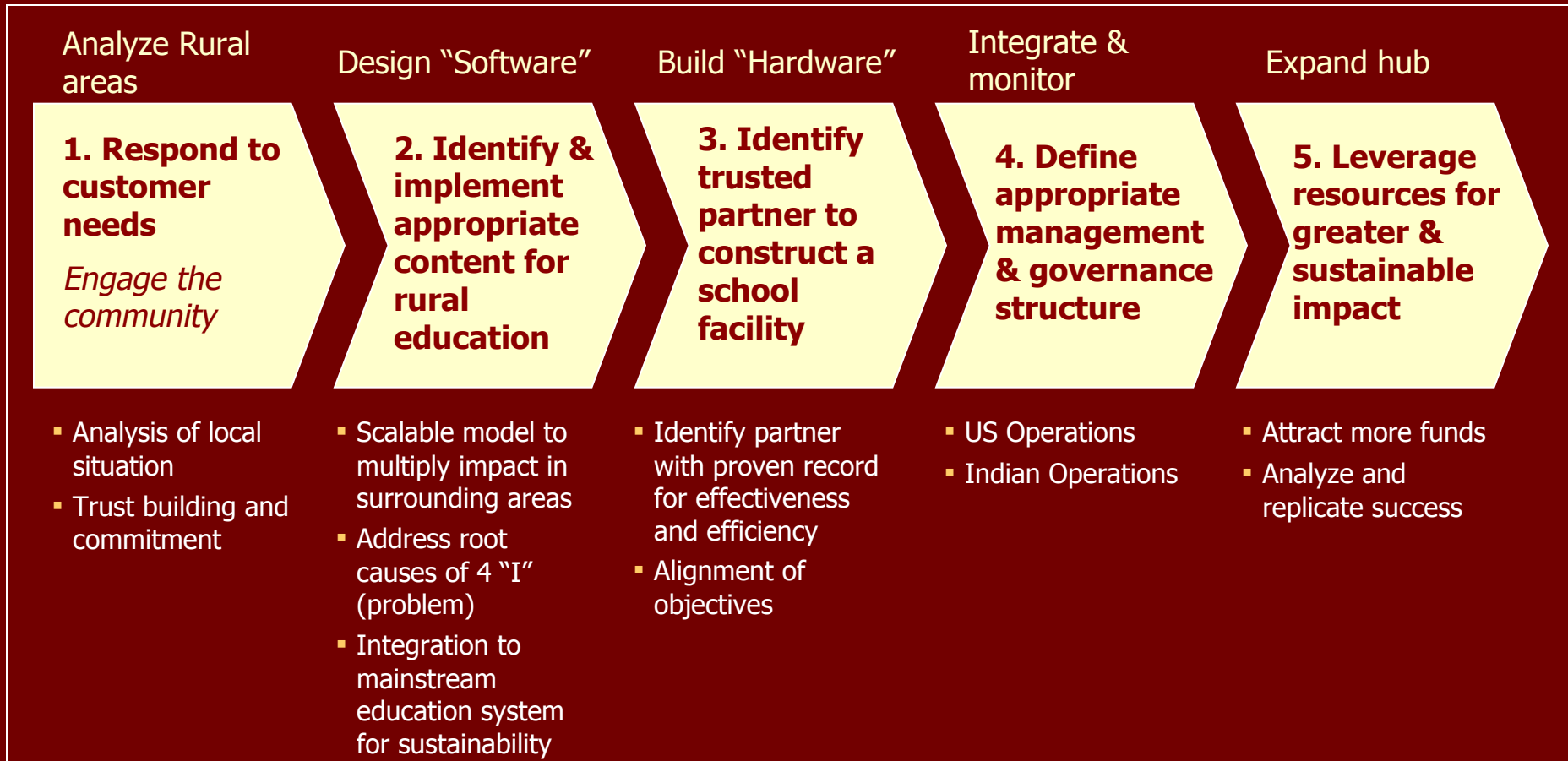
- Direct marketing among top potential clients, employees and shareholders
  - Industry, faculty and students' hackathon on achieving SDGs via Algorand
- Establishment of ambassador programs



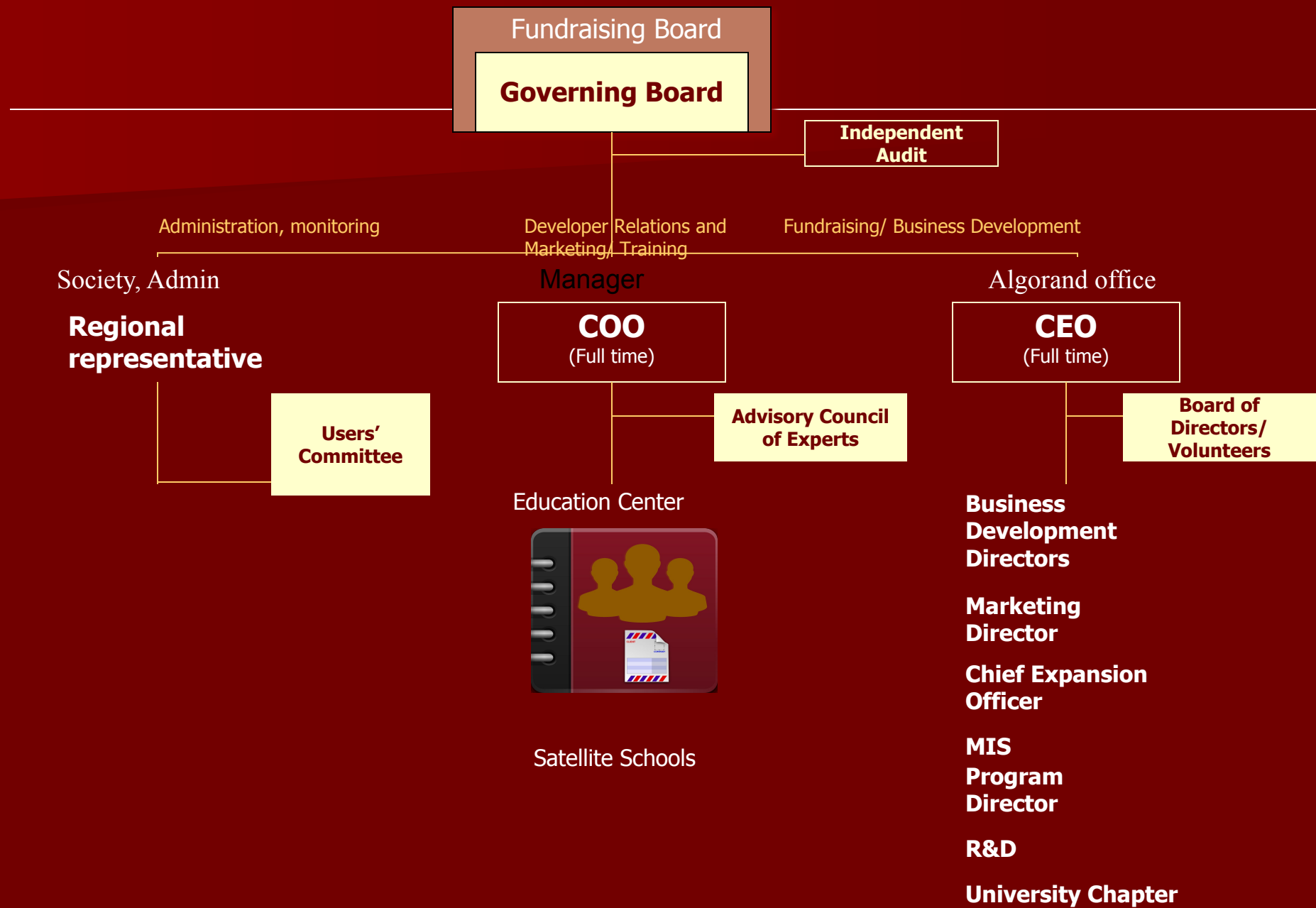
# Ensuring successful implementation is the first step toward our larger goal of strengthening the education system in India...*How?*

## 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

