Initial Proposal is as follows. Updated version being posted to Governance is in the edit at the bottom.

Background

Secret Code Podcast creates content on a weekly basis that connects the community to the network's contributors. The community highly prioritizes transparency and we believe we have offered that in a fun, interactive manner.

We see our work evolving to include video tutorials. We believe that there is and will be a massive need for both video and written tutorials and for now, written tutorials seem to be the only one consistently outputted (thanks education committee!). Ease of use is heavily connected to good documentation which includes tutorials, resources we aim to provide in video format.

Milestones Achieved

The reception of this podcast, and our aptitude and cohesion in running it has been everything we had hoped and more! We've dedicated much more time to it than originally listed, and hope and believe that this shows. Some measurable KPI's for where we're at after 10 episodes include:

- 1200+ Unique Downloads

- 1100+ YouTube views

- 292 Twitter Followers

- 71 YouTube Subscribers

- 150+ views on Medium (80+ reads)

- Never missed a deadline!!!

- Hired out multiple community members!

Now there's going to be much much more though! Today we released our first video episode, a special with Carter Woetzel revealing Shade and Silk! If this format gains traction we can transition to doing even more of them. Also I know we've teased doing tutorials, and we have fully finished a 4-part series on the Secret-Monero bridge, but due to technical incompatibilities (my computer sucked) the videos were too blurry, and upscale rendering attempts proved unsuccessful. I now have the hardware and graphics card necessary to make future videos very high-resolution, so we'll re-do that one and have it up before this proposal has finished governance (assuming the bridges are up reasonably soon).

Purpose of the Proposal

We believe our initial request for funding through the SNAC proposal was sufficient for what we expected to provide to the community. We are now roughly 11 weeks from the initial proposal and would like to request future funding since we are not self-sustainable yet by any means. We plan to keep access to our contributions completely free for the audience. We would like to go on-chain for this because we feel that it is the community we are directly serving.

Our goal is to expand on the podcast and fulfill our ultimate vision of regularly producing more content. This however requires even more time than what we have been doing since our inception. We aim to work 15+ hours per week to bring to the community more quality content in addition to the podcast. Please refer to our previous work for examples.

This is a bit different from the educational committee which focuses more on written/design content such as blog posts and infographics for community wide efforts. Given that we have started a YouTube channel and plan to grow its content aggressively, we feel that it makes complete sense for us to take on video tutorials. We already have access to many of the contributors themselves therefore we can tailor tutorials for their work given their requests. We are devout users of the network ourselves and believe others deserve some guidance, especially non-crypto natives.

For any video tutorial that doesn't have an accompanying written tutorial, we plan to provide those as well or communicate to the education committee to write one. If there is a high-quality written tutorial, such as the one Stefan provided for the Secret Monero Bridge, we will provide a link to it.

Details for the Next Three Months

We plan to continue with our current podcast output while also introducing more ways the community can get involved with giveaways. We have also tried out a podcast with video and will likely do more in the future now that we have some experience under our belts. Aside from this, we are content with the podcast and will continue to deliver.

Next is a bit more on tutorials. Similar to how the podcast hosts guests contributing across all facets, we plan to have tutorials for all facets of the network. This includes using tools such as wallets and explorers which are important tutorials for beginners. As you'll see soon with our initial tutorial series, we will also include tutorials for using the various bridges of the network, important for attracting liquidity

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Lastly, we plan to provide tutorials for all dApps. This of course includes major dApps such as SecretSwap where we not only walkthrough current features, but follow up with more tutorials as new features/versions roll out. We also plan to make some tutorials for dApps that seem to have gotten little attention such as Secret Auctions and Secret Garden. We believe in assisting devs who just want to develop and we can help take care of video based educational content. These of course are just a few examples but we plan to cover most if not all of the functionality, taking requests from both the community and busy devs.

Outside of any potential dev related tutorials we produce, emphasis will be placed on making the tutorials succinct. We plan to break tutorials down into short segments with an easy trail to other videos to learn about other related functionality. Short videos with a single goal in mind makes the instructions clear to the user. Many people can be intimidated by using crypto, especially when they see long videos. Hopefully, when they see it takes 5 minutes to bridge over XMR, they will be more inclined to become a user.

Deliverables

- Weekly podcast released 8am est every Sunday, Secret Sundays
- Possibly some podcast episodes with videos / livestream
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- 1 weekly tutorial
- Either roughly 1 series of multiple short videos (2-5 min),
- Or one standalone tutorial close to 10 min.
- It depends on the function we are building the tutorial for
- Either roughly 1 series of multiple short videos (2-5 min),
- Or one standalone tutorial close to 10 min.
- It depends on the function we are building the tutorial for
- Interview people cross-chain and bigger crypto players @Elon

Musk

- Realistically people from Terra, Cosmos, Monero, etc
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- Get community more involved with suggestions for both podcast questions and tutorial suggestions

Goals

- Reach 300 youtube subscribers
- Have a video reach 1000 views
- Have a total of 10k YouTube views
- Have 2.5k unique downloads

Members:

- Eric | Secret Code Podcast & Paul | Secret Code Podcast

Compensation:

We would like to ask for

- Eric | Secret Code Podcast: 2,000 SCRT monthly
- Paul | Secret Code Podcast: 1,500 SCRT monthly

Current Prices (September 16) $1.79 (30-Day Average)

Discretionary Budget:

- 100 SCRT Monthly - This will be used as giveaways.
- We plan 50 SCRT as giveaways for promoting the podcast i.e. liking, tweeting, commenting, etc.

- The other 50 SCRT would be for rewarding questions curated from the community to be used in podcast episodes, and other community engagement. Not only will SCRT be provided but giveaways can include merch, NFTs, and more.

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Total Amount

10,800 SCRT

Final Note on Advertising:

An interesting piece of advice we received to achieve sustainability is to auction off ad space on each episode and collect advertising fees. A fun twist on the advice was to auction it off on Secret Auctions. We are curious as to what the best approach is for ads moving forward and would like to hear people's thoughts on this in the comments, as we have some interesting ideas of our own.

Also we do intend to have at least 2 publicly available AMA's about this proposal so that questions can be asked and responded to live in discord!

EDIT:

Thanks to everyone for the engagement and feedback. Paul and I have discussed your input and our options, and have decided to move forward with this proposal to governance as follows:

- We are removing the KPI for weekly tutorials. We will likely still do some, but that will be of our own volition, and not included in the mandatory measurables.

- We have removed the ask for a discretionary budget. Should we get substantial delegation and/or raise advertising money, then the goals we have had in mind for this budget can be done on our own.

- Updated Compensation Request:

- Eric | Secret Code Podcast: 1,500 SCRT monthly

- Paul | Secret Code Podcast: 1,000 SCRT monthly

For the 3 month period of 10/01/2021 - 12/31/2021 this would be a total ask of 7,500 SCRT.