



Project
Catalyst



CARDANO



Launch Guide

Fund6

Fund6 Launch Guide

Welcome to Project Catalyst Fund6. We're glad that you're considering becoming a part of the world's largest decentralized innovation platform. This guide will tell you everything you need to know about Fund6 and how you can participate. But first things first:

What is Project Catalyst?

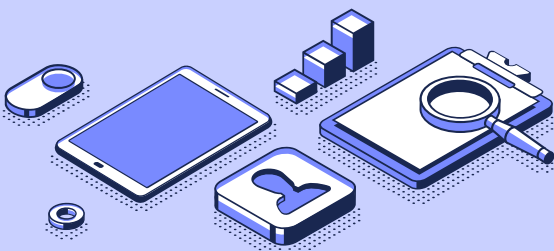
Project Catalyst is the beginning of bringing on-chain governance to Cardano. It is a series of experiments which leverage the collective intelligence of the Catalyst community to determine the future direction and development of the Cardano ecosystem. Through a series of 'innovation funds', the community sources brilliant ideas, decided via a vote, and the Treasury finances the best ideas for building a global blockchain.



Why collaborate to innovate?

Over the last five funds we've put a great deal of time, effort, and passion into creating a governance system which allows everyone to have their voice heard. But why do it? What advantages does bottom up decision making have over traditional centralized decision making? We see three clear benefits:

- **Distributed research and development.** We can build things better, faster, and cheaper than top down organizations when we empower our community.
- **Decentralized team building.** Great innovation comes from great teams. Many of our most impactful projects come from teams who met while becoming a part of Project Catalyst.
- **Group refinement and execution.** We see a significant improvement in the quality of proposals after the community weighs in with their constructive criticism.



How does the Project Catalyst process work?

Project Catalyst operates through a series of funding rounds which operate every 12 weeks. Each funding round proceeds through a cycle of three individual phases meant to find and fund the best ideas.

- **Innovation.** Great advancements come from great ideas. During this phase each participant responds to community generated challenges with their own ideas. Brainstorming leads to conceptualization, community feedback and then finalized proposals.
- **Governance.** Decisions must be made to move forward. Once the discussion has ended it is time to decide on which ideas should be funded. Participants register to vote using their ada. Community voting is the end of the governance phase and the beginning of building something new on Cardano.
- **Execution.** The Catalyst community follows projects from beginning to end. Once teams begin building they receive guidance and mentorship to deliver on their proposals. Regular reports are made to the community to ensure that everything is going according to plan.

Introducing Fund6

Fund6 begins on 12 August and Voting begins on 7 October 2021 and we want you to be a part of it. This is our biggest fund to date and with 19 challenges! Below you'll find a list of all the challenges that we're tackling alongside the amount of funding available for proposers. **Proposal submissions open on 19 August. Deadline for draft submissions is 26 August 11:00 UTC.**

FUND6 CHALLENGES | Click each Challenge title to learn more

NFT Business models

\$200,000

What non-Art use cases of NFTs can distinguish Cardano as the blockchain of choice for NFT based businesses?

Non-fungible tokens have captured global attention. We want to find impactful projects which can grow the NFT ecosystem on Cardano.

Atala PRISM mass scale adoption

\$250,000

What will drive mass-scale adoption of decentralized IDs on Cardano?

Decentralized identity is a cornerstone of creating a distributed financial system. We want to push DIDs into the mainstream.

Disaster: When it is all at stake

\$150,000

How can we help SPOs tackle risks & plan, develop and participate in disaster recovery tests in a safe hiccup-free and decentralized manner?

Recovery from an attack or problem is critical to maintaining a healthy ecosystem. What could help us make sure that we can deal with any problems that will inevitably arrive with a global blockchain ecosystem.

Scale-UP Cardano's community hubs

\$100,000

How can we encourage Local Community Hubs to drive adoption and awareness of Cardano in the next 6 months?

Community hubs can respond effectively to regional challenges and opportunities. We are looking for ideas which can help these community hubs understand the Cardano ecosystem.

Improve and grow auditability

\$100,000

How to make the auditing process of funded proposals efficient, distributed and transparent?

For Project Catalyst to thrive each funded proposal must deliver. So, we want to build our monitoring and evaluation capacity to keep the Project Catalyst ecosystem clear, fair, and growing.

Cardano emerging threat alarm

\$50,000

How can we help stakeholders identify serious emerging systemic threats for the Cardano blockchain before a threat overcomes the system?

Protecting our network is key to establishing trust for the future. What ideas would help us to identify problems before they harm the ecosystem?

Multilingual resources

\$75,000

How can we motivate non english speakers to learn and grow the Cardano ecosystem in the next 3-6 months?

Cardano aims to be a global financial operating system. So, we want to know how we can ensure that everyone has access to important information in their own language.

DeFi and microlending for Africa

\$90,000

How can we create impactful DeFi and microlending opportunities in Africa?

We see a future led by Africa. Help us find the financial tools and resources to build an impactful ecosystem in Africa.

DLT entrepreneurship toolbox

\$150,000

How can we make it easier for entrepreneurs to build on Cardano?

Business owners and thought leaders are the lifeblood of Cardano. Tell us which tools can make the Cardano ecosystem the most attractive to the next generation of entrepreneurs.



FUND6 CHALLENGES | Click each Challenge title to learn more

Developer ecosystem

\$1,005,000

How can we create a positive developer experience that helps the developer focus on building successful dApps?

Cardano is a platform for everyone, so we want to make it the best environment for developers to build.

DApps and integrations

\$250,000

What applications will provide the most value for end users in 2021?

We want to find the next killer dApps to be built on the Cardano ecosystem.

Distributed Decision Making

\$75,000

How can we help the Catalyst community to get better at distributed decision making within the next two Catalyst rounds?

High-quality and decentralized decision-making, will increase treasury ROI and legitimize decentralized governance.

Proposer outreach

\$100,000

How can we encourage entrepreneurs from outside the Cardano ecosystem to submit proposals to Catalyst in the next two funds?

We must increase brand awareness of Catalyst amongst the entrepreneur community, via multi platform proposer outreach campaigns. From content creation to media coverage, hackathons and live events – we want the community to submit their ideas that will attract and engage this audience.

Catalyst onboarding

\$75,000

How can we encourage more meaningful participation in Project Catalyst from community members in this fund?

The growth of Cardano depends on meaningful participation from proposers, advisors, and voters. Potential directions include (but not limited to): Education and onboarding through timely YouTube content, better user-experience and wallet support, social media presence offering reliable information, even mentoring programs matching veteran Catalysts and new Catalysts.

Partnerships for global adoption

\$30,000

What partnerships will help Cardano grow globally in 2021?

A growing ecosystem needs all levels of partnerships. Help us identify the best collaborators for this next year and beyond.

Metadata Challenge

\$100,000

How can we utilize transaction metadata to solve real world problems?

With transaction metadata, Cardano can be utilized as a network to store small proofs of events or documents. This utility has been used in the past to implement product anti-counterfeit solutions as well as traceability solutions. Smart contracts are not necessary to take advantage of this functionality.

Grow Africa, Grow Cardano

\$200,000

How do we seed and grow Cardano in Africa?

Focussing on Africa is a strategy that has often been promoted and is openly pursued by IOG. Africa wins by getting some backing. Commercial projects that are already building up in Africa win, because they get the signal of support from our community. Cardano holders win when there is an encouraging environment for mass adoption anywhere.

Scale-UP Cardano's DeFi Ecosystem

\$200,000

How can we encourage DeFi team to build/deploy open finance solutions on Cardano in the next 6 months?

Currently the vast majority of DeFi dapps and currency flows occur on the Ethereum blockchain, however due to congestion and increased transaction fees, the use of DeFi is increasingly elitized, leaving out the people who could most benefit from it. benefit from this, the unbanked.

Fund 7 Challenge Setting

\$5,400,000

What Challenges should the community prioritize to address in Fund7?

Community defined challenges are critical for Cardano community self-governance, and generate a unique way to achieve Cardano's mission. Challenge setting is different from other challenges as it's about proposing new challenges, whether regular challenges are about proposing initiatives to address challenges.



Key Dates

11 August 2021 · 11:00 UTC

Fund 6 launches at Town Hall with a Charles Hoskinson keynote presentation

12 August 2021 · 11:00 UTC

Innovation phases begins: Insight Sharing – to share perspectives on challenges

19 August 2021 · 11:00 UTC

Proposal submission opens: 1 week for proposers to submit draft ideas to IdeaScale. **Deadline for draft submission is 26 August 11:00 UTC.**

26 August 2021 · 11:00 UTC

Refine ideas: Proposers develop proposals to improve clarity based on structured feedback from the Community.

9 September 2021 · 11AM UTC

Deadline to Finalize proposals and register Community advisors for assessment stage

7 October 2021 · 11:00 UTC

Fund 6 Voting begins

Early November · 11:00 UTC

Fund 6 winners announced

How to get involved

There are many ways to get involved with Project Catalyst and we want as many ada holders to participate as possible. To become a part of the Project Catalyst community all you have to do is make an account on our collaboration platform [IdeaScale](https://cardano.ideascale.com).

Once you become a part of the Catalyst community you can participate in discussions, suggest new challenges, and vote. You can help make proposals stronger by becoming a community advisor. You can also respond to challenges by building a team and launching a proposal.

Deadline for draft proposal submission is 26 August 11:00 UTC.

Where to find Project Catalyst?



To submit a Proposal:

<http://cardano.ideascale.com>



For Announcements only:

<https://t.me/cardanocatalyst>



Please subscribe to the Catalyst mailing list:

<https://bit.ly/3dSZJvx>

Join the world's largest Decentralised Innovation Fund and become a part of the Project Catalyst Community now!

