

This proposal is for the on-chain funding period 01 January 2023 to 31 March 2023.

A quick rundown of Q4 and milestones:

- Continued to work with Shahar on incubator for first part of quarter
- I have helped coach Shahar on the tactics of pitching, using my 10 years of experience in pitching.
- I have helped improve the Secret Launch pitch deck and narrative.
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- I have helped improve the Secret Launch pitch deck and narrative.
- Get Secret Network to focus on lead gen as a main KPI
- Agency is now focused on lead gen
- The agency, with the help of some cold email tips I provided, is now assisting with venture capital outreach.
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- Attended DCentral/Web3 Summit
- I have made venture capital contacts, spoken with attending teams, and spent time with the Secret team.
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- Began working with John Brodish from Agency on User Research/Usability Testing for [scrt.network](#)
- Performed a heuristic analysis on [scrt.network](#)
- Planned different types of user research studies we're going to conduct
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- Planned different types of user research studies we're going to conduct
- Sat down with Jay from Foundation and began planning to improve marketing initiatives
- Furthered my relationship with Tor, working together on VC relationships and other marketing initiatives on an as needed basis
- Will begin working with Foundation to improve email marketing, institute best practices
- Help advise and guide on SEO - both from a technical standpoint and other SEO best practices
- Help advice and guide on SEM - keyword research, placement
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- Help advise and guide on SEO - both from a technical standpoint and other SEO best practices
- Help advice and guide on SEM - keyword research, placement
- Reviewed and assessed performance of [scrt.network](#)
- Studied performance issues/bounce rates using google analytics
- Introduced a new analytics platform, hotjar, which will greatly help understand qualitative site issues
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- Introduced a new analytics platform, hotjar, which will greatly help understand qualitative site issues
- Helped review, develop and prioritize personas
- I have sat on several persona calls to help improve, build, and prioritize personas.
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- Brought in new VC's

- Began developing relationships with VC's including: Republic, Kronos, Polychain, Builder, Kucoin Ventures, Interplay and more
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- I have improved pitch decks and helped with fundraising strategy for several dapps that are looking to build on Secret.
- These dapp teams include: Shinobi, OnlyFud and Fina
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- Put together a full marketing audit of Secret
- Audit can be found here: [Assessment - Google Docs](#)
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I would like to thank Skrillah, Ertemman, Natalia, and Brendan for their excellent work on business development. I believe my guidance has contributed to their success and I look forward to continuing in Q1 2023. My role has evolved to include helping architect solutions for business development and marketing, assisting dapp teams with fundraising, making introductions to VCs, and bringing in new VCs to further our relationships.

#### Q1 2023 milestones:

- I will improve the [sctr.network](#) website along with John Brodish and conduct usability testing and user research to generate leads for our primary personas. This will help align our marketing efforts and improve the site.
- I will work with Jay and Evelin from the Foundation to improve email marketing, content marketing, paid search, and SEO to improve the lead generation funnel
- I will work with dapp teams to improve their fundraising efforts by helping them improve their pitch decks and implement best practices when pitching and fundraising.
- I will work with Tor and deepen my relationships with venture capitalists and continue to bring in new venture capitalists.

#### Q1 2023 budget:

Hours: Part time, 20-30 hours/week

Pay: \$8,000/month

Total comp for 3 months: \$24,000