



#### **Mission:**

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

Algorand Challenge 2022

Presented by:

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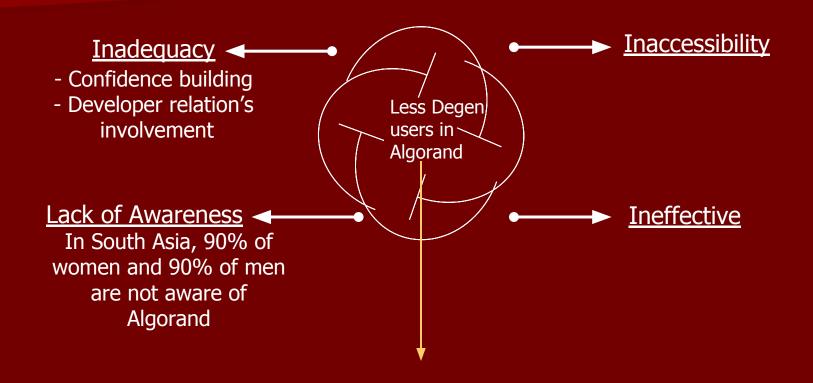
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# Low access to effective outreach methods creates a vicious cycle



#### Lack of quality outreach methods causes:

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

## Ensuring successful implementation is the first step toward our larger goal of bringing Degen users to Algorand

### Five step approach

1. Engage the community

- 2. Implement appropriate outreach program
- 3. Build online resource center and ambassador program
- 4. Define management & governance structure
- 5. Expand

### Strategy and Outreach steps:

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

### In-Progress:

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

# Organize local and international capacities to minimize three main risks for bringing Degen users to 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

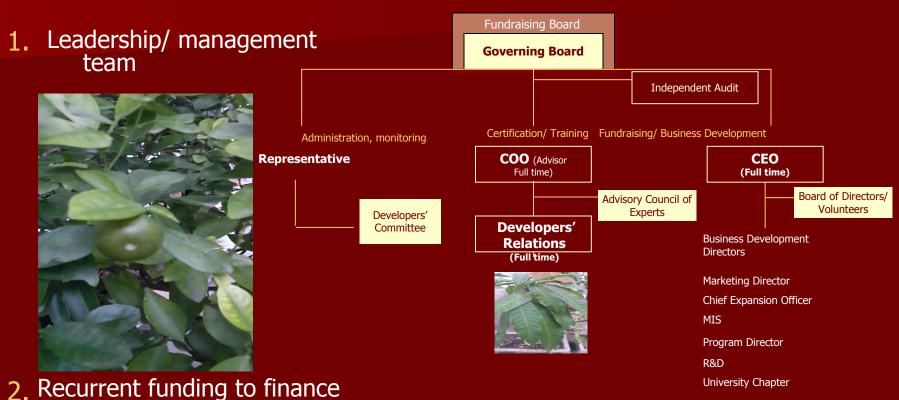
### 3. Training and experience sharing

- 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



- 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 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)
- 3. Integrate mainstream education system

- 2. Address root causes of problems
- 4. Enable effective transfer of knowledge and financial resources

Analyze Rural areas

1. Respond to customer needs

Engage the community

- Analysis of local situation
- Trust building and commitment

Design "Software"

2. Identify & implement appropriate content for rural education

Build "Hardware"

3. Identify trusted partner to construct a school facility

Integrate & monitor

4. Define appropriate management & governance structure

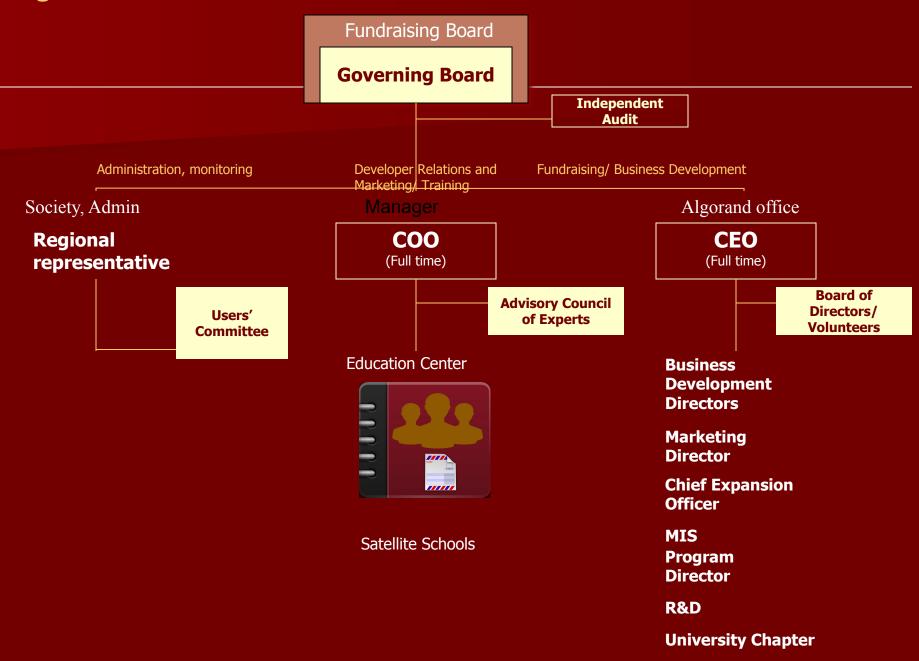
Expand hub

5. Leverage resources for greater & sustainable impact

- Scalable model to multiply impact in surrounding areas
- Address root causes of 4 "I" (problem)
- Integration to mainstream education system for sustainability
- Identify partner with proven record for effectiveness and efficiency
- Alignment of objectives

- US Operations
- Indian Operations
- Attract more funds
- Analyze and replicate success

### Organizational Structure



#### Governance System Responsibilities Composition **Expectations** Establish and assign ownership Financial commitment – 1. Chairman **Fundraising** of financial targets for each give or obtain 2. CEO source of funds Board Secured funds for future Manager Define investment strategy that operations minimize risks to secure Administration Effective governance ongoing funding system 5. Alumnus Elect Hire audit firm to audit financial Adviser Governing records in India **Board** Elect Governing Board **Members** members 1. Chairman Achievement of mission Approve strategy & budget Elect and goals **Board** 2. CEO, Manager Governing Evaluate, hire and fire Members president 3. Adviser **Board** every Monitor and evaluate three 4. Social Enterprise performance (balanced vears expert scorecard) Elect 5. Indian Development President **Expert** annually Effective operations Chairman: President Develop strategy and performance targets Management Motivated and performing COO, Manager volunteers & staff Committee Operate the organization 3. VP Business High social return on Development Elect directors of fundraising

board every five years

investment

Secured funding for operations & growth

4. VP Marketing