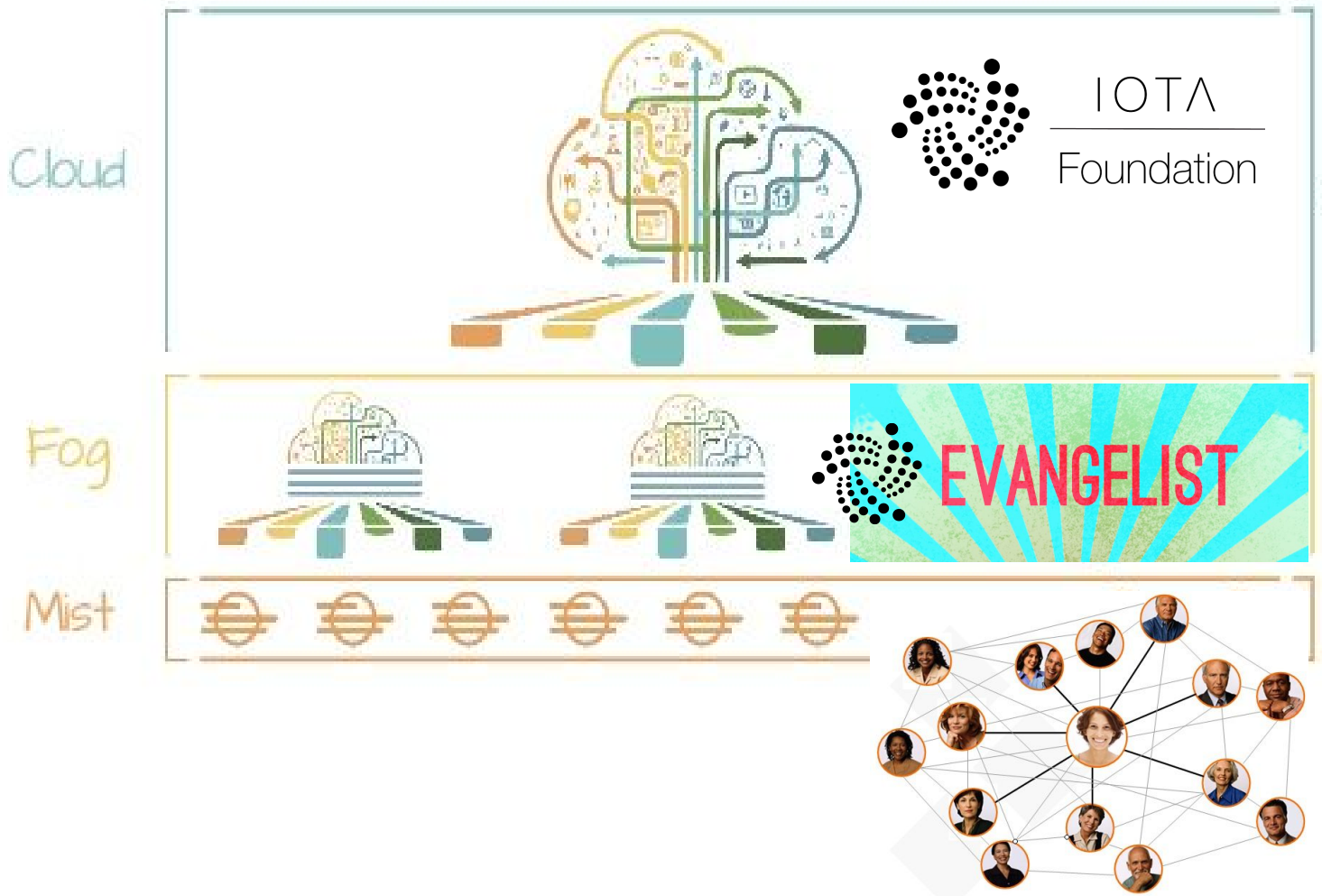


IOTA Evangelist Network (IEN) Proposal



Cloud: IOTA Foundation

Fog: Global IOTA Evangelists Network

Mist: Individual P2P Network

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PART I: Vision and Mission

Vision: We see a world where all payments and information sharing are fee-less and quantum-secure, done by both humans and intelligent machines alike, in transaction sizes both big and small.

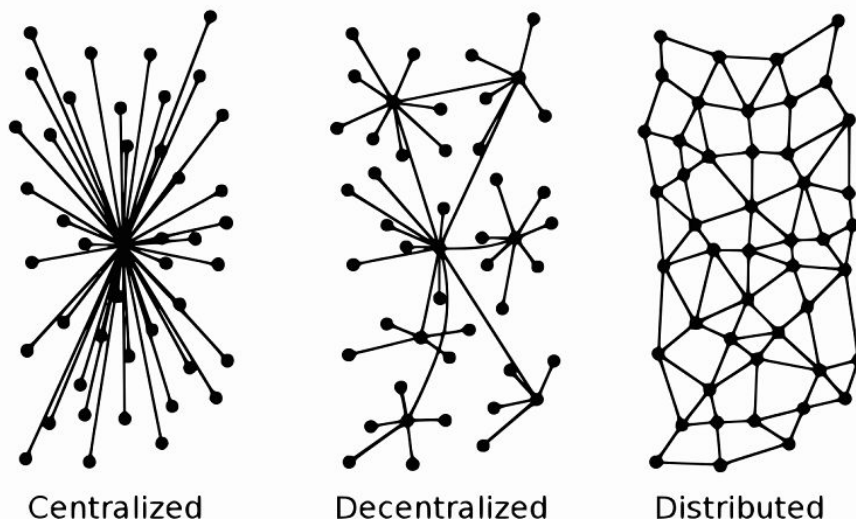
Mission: We want to establish IOTA Tangle as the most ubiquitous distributed ledger technology (DLT) in the world and the foundational protocol for the upcoming Machine Economy or 4th Industrial Revolution. We aim to do this building a global network of evangelists to drive widespread adoption and showcasing its awesome potential to the mainstream.

For IOTA Foundation: Another IEN's mission is to turn the IOTA community from decentralized to distributed.

Decentralized: although the community is decentralized and open-source, much of the major IOTA effort is still being done by a few people, primarily those in the Foundation.

Distributed: IEN allows for a more even distribution of work being done, by both IOTA Foundation and community members alike. In other words IEN allows for more delegation of work so there will be less bottlenecks.

Kevin's Mission visualization:



IEN's mission is to turn IOTA's community from decentralized to distributed.

PART II: Motivations and Goals

Motivations

- Evangelists will want to feel like they belong to a community or a cause
 - A sense of belonging can be achieved with weekly or bi-weekly meetings, sharing of accomplishments, and open communication.
- Evangelists will have a need to feel respect and valued
 - Check in on people's work and reward or acknowledge the individuals with exceptional work with tokens or other means.
 - Create forum or newsletter that highlights top evangelists' contribution
- Lastly Evangelists will have a need of fulfillment and accomplishment.
 - The individuals who will be joining the evangelist network will be volunteers with strong levels of intrinsic motivation.
 - it will be increasingly important for the evangelists to feel like they made a difference.
 - It will thus be important to provide those with exceptional results with more responsibilities.
- Consider also the needs for achievement, affiliation, and power to describe potential evangelists
 - The need for achievement has strong need to set and accomplish challenging goals, taking calculated risks to accomplish their goals, likes to receive regular feedback on their progress and achievements.
 - The need for affiliation wants to belong to the group, wants to be liked, and will often go along with whatever the rest of the group wants to do, favors collaboration over competition, doesn't like high risk or uncertainty.
 - The need for power wants to control and influence others, likes to win arguments. enjoys competition and winning, enjoys status and recognition. They have a high sense of drive and are generally self starters looking to have a strong presence in what their endeavors.
- Evangelists joining will have characteristics from several of these motivators. It will be important to create a culture that will foster a certain kind of individuals to join.

Goals

IOTA Evangelist will have specific goals to follow in order to align themselves with the mission and vision of the organization. Their goals can be as follows:

- a) Establish local IOTA chapters or nodes (i.e. meetup groups, workspace)
 - i) 1-4 member team with a team lead who will represent city to greater IEN
- b) Attract local startups, corporates, universities, and individuals to IOTA
 - i) Create two evangelism focus tracks
 - 1) Business, corporate, and enterprise
 - 2) Academic and research
 - ii) Address any confusion, question, or concern that they have
 - iii) Get them talking about and recommending IOTA, word-of-mouth
- c) Liaise with other IOTA Evangelists from around the world
 - i) Address IOTA FAQ and concerns from local chapters
 - ii) Develop joint projects and initiatives
- d) Report critical information to the IOTA Foundation in a polished and processed fashion
- e) Compile master list of master projects from community initiatives, startup using IOTA, IOTA Foundation projects, and others
 - i) State of the dapps project <<https://dapps.ethercasts.com/>>

PART III: The Evangelists

Five IEN Commandments

- 1.) **Be Practical** - Deal with things sensibly and realistically in a way that is based on practical rather than theoretical or dogmatic considerations.
- 2.) **Be Responsible** - Don't make empty promises, if you've made a commitment to do something, do it and document the results.
- 3.) **Be Wise** - Learn from the past, but focus on the future
- 4.) **Be Effective** - Maximize the value for everyone. Identify and pursue win-win situations when dealing with any party.
- 5.) **Be Efficient** - Things that are worthwhile doing are scalable in nature. Seek long term growth, over short term gratification.

What Are IOTA Evangelists?

IOTA evangelists are people who build a critical mass of support for the IOTA technology, and subsequently establishes IOTA as a technical standard within the global market.

We promote the adoption of IOTA to individuals, groups and organizations through giving talks, writing articles, creating videos, conducting user demonstrations, and creating IOTA projects.

Proposed Evangelist domain name (subdomain or iota.org): evangelists.iota.org
Backup: ien.io

How Are Evangelists Selected And Admitted?

There are two methods by which individuals can be put on the radar of the Evangelists Network. The first is through reaching out to an existing evangelists, and the second is for an existing evangelists to propose a candidate.

The candidate will have to make the case for their own admittance (explain their background, their motivations, their competencies, and how they believe they are able to help the IOTA Evangelist Network) via e-mail writing.

The existing evangelists must discuss among themselves and decide if they they wish to initiate the candidate. If the existing evangelists decide against the applicants, an email will be sent to the individuals explaining their deficiencies. Individuals are able to re-submit an application in 2 months.

Once the Evangelists Network has decided that this candidate is suitable for the IEN, the applying individuals will be put on a one month testing period where they will have to achieve certain milestones/goals.

If the candidates do not achieve their milestones and goals, the IEN will reject their application, and an email will be sent to them explaining their deficiencies.

If the candidates achieves their milestones, they will be formally initiated into the IEN.

Evangelists Tools For Communication & Collaboration

The Evangelists communicate through a private Slack channel within the IOTA's slack group. As the evangelist network grows it might be useful to switch to Slack premium so that our messages are saved.

We will use Asana as project management tool.

The Evangelists also conduct a weekly video conference call in order to update each other on local evangelism progress, and to finalize decisions pertaining to the IOTA Evangelist Network.

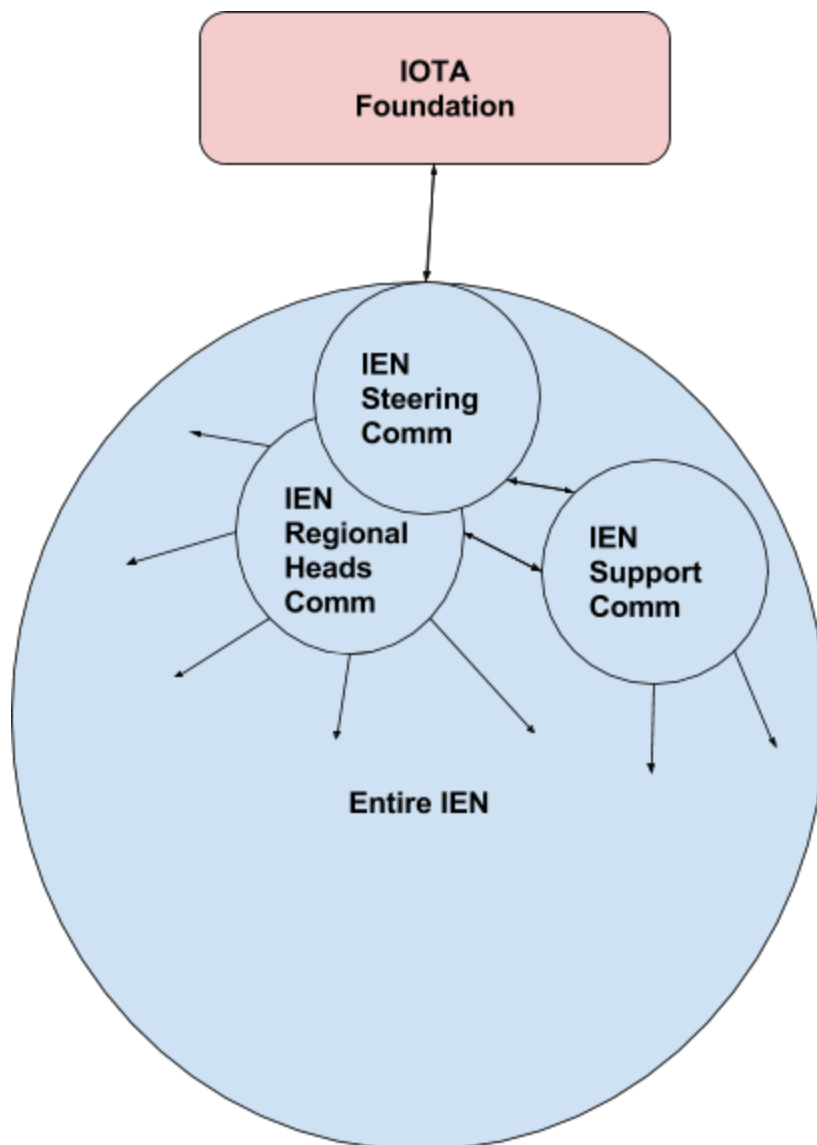
The Evangelists use the Google Online Office Suite to collaborate on projects.

Evangelists Compensation

By default, evangelists are completely operating on a volunteer basis. If funding is required, it should be decided on a case by case basis claimed from the IOTA Foundation. Compensation should also be determined on a case by case basis.

Subsequently, we would like to establish a fund of our own that we able to use and direct to our own projects as we wish.

Organizational Structure



Within IEN, there are two leadership committees: Steering Committee and Regional Heads Committee. Although they have two distinct functional roles, members between these two committees can overlap. In fact, it is possible that these two groups have an one-to-one relationship with each other.

Steering Committee roles:

- Act as liaison between IOTA Foundation and greater IEN
- Breakdown IOTA Foundation's agendas, mandates, and objectives into tangible tasks for IEN Regional Heads Group to do
- Report IEN progress and concerns to the IOTA Foundation
- Will have 5-7 members

Regional Heads Committee roles:

- Represents the evangelists from specific regions (i.e. breakdown by continents, countries, or others)
- Delegate tasks from Steering Group to the evangelist in their respective regions
- Report regional IEN progress and concerns to the Steering Group
- Liaise with other regional heads discussing about global IOTA community agendas
- Will have 5-10 members

IEN will also has a Support Committee that will liase with the Steering Group

Support Committee roles:

- Represents the evangelists from specific regions (i.e. breakdown by continents, countries, or others)
- Develop tools
- Report regional IEN progress and concerns to the Steering Group
- Liaise with other regional heads discussing about global IOTA community agendas
- Will have 5-10 members

For each city, the local IOTA evangelist may act alone or form small teams of up to 4-5 members. It is whatever it takes for the local evangelist(s) to complete their OKRs. If there is a team of evangelist for a city, then one must be designated as a team lead and report to his/her regional head.

Current Team:

Kevin Chen - Founder and Head of IEN, Steering Committee Head
Allen - Co-founder of IEN, Steering Committee Member
LIU Xun (Jeffery) - Co-founder of IEN, Steering Committee Member
Vineeth Thilakan - Co-founder of IEN, Steering Committee Member
Robert/Florin - Steering Committee Member
Winston - Support Committee Head

PART IV: The Foundation

The Foundation will set high level objectives for the IEN to executive. Depending on how IEN is structured, IOT Foundation may also have a few members to act as advisors and/or board members IEN. This can streamline the liaison between IEN Steering Committee and IOTA Foundation.

The Foundation roles:

- Periodic sessions with IEN Steering Committee for progress report (i.e. monthly basis). At least one board member must be present.
- Provide ad-hoc advice and mentoring to IEN members, given the availability
- Establish objectives, mandates to the IEN in alignment to IOTA Foundation's interest.
- Delegate tasks and project downstream to IEN

Aside from the periodic progress report, there is no minimum duty requirements for a board member. However, the more involved the board member is with IEN, the more the board member gets back in return.

Proposed Initial Board:

David Sonstebo - Board Chair of IEN?
Wilfried Pimenta - Board Member of IEN, Business Development Advisor
Jeremy Epstein - Board Member of IEN, Marketing Advisor
<An IOTA Core Dev> - Board Member of IEN, Technology Advisor

PART V: Roadmap and Strategy

Near term road map:

9/17 - Complete Document

9/19 - Sent to IOTA Foundation for Approval
9/23 - Stamp of approval by IOTA Foundation, David makes an announce
9/24 - Open for applications first batch of Evangelists (15-20 spread out across the world)
9/30 - Have our 15-20 initial IOTA Evangelist
9/30 - Delegate Regional Head Titles and roles

First List of Objectives for Evangelists (proposal)

- 1) Establish a meetup group, hub, workshops, and team, or something else to show that you are the IOTA presence of this city/province
- 2) Map out the potential IOTA adoption ecosystem (i.e. corporates, startups, accelerators, VCs, consumers, etc)
- 3) Develop regional strategies for IOTA adoption
- 4) Recruit developers, crypto enthusiasts, and biz devs into the community.
- 5) Develop a tempo and culture of IEN. We will be the spearheaders of the IOTA community.
- 6) Supporting DEVHub?
- 7) Mapping out the IOTA target adoption ecosystem for local city/region
- 8) Keeping tabs on competitors, especially their organizational prowess
- 9) IOTA4Earth
- 10) Build on IOTA analytics capabilities to continuously measure health and status of the IOTA Tangle. This helps us get quantitative metrics that can be used for marketing and biz dev (i.e. TPS on Tangle at given point in time)
- 11) Utilize and refine IOTA marketing and branding strategies
- 12) IOTA4Earth
- 13) Expansion and DLT Research and Innovation Alliance beyond Norway

Evangelist target cities (Industrial 4.0 tech/economic centers of the world)

Amsterdam
Bangalore
Barcelona
Beijing
Berlin
Brussels
Chicago
Dubai
Dublin
Frankfurt
Hong Kong
Istanbul
Johannesburg
London
Los Angeles

Madrid
Melbourne
Mexico City
Milan
Montreal
Moscow
Mumbai
Munich
New York City
Paris
Rio de Janeiro
San Francisco
Sao Paulo
Seoul
Shanghai
Singapore
Shenzhen
Stockholm
St. Petersburg
Sydney
Tel Aviv
Tokyo
Toronto
Vienna
Washington D.C.
Zug (Crypto Valley)

Green - Already have members there

Orange - Next Target Cities

https://en.wikipedia.org/wiki/Global_city

PART VII: Possible Challenges

Possible challenges in the implementation of IOTA Evangelist network

1) Funding

Evangelism involves a lot of travelling , organising meetups, IEC (Information, Education, Communication) activities, all of which require funding. As the initial launch of the evangelist network is completely as a voluntary initiative, funding can be a major challenge .

2) Ignorance and misconceptions among the target audience about IOTA and distributed ledger technology in general.

IOTA is an entirely new technology which only a few understand fully. Evangelism of such entirely new technology can be really challenging. An IOTA evangelist might have to deal with ignorance, misconceptions and plain antagonism while working. Also, there may be a tendency for risk aversion among target organizations leading to reluctance in embracing a new technology like IOTA

It's imperative that evangelists deal with these through a very systematic and comprehensive approach.

3) Coordinating a scattered global organization which is newly formed.

Usually, organizations are set up in a particular location, get established there over a period of time and then branch over to other locations. But here we are dealing with a proposed organization which will be scattered around the globe from the very beginning with maybe just one or two members representing an entire nation. This can be tough but definitely doable provided the excellent communication options we have today.

4) Dynamically aligning the activities of the Evangelist Network with the activities of the IOTA Foundation and maintaining a parallel flow.

This can be a big challenge as this requires maintained affiliation with the foundation and continuous monitoring of its activities and short term goals.

5 Dealing with Governments and regulators

Competitors

Current Evangelist Implementations

The Ethereum Evangelist organization is an organization created in 2017 to educate and promote Ether & the Ethereum platform in a more proactive and populous way. They also intend to develop, and promote applications on the Ethereum Blockchain technology to make access, and use of the platform more user friendly.

The Ethereum Evangelist organization seems to be run by a single individual instead of a network of evangelists.

Bitcoin seems to have a similar situation where there is no formalized evangelist network, but a series of individuals who claim to evangelize the technology. There are articles promoting individuals to become evangelists on their own accord as seen here:

<https://themerple.com/the-need-for-bitcoin-evangelists-and-how-to-be-one/>

For now, it seems like there isn't an actual organized network of evangelists for any crypto, which gives us an opportunity to start the trend.

PART VIII: Appendix

FAQs

- Are Dapps possible on IOTA
- What exchanges is IOTA listed on
- How is the IOTA foundation structure (organizational structure)
- Where are they getting funding from
- How are they making money

Vision (Vinneth): To establish IOTA as the most ubiquitous distributed ledger technology (DLT) in the world and to widen its scope to a variety of realms and use cases through continuous and sustained promotional activities by a global network of evangelists.

To establish IOTA as the most used distributed ledger technology in the world through continuous and sustained promotional activities by a global network of evangelists.

Mission: To build a global network of technology evangelists for IOTA for showcasing the

potential of the technology to the masses aiming at increasing adoption of the technology till it becomes sustainable by itself and thereafter to establish IOTA as a technical standard among the competitors by maintaining excellence in all spheres.

To educate the masses of the masses on the potential of the IOTA technology and increase adoption to establish IOTA as a technical standard.

Motivation

There are several motivational models that can be used to help determine the aspects needed in order to motivate evangelists. First, we can explore Maslow's Hierarchy of Needs, which is a pyramid going in increasing importance: Physiological, Safety, Love/Belonging, Esteem, and Self-Actualization.

Both physiological and safety are not relevant to our case. Belonging is the first aspect that we can touch on. It'll be important for evangelists to feel as tho they belong to a community, a group or a cause. This sense of belonging will not only increase intrinsic motivation, but also provide extrinsic motivation by having the need to perform for the benefit of the community.

Next, the need for esteem is an important aspect to consider. Individuals have a need to be respected and valued by others. They want to see that their work matters and that it is appreciated. As such, it will be important to check in on people's work and reward or acknowledge the individuals with exceptional work with tokens or other means

Lastly, individuals cherish a need for fulfillment and accomplishment. Since at first the individuals who will be joining the evangelist network will be volunteers with strong levels of intrinsic motivation, it will be increasingly important for the evangelists to feel like they made a difference, that they are applying their full potential to the project. Relating, back to the esteem need, it will thus be important to provide those with exceptional results with more responsibilities in order for them to continue to grow. This can also be rewarded by introducing them to the founders, allowing them to have a chat, inviting them to larger events etc.

Another motivational model to consider which relates in some ways to Maslow's Hierarchy of Needs is McClelland's Human Motivation Theory. This theory states that life experiences and culture result in a series of motivational characteristics. These characteristics are split into three different motivators including: the need for achievement, affiliation, and power. One of these motivators will be the dominant one in each individual.

The need for achievement is characterized by a strong need to set and accomplish challenging goals, taking calculated risks to accomplish their goals, likes to receive regular feedback on their progress and achievements, often likes to work alone.

The need for affiliation wants to belong to the group, wants to be liked, and will often go along with whatever the rest of the group wants to do, favors collaboration over competition, doesn't like high risk or uncertainty.

The need for power wants to control and influence others, likes to win arguments. enjoys competition and winning, enjoys status and recognition.

The evangelists that will be joining will have characteristics from several of these motivators. It will be important to create a culture that will foster a certain kind of individuals to join.

Evangelist Profiles

The most proactive and talented ones i find so far are either:

- 1) leaving corporate world to jump to startup life or acting as intrapreneurs in their corporations
- 2) successful startup entrepreneurs but looking at IOTA
- 3) hungry tier 2 (IT) consultants willing to learn first to monetise their new IOTA know-how to sell to corporate and others
- 4) Research & Academics eager to understand more and contribute to the code

accordingly it would be wise to define an approach and role for all of these.

regarding 1), they belong to a sector so should primarily look at their own industry and corporation as deployment ground. catalyst intrapreneurs are extremely important in my view. i work and mentor quite a few of them and giving them special feed of info help them grow internally and influence their organisations from within

regarding 2), they should use their credentials to spread IOTA in their startup network, labs and co-working space

regarding 3), should we consider developing an accreditation system? alternatively we develop frame agreements strategy with selected consulting firms per geog or themes.

regarding 4), i m setting up in Norway something called the "DLT Research and Innovation Alliance", i d like this to scale internationally and become a virtual trusted hub of experts including match making, annual symposium event,.. As disruptive tech speeds up, research and academia will become trusted party for every nation. we need to be proactive in educating them and give them material to write their papers but also contribute to short term innovation

Very motivated but less talented, are:

- 1) youth organisation with a purpose to be fulfilled with Exponential tech.

Example: those guys would be happy to team up but without securing clear access to developers / IT credentials i m not sure what we can achieve

<https://www.linkedin.com/company/10425696/>

2) fresh graduates, can aim at convincing other graduates and grow the IOTA influence within the firm they join

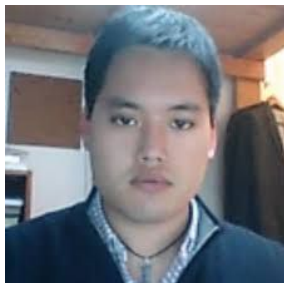
Draftees

Please add your picture and quick bio here so it can put onto website once ready:

Kevin Chen

Kevin is an Evangelist at the IOTA Foundation, leading the IOTA Evangelist Network (IEN) initiative. He has come across IOTA almost a year ago, and has been engaging with the community ever since then. Prior to that, Kevin works over 3 years in Wall Street as a techie, first as an applications developer at Citigroup Inc. then as a data analyst at a multibillion dollar credit hedge fund. He also has an interest in sci-fi and futurology, and is currently a member of the World Future Society.

Kevin has a Bachelor's degree in Computer Science at the University of Virginia. He has passed the CFA Level II Exam and has a Software Product Management (SPM®) certification from The Product School.



Allen Shashaty

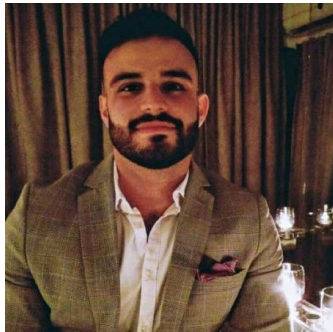
Allen is an Innovation Manager at Bus.com, a platform that simplifies the process of booking a charter bus and removes the friction of bringing a group of people to an event or experience.

Passionate about the startup ecosystem, Allen is also a co-organizer of Montreal Startup Drinks, one of the city's longest running startup community events hosting 200 people a month. Prior to that, he worked at Real Ventures, Canada's most active seed fund, where he demonstrated his capability to develop and launch innovative products. During his time in university, he co-founded Dopplr, and led the team to the finals of the McGill Dobson Cup.

Allen holds a B.Eng in Chemical Engineering and has been invited to speak at McGill University and the American Institute of Chemical Engineers.

Since first learning about IOTA, Allen has been looking to share the breakthroughs of this technology with other members of his community to increase awareness and adoption to ultimately bring the technology mainstream. The IEN will be the perfect medium to reach as many people as possible and educate the masses on the advantages of IOTA. His experience organizing and promoting large scale events will be crucial to drive adoption of IOTA in his local community. Lastly, his track record in product development and innovation will be useful to drive new projects for IEN to tackle.

<https://www.linkedin.com/in/allenshashaty/>

**Vineeth Thilakan**

Vineeth is a practising doctor in India who passionately follows emerging technologies in his spare time. He lives in Kerala which is in southern India. He finished his medical education from Govt Medical College, Thrissur and had formal training in Palliative and End of life care . He recieved training in Health and Hospital Administration from Manipal University. Currently he is working in a Government run hospital in Kerala. Apart from IOTA, his main field of interest is

environmentalism and sustainability.

Vineeth is an active member in the IOTA community. His prime focus is on finding potential real world use cases for IOTA and introducing the technology behind IOTA to his country, India. He is actively involved in the 'iota4earth initiative' which focuses on incentivising environment friendly using the IOTA protocol.



LIU Xun (Jeffery)

LIU Xun (Jeffery) is the COO at Snapask, Asia's largest mobile tutoring company. During his studies at The Chinese University of Hong Kong, Jeffery founded Panjury and patented his technology that quantifies online sentiment. His technology was later on sold to a Chinese big data analytics company 中国ONL.

During weekdays, Jeffery is 100% dedicated to growing Snapask into a global education technology company that will be listed on one of the top five global exchange by 2020. But In his free time, Jeffery builds projects around the decentralized ledger space, and is the HODLer of over 30 different cyrptos. (IOTA being his favourite).

Jeffery's commitment to the IEN is that he will build and lead the evangelism initiatives throughout Hong Kong and the south of China. In this he will, create marketing materials, organize events, reach out to potential business partners, and build his own IOTA related products in the effort to drive adoption for IOTA.

<https://www.linkedin.com/in/jefferyxunliu/>

Reviewers

Matthew Johnson

Jeremy Epstein

Matthew Johnson

Robert/Florin

