



# Etherplan Crowdfunded Grant Proposal to the ETC Ecosystem

Research & Communications Plan for Ethereum Classic



# Profile



Donald McIntyre is the founder of Etherplan and an Ethereum Classic (ETC) ecosystem member who has been participating as a volunteer researcher, article writer, podcaster, and organizer since 2018.

Donald was head of business development at [ETCDEV](#), and has been part of the broader crypto-ecosystem since early 2013.

He has worked on projects such as [Global Financial Access](#) and [Etherplan](#), and is an active promoter of general blockchain principles and values.



# Purpose

This crowdfunded grant is proposed to the ETC ecosystem for Etherplan to be able to continue:

- Upholding Ethereum Classic values and principles.
- Researching, defining, and proposing ideas for ETC's vision, strategic options, and positioning.
- Communicating and promoting ETC in general among developers, miners, node operators, and investors.
- Community coordination work between developers, miners, and node operators around Ethereum Classic upgrades and other network reorganizations.



# Crowdfunded Grant Format

- The proposal is made to the ETC ecosystem at large.
- The crowdfunded grant period will be from October 10th to November 10th, 2019.
- If 50% of the crowdfunding proposal is not raised, the funds will be returned less transaction fees.
- As many sources of funding as possible are preferable to ensure the independence of Etherplan in researching, developing content, and presenting ETC.
- The funding is in \$ETC, but 50% will be held in USD for exchange risk hedging purposes.
- Whoever owns ETC or wants to acquire ETC to participate in the crowdfunded grant is welcome to contribute.
- Anonymous contributors are welcome to further guarantee Etherplan's independence.



# Top 10 ETC Articles on Etherplan.com in 2019

1. Ethereum Classic vs Ethereum 2.0, What is the Difference? - 1417 views - [July 2019](#)
2. Update Your ETC Nodes: Ethereum Classic will Fork on Block 8,772,000 Which is Approximately on September 13th, 2019 - 1305 views - [August 2019](#)
3. Ethereum Classic Opportunities - 1158 views - [August 2019](#)
4. Why is Ethereum Classic Still Viable After the 51% Attacks? Why does ETC Even Have Value? - 982 views - [June 2019](#)
5. What is and how Does Ethereum Classic Work in Layman's Terms? - 642 views - [July 2019](#)
6. Bitcoin and Ethereum Classic (ETC) will be Complementary Base Layer Systems - 637 views - [June 2019](#)
7. The Format War, Layering and Systemic Risk will Define the Future Landscape of the Blockchain Industry - 609 views - [June 2019](#)
8. Ethereum Classic Vision - 569 views - [August 2019](#)
9. The Ethereum Classic Ideal Long Term Roadmap - 536 views - [September 2019](#)
10. Ethereum Classic (ETC) is Philosophically the Same as Bitcoin and Technically the Same as Ethereum - 475 views - [June 2019](#)

Total views from June to September 2019: 8330

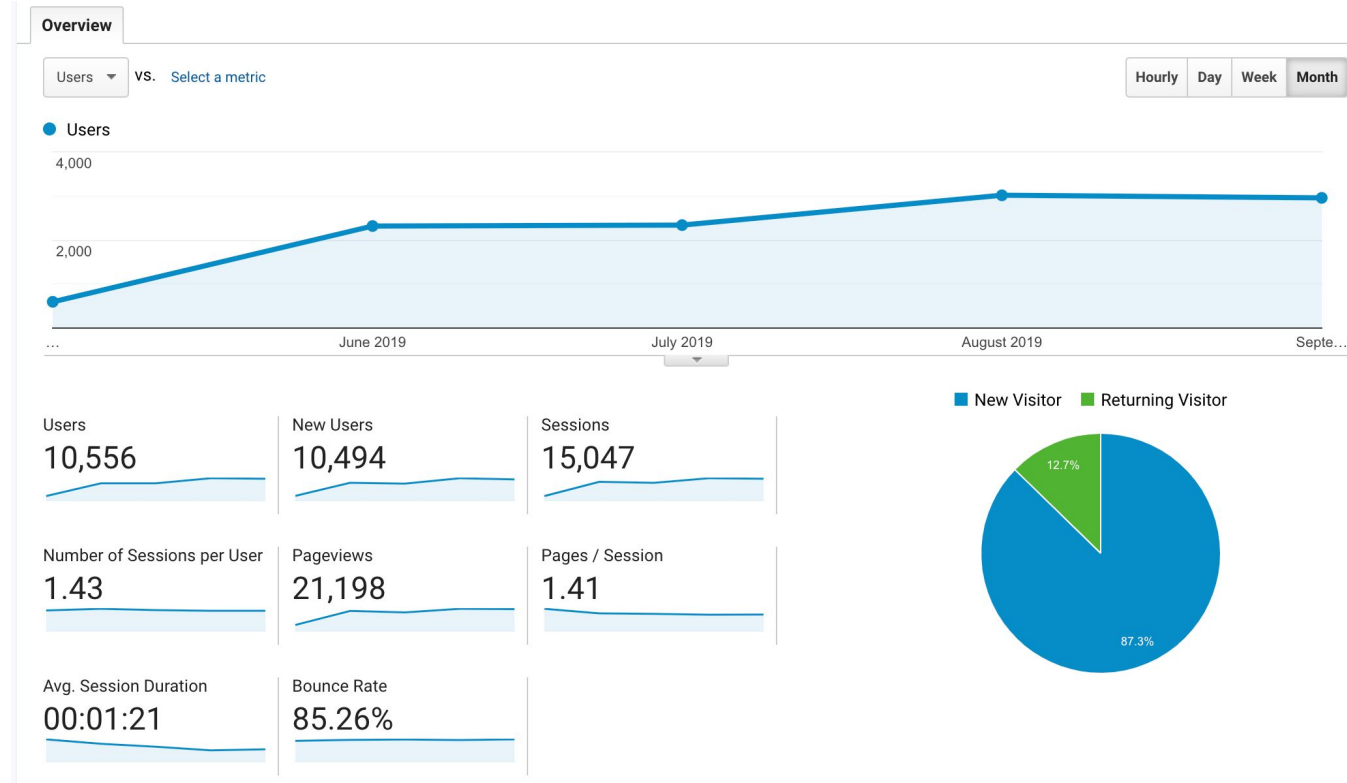


# Etherplan.com Traffic

From September 2018 to September 2019, there have been 48 articles written about ETC on Etherplan.

Traffic on Etherplan from May to September of 2019 has averaged 2111 unique users per month, primarily to ETC posts.

Source: Google Analytics





# Etherplan Channel on YouTube

A call made by Etherplan on April 5th of 2019 about the ETC Atlantis upgrade was a key coordinating call that kicked off the hard fork process and garnered wide ecosystem support.

The video has had over 1700 views since posted.

Link:  
<https://youtu.be/plrV7HNsEKO>





The screenshot shows a YouTube video player interface. The video title is "Ethereum Classic (ETC) Atlantis ECIP-1054 Hard Fork Call". The video player shows a video thumbnail with a green geometric structure. The video player controls show a progress bar at 0:04 / 49:20. The video player shows 1,701 views and 0 likes. The video player shows a "SHARE" button and a "SAVE" button. The video player shows a "Top chat replay" dropdown menu.

# Etherplan on Twitter

The account @MyEtherplan has 250 followers and has had 560.4k impressions in the 91 days from July 2nd to September 30th 2019.

The account was a key tool to coordinate the Atlantis upgrade.

Link: <https://twitter.com/MyEtherplan>

	<b>Etherplan</b> @MyEtherplan · Sep 13 Hi @CoinWarz, users are confused by wrong data in your ETC Difficulty chart.  The chain went thru the Atlantis upgrade yesterday, perhaps you need to correct some setting or upgrade?  Upgrade info here: <a href="https://github.com/ethereumclassi...">github.com/ethereumclassi...</a>  Pls advise. Thanks!  <a href="https://coinwarz.com/difficulty-cha...">coinwarz.com/difficulty-cha...</a> <a href="https://pic.twitter.com/ZVbeFshKeU">pic.twitter.com/ZVbeFshKeU</a> <small>View Tweet activity</small>	178,552	136	0.1%	<a href="#">Promote</a>
	<b>Etherplan</b> @MyEtherplan · Aug 31 Hi @Trezor this is to check if you guys are ok with the Atlantis hard fork on ETC on block #8772000 which happens in ~12 days.  This is the issue on Github:  <a href="https://github.com/ethereumclassi...">github.com/ethereumclassi...</a>  We contacted you by email and Twitter. Pls let us know if you're an "ok" for the upgrade. Thanks! <small>View Tweet activity</small>	117,030	163	0.1%	<a href="#">Promote</a>
	<b>Etherplan</b> @MyEtherplan · Aug 21 Hi @krakenfx pls let us know if you are ok for the #ETC ATLANTIS hard fork on block #8772000.  This is the issue on Github so you can upgrade your nodes:  <a href="https://github.com/ethereumclassi...">github.com/ethereumclassi...</a>  Kindly let us know if you are aware and ok with the upgrade, thanks! <small>View Tweet activity</small>	114,360	311	0.3%	<a href="#">Promote</a>
	<b>Etherplan</b> @MyEtherplan · Aug 19 #ETC Atlantis hard fork coming soon on block #8772000.  Be ready!  <a href="https://etherplan.com/2019/08/16/upd...">etherplan.com/2019/08/16/upd...</a> <a href="https://pic.twitter.com/kSxh0eThcf">pic.twitter.com/kSxh0eThcf</a> <small>View Tweet activity</small>	91,724	479	0.5%	<a href="#">Promote</a>







# Donald McIntyre in the Media


Donald McIntyre is regularly cited in the specialized crypto media about updates and opinions about Ethereum Classic.


The images on the right show 10 articles where Donald has been cited from April to September 2019.


Source: [Google News Search](#)


 Cryptonews  
**ETC Correcting its Monthly Gains; 'Atlantis is Going Smoothly'**  
Ethereum Classic, the only top 20 coin in green in a month, is now seen ... Donald McIntyre, Ethereum Classic developer from ETCDEV team, ...  
3 weeks ago





 Cryptonews  
**Ethereum Classic Completed its Atlantis Hard Fork**  
As a reminder, Ethereum Classic was created after a hard fork of the original ... Donald McIntyre, developer from ETCDEV team, said that these ...  
2 weeks ago



 FXStreet  
**Ethereum Classic (ETC) integration can add security to Ethereum (ETH) - Donald McIntyre**  
According to Ethereum Classic developer Donald McIntyre from ETCDEV team, ETC ecosystem can provide security to Ethereum, while ...  
Apr 23, 2019



 CryptoNewsZ  
**Survival of the Fittest Blockchain, Says Ethereum Classic Advocate Donald McIntyre**  
The noted advocate and contributor of Ethereum Classic (ETC), Donald McIntyre has recently expressed his views on the blockchain.  
May 4, 2019





 Quartz  
**Ethereum Classic got hit by a 51% attack**  
To some, Ethereum Classic is the real Ethereum network. ... than 60% of the network's hash rate, said Donald McIntyre, founder of Etherplan.  
Jan 7, 2019





 Cryptonews  
**Ethereum Classic a compl t  son hard fork Atlantis**  
Pour rappel, Ethereum Classic a  t  cr e apr s un hard fork de la ... Donald McIntyre, d veloppeur de l' quipe ETCDEV, a d clar  que ces ...  
2 weeks ago





 CCN  
**Ethereum Classic Hacker Stole 54,200 ETC from Crypto Exchange Gate.io**  
Ethereum Classic developer Donald McIntyre admitted they were looking at a textbook 51% and double spend attack - an opinion which was ...  
Jan 10, 2019





 CryptoGlobe  
**Ethereum Classic Hard Fork Atlantis to Go Live at Block 8,750,000**  
Donald McIntyre, one of the most active coordinators for matters related to the ongoing development of Ethereum Classic (ETC), a Turing ...  
Apr 6, 2019



 CryptoGlobe  
**Former ETCDEV Business Manager Explains Why Ethereum Classic 'Has Huge Potential'**  
Donald McIntyre, the former business development manager at ETCDEV, ... of Ethereum Classic (ETC), has said that Ethereum (ETH) is "not a ...  
Mar 3, 2019



 BeinCrypto  
**Ethereum Classic a Top Performer in 2019 — What's Going On Behind the Scenes?**  
Ethereum Classic (ETC), now ranked 17th with a market capitalization of ... The recap of the discussion was published by Donald McIntyre, ...  
Apr 9, 2019



# Donald McIntyre on Industry Podcasts

Donald McIntyre is regularly interviewed in specialized crypto podcasts about updates and opinions about Ethereum Classic.

The image on the right shows 8 recent podcasts where Donald was interviewed from December of 2018 to September 2019.

Source: [YouTube](#)



## Let's Talk ETC! #73 - Donald McIntyre (Formerly of ETCDEV) - Atlantis Hard Fork & New ECIP System

Christian Seberino • 224 views • 5 months ago

Let's Talk ETC! provides timely news about ETC and related technologies including: Ethereum, Bitcoin, blockchains and more.



## Donald McIntyre on the shutdown of ETCDEV and other Ethereum Classic development teams

Crypto Insider • 294 views • 9 months ago

ETCDEV, the most conservative team of developers working on the Ethereum Classic, has announced that it would shut down ...



## Donald McIntyre on his Involvement in Ethereum Classic (Crypto Insider Interview w/ Vlad Costea)

Crypto Insider • 265 views • 10 months ago

Donald McIntyre is one of the most vocal advocates that you can find in the Ethereum Classic community. He works for the ETC ...



## Let's Talk ETC! #85 - Donald McIntyre - ETC Coordination, Standards Wars, Proof Of Work & More

Christian Seberino • 116 views • 3 months ago

Let's Talk ETC! provides timely news about ETC and related technologies including: Ethereum, Bitcoin, blockchains and more.



## Donald McIntyre on Ethereum Classic's Solidity, Barry Silbert, The Ethereum Foundation, and Price

Crypto Insider • 220 views • 9 months ago

ETCDEV's Donald McIntyre is one of the most vocal supporters and advocates of Ethereum Classic. In this exclusive interview ...



## Donald McIntyre on the ETC Roadmap (Crypto Insider Interview with Vlad Costea)

Crypto Insider • 214 views • 10 months ago

In the second part of his exclusive interview with Crypto Insider, ETC DEV's Donald McIntyre has addressed several points from ...



## Donald McIntyre (ETC Dev Team) Crypto Insider Interview with Vlad Costea

Crypto Insider • 43 views • 9 months ago

Donald McIntyre, marketing and business developer of the Ethereum Classic Developer team, gets interviewed by Crypto Insider's ...



## S1 E1: Donald McIntyre on Bitcoin, The Teachings of Tim May and Nick Szabo, and the History of Money

Bitcoin Takeover • 394 views • 7 months ago

Donald McIntyre talks about the anthropological and historical elements that led to the creation of Bitcoin, and reveals his ...





# Donald McIntyre on Industry Podcasts

This is a recent interview with host of the CryptoGrownUps show, Dean Pappas, which focuses primarily on ETC.

The topic was “Donald from Etherplan talks Social Attacks on BTC, ETC, and Luke Dash Jr's Small Block Proposal”.

Source: [YouTube](#)

#8 - Donald from Etherplan talks Social Attacks on BTC, ETC, and Luke Dash Jr's Small Block Proposal

Exit full screen (f)

0:17 / 1:01:40

Scroll for details



# Donald McIntyre Presenting at ETC Summit 2019

At the ETC Summit 2019, Donald gave a talk about Ethereum Classic's principles, vision, & opportunities, which was well received by an audience of more or less 300 and had positive feedback.

Source: [YouTube](#)

Original presentation: [Ethereum Classic Principles, Vision, & Opportunities](#)





# Planned Activities

In the 12 month period of the proposed crowdfunded grant, the planned activities are:

1. Do research and write weekly articles about ETC on the [Etherplan](#) blog.
2. Promote content and ETC in general on social media, [Twitter](#), and Discord.
3. Do weekly interviews and shows on the [Etherplan podcast](#).
4. Sponsor, present ETC, and communicate its features and benefits at Meetups (monthly), industry conferences (quarterly), and the ETC Summit (annually).
5. Coordinate upgrades and do critical reorganization action calls and mailing lists to stakeholders.





# Drivers, Budget, Success Metrics & Unit Economics

The crowdfunding grant will cover 12 months of the activities described.

Drivers	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Articles	4	4	4	4	4	4	4	4	4	4	4	4	48
YouTube videos	4	4	4	4	4	4	4	4	4	4	4	4	48
Posts on social media	30	30	30	30	30	30	30	30	30	30	30	30	360
Etherplan Sponsored Meetups	1	1	1	1	1	1	1	1	1	1	1	1	12
Conference sponsorships	0	0	1	0	0	1	0	0	1	0	0	1	4

The drivers show the activities to be executed during the period.

Budget	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Etherplan team	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$120,000
Etherplan sponsored Meetups	\$2,481	\$2,481	\$2,481	\$2,481	\$2,481	\$2,481	\$2,481	\$2,481	\$2,481	\$2,481	\$2,481	\$2,481	\$29,775
Conference sponsorships	\$0	\$0	\$13,931	\$0	\$0	\$13,931	\$0	\$0	\$13,931	\$0	\$0	\$13,931	\$55,725
<b>TOTAL</b>	<b>\$12,481</b>	<b>\$12,481</b>	<b>\$26,413</b>	<b>\$12,481</b>	<b>\$12,481</b>	<b>\$26,413</b>	<b>\$12,481</b>	<b>\$12,481</b>	<b>\$26,413</b>	<b>\$12,481</b>	<b>\$12,481</b>	<b>\$26,413</b>	<b>\$205,500</b>

The activities are expected to generate 96,076 contacts at an average cost of \$2.14 per contact.

Success Metrics	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total article traffic (UU)	3,000	3,150	3,308	3,473	3,647	3,829	4,020	4,221	4,432	4,654	4,887	5,131	47,751
YouTube video views	1,000	1,050	1,103	1,158	1,216	1,276	1,340	1,407	1,477	1,551	1,629	1,710	15,917
Twitter followers	250	263	276	289	304	319	335	352	369	388	407	428	428
Meetups attendance	25	25	25	25	25	25	25	25	25	25	25	25	300
Conference exposure	0	0	7,920	0	0	7,920	0	0	7,920	0	0	7,920	31,680
<b>TOTAL</b>	<b>4,275</b>	<b>4,488</b>	<b>12,631</b>	<b>4,945</b>	<b>5,191</b>	<b>13,369</b>	<b>5,720</b>	<b>6,005</b>	<b>14,224</b>	<b>6,618</b>	<b>6,948</b>	<b>15,214</b>	<b>96,076</b>

The estimated budget is \$205,500.-

Unit Economics	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Total Contacts	4,275	4,488	12,631	4,945	5,191	13,369	5,720	6,005	14,224	6,618	6,948	15,214	96,076
Investment	\$12,481	\$12,481	\$26,413	\$12,481	\$12,481	\$26,413	\$12,481	\$12,481	\$26,413	\$12,481	\$12,481	\$26,413	\$205,500
<b>Cost Per Contact</b>	<b>\$2.92</b>	<b>\$2.78</b>	<b>\$2.09</b>	<b>\$2.52</b>	<b>\$2.40</b>	<b>\$1.98</b>	<b>\$2.18</b>	<b>\$2.08</b>	<b>\$1.86</b>	<b>\$1.89</b>	<b>\$1.80</b>	<b>\$1.74</b>	<b>\$2.14</b>



# Team Cost

## Team cost:

<b>Format:</b>	Contractor
<b>Contractors:</b>	1
<b>Rate per hour:</b>	\$62.50
<b>Hours per day:</b>	8
<b>Days per week:</b>	5
<b>Weeks per month:</b>	4
<b>Months per year:</b>	12

<b>Annual cost:</b>	\$120,000.00
<b>Monthly:</b>	\$10,000.00

## Estimate sources:

Donald McIntyre



# Meetup Costs

## Meetups costs:

**Meetups per month:** 1  
**Public attendance:** 25  
**Etherplan attendance:** 1  
**Nights:** 2

<b>Air tickets:</b>	\$1,000.00	Single:	\$1,000
<b>Hotel:</b>	\$600.00	Single:	\$300
<b>Per diem:</b>	\$25.00	Single:	\$25
<b>Local Transport:</b>	\$100.00	Single:	\$100
	<b>\$1,725.00</b>		

<b>Venue cost:</b>	\$400.00	(\$100 x 4 hours)
<b>Food and drinks:</b>	\$300.00	(\$150 pizza, \$150 beer)
<b>Brochures:</b>	\$3.13	(allocation from a bulk purchase of \$1250)
<b>Stickers:</b>	\$3.13	(allocation from a bulk purchase of \$1250)
<b>Vertical banner:</b>	\$50.00	(allocation from a single purchase of \$750)
	<b>\$756.25</b>	

**TOTAL:** **\$2,481.25**

## Estimate sources:

Kent Barton Organizer of Denver Ethereum Meetup  
Elaine Ou Co-organizer of Silicon Valley Ethereum Meetup





# Conference Sponsorship Costs

## Conference sponsorship costs:

Conference per quarter:	1	Money 20/20	11000
Public contact:	7920	Consensus	8800
Etherplan attendance:	1	Average	9900
Nights:	3	Adjustment 20%	7920

Air tickets:	\$1,000.00	Single:	\$1,000.00
Hotel:	\$900.00	Single:	\$300.00
Per diem:	\$25.00	Single:	\$25.00
Local Transport:	\$100.00	Single:	\$100.00
	<b>\$2,025.00</b>		

Sponsorship/exhibit:	\$11,250.00	(kiosk style, small position, or raw exhibit space)
Brochures:	\$303.13	(allocation from a bulk purchase of \$1250)
Stickers:	\$303.13	(allocation from a bulk purchase of \$1250)
Vertical banner:	\$50.00	(allocation from a single purchase of \$750)
	<b>\$11,906.25</b>	

**TOTAL:** **\$13,931.25**

## Estimate sources:

William Mougayar	Organizer of Token Summit
James F. Gibson	Sales Executive at Money 20/20
Consensus 2019 brochure	



# Ask

To execute the proposed plan and fulfill Etherplan goals of research & communications of Ethereum Classic for 12 months, we are requesting a crowdfunded grant of **\$205,500**.

<b>Budget</b>	<b>TOTAL</b>
Etherplan team	<b>\$120,000</b>
Etherplan sponsored Meetups	<b>\$29,775</b>
Conference sponsorships	<b>\$55,725</b>
<b>TOTAL</b>	<b>\$205,500</b>

Kindly make your \$ETC contribution to the following Ethereum Classic address between October 10th and November 10th of 2019:

**0x69f0da9aC5196e8817af39a2F1E0d43209946039**

Thank you!



Thank you!

Donald McIntyre

Founder

www: [etherplan.com](http://etherplan.com)

email: [donald@etherplan.com](mailto:donald@etherplan.com)

blog CT: [@MyEtherplan](https://twitter.com/MyEtherplan)

personal CT: [@TokenHash](https://twitter.com/TokenHash)