

# LATAM SingularityNET Community

Spicing up the next generation  
of decentralized AI



# 1. ORIGINAL PROPOSAL

LATAM SingularityNET Community



# **1. LATAM SINGULARITYNET COMMUNITY**

## **Spicing up the next generation of decentralized AI**

Aligned with the SingularityNET mission and principles to decentralize and democratize artificial intelligence and make its transformative power exponential, we are excited to present a comprehensive strategy to amplify awareness and engagement for the SingularityNET DeepFunding program in the LATAM region, with specific attention in this first phase in Argentina, Colombia, and Mexico. We believe we can effectively connect with AI developers, introduce them to the SingularityNET program's benefits and drive meaningful advancements in AI application development. We seek to build a strong community for co-creation, nurturing personal bonds and friendships with leaders across the region to effectively expand the program's benefits and virtues to the AI developers. A community to spread the virtues behind SingularityNET mission for decentralized AI and to promote Deep Funding program with the specific objective of increasing participation and foster impactful AI application development.

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1. Summary In essence, the Latin American region presents a unique combination of untapped talent, emerging markets and a strong sense of community that, if harnessed effectively, will result in an exceptional contribution to the advancement of AI applications and to the SingularityNET ecosystem. By nurturing and investing in the potential of human capital within LATAM, we not only foster local innovation but also enrich the global AI landscape with fresh perspectives and groundbreaking solutions and it is proposed to build new bridges across the borders of a region with tremendous market cap potential for SingularityNET to tap into.

We believe LATAM has a lot of value to contribute to the SingularityNET ecosystem. Globally recognized for its technological capacity, today it is a fundamental player in digital development, contributing capacity, individual talents and creativity to the sector. Countries like Argentina, Mexico and Colombia export individual talents to the world and are key players in web3 development with a huge adoption of digital assets.

The objective of the proposal is to create a space to communicate and to amplify awareness and engagement for the @SingularityNET platform and DeepFunding program in the LATAM region, with specific attention on Argentina, Colombia, and Mexico. A space where we can effectively connect with developers, introduce them to the program's benefits, and drive meaningful advancements in AI application development to onboard on SingularityNET platform.

Our goal is to generate tangible results that are reflected in more and better quality proposals in future Deep Funding rounds. To create this opportunity we will develop the LATAM SingularityNET Deep Funding Community. Integrating a blog, digital social media content & communication strategy, e-town hall virtual meetings and twitter spaces with special events within local campus universities communities, we will strive to generate visibility to enhance DeepFunding's opportunity and benefits within the LATAM region developer ecosystem. By leveraging localized content and engagement strategies, aiming to facilitate understanding, to elevate the ratio of participation among AI developers in Argentina, Colombia, and Mexico, driving impactful applications of artificial intelligence.

We seek to build a strong community for co creation to effectively publicize the program's benefits and virtues to the AI developers. A community to spread the virtues behind SingularityNET mission for decentralized AI and to promote Deep Funding program with the specific objective of increasing participation and foster impactful AI application development.

We are looking forward to achieving this by following the guidelines and language of the SingularityNET general market communication and marketing strategy lead by Loic Claveau, inspired by Iain and Haley Lowey's published articles in medium and different social media content about SingularityNET and Deep Funding updates. Our mission is to amplify the vision behind the project founders and experts, generating a single criterion for the message through the different media and social platforms.

## **2. Funding Amount**

Total Funding Amount

\$5250

## **3. The Problem to be Solved**

One of the key challenges we're currently addressing is the relatively low awareness and limited participation in the DeepFunding program among AI developers in the LATAM region. To tackle this, we've devised a multifaceted strategy that capitalizes on the potential of a blog, a digital social media plan and a series of engaging e-town hall virtual meetings, twitter spaces and special events. This proposal seeks to address the lack of information and engagement, making it easier for developers to understand the program's value and benefits.

## **4. Our Solution**

Our strategy revolves around nurturing a vibrant community as the cornerstone of our success. Through personalized blog content in Spanish and strategic use of social media platforms, we aim to spotlight the advantages and virtues of the SingularityNET DeepFunding program, directly engaging with developers in Argentina, Colombia, and Mexico.

We aim to become the natural place for Deep Funding communication for the LATAM developer community, create a space for general information and follow-up, a place to evacuate doubts, present proposals, understand rules and schedules, how to participate and find collaborators for co-creation.

At the heart of this approach lies our shared commitment to community building. Our series of virtual e-town hall meetings will not only provide a platform for prospective developers to learn and connect, but also cultivate a sense of unity within the AI ecosystem. Drawing insights from local research and interacting directly with the community, we will tailor our content to cater to their specific needs and interests.

The true essence of our strategy is in amplifying the value of ideas. By showcasing past success stories of program participants, we will underscore how DeepFunding goes beyond financial support – it's about nurturing innovative ideas that reshape the AI landscape. We firmly believe that a robust and engaged community is vital for the sustainable growth of any ecosystem.

This strategy ensures that DeepFunding serves as a catalyst for innovative ideas to flourish, ultimately making a profound and lasting impact.

Together, we're not merely advocating for a funding initiative; we're nurturing a community fueled by shared knowledge, innovation, and the collective journey toward advancing AI applications.

## **5. Why Latam Region**

Focusing on the LATAM region presents a remarkable opportunity to harness the potential of human capital and engage a significant percentage of developers.

The region's emerging Tech enthusiasm is home to a blooming population of tech-savvy individuals, particularly among the younger generation, indicating a strong interest in emerging technologies like artificial intelligence and blockchain. LATAM hosts numerous universities and educational institutions with robust computer science programs, nurturing a growing pool of skilled developers eager to explore innovative new technologies and its applications. The region boasts hidden individual talents and untapped innovators who, with the right exposure and opportunities, can contribute groundbreaking ideas to the AI landscape and to enrich SingularityNET platform.

Many LATAM countries are experiencing rapid economic growth and a flourishing middle class, indicating a rising demand for AI and blockchain integrated solutions across various sectors. LATAM's startup ecosystem is thriving, with a surge in technology-driven startups and entrepreneurship. Supporting these ventures can result in dynamic AI projects and solutions to partner with singularityNET long term objectives.

LATAM's close-knit communities foster collaboration and shared learning experiences, creating an environment conducive to co-development and collective innovation. Region's diverse cultures and socioeconomic challenges offer a diverse range of problems that can benefit from AI solutions and applications development, ranging from healthcare to agriculture and social development. We live here, we understand our context and we breathe, we live the results and potential of applied technology every day.

A focus on LATAM enables the development of AI applications tailored to specific regional needs and challenges bringing an opportunity for singularityNET to integrate valuable human capital into their structures and at the same time open doors to new possibilities of insertion in a growing market in demand for AI and blockchain technological solutions.

While the percentage of developers engaged in AI projects might be lower in LATAM compared to more established tech hubs, this indicates a significant untapped potential for growth and development. Focusing on engaging even a fraction of LATAM's developer population can serve as a catalyst for exponential growth in AI innovation, making a tangible impact on the global AI ecosystem through SingularityNET.

## **6. Our Project Milestones and Cost Breakdown**

Milestone Objectives and Step by step monthly roadmap (4-Month Period):

Month 1: In-Depth Research and Content Strategy. During this phase, we plan to conduct thorough research into the AI landscape of Argentina, Colombia, and Mexico. By understanding the local contexts, key players, and unique challenges, we can craft a content strategy that truly resonates with the developers in each country. This strategy will be designed to effectively communicate the benefits and virtues of the DeepFunding program.

Research and Content Strategy

- Conduct comprehensive research on AI landscapes in Argentina, Colombia, and Mexico.
- Identify key AI communities, influencers, and potential partners in these countries.
- Develop a content strategy that resonates with each country's developer community while highlighting DeepFunding's appeal.

Month 2: Crafting Compelling Content and Blog Creation. Building upon the insights gained from the research, we intend to create localized, high-quality blog articles in Spanish. These articles will deepen into the specific interests and needs of the AI developer communities in the region. We'll also work on establishing dedicated blog sections on the SingularityNET website for Argentina, Colombia, and Mexico, creating a central hub for valuable information.

#### Content Creation and Blog Setup

- Create localized, high-quality blog articles in Spanish that focus on the unique needs and interests of each country's developer ecosystem.
- Set up dedicated blog sections on the SingularityNET website for each country.
- Development of LATAM SingularityNET website.

Month 3: Tailored Social Media Engagement. Recognizing the significance of local preferences, we'll design a tailor-made social media plan for the latin community. By utilizing platforms that are popular among AI developers, such as LinkedIn, Twitter, and Instagram, we aim to engage the audience through regular posts featuring our blog content, program updates, and relevant AI news. Engaging with the community through comments, direct messages, and targeted advertisements will be a priority.

#### Digital Social Media Strategy

- Develop a tailored social media plan for each country, utilizing platforms popular among local AI developers (e.g., LinkedIn, Twitter, Instagram).
- Schedule regular posts featuring blog content, program updates, and AI-related news.
- Engage with the audience through comments, direct messages, and targeted ads.

Month 4: Virtual E Town Hall Meetings. To bring a personal touch to our strategy, we plan to organize a series of virtual e-town hall meetings for the LATAM Community. These meetings will feature DeepFunding program managers, successful past participants and esteemed AI industry experts. By promoting these e-town halls through blog posts, social



media channels and targeted invitations we can provide a platform for prospective developers to ask questions and gain insights firsthand.

#### E Town Halls Virtual Meetings

- Organize a series of virtual e-town hall meetings for each country, featuring DeepFunding program managers, past participants, and AI industry experts.
- Promote the e-town halls through blog posts, social media, and targeted invitations.
- Facilitate Q&A sessions to address queries from prospective developers and encourage participation.

#### Execution Plan:

**In-Depth Research and Localization:** Collaborating with country-specific research teams, we'll gather valuable insights that will form the foundation of our strategy.

**Compelling Content Creation and Blog Setup:** We'll curate high-quality, localized articles and ensure the seamless setup of dedicated blog sections for the SingularityNET LATAM website. We'll share a weekly newsletter in personal email campaigns within the LATAM Community to create real engagement and share updates of weekly activities regarding SingularityNET Community and Deep Funding rounds and schedule.

**Customized Social Media Engagement:** Drawing on our experience, we'll create engaging social media content and actively interact with the local audience, adapting strategies for each platform and country.

**E Town Halls Virtual Meetings:** We'll work closely with event planners to meticulously organize virtual e-town hall meetings, from securing speakers to managing technical aspects and registrations. We'll use our strong bond with the inner circle of the LATAM Cardano Community to expand the potential of our actions.

#### Budget Breakdown: \$5250

- Research and Localization: \$1200
  - Content Creation and Writing: \$1600
  - Blog Setup and Web Development: \$1150
  - Social Media Management and Promotion: \$1000
- E Town Halls Virtual Meetings: \$300

## 7. Strategy for Validation, Quantification, and Engagement:

Validation and Quantification:

1 / Data Collection Tools: Utilize web analytics tools (such as Google Analytics), social media insights, and email campaign tracking to gather quantitative data on website visits, blog engagement, social media reach, click-through rates and virtual event participation.

2 / User Surveys and Feedback: Periodically distribute surveys to participants in virtual e-town hall meetings, blog readers and social media followers to collect qualitative feedback on content relevance, quality, and impact.

3 / Conversion Tracking: Implement tracking mechanisms to monitor the number of DeepFunding program applications that originated from the blog, social media and e-town hall event participants.

Audience Goals, Engagement Targets, and Conversion:

- Audience Goals:
  - Awareness: Introduce the DeepFunding program to 1,000 developers in Argentina, Colombia, and Mexico in this first phase.
  - Engagement: Encourage 2,000 AI developers to actively engage with content and virtual e-town hall meetings.
  - Participation Growth: Achieve a 20% increase in DeepFunding program participation from the LATAM region.
- Engagement Targets:
  - Blog Engagement: Average 350/500 views per article in the first four months.
  - Social Media Reach: Achieve 50,000 cumulative impressions with 5,000 total engagements in this first phase.
  - Virtual E-Town Hall Participation: An improvement rate of 35% per month.
  - Community Interaction: Foster a minimum of 500 direct interactions.
  - Telegram and Discord Channels; Engage LATAM developer community through the creation of telegram and discord channels.
- Conversion Metrics:
  - Applications: Our goal will be to attract a minimum of 20 DeepFunding program applications, targeting and showcasing a 25% increase compared to the previous period.

## 8. Engagement and Conversion Strategy:

Content Quality: Regularly publish high-quality blog articles that address specific themes of interest of AI developers in each country, promoting engagement and nurturing trust. with a minimum of 3 articles per week

1. Social Media Interaction: Encourage conversations and discussions around blog content, DeepFunding benefits and AI trends through interactive social media posts.
1. Virtual E-Town Hall Experience: Create engaging and informative virtual e-town hall meetings featuring prominent speakers and real-time Q&A sessions to maximize participation.
1. Call to Action (CTA): Include clear CTAs in blog articles and social media posts, guiding users to learn more about the DeepFunding program and participate.
1. Feedback Loop: Encourage participants to provide feedback after virtual events and interactions, helping refine future engagement strategies.
1. Conversion Tracking: Monitor the number of applicants identified as active members of LATAM community or who mention blog articles, social media, or virtual events as their source of information.
1. Regular Analysis: Continuously analyze engagement metrics, user feedback, and conversion rates to assess the effectiveness of the strategy and make data-driven optimizations.

By employing this comprehensive strategy, we aim to validate engagement and quantify results through a combination of data-driven metrics and user feedback. The established audience goals, engagement targets, and conversion metrics will guide our efforts to ensure the success of the project in promoting the DeepFunding program within the LATAM region.

## 9. Risk and Mitigation

There is a possibility that the AI developer community in the LATAM region might not engage or show interest in the DeepFunding program. We will actively monitor the initial response to our blog, social media posts and virtual meetings. If engagement is low, we will quickly adapt our content strategy based on feedback, providing more targeted and relevant information to pique the interest of the community.

We will conduct thorough testing and rehearsals of the virtual meetings to identify and address any technical issues in advance. Clear instructions for accessing and troubleshooting the virtual meetings will be provided to participants to minimize disruptions.

There is a possibility that the blog and social media content may not resonate well with the community, leading to low engagement. We will regularly analyze metrics and feedback to gauge content performance. If engagement is below the desired level, we will diversify content types, such as infographics, videos, or case studies, to cater to different preferences within the community.

We will promote the virtual meetings across multiple platforms, collaborate with AI local influencers to extend our reach, and ensure that the meeting timings accommodate different time zones. Additionally, we'll offer incentives for participation to boost attendance.

We will actively monitor online discussions and promptly address any negative comments or misconceptions with accurate information and open communication. Transparent and factual responses will be provided to ensure accurate understanding. Setting realistic expectations for workloads and ensuring regular communication among team members.

By proactively identifying potential risks and outlining mitigation strategies, we are committed to managing challenges effectively and ensuring the success of our communication strategy for the DeepFunding program in the LATAM region and maintain a consistent trajectory toward achieving our project audience goals.

## 10. Our Team

### Inés Gaviña

Marketing and Communication Manager at @energiasocial

Content creator and creative Brand Producer. Working in expanding the transformative power of renewable energy and social businesses across the LATAM region.

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### Guillermo Lucero

Founder and CEO at @energiasocial. Specialist in renewable energy and sustainable social development strategies. Working in the development of new business models for technology innovation applied to comprehensive triple impact strategies with @mercadolibre and different companies in the LATAM region

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### Andres Ijelman

Associate Developer

NodeJS Developer / React / API Rest testing / Debugging

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## Related Links

The project will be led by the communication and marketing team of @energíasocial. The project will create accounts on different social media platforms and use @energiasocialco's engagement and connections to draw the baseline for the task. Building on the existing strong ties with the LATAM Cardano community and different players from the region's developer ecosystem and developer networks in different ecosystems, we will develop a networking program driven by innovation and collaboration.