Samuel Perreault
623 rue Du Moulin
Mont-Tremblant, Qc, J8E 2V1
Email: dotlayerorg@gmail.com
Phone: (819) 425-0303
URL: dotlayer.org

December 30, 2018

Prof. Mary Thompson
Chair of the Fundraising Committee
Statistical Society of Canada

Subject: education and outreach proposal

Dear Prof. Thompson,

I am writing you on behalf of .Layer (pronounced "dot layer"), a community created for promoting collaboration and knowledge sharing in the field of data science. As an organization in its creation process, we were very pleased to learn about the recent call for education and outreach proposals of the Statistical Society of Canada. I will try, in this letter, to clearly describe who we are, what our mission is, and how we intend to put our words into action. We hope that you will find our proposal convincing enough to grant us your support.

Who we are

We define ourselves as an open community, looking forward for anyone to join in and contribute. The community now consists of fifteen **[TBD]** students and/or practitioners in the fields of statistics, actuarial science and computer science, residing in either Montreal or Quebec City. The project started during the 2018 Summer, when some of us decided to organize a week-end of presentations and activities related to data science. The idea was to bring together friends of friends and unite the different communities of passionate data scientists we knew of. **[CONSIDER REMOVING: The ultimate objective was to design a framework for easing collaboration between us]**. The week-end was an absolute success, and so .Layer was created.

We are currently in the process of registering a nonprofit organization and creating a board of directors for administering the community's activities. Here is a sketch of the structure we intend to put in place.

**

SKETCH

**

[MAKE IT CLEAR THAT ALL MEMBERS HAVE A ROLE TO PLAY, NOT JUST THE BOARD OF DIRECTORS]

Our mission **[ONLY A SKETCH]**

The main objective behind .Layer was to create both virtual and physical meeting places, for the curious as well as the experimented, to learn, share and exchange ideas related to data science; hence the slogan *meet, learn, **[& ?]** share*. We did not however identify a particular method for achieving this objective, but committed to help each other in our current and future projects that are aligned

with it. So far, we are mainly working on the two following initiatives.

(a) *Meetup Machine Learning Québec*: This project was founded by Nicolas Garneau before .Layer even existed. As the name suggests, it is dedicated to the organization of meetups and conferences related to machine learning. **[BRIEFLY write what was done before .Layer]** Since the creation of .Layer, we have built a strong team around Nicolas to help him organize events of greater scope. Concretely, we organized three events in the city of Quebec: both a conference and a hackathon on statistics and machine learning applied to the insurance domain where more than a 125 **[CHECK TOTAL ATTENDEES]** students and practitioners showed up; as well as a workshop on natural language processing for which we had to stop taking registrations after our 75 **[CHECK TOTAL ATTENDEES]** spots literally disappeared. All these initiatives were organized on a voluntary basis and were paid for (rooms, food, beverages, web services for GPUs, etc.) by sponsors: Intact Insurance, Co-operators Insurance, STARTUP and the Big Data Research Center (CRDM) of Laval University.

(b) *.Layer blog*: During the founding week-end of .Layer, we agreed that a blog would be great as a first project to collaborate on, as well as a convenient way of reporting our activities and sharing our ideas. We ourselves were surprised by how quick the project evolved as the blog is already up and running at dotlayer.org.

We seek your support for helping us continue the organization the community; organize more educational events; and kickoff new projects. These three axes are detailed below.

1. **Community organization**
   We are lucky to have among us a professional graphic designer, Jean-Christophe Yelle, who created, at no cost, the logo that you can see in the head of the letter. Among the other things we wish to integrate to the community are personalized e-mail addresses (@dotlayer.org) for the administering members and +++++++ **[WHAT MORE? - @steph @bute]**

2. **Blog**
   We are now working on a bilingual display of the website (en/fr). So far, some of the articles are in English, some in French. In order to be as inclusive as possible, we would like to have the important ones in both languages. We can and will do it ourselves, but a little review from a professional would be of great use.
   As soon as the translation challenge will be behind us, we will focus on a strategy for promoting the new articles and the website in general. **[HOW will we spred the word]**

   Member in charge: Stéphane Caron

3. **Educational events.**
   One of the members of .Layer, Nicolas Garneau, is the founder of *Meetup Machine Learning Québec*,
   We are seeking new funds to organize similar events, this time related to sports analytics **[TBD]**.
   [MORE ON: WE WANT TO EDUCATE THE GENERAL PUBLIC ABOUT WHAT DATA SCIENCE CAN DO FOR THEM.]

   Member in charge: Nicolas Garneau

4. **New projects.**
   Podcast. Put focus on the audience (young people interested by studies/careers

in data science).

Member in charge: David Beauchemin

To pay them, we intend to ask a small contribution from our members, as well as getting funds from sponsors. Paying such fee however, will never be required for contributing to the blog or participating to any of the community's activities. We seek your support here to keep the membership fee as low as possible.

Timeline

Detailed timeline for the use of the funds. Talk in terms of months. Focus on what requires funds from the SSC! Say we already have a timeline, and that it is independent of whether or not we have the funds. If we do not have these, we will look for others.

Administration of the funds

We are currently in the process of registering a non-profit organization with this exact purpose: raising and administering funds, as well as reporting how they are used. At this stage, all roles have not been totally determined, but here's a sketch of the organization:

SKETCH OF THE OSBL – put emphasis on transparency

Budget

BUDGET.

Sincerely,

Samuel Perreault