

Deep Funding Circles' Half-Yearly Reports: Jan-Jun 2024

Review Circle

Name of Coordinators:

Slate (Technical Team Coordinator)

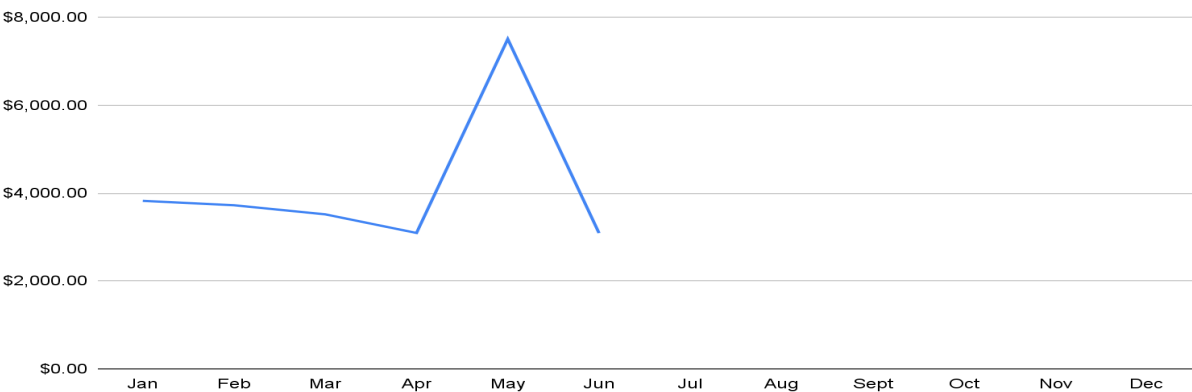
SucrenSpice (Business Team Coordinator)

As the Review Circle entered the first half of 2024, it was a time of learning, growth, and plenty of challenges. With Slate overseeing the technical team and Sucrenspice leading the business team, we navigated the ups and downs of the review process with resilience.

Financials and Time Spent

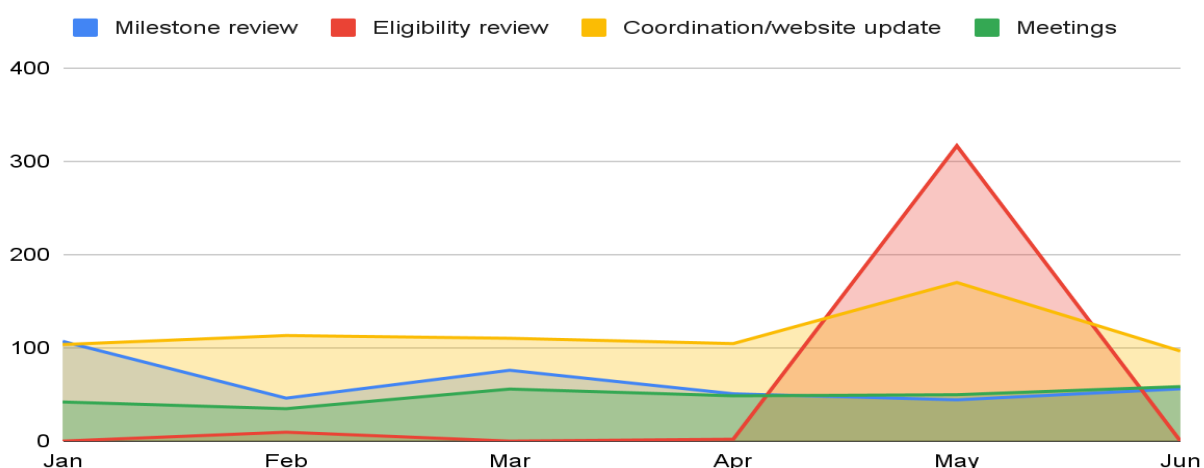
A detailed breakdown of tasks throughout this period showed key areas where our teams invested the most time and effort. Notably, there were spikes in activity during the eligibility reviews and proposal evaluations for Round 4, reflecting the intensity and importance of this phase. The commitment from both teams is evident in the time and resources dedicated to ensuring that all milestones were reviewed thoroughly and on schedule.

The payment charts accurately mirror the effort poured into these tasks, showcasing the extensive work done to handle multiple review rounds efficiently.



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Trend overview



Retrospective: Experiences, Learnings, and Insights

This phase wasn't just about keeping up with deadlines—it was about evolving as a team. May to June was particularly intense, with both coordinators and reviewers working around the clock to verify data and maintain momentum for **Round 4** proposal evaluations. Despite the heavy workload, we remained committed, balancing both new and ongoing reviews. The key lesson here was the importance of teamwork and adaptability.

By June, we took steps to strengthen our review circle by recruiting more reviewers. We also tried the **Loomio voting system** to select a participant to represent the Review circle in the Round 5 workgroup, ensuring efficient decision-making and fair participation across the team.

Reviewer Insights from Previous Rounds:

- **Proposal Submissions:**

While our submission guidelines were clear, some proposers still faced challenges aligning their proposals with expectations. Based on reviewer feedback, we will introduce enhancements such as more detailed explanation notes and clearer pool definitions to address these issues in Round 5.

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- **Proposal Quality:**

There was an increase in AI-generated submissions during Round 4, with some lacking clear implementation plans. To improve the clarity and quality of proposals, expert reviewers will be introduced in Round 5 to assist proposers from the first step to the last.

These insights from reviewers will help ensure the process is more refined and effective in future rounds.

Plans and Intentions For The Next Six Months.

Looking ahead, we are excited to implement key improvements for Round 5. Our primary goals include refining the review quality and speeding up our processes. Automation will play a pivotal role by helping us streamline evaluations and focusing on high-impact work.

Beyond these technical upgrades, we are also preparing to host workshops to onboard new reviewers when needed. These sessions will ensure that all members of the Review Circle are equipped with the latest knowledge and best practices. Additionally, we will be updating our educational materials on **GitBook** timely to offer a more robust learning resource for the community.

By focusing on these efforts, we are not just enhancing our internal processes but also ensuring that the broader Deep Funding community continues to benefit from a well-organized and efficient review system.

In summary, while the **first half of 2024** has been a whirlwind, it's paved the way for a more streamlined, collaborative, and efficient Review Circle. Stay tuned as we continue to innovate and push forward in the months ahead.

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Main Takeaways

Point Title One: Streamlined Proposal Submission Process

Label: Learning Point / Insight ▾

Notes: With the introduction of more explicit explanation notes and pool definitions in Round 5, proposers will have an easier time aligning their submissions with expectations.

Point Title Two: Enhanced Reviewer Capacity

Label: Achievement ▾

Notes: The recruitment of additional reviewers and the use of Loomio voting have strengthened the Review Circle, ensuring more efficient decision-making and better workload management moving forward.

Point Title Three: Team Effort

Label: Challenge ▾ Achievement ▾

Notes: Review Circle improved as a team by maintaining the momentum in Round 4 eligibility which was one of the most important challenges, and it's also an achievement that we were able to uphold to that.

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Awarded Teams Circle

Name of Coordinators: Gavriel Shaw, Soubir Acharya

Financials and Time Spent

Monthly Awarded Teams Calls Attended: 5 (Ran 2)

Special Dev Facilitation Call: 1

Individual Feedback Calls: 3

Retrospective: Experiences, Learnings, and Insights

How do we operate as a team? We met independently a few times and with some All Circle members a few times to decide both agenda, logistics and timeline.

What were the main challenges? To get people to respond and attend the monthly calls.

How did we overcome them? We sent out newsletters and sought to address actual pain-points that teams had, especially on-boarding and related tech challenges.

What went well? I think we did make progress with addressing technical challenges are brought official visibility to technical issues.

What could we have done better? Potentially coordinate with the Marketing Circle to get the message out.

What are the main insights we learned in this period? Hard to get people's attention - everyone is busy. Narrow, focused calls addressing pain-points help. Bringing the dev team and presenting their roadmap was a significant step.

Plans and Intentions For The Next Six Months

Plan to hand off to the next team. Developer outreach is a natural fallout. Leveraging other teams to maximize impact is very important.

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Events Circle

Coordinators: Rafael Cardoso, Ayo Olu-Ayoola.

Plans and Intentions For The Next Six Months.

The Events Circle was recently established around the end of July and the beginning of August. While we are in our early days as a circle we do plan to do and achieve a lot.

To start with, we made some cool changes

1. We now have a more community-based town hall event bi-weekly on Thursdays.
2. The introduction of Open All Hands focused on the circles sharing their progress and updates with the community and discussing topics related to the governance of deep funding on Wednesdays and biweekly.
3. Both events alternate weeks. One week is for the Townhall, and the next is for the All Hands.

In terms of what we want to achieve, we have here some bullet points of the next steps we would like to take for the months to come:

1. Improve the Processes for Deep Funding Townhall
 - a. Organize and Test a Pre-Townhall Strategy
 - i. Strategy to reach community members to attend Townhall
 - ii. Strategy to have community members present content in the Townhall. (Focus on the awarded Team Members and Circles.)
 - b. Organize and Test a Post Townhall Strategy
 - i. How to bring more relevance to Post Townhalls
 - c. Improve and Create a Townhall Strategy.
 - d. Define the Set of Improvements and Next Steps for the Townhall
 - e. Collect and Track Metrics.

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- f. Constant Testing and Upgrading of Strategies
 - g. Run Operations for the Townhall
- 2. Start DF All Hands Meeting
 - a. Define Goals
 - b. Define Regularity of Meetings
 - c. Define the Pre-All Hands Strategy
 - d. Define- Post All Hands Strategy
 - e. Define All Hands Strategy and Organization for the Meeting itself.
 - f. Processes for Coordination with Circles.
 - g. Collect and Track Metrics
 - h. Define Improvements and Next Steps for All Hands
- 3. Creation and Launch of Community Website -> This website will host all the community events and important community-related information about Deep Funding.
- 4. Set up the Infrastructure for the Regional Townhalls
 - a. Define vision and goals
 - b. Define requirements and processes
 - c. Onboard existing Townhalls
 - d. Create internal processes for Coordination with Townhalls
 - e. Define a clear framework for the operation and creation of Townhalls.
 - f. Reach out to town halls and community initiatives across different regions that have not yet been onboarded into Deep Funding.
 - g. Define a Strategy for the Expansion of Regional Townhalls.
 - h. Launch RFPs for the Creation of a new Regional Town Hall.
- 5. Division of Internal Processes and Responsibilities.

The focus initially is to establish the Townhall and All Hands Frameworks. Of course, these frameworks will be far from perfect or ideal; however, they should be good enough to promote regular, high-quality Events for the Community.

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Once we have that, we will brainstorm, do research, and create a set of ideas and possible improvements for Townhall and Open All Hands. Such Improvements will likely include improvements to the pre, post, and during the Townhall Strategies, but also other things like starting to gather metrics and the definition of a clear vision for these events. Our idea is to create a document with possible improvements and things we would like to see in the Townhall, and start implementing them one by one.

This strategy will allow us to keep things fresh and keep introducing improvements and changes to the town hall at a pace that does not overwhelm the community. In addition, it will allow us to have enough time to evaluate the effectiveness of the ideas and changes we would like to promote and assess whether they are as beneficial as we initially thought or not so much. Testing and validating our ideas will be important.

For the Community Website, this has been an initiative pushed initially by Jan but that is now at the responsibility of the Events Circle. We are responsible for preparing this website to be launched, coordinating with the developers to guarantee the minimum features and functionalities to launch as soon as possible, as well as populating the website with Deep Funding Content. Once it's launched, we will keep working on the community website, develop new features, and keep it regularly updated with new content once it launches.

Additionally, besides launching the community website and keeping it updated, we aim to keep working with the developer to keep adding additional features that are useful for the community and for our own operations. Changes to strengthen, streamline, and even automate the participation of the community in Events and in Deep Funding overall. These improvements will be ongoing, and as the Townhalls and Open All Hands improvements will be introduced slowly and progressively to measure their impact and acceptance by the community.

Finally, we have the regional Townhalls. As part of our Strategy, we want to see more regional activity, and regional communities being created in different languages, and different time zones, so that Deep Funding becomes more widely accessible and familiar to participants. These regional Townhalls should play a strong role in the expansion and growth of the community in areas and regions of interest.

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As such we need to create a clear and complete framework for Regional Townhall. This should have clear guidelines and a complete process for creating and supporting Regional Townhalls. In addition, it should define clear goals and strategies for these Independent Townhalls, an overall vision as well as a framework to facilitate collaboration between the different Townhalls and even between Townhalls and the other Circles. Additionally, we need to define priorities in terms of the regions we would like to prioritize at an earlier stage, for which we will need to do some research to analyze the potential in different areas of the world.

After the Creation of what is mentioned above, or even during there will be an entire implementation process, that will bring existing Townhalls into the Events Circle, create opportunities for new Townhalls, and have operations in place, to ensure support and coordination between all the Townhalls.

It's important to note that while you can see here our ideas and plans for the future action of the Events Circle, and how we would like to contribute to grow and keep the Deep Funding Community Engaged and Committed, the reality is that as we move along it is likely that we have many changes and evolutions of the plan. We will search as an Events circle, to keep growing, improving and adapt to the needs of the Community. There will be strong challenges, especially as we seek to achieve a dual goal that is not easy to achieve, on one side we aim to help grow the community by onboarding new members, and on the other side, we aim to increase the engagement, participation and contributions of our existing community, strengthening as well the relationships between community members.

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Main Takeaways

Point Title One:

Label: Achievement ▾ Significant Change ▾

Notes: Establishment of Events Circle and Bi-Weekly Events

Point Title Two:

Label: Achievement ▾

Notes: Launch of a website for community events and Deep Funding-related information. To maintain and regularly update the website with new features and content in collaboration with developers.

Point Title Three:

Label: Learning Point / Insight ▾ Challenge ▾

Notes: To continuously test, validate, and upgrade our strategies to keep community events fresh, engaging and relevant.

Point Title Four:

Label: Decision ▾

Notes: Define goals, regularity, and processes for All Hands and DF TownHalls. Creating a framework for Regional Townhalls to expand Deep Funding's reach into different regions, languages, and time zones.

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Operations Circle

Coordinators: Rojo, Mayor.

Plans and Intentions For The Next Six Months.

In the next six months, we plan to achieve the following:

- Fix all bugs from the Alpha version of the Operations System.
- Roll out Reviews DB v2.0
- Update all the automations based on the new DB and the new processes.
- Add payment features for Circles in the Operations System.
- Adding contact export in the Operations System, for group contacting of circle members and awarded teams.
- Develop further automations or finalize existing one (i.e. Contract automations, portal updates automations, Payments automations...)
- Finalize the process of editing and adding documentations using: Templates, platforms of choice,...

Main Takeaways

Point Title One: We are Rolling out Reviews DB v2.0

Label: Significant change ▾

Notes: The new database will significantly increase the amount of relevant data that we will have access to regarding the Review process and the details of the awarded teams.

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Point Title Two: The Operations System

Label: **Achievement** ▾

Notes: We are rolling out the Alpha version of the Operations System to be tested by the Coordinators and DF team. The system aims to be a hub for operations for Circles and significantly decrease the overhead of finding and updating information.

Focus Group

Name of Coordinators: Ubio Obu; Vanessa Cardui; Tommy “Headelf” Frey

Financials and Time Spent

For most of the first half of 2024, the FG has met weekly for 2 hours - that's a total of 52 hours x 3 people or 156 hours.

Outside of that, we each spend around 4 hours a week in discussions, thinking, planning, DMs and other engagements with community members, delivering the occasional Town Hall, etc. Also, until the end of April we spent several hours each a week on planning and delivering regular Listening Sessions with the community. Since we decided to stop these, our time commitment has been lower, and has mainly been in our weekly discussion meetings with Jan and Rafael. At the end of the first half of

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2024, we have begun to meet regularly just as a group of 3 as well, to help us process the input from our sessions with Jan and Rafael, and offer deeper insights.

In the first half of 2024, we cost you around 7,800 AGIX.

Retrospective: Experiences, Learnings, and Insights

The FG is currently in a phase of re-evaluation.

First, our numbers: we began as a group of 5, but one member dropped out early on, due to pressure of other work. Another member left us in February, and we consolidated as a team of 3. Also, we began with meetings usually comprising the FG and Jan - but Rafael's increasingly important role in DF means that he is now regularly part of meetings too, and leads on the more operational side of things.

At several points in the last 6 months, we discussed whether to recruit additional FG members to replace those who had left, but we found that the delicate balance between the 3 of us, and Jan and Rafael, was working very well. We concluded that 5 FG members may be too many; but more importantly, that the particular synergy between the individuals is more important than the number of people. (Note: even though this is out of the scope of the first 6 months of 2024, we still want to say that very sadly, in recent weeks Tommy has been unable to be with us due to health issues, which has of course changed our dynamic dramatically, and left us somewhat at sea. We look forward to his return in time; but his absence has underlined what a close and symbiotic unit we had become. We may look at recruiting additional members in the coming months.)

Second, our role: We were originally recruited as a sounding-board for Jan, and as intermediaries between him and the community. Until the end of April, we used our fortnightly Listening Sessions to hear from the community - but we reached a point where we felt we'd gone as far as we could with these, and that perhaps some of their function would be better covered by Town Halls. So in May and June, we focused more on the "sounding board" part of our role, giving direct input to Jan and Rafael in our meetings on a range of complex issues as they arose, from deliberations about DFr4 and proposed changes for DFr5, to the nature of the DF community and how to reach it, to barriers to getting finished projects onto the Marketplace, to the content

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and structure of Town Halls, to how to share info with the community and hear people's ideas. Our overall focus is often on questions of community engagement and decentralised governance; and we draw on the fact that between us, we have a wide network of connections, both formal and informal, across the whole DeepFunding community, and often have insights that it would be hard to capture in any other way.

We also did some serious thinking during this 6 month period about how we document. The work of documenting had unintentionally become gendered, with the only woman in the team undertaking almost all of it, and effectively acting as a secretary to the others. We remedied that, but we now document the details of our sessions perhaps less than is ideal. In some ways, this leaves us freer to focus on the discussions themselves, but it can mean a danger of things not being followed up.

More recently, a lot of our focus has been on ideating on our own role as a FG, and how it might need to change as DF matures.

Plans and Intentions for the Next Six Months.

Much of our focus for the next couple of months is likely to be on thrashing out the future for the Focus Group, and the range (and limits!) of what our role should be to best support the DF ecosystem.

One possible approach we are considering is working directly with other Circles to provide a "sounding board" or "outside eye" for the core issues they face, in the same way as we do for Jan and Rafael.

We have also considered:

- 1-2-1 engagements with individuals, to help them get the most out of their roles, address any mentorship and support needs, make sure their suggestions are heard, etc
- Focusing on decentralised change management, by collecting and analysing feedback on the various changes within DF
- a "board" style function.

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Main Takeaways

Point Title One: Focus Group composition

Label: Significant change ▾

Notes:

Point Title Two: Role and function

Label: Discussion ▾

Notes:

Point Title Three: Documentation

Label: Challenge ▾

Notes:

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Marketing Circle

Name of Coordinators: Mauro Andreoli

Financials and Time Spent

The marketing cycle began the year with an estimated average budget of \$49,480 annually. However, through dedicated efforts, savings, and meticulous tracking of hours, along with the honesty and trust of the team regarding time efficiency and transactional economy, we have achieved significant savings each month as needed. As of September, the ninth month of operations, we have spent less than half of the annual budget. This results in a savings of \$9,106, which we aim to allocate toward community activities or events that we are already planning and considering.

The total hours worked by the marketing circle amount to 538. The most time-consuming tasks are regular and periodic communication about updates in the Deep Funding ecosystem.

Retrospective; Experiences, Learnings, and Insights

The Marketing Circle is composed of a team of five individuals, including journalists, an event organizer, a designer, and other professional profiles. Notably, the team humorously includes an attorney and a systems engineer. The professionalism of the team allows for a proper division of tasks, ensuring consistency and periodicity in both work and communication, as well as effective organization.

Key Highlights

DFR2: Established a foundation with 89 project submissions and 57 eligibility checks.

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DFR3: Achieved a 110% growth from the previous round, with 136 project submissions and 120 eligibility checks. Notable engagement in community activities with 43 interactions.

DFR4: Continued to build on this success with 210 project submissions, demonstrating a 60% growth from DFR3. This round included significant contributions through:

- 40 expert reviews.
- 3 DF Spotlight Days/Idea Fest events.
- 110 pitched videos.
- 8 community interactions.
- 29 funded proposals.
- A total of 750 individual assessments.

LinkedIn page metrics show a total of 696 page views and 501 followers. The top five locations of his audience are Argentina, England, the USA, Colombia, and Switzerland. Engagement metrics include 827 reactions, 15 comments, and 16,759 impressions, with a total of 8,461 members reached and 544 clicks. Additionally, there are 826 reactions, 13 comments, and 15 reposts categorized as additional interactions.

X account has over 8,000 impressions, with a total of 316 posts and videos uploaded periodically. The account has also garnered 1,800 followers.

In the past six months, the marketing circle team has periodically delivered a newsletter containing information about the ecosystem to all members, written blogs, created designs for other teams and circles, and contributed to the development of the Deep Funding ecosystem.

However, through our learning process, we have observed that the impact achievable by such a small number of people, while allowing for greater control over tasks and reviews, can be diminished or limited by the possibility and scope of our actions when combined with daily responsibilities and other work commitments.

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Plans And Intentions For The Next Six Months.

From now until the end of the year, the marketing circle will focus on community events and DR5. Additionally, we aim to implement a transformation strategy that addresses the limitations associated with having such a small team. Our goal is to achieve a perfect balance between talent, execution, creativity, and performance.