

John M. Potter

Technical Writing HQ – Capstone Project

Meeting Notes

pSTAKE Team Meeting

June 29, 2022 11AM @ pSTAKE Google Meet

Attendees:

Tristan Lane, John Potter, Shane Latham, Ivan Dostoevsky

Agenda:

Follow-Up

- Solano Team agreement on staking parameters. (*finalized*)
- New Article on Liquid Staking Trends. (*approved*)

New Business

- Reaching out to Kusama Re: Staking
- Missing Synthetic Assets from ATOM Staking Pool
- Using LIDO's Size as a Talking Point

Notes

- Kusama is seeking aggressive growth and partners. (source: Ivan)
- Cosmos records how many \$ATOM are staked. (source: Shane)
- LIDO has seen a drop off in ETH deposits lately. (source: Shane)

Action Items:

- Contact Kusama Business Development about staking.
- Check with Cosmos to determine \$ATOM staking count.
- Create a Focus Group of Influencers to flesh out our LIDO strategy.
- Update SWOT analysis of current liquid staking market.
- Review technical feasibility of creating pBridge (Polygon) to pSTAKE.

Next Meeting

- Review Google Analytics conversion data from pSTAKE blog
- Cost / Benefit analysis discussion on social media influencers.
- Creating marketing outreach to Kusama users.