

## H2 2025 DEEP Circles Half-Yearly Reports

### **BizDev Circle Summary: H2 2025**

#### **Main Outcomes Achieved:**

**1 – Establishment of the Workgroup, growing it into a Circle + determination, building and refining of Biz Dev Circle strategy.**

#### *Specific Results:*

-Determined the rules and guidelines for the BizDev circle e.g. what types of partners we can / cannot work with, our main purpose, goals, values, boundaries, limitations, tangible offers we have for partners, platform features and benefits, rules/terms for partners etc. – these are written down in the 'Rules and Guidelines Document of the BizDev Circle'

-Interviewed and onboarded new members -> growing from workgroup into a circle

**2 – Designing + building of specific partnership offers that align with DEEP's values and goals**

#### *Specific Results:*

-Determined and defined several specific initial partnership offers for 50-50 co-funded partnerships for Ideation Challenges, Rounds and RFPs

-In light of changes in deep Funding's program direction the strategy had to be changed and 50-50 partnership offers were discontinued

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-Determined 4 specific offers in alignment with Deep's new program direction: Lab Projects, Ideation Challenges, RFPs and Funding Rounds - fully self-funded by partners

### **3 - Designing and building the partner onboarding process and full customer journey process**

*Specific Results:*

-Designed + published pitch deck, partnership page on the DF site, partnership application form

-Figuring out logistic and administrative hurdles and building onboarding + customer journey logistics needed to make partnerships possible to begin with. This includes creating contracts for partners, refining the payment system partners will use, having processes validated by lawyers, building some extra backend processes for partners to manage their experience on the platform. (Still ongoing)

### **4 - Partnership Outreach and conversations**

*Specific Results:*

-Calls, discussions, partnership deal closure, onboarding and set up of Ideation Challenge with C-Sharp - partnership was later discontinued from partner's side for reasons not disclosed to us

-Attendance of 'AI for Good' in Geneva, Switzerland: 25+ in person conversations with potential partners - 6 partners interested in 50-50 funding partnerships with Deep Funding. Follow-up calls / emails afterwards

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- Attendance of in person-networking events in Nigeria and Spain - 1 partner interested in collaborating in DF Round 5 and future rounds

(Note: 50-50 partnership offers were discontinued around the month of October + Round 5 was cancelled - therefore the finalization of any partnerships until that point could not be continued.)

- Cold Email outreach and in person conversations with approximately 70-85ish contacts to communicate newly designed offers. Continuation of calls with potential partners.

### **5 - Development of DEEP Partner Program (Affiliate Program for our Community)**

*Specific Results:*

- Outline of Terms and Conditions for DEEP Partner Program - a program where community members can earn commission when they bring clients/partners that are funding research and development done via our platform

- Development of Business Model for our Platform with the specific rewards and commission structure for affiliates and partners

# **H2 2025 DEEP Circles Half-Yearly Reports**

## **BizDev Circle**

**Name of Coordinators: Judith Williams, Iain Wentworth**

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### **Section 1A — Overview of the Circle**

The Business Development Circle focuses on identifying and developing new business and partnership opportunities with governments, research institutions, communities, organisations, innovation agencies, and R&D departments.

Our main goals are expanding Deep Funding's partnership base and community, driving platform adoption, and building strategic relationships to position Deep Funding as a leading service provider in AI innovation funding and AI R&D transformation/acceleration.

This workgroup was initiated in May/June 2025 and has evolved to a Circle in Oct 2025.

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### **Section 1B — H2 2025 (July - December) Retrospective Month-by-Month Insights**

#### JULY

Attended AI For Good Conference to conduct the first partnership outreach to offer our 50-50 funding partnership deal. Had many meetings and conversations with AI Organisations, United Nations Members and institutions and identified 5 potential partners that are interested in the 50-50 partnership funding option.

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Follow-up discussions and start of partnership building with leads from AI For Good determining how 50-50 partnerships with Deep Funding could look like.

Biz Dev workgroup formalisation: Putting out the first hiring post to add members to BizDev workgroup, discussing and determining the workgroup budget for 2025. Discussed and determined the workgroup's goals, values and intentions. Launch of partnership site on [Deepfunding.ai](https://deepfunding.ai), including partnership application form and pitch deck.

### AUG

Reviewing of applications, interviewing and selection of new members for the Business Development Workgroup. 4 members have been selected: Gilvania, Christian, Alfred and Iain.

Ongoing partnership discussions with leads from AI for Good to finalize 50-50 partnerships.

Ongoing discussions to determine BizDev strategy, goals, values, ideal partners, business models etc. Creation of BizDev overview and strategy doc

### SEPT

Onboarding and training new workgroup members

Change of strategy as we were notified that 50-50 partnerships will be postponed to when ASI chain launches (launch date unknown). 50-50 partnership where our focus until that point.

Deep Funding got accepted into Norrsken Membership Club for in-person networking and outreach

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### OCT

Participation in BGI Summit in Istanbul, Turkey with 3 Biz Dev Team members (Rama, Jan, Judith) to discuss DF product strategy with the product team, network with SingularityNET ecosystem and align with our partner BGI Nexus.

University Outreach/ Partnership Initiative led by Gilvania: Strategy development for the outreach to universities to establish lasting relationships with them for hackathons, establish a database of universities for DF to promote RFPs, rounds, and ideation challenges, or any other initiative.

Partnership Outreach online and in-person to clients who want to fund the use of the DF platform themselves fully.

Workgroup evolves to a Circle, 2nd coordinator, Iain Wentworth, appointed.

### NOV

Creation of Partnership Database for lead tracking by Alfred

In-person outreach initiative in Abuja by Christian, attending business events and discussing potential partnerships with potential partners

Continued outreach and discussions with potential partners/clients

### DEC

Development of DEEP Partner Program Idea - a program where community members can earn commission when they bring clients/partners that would like to use the platform

## **H2 2025 DEEP Circles Half-Yearly Reports**

Outline of Terms and Conditions for DEEP Partner Program

Development of Rewards and Commission Structure for Affiliates

Development of Business Model for our Platform

Continued outreach to potential clients via email

### **Section 1C— Challenges**

Lost our dear, valued member Rama, may his soul rest in peace.

The rapid change of information and the change of Deep Funding's program strategy was hard to keep up with. Our original partnership strategy of mainly offering 50-50 funding options was no longer valid after 3 months, which set us back in onboarding partners, and lots of things had to be redone or still need to be redone e.g partner page, pitch deck, partner application form. We had to let AI for Good leads know that 50-50 partnerships are not possible currently, after already having had ongoing discussions to develop these partnerships. Generating those leads took a big amount of effort and time.

Finding partners that will fully fund RFPs, Funding Rounds, Ideation challenges themselves is much more difficult. Willingness/Readiness of customers to pay for these services has not been validated as the platform has originally been built and tailored to our own needs and vision. Demand to launch RFPs, Ideation Challenges and Funding Rounds is low - our ideal customer that is also aligned with our mission has a very unique profile and is hard to find.

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Feedback from outreach discussions hasn't been all positive. There has been a good amount of hesitation and concerns from organisations to have any part of their research and development done in a decentralized way, e.g., having others vote or rate proposals, crowd sourcing ideas, etc. as well as using crypto for rewards payments.

Legal and operational hurdles and challenges e.g., figuring out wording and structure of contracts, figuring out details of the payment system that will be used to deposit funds from partners, figuring out business model etc.

### Section 1D – Circle Plans for H1 2026

What the circle plans to achieve

| Circle Main Goals for H1 2026                     | Rationale Comments ( Give a little more insight on each of the points, add links where necessary) |
|---|---|
| <ul style="list-style-type: none"><li>•</li></ul> |   |

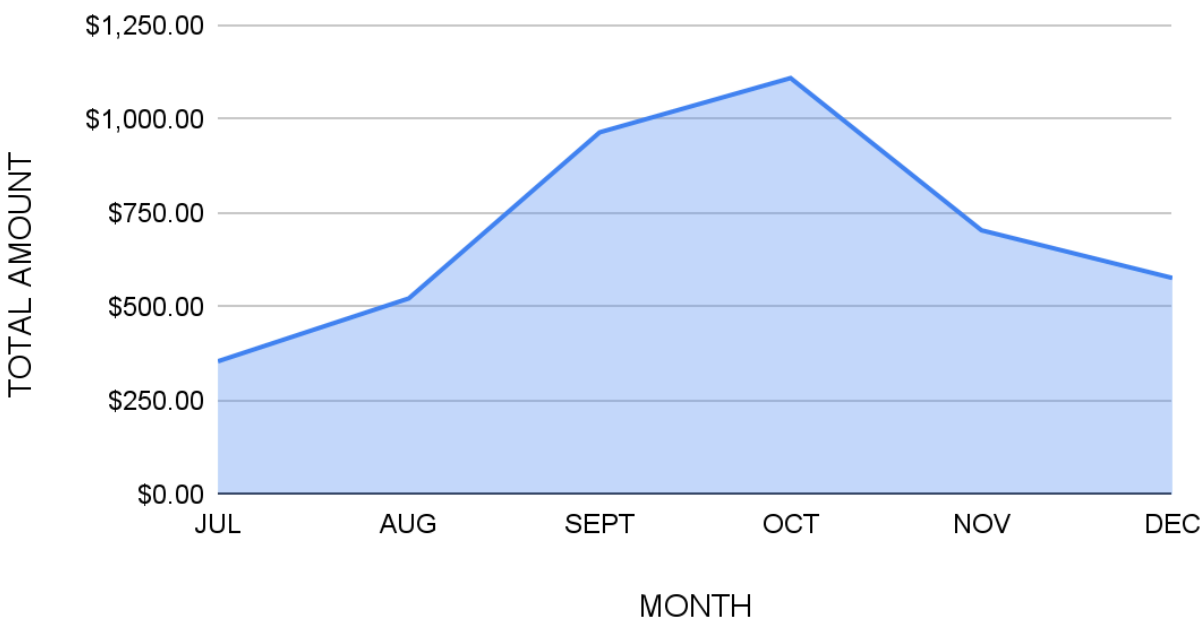


## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2A — H2 2025 (July - December) Financial Retrospective Chart

| CIRCLE MEMBERS | JUL      | AUG      | SEPT     | OCT        | NOV      | DEC      | TOTAL AMOUNT |
|----------------|----------|----------|----------|------------|----------|----------|--------------|
| A              | \$355.00 | \$522.50 | \$445.00 | \$640.00   | \$415.00 | \$341.00 | \$2,718.50   |
| B              | \$0.00   | \$0.00   | \$180.00 | \$212.00   | \$69.00  | \$116.00 | \$577.00     |
| C              | \$0.00   | \$0.00   | \$110.00 | \$12.50    | \$0.00   | \$0.00   | \$122.50     |
| D              | \$0.00   | \$0.00   | \$140.00 | \$165.00   | \$20.00  | \$0.00   | \$325.00     |
| E              | \$0.00   | \$0.00   | \$90.00  | \$80.00    | \$200.00 | \$120.00 | \$490.00     |
| TOTAL          | \$355.00 | \$522.50 | \$965.00 | \$1,109.50 | \$704.00 | \$577.00 | \$4,233.00   |

### VISUAL OF EACH CIRCLE



## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2B — H2 2025 (July - December) Hours and Tasks Breakdown

| Month                               | July | Aug   | Sept  | Oct    | Nov  | Dec  | Total        |
|-------------------------------------|------|-------|-------|--------|------|------|--------------|
| <b>Total Hours Used</b>             | 35.5 | 52.25 | 96.5  | 110.95 | 66.4 | 57.7 | <b>419.3</b> |
| Async Communication & Collaboration | 7.5  | 14.5  | 15    | 16     | 13.5 | 27.7 | 94.2         |
| Audit                               |      |       | 2.75  | 3.5    | 3.5  | 3.5  | 13.25        |
| Circle Tasks                        | 12.5 | 16    | 24    | 11     | 9    | 4.25 | 76.75        |
| Documentation                       |      |       |       | 4.5    |      | 1.5  | 6            |
| Meeting & Calls                     | 15.5 | 21.75 | 43.75 | 28.95  | 21.4 | 18.7 | 150.05       |
| Research, Analysis & Reporting      |      |       | 11    | 17     |      |      | 28           |
| Special Purpose Tasks               |      |       |       | 30     |      |      | 30           |
| Content Writing                     |      |       |       |        | 3    |      | 3            |
| Graphics Creation                   |      |       |       |        | 1    |      | 1            |
| Other                               |      |       |       |        | 15   |      | 15           |
| Data Processing                     |      |       |       |        |      | 2    | 2            |

### Section 2C — Circle Financial Projections for H1 (January - June) 2026

*How resources (funds or hours) will be deployed. Please use tables to show your prospective breakdowns.*

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### Section 2D — Circle Budget Trail

H2 2025 Spent - \$4,233

Average Spend/Month - \$706

| Circle Name                                   | BizDev Circle   |
|---|-----------------|
| H2 2024 Spent                                 | \$0             |
| H1 2025 - Requested                           | N/A             |
| H1 2025 - Approved                            | N/A             |
| H1 2025 - Spent                               | \$0             |
| H2 2025 - Requested                           | N/A             |
| H2 2025 - Approved                            | <b>\$15,000</b> |
| H2 2025 - Spent                               | \$4,233         |
| Budgety spend (% of amount spent to approved) | 28.22%          |
| H1 2026 - Requested                           |                 |
| H1 2026 - Approved                            |                 |

## H2 2025 DEEP Circles Half-Yearly Reports

### Onboarding Circle Summary Report

Onboarding Circle designs onboarding processes, identifies and addresses barriers to onboarding, creates space for the Circles community to reflect on how we work, and supports “onboarding” as a continuous, ongoing process.

In H2 2025, our core activities were:

- We collaborated across several circles on developing the new web-based recruitment process (including entry-level tasks and trial periods);
- We worked with Data Analytics on user-testing of proposal submission;
- We explored the way we work (task-based or role-based? what constitutes "feeling onboarded"? how do people feel about DF, and can they represent it as a visual image?) influences how we onboard.
- We began mapping onboarding flows in different parts of the ecosystem, to see where new onboarding resources might be needed, and to ensure things join up and people can move between roles in a connected ecosystem
- We started looking in depth at the community's principles and ethics, as a way of helping new people know what they are being onboarded to.

These last two pieces of work are things we plan to focus on in H1 2026. They will involve working in a more "project-based" way, in collaboration with other Circles and Workgroups. ,

Throughout, our approach has been "bottom-up", collating input from Circles about how they individually do onboarding; and we have refined our process of bringing questions back to the community for discussion, by using facilitated breakout rooms in All-Circles meetings, which has contributed to DF-wide conversations on how to encourage better participation in meetings.

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### Onboarding Circle Full Report

**Coordinating Members:** Sophia Kaine, Love Owokere, Vanessa Cardui, Tobias Darlington, Arabella Nyamson, Vickie Aduko

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#### Section 1A — Overview of the Circle

Onboarding Circle is about:

1. design of onboarding processes, with input from all the Circles
2. making spaces for the Circles community to think about how we work and what it is that we are onboarding people to.
3. supporting “onboarding” as a continuous process that we are all always engaged in, including things like mentorship, skillsharing, and how the community manages change
4. noticing and addressing any barriers to onboarding.

In our process design, we work from the ground up. We don't tell other Circles how to onboard – we recognise they will each need to do it in their own ways. We map onboarding routes, research how things currently are, identify where onboarding materials might be needed, support Circles to create them to suit their needs, and share the different approaches so Circles can be inspired by each other.

Initially, our focus was onboarding to the DF Circles community; but we now also aim to support onboarding to community hubs, proposing, voting, and partnering, in collaboration with the relevant other Circles. We also want to increase mobility between roles, for people in different parts of the DF community and indeed, the wider sNET community.

The core skills we use include: process design; qualitative research; community engagement, and an understanding of decentralization, equalities issues, and collaborative working practices.

## **H2 2025 DEEP Circles Half-Yearly Reports**

### **Section 1B — H2 2025 (July - December) Retrospective**

#### **Month-by-Month Insights**

##### **July 2025**

- We welcomed two new members, Vickie and Arabella.
- In recruiting them, we used a trial period. We began writing up how this was done, so we could share it with the rest of the community
- We continued cross-Circle work on designing the recruitment to Circles process.
- We noticed that applications to join Circles are often not very relevant or targeted. So we liaised with other Circles to identify the roles and write role description, as part of good recruitment practice.
- We raised the idea of having a “recruiter” role in each Circle, to enable the confidentiality that is sometimes required. We shared the idea with other Circles in our monthly report, although it can’t be implemented until the new website-based recruitment process is live.

##### **August 2025**

- We finished a fruitful collaboration with Data Analytics Circle to conduct user testing on the proposal process on the DF site.
- We began thinking about how onboarding processes should be monitored, and what data should be collected.
- Continuing our work on trial periods in recruitment, we collected ideas from Circles about “entry-level” tasks that could be given to new people or people involved in a trial period.

##### **September 2025**

- Further to monitoring onboarding, we led an interesting discussion in an All-Circles meeting about how you know you’re “onboarded”. This was the start of a new approach for us – taking issues from our internal discussions, and bringing them to All-Circles meetings
- Continuing work on the recruitment process, we asked Circles what specific recruitment questions they would each like to ask, and fed this into the website development.
- Emerging from some of our thinking in recent months, we realised that whether we work in a “task-based” or “role-based” way can deeply affect someone’s onboarding experience. We brought this issue to an All-Circles

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meeting for discussion – we got some very insightful thoughts from the community, which we analysed and wrote up.

### **October 2025**

- Based on an original idea by Rafael Presa, we organised “Feeling It!” – an activity where people were invited to anonymously submit images to express how they feel about DF, and these were discussed in an All-Circles meeting. After a little initial unclarity over what the images were about, this produced some interesting insights that we don’t think would have been shared via other channels. Also, since we worked in small breakout rooms, this fed into ongoing discussions about how to support participation in meetings – breakout rooms were effective, and have now become part of the community’s toolkit of facilitation approaches.
- We began a chunky piece of thinking about the ethics and principles of the DF Circles community. This is an Onboarding issue because when a person joins, understanding what the community’s core beliefs are is often a key part of feeling onboarded. However, this work is quite complex – particularly because, given the way we think as a Circle, the very last thing we want to do is start trying to draft “constitutions” or lay down the law about “This community believes...” We see it as a much more exploratory and subtle piece of work, and one that we plan to bring to the wider community in 2026.
- We began to look at onboarding as a workflow, and to analyse how it operates in various parts of the DF ecosystem, starting with community hubs. With help from Rafael Cardoso, we started to map the process, aiming to identify where support might be needed in the form of onboarding materials.

### **November 2025**


- We continued our thinking on the principles and ethics that underpin DF Circles, conducting a prioritising activity just within our Circle.
- Building on our “Task-based vs role-based?” work, we started thinking (in collaboration with Documentation Circle) about the concept of handover notes. If there is accessible information on how to do core tasks (facilitating meetings; auditing tasks on OpenProject; etc) then they can be handed over as needed and are less likely to become entrenched as the “role” of a specific person.

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### December 2025

- We revisited the idea of global Onboarding resources for the whole community.. We reviewed the information we collated last half-year on what resources individual Circles have; and in the New Year we will be analysing the gaps and/or where global resources would be useful.
- After initial discussion with the “Impact Pod” where they asked us for KPIs and we suggested that these tend to be a poor way to measure impact, we agreed to have a session with them to discuss other approaches, such as Theory of Change. This will be picked up in the New Year.

### Retrospective Summary based on Circle H2 2025 Goals

| Circle main goals for H2 2025 (Distilled from  Onboarding Circle H1 2025 Half-Yearly Report ...)  | Retrospective Comments (Give definitive feedback on this, add links where necessary)  |
|--|---|
| <ul style="list-style-type: none"><li>• <b>Recruitment Process Handover</b><ul style="list-style-type: none"><li>○ Core work completed; handover to Seth and Ugochi for implementation via the community website</li><li>○ Ongoing considerations: privacy policy and data protection</li></ul></li><li>• <b>Building a DF “Fan Base”</b><ul style="list-style-type: none"><li>○ Focus on engaging a wider audience not yet active in DF (non-proposers, voters, etc.)</li><li>○ Collaboration planned with Events, Marketing, and Dev Outreach</li></ul></li><li>• <b>Onboarding Data Analysis</b><ul style="list-style-type: none"><li>○ Partnered with Data Analytics for proposal submission user testing</li><li>○ Planning broader data tracking and</li></ul></li></ul> | <p>The new recruitment process is not implemented yet, so we anticipate that might still have some work to do when it is.</p> <p>We started the ball rolling, but this work has now been handed over to other Circles for whom it is more directly a focus (Events and Marketing)</p> <p>We successfully completed the proposal submission user testing, and Data Analytics wrote a useful report –</p> |



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|  |  |
|--|--|
| <p>automation for onboarding insights</p> <ul style="list-style-type: none"><li>• <b>Expanding Onboarding Scope</b><ul style="list-style-type: none"><li>○ Move beyond DF Circles to include proposers, voters, Hackathon participants, and partners</li><li>○ Use a “descriptive, not prescriptive” approach to map current processes and identify improvements</li></ul></li></ul> | <p>but if the proposal submission process changes, further user testing would be useful.</p> <p>We completed work on what metrics to track on onboarding, and want to implement that, together with the other Circles, in 2026</p> <p>We have started mapping flows of how people onboard and what resources are needed at each stage, beginning with community hubs. We plan to continue this work in 2026.</p> |
|--|--|

### Section 1C— Challenges

We sometimes find that it’s hard to define “done” for our more ideas-based work. Circles’ perspectives are always emergent and in flux – which is a good thing, but means that issues such as “what do we mean by “onboarded” or “do we work in a role-based or task-based way?” or even the recruitment process itself, are **very** iterative (i.e, many small iterations), and never “finished”. We are beginning to deal with this by recognising that issues-based discussions are more about raising awareness of an issue, so that Circles are conscious of it, rather than drawing permanent conclusions; and by realising we might need to factor in time to revisit processes every half-year or so, to take account of changes.

Related to this – much of our work has a lot of different moving parts and a lot of people involved, and perhaps this is why it can be slow. An example is the recruitment-to-Circles process, which we have worked on for quite a while but which still isn’t implemented, because it relies on a lot of behind-the-scenes work on the website. We’re approaching this by understanding WHY things can be slow, and

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realising that organic process is more effective – and by acknowledging that for our own sense of accomplishment, we need to make sure we also have a few pieces of **meaningful** work that \*we\* can finish ourselves, as a Circle, with a clear sense of “done” (it would of course be easy to think of finite, “completable” tasks that are not very meaningful and that are there purely for the sake of our heads – but that would be missing the point).

This half-year, we have sometimes found that other Circles (e.g. Marketing when they tried to introduce and describe us) are not always very clear what we do. This realisation was a bit disheartening, and felt initially like we’d failed to explain our work. However, it seems to be at least partly due to assumptions based on what “onboarding” involves in more corporate environments; and partly simply because our work is quite wide-ranging.

Lastly, we’ve had an interesting internal challenge concerning how we think generative AI (chatbots) should be used in our work, and the ethical limits of this. Much of our work involves thinking and document-writing; and although tools like ChatGPT can be useful, they also don’t know our context as a community, so without very careful prompting and proper “human-in-the-loop” oversight, chatbot-based input can easily send us off down a track that becomes more askew as we go on. Within the Circle, we have addressed the issue of what we expect in terms of ethical oversight of chatbot-generated material if members feel they need to use it; and we’ve incorporated the issue into our thinking on the ethics and principles of the DF Circles community at large and plan to raise it more widely with the community as a whole in 2026.

### Section 1D – Circle Plans for H1 2026

#### **Overview**

1. Some core work on developing global onboarding resources for different roles (proposer, voter, hub member, etc) and mapping how people come into, and move between, parts of the community;
2. some “how-to” resources to help people be more able to take on new tasks:

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3. and some ideas-based work to support the community in thinking about what our principles and ethics are, and how we measure our impact

| Circle Main Goals for H1 2026   | Rationale Comments  |
|---|---|
| Help to finalise and implement the new web-based recruitment process                                | Particularly around ensuring good, ethical recruitment practices. finishing and sharing our work on entry level tasks, bounty tasks, and trial periods, and possibly trialling using Onboarding Circle as a “first pass” filter for recruitment, rejecting applications that completely fail to meet Circles’ needs |
| Finish and share our work on entry level tasks, bounty tasks, and trial periods                     | As part of our ongoing work on recruitment  |
| Develop handover notes for key roles and tasks common to most Circles                               | As part of our work on task-based vs role-based approaches, and supporting mobility   |
| Research and create onboarding flows for various audiences / sectors of DF                          | To understand how people come in, and how they move between roles   |
| Create onboarding materials for various audiences (in collaboration with other Circles).            | Our initial thinking suggests that resources for University onboarding would be most useful; but the final choices will be informed by a) the work we do on mapping what resources already exist. and b) onboarding flows and where we can see there are gaps in resources  |
| Organise the collection of M&E data from Circles and elsewhere, to track how onboarding is working. | This will build on the work we did in 2025 to identify what metrics should be tracked.  |
| Help the Circles community to explore its principles and ethics.                                    | A process of discovery, focusing on the <b>range</b> of what people here believe, rather than trying to create a rigid constitution or manifesto. Includes input from temporarily   |

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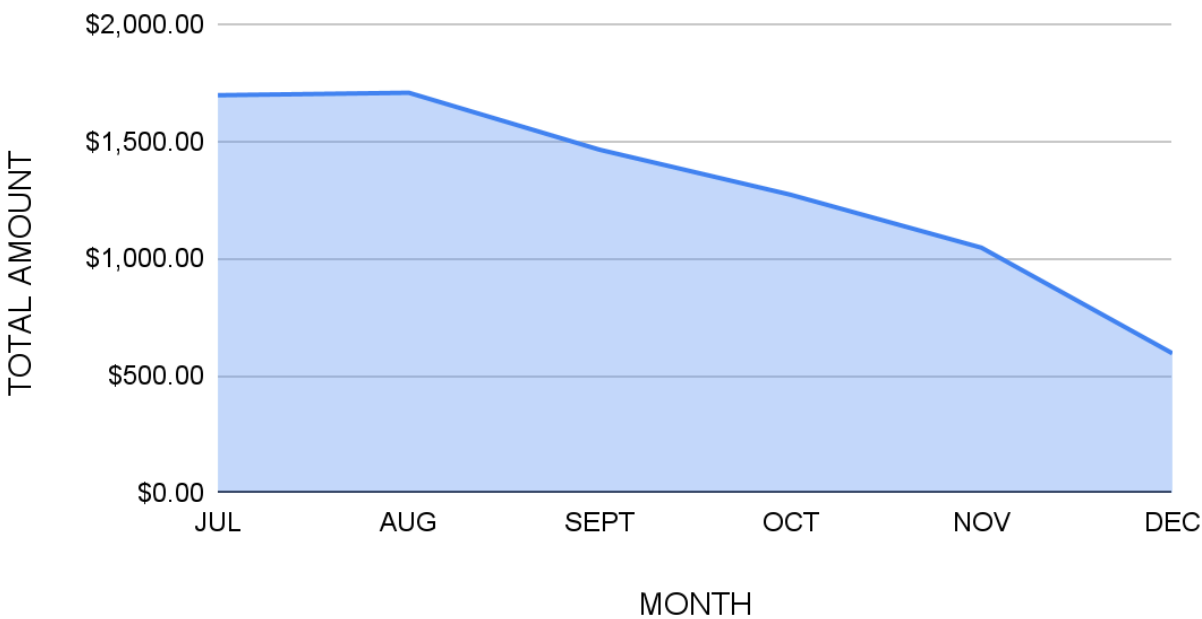
|  |  |
|--|--|
|  | "co-opted" members of the Decsision-Making / Governance Workgroup.   |
| Develop a Theory of Change and/or Contribution Analysis approach to measuring impact, as an alternative to the measurement of KPIs – these aqre more outcomes-led methods which we believe fit this community's aims well. | We want to develop this for our own Circle initially, and then look, together with the Impact Pod, at how it might be applicable to other Circles, proposers, etc.                     |
| "Feeling It" images activity, Part 2   | Follow-up from what we did in 2025, looking at how the community can best address the issues that emerged; plus a Part 2 request for new images towards the end of May/ start of June. |

### Section 2A — H2 2025 (July - December) Financial Retrospective Chart

| CIRCLE MEMBERS | JUL               | AUG               | SEPT              | OCT               | NOV               | DEC             | TOTAL AMOUNT      |
|----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-----------------|-------------------|
| <b>A</b>       | \$255.00          | \$285.00          | \$195.00          | \$185.00          | \$170.00          | \$0.00          | <b>\$1,090.00</b> |
| <b>B</b>       | \$215.00          | \$185.00          | \$175.00          | \$125.00          | \$100.00          | \$0.00          | <b>\$800.00</b>   |
| <b>C</b>       | \$285.00          | \$355.00          | \$230.00          | \$155.00          | \$275.00          | \$165.00        | <b>\$1,465.00</b> |
| <b>D</b>       | \$445.00          | \$320.00          | \$370.00          | \$385.00          | \$170.00          | \$175.00        | <b>\$1,865.00</b> |
| <b>E</b>       | \$206.70          | \$227.20          | \$279.00          | \$259.00          | \$122.40          | \$145.20        | <b>\$1,239.50</b> |
| <b>F</b>       | \$290.00          | \$335.00          | \$215.00          | \$163.00          | \$208.50          | \$110.00        | <b>\$1,321.50</b> |
| <b>TOTAL</b>   | <b>\$1,696.70</b> | <b>\$1,707.20</b> | <b>\$1,464.00</b> | <b>\$1,272.00</b> | <b>\$1,045.90</b> | <b>\$595.20</b> | <b>\$7,781.00</b> |

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### VISUAL OF EACH CIRCLE



### Section 2B — H2 2025 (July - December)Hours and Tasks Breakdown

| Activity                            | July  | Aug    | Sept | Oct  | Nov   | Dec   | Total   |
|-------------------------------------|-------|--------|------|------|-------|-------|---------|
| Async Communication & Collaboration | 29    | 32     | 27   | 39   | 19    | 20    | 166 ▾   |
| Circle Tasks                        |       |        |      | 2    |       | 1.5   | 3.5 ▾   |
| Content Writing                     |       |        | 1.5  |      |       |       | 1.5 ▾   |
| Coordination                        | 9     | 11     |      | 4.5  | 8     |       | 32.5 ▾  |
| Documentation                       | 22    | 24     | 30   | 13.5 | 11    |       | 100.5 ▾ |
| Events Preparation                  |       |        | 7.5  |      |       |       | 7.5 ▾   |
| Meeting & Calls                     | 84.67 | 108.22 | 75.9 | 55.2 | 64.09 | 38.02 | 426.1 ▾ |

## H2 2025 DEEP Circles Half-Yearly Reports

|                                |        |        |       |       |        |       |         |
|--------------------------------|--------|--------|-------|-------|--------|-------|---------|
| Research, Analysis & Reporting | 5      | 2.5    |       |       |        |       | 7.5 ▾   |
| Resource Creation              | 27.5   | 21.5   | 4.5   |       | 2.5    |       | 56 ▾    |
| Special Purpose Tasks          |        |        |       | 13    |        |       | 13 ▾    |
| Total Hours Used               | 177.17 | 199.22 | 146.4 | 127.2 | 103.59 | 59.52 | 813.1 ▾ |

### Section 2C — Circle Financial Projections for H1 (January - June) 2026

#### 1) Hourly pay, “task category” approach

|  | estimated hrs per person over 6 months. | \$ per hour | no. of people | 6 month total per task |
|--|---|-------------|---------------|------------------------|
| Circle meetings (regular biweekly and ad-hoc)  | 40                                      | 10          | 6             | \$2,400.00             |
| Weekly strategy call   | 40                                      | 10          | 2             | \$780.00               |
| All-Circles call   | 25                                      | 10          | 5             | \$1,300.00             |
| Reporting (bimonthly and half-yearly)  | 12                                      | 10          | 1             | \$120.00               |
| Co-ordination (any member might do this)   | 18                                      | 10          | 4             | \$720.00               |
| Async circle worl (e.g. resource creation, document drafting, analysis process design) | 60                                      | 10          | 6             | \$3,600.00             |
| Async liaison and discussion within Circle   | 36                                      | 10          | 6             | \$2,160.00             |
| liaison with other Circles,  | 36                                      | 10          | 6             | \$2,160.00             |
| collating onboarding data  | 18                                      | 10          | 2             | \$360.00               |
| supporting direct onboarding; recruitment  | 20                                      | 10          | 2             | \$400.00               |
| <b>Total</b>   |   |             |               | <b>\$14,000.00</b>     |

## H2 2025 DEEP Circles Half-Yearly Reports

### 2) Project-based Approach

- **Meetings: \$4,480**
- **Reporting and co-ordination \$840**
- **Recruitment process finalising** (including finish and share our work on entry level tasks, bounty tasks, and trial periods, and possibly trialling Onboarding Circle as a “first pass” filter for recruitment) **\$600**
- **Handover notes** for key roles and tasks **\$400**
- **Onboarding flows** and onboarding materials for various audiences **\$4,000**
- **Onboarding data collection and tracking \$800**
- **Principles and ethics \$2,000**
- **Theory of Change** approach to measuring impact **\$480**
- **“Feeling It” follow-up \$400**

**Total: \$14,000**

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2D — Circle Budget Trail

H2 2025 Spent - \$7,781

Average Spend/Month - \$1,297

|                            |                 |
|----------------------------|-----------------|
| <b>H2 2024 Spent</b>       | \$0             |
| <b>H1 2025 - Requested</b> | \$6,000         |
| <b>H1 2025 - Approved</b>  | \$6,000         |
| <b>H1 2025 - Spent</b>     | \$3,642         |
| <b>H2 2025 - Requested</b> | \$12,000        |
| <b>H2 2025 - Approved</b>  | <b>\$12,000</b> |
| <b>H2 2025 - Spent</b>     | \$7,781         |
| <b>Budget spend</b>        | <b>64.84%</b>   |
| <b>H1 2026 - Requested</b> | \$14,000        |
| <b>H1 2026 - Approved</b>  |                 |

| <b>H2 2025 - Spent</b>             | <b>H1 2026 Budget Request</b> | <b>H1 2026 Budget Approved</b> | <b>Rationale:</b>   |
|------------------------------------|-------------------------------|--------------------------------|---|
| 8.600 (incl estimate for December) | 14,000                        |                                | <i>1) We believe our work will increase in 2026 - e.g. we want to start looking at onboarding to other parts of DF (voters, proposers)<br/>2) This half-year, some tasks have taken longer than anticipated. They are not yet finished, so hours haven't been recorded yet. So our actual hours are closer to our approved budget</i> |



## H2 2025 DEEP Circles Half-Yearly Reports

### Documentation Circle Summary - H2 2025 Report

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The Documentation Circle built the infrastructure for scalable, federated documentation—now we're focused on operationalizing it across all Circles.

Our mission is to enable clear, consistent, and scalable documentation across the DEEP ecosystem by building systems, standards, and workflows—not by authoring content ourselves.

#### By the numbers

| METRIC                       | VALUE                       |
|------------------------------|-----------------------------|
| Total hours                  | 365 hours                   |
| Total spend                  | \$3650                      |
| Liaison docs completed       | 8 of 8 circles              |
| DF -Book Pages               | 84+ documentation pages     |
| Automation Scripts Delivered | 2 (Single-doc + Fleet Sync) |
| Active Contributors          | 6 circle members            |

#### Key Achievements

##### 1. Google Docs → MkDocs Automation (Goal 4)

Built a complete zero-code pipeline enabling any Circle to maintain documentation by simply editing a Google Doc. The system automatically syncs to GitHub and deploys to GitHub Pages.

## **H2 2025 DEEP Circles Half-Yearly Reports**

### **2. Circle Liaison System (Goal 1 & 6)**

Established dedicated liaisons for all 8 Circles with per-Circle Google Docs as staging areas, enabling federated contributions to the DF-Book.

### **3. Proofreading Team Formation (Goal 2)**

Launched a cross-functional proofreading team operating via OpenProject and Mattermost, ensuring quality review before publication.

### **4. Metadata & KG Infrastructure (Goal 3)**

Implemented frontmatter metadata in sync scripts and built a RAG pipeline (extraction → embeddings → search → chat) for Knowledge Graph preparation.

### **5. Transition to Full Circle**

Completed formal transition from Work Group to full Documentation Circle (August 2025).

### **Key Challenges**

1. Scope ambiguity: Author content vs. enable others?
2. Slow early delivery: Over-engineering and unclear priorities
3. Fragmented sources: Documentation spread across multiple tools
4. Proofreading workflow: No clear process for submitting and returning proofread materials.

### **Goal Status Overview**

## H2 2025 DEEP Circles Half-Yearly Reports

| Goal                             | Status        | Notes   |
|----------------------------------|---------------|---|
| Goal 1: Federated SSOT           | ● Partial     | Structure in place, SSOT definitions pending. |
| Goal 2: New roles (Proofreading) | ✓ Achieved    | Team formed, workflow needs refinement.       |
| Goal 3: Metadata & KG Prep       | ● In Progress | Templates implemented, validation pending     |
| Goal 4: Automation Tooling       | ✓ Achieved    | Production-ready, presentation pending        |
| Goal 5: Style Guide & Docs       | ● Partial     | Setup guides done, Style Guide pending        |
| Goal 6: Multi-Approver Review    | ● Partial     | Liaison system active, formal process pending |

### H1 2026 PRIORITIES

1. Finalize MkDocs infrastructure – Complete walkthrough video and present to all Circles
2. Operationalize liaison workflows – Monthly sync cycles, clear ownership
3. Publish Style Guide – Formal documentation standards for all contributors
4. Support large-scale initiatives – Technical documentation, DFR5, open RFPs
5. Strengthen proofreading pipeline – Clear submission and return processes

# **H2 2025 DEEP Circles Half-Yearly Reports**

## **Documentation Circle**

**Coordinators: Anthony Oliko | Sophia Kaine**

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### **Section 1A — Overview of the Circle**

The Documentation Circle's mission is to enable clear, consistent, and scalable documentation across the DEEP ecosystem. Rather than acting as primary content authors, the Circle focuses on building the systems, standards, and workflows that help other Circles create, maintain, and govern their own documentation.

Key responsibilities include structuring documentation, enabling multi-contributor collaboration, supporting access control and review processes, and maintaining principles such as Single Source of Truth (SSOT). Over time, the Circle evolved from a traditional "documentation team" into a support and infrastructure function for knowledge management.

### **Section 1B — H2 2025 (July - December) Retrospective Month-by-Month Insights**

Retrospective Month-by-Month Insights

#### **July 2025**

- Planned the DF-Book content structure using MkDocs
- Google Docs → MkDocs automation work began.
- Drafted internal process documentation and charter updates.

#### **August 2025**

- Formal transition from Work Group to full Documentation Circle.

## **H2 2025 DEEP Circles Half-Yearly Reports**

- Started the Proofreading initiative.
- Drafted onboarding documentation for our circle.
- Defined early metadata and hierarchy standards.

### **September 2025**

- Launched Circle Liaison System with assigned Circle owners.
- Created per-Circle Google Docs as MkDocs staging areas.
- Hosted Rafael Cardoso & Mariam for documentation index presentation.

### **October 2025**

- Conducted internal performance review after delivery-speed internal feedback. Notes: To include why? The cause and observed improvements
- Ran initial demos of MkDocs automation workflows.
- Refined Circle scope and response responsibilities.

### **November 2025**


- Held an alignment session to clarify priorities and timelines.
- Created a formal work plan with owners and deadlines.
- Strengthened collaboration with Events and Marketing Circles on educational documentation.

### **December 2025**

- Consolidated liaison docs into structured MkDocs-ready formats.
- Refined maintenance and sync cycles for living documentation.
- Prepared long-term integration approaches for education-focused initiatives.

## H2 2025 DEEP Circles Half-Yearly Reports

### Retrospective Summary based on Circle H2 2025 Goals

| Circle Main Goals for H2 2025 (Source  Documentation WG H1 2025 Report [Non Fina... ])   | Retrospective Comments (Give definitive feedback on this, add links where necessary) |
|---|--|
| <ul style="list-style-type: none"><li>● <b>Goal 1: Evolve DF-Book into a Federated SSOT</b><br/><br/>Note: Incorporate backlinks, cross-references, and multi-source contributions into the DF-Book. Define what qualifies as SSOT per section.</li><li>● <b>Goal 2: New functions or roles</b><br/><br/>Note: A key development is the formation of a dedicated Proofreading Team, consisting of both Circle and non-Circle members<br/>Tasks are received via OpenProject and coordinated through a Mattermost channel, ensuring timely review and feedback loops before final publication.</li><li>● <b>Goal 3: Finalize Metadata Schema and KG Prep</b><br/><br/>Note: Expand our metadata templates and validate them against sample bot queries. Continue supporting the Q&amp;A Avatar integration.</li><li>● <b>Goal 4: Expand Automation Tooling and Adoption</b><br/><br/>Note: Based on POC feedback, define a roadmap for community use. Could include GUI interface, bulk import, and revision</li></ul> |  |

## H2 2025 DEEP Circles Half-Yearly Reports

|  |  |
|--|--|
| <p>tracking.</p> <ul style="list-style-type: none"><li>● <b>Goal 5: Publish Style Guide &amp; Contributor Docs</b></li></ul> <p>Note: Develop onboarding material for non-technical contributors. Support other Circles in setting up and owning their docs pipelines.</p> <ul style="list-style-type: none"><li>● <b>Goal 6: Documentation Review Circle (Multi-Approver Process)</b></li></ul> <p>Note: Formalize a workflow where updates go through 2–3 reviews, improving reliability and scaling with more contributors.</p> |  |
|--|--|

### Section 1C— Challenges

- Initial ambiguity around scope: whether the Circle should author content or enable others.
- Slow early delivery due to over-engineering and unclear prioritization.
- Fragmentation of documentation sources across multiple tools and platforms.
- Cultural shift required to support decentralised ownership with centralised structure. Possible difficulty establishing clear lifecycle ownership of documents.
- Nature of the work needs focus across bigger blocks of time than the work in many other Circles - Circle members have needed to think about structuring and managing time to enable this.
- Lack of a clear process for getting materials submitted for proofreading, and getting the edited versions shared

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 1D — Circle Plans for H1 2026

- Finalise and stabilize the MkDocs documentation infrastructure.
- Fully operationalise Circle liaison workflows across all Circles.
- Implement a live documentation maintenance calendar.
- Expand structured metadata and machine-readability standards.
- Support large-scale documentation initiatives across other processes like technical documentation, documenting new funding processes such as open RFPs and DFR5 , and integrating proofreading processes into all documentation

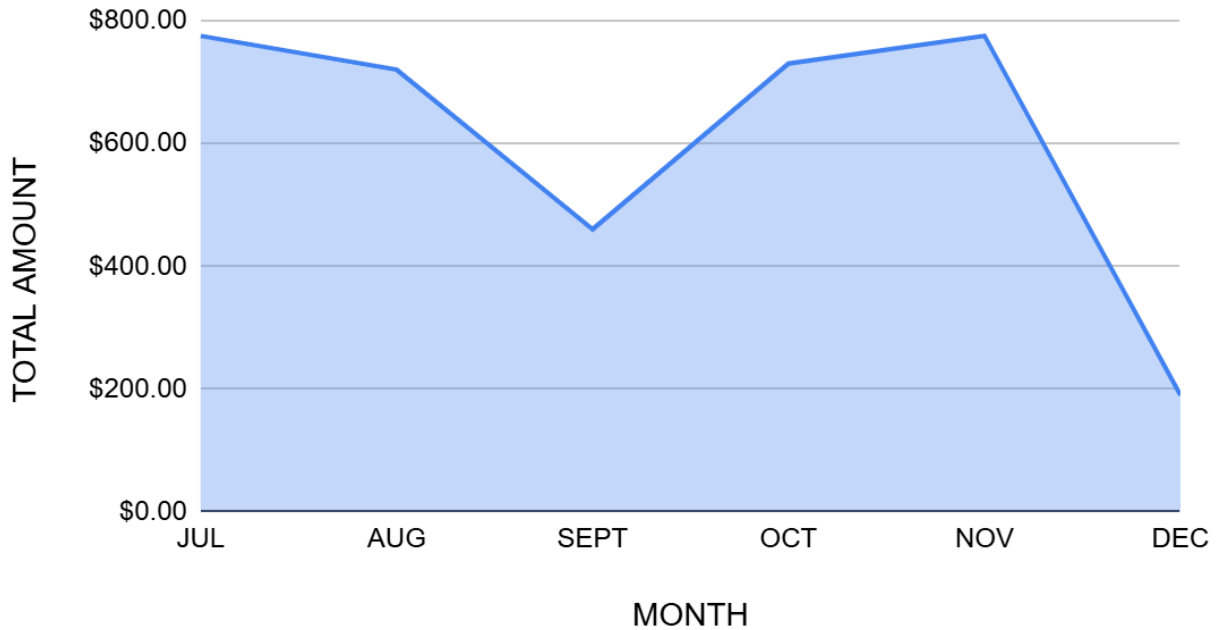
### Section 2A — H2 2025 (July - December) Financial Retrospective Chart

| CIRCLE MEMBERS | JUL             | AUG             | SEPT            | OCT             | NOV             | DEC             | TOTAL AMOUNT      |
|----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|
| <b>A</b>       | \$80.00         | \$50.00         | \$40.00         | \$260.00        | \$350.00        | \$10.00         | <b>\$790.00</b>   |
| <b>B</b>       | \$140.00        | \$140.00        | \$10.00         | \$55.00         | \$25.00         | \$75.00         | <b>\$445.00</b>   |
| <b>C</b>       | \$130.00        | \$195.00        | \$60.00         | \$115.00        | \$150.00        | \$35.00         | <b>\$685.00</b>   |
| <b>D</b>       | \$110.00        | \$60.00         | \$135.00        | \$50.00         | \$30.00         | \$45.00         | <b>\$430.00</b>   |
| <b>E</b>       | \$295.00        | \$245.00        | \$195.00        | \$180.00        | \$210.00        | \$0.00          | <b>\$1,125.00</b> |
| <b>F</b>       | \$20.00         | \$30.00         | \$20.00         | \$70.00         | \$10.00         | \$25.00         | <b>\$175.00</b>   |
| <b>TOTAL</b>   | <b>\$775.00</b> | <b>\$720.00</b> | <b>\$460.00</b> | <b>\$730.00</b> | <b>\$775.00</b> | <b>\$190.00</b> | <b>\$3,650.00</b> |



## H2 2025 DEEP Circles Half-Yearly Reports

### VISUAL OF EACH CIRCLE



### Section 2B — H2 2025 (July - December) Hours and Tasks Breakdown

| Category                                       | July | Aug | Sept | Oct  | Nov  | Dec | Total  |
|--|------|-----|------|------|------|-----|--------|
| <b>Total Hours Used</b>                        | 77.5 | 72  | 46   | 73   | 77.5 | 19  | 365 ▾  |
| <b>Async Communication &amp; Collaboration</b> | 30.5 | 15  | 13   | 12.5 | 25.5 | 3   | 99.5 ▾ |
| <b>Circle Tasks</b>                            |      |     | 3.5  |      |      |     | 3.5 ▾  |
| <b>Coordination</b>                            | 5    | 1   | 1    | 1.5  |      | 1.5 | 10 ▾   |
| <b>Development/Testing</b>                     |      |     |      | 25   |      |     | 25 ▾   |
| <b>Documentation</b>                           | 11   |     | 7.5  | 8.5  | 40   | 5.5 | 72.5 ▾ |
| <b>Meeting &amp; Calls</b>                     | 16.5 | 33  | 18   | 21.5 | 12   | 9   | 110 ▾  |
| <b>Proof Reading</b>                           | 4    | 9   | 3    |      |      |     | 16 ▾   |

H2 2025 DEEP Circles Half-Yearly Reports

|                                |     |     |  |   |  |  |       |
|--------------------------------|-----|-----|--|---|--|--|-------|
| Research, Analysis & Reporting | 3   | 1   |  | 1 |  |  | 5 ▾   |
| Resource Creation              | 7.5 | 8.5 |  |   |  |  | 16 ▾  |
| Special Purpose Tasks          |     | 4.5 |  | 3 |  |  | 7.5 ▾ |

## H2 2025 DEEP Circles Half-Yearly Reports

### Marketing Circle Summary – H2 2025

#### Operational Turnaround & Infrastructure Build

The Context (The H1 Heritage): We entered H2 with a Marketing Circle needing a few process improvements. Coordination wasn't based on data. There was little brand consistency, no content calendar, and an incomplete task tracking system. This way of operating resulted in a complete lack of technical proof and a value stream that was vulnerable to unmonitored tasks and hourly logging.

**The H2 Intervention (The Work Done):** To stop the collapse, we executed four critical stabilization tracks:

- **Brand Governance:** We enforced the Unified Brand Identity System (v1.0) and a strict Content Policy to end "narrative drift."
- **Fiscal Rigor:** We implemented Hard Hourly Caps and a Centralized Task-Tracking Framework to tie every billable hour to a specific asset.
- **Technical R&D:** We engineered a suite of Automation Bots (Pulse, U Matter, Trivia, telegram) and a Newsletter Intelligence workflow to decouple future growth from manual labor.
- **Operational Cadence:** Replaced ad-hoc meetings with a Biweekly Performance Audit to ensure 100% visibility into circle output.
- **Advocacy Strategy:** Designed the contributor's path to advocacy and deployed an earned media development strategy to increase reach.

**The Reality Check (Strategic Trade-offs & Underperformance)** This transition caused a spike in budget but a fall in retention.:

- **The \$9,800 Agility Variance:** This overrun was primarily driven by the **absorption of high-priority, unbudgeted requests** (e.g., the Ideation Challenge, hackathons, Global event promotions etc..) into an already fully utilized production pipeline. To protect digital equity from algorithmic penalties, we maintained an 80% baseline of core operations; the resulting variance reflects the "Transition Tax" of intensive QA and retraining required to

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align these spontaneous, high-pressure deliverables with new brand standards.

- **The Quality Paradox:** While our rigorous review flagged substandard content, it created a moral hazard in which some contributors relied on the safety net rather than taking primary ownership of their work.
- **The Technical Void (Strategic Prioritization):** In H2, we prioritized **Brand Authority and Acquisition** (LinkedIn +272%) over **Technical Retention**. The 40% drop in returning users and 60% drop in YouTube views are direct results of the absence of programmed "Rounds" or on-site activities. Some of our planned strategies for high traffic and retention were never implemented due to misalignment with management. Now that the Brand is stable, H1 2026 will focus on reactivating these retention engines.
- **Data Silos:** ROI remains technically "unverifiable" at the executive level because conversion data for regional hackathons and global events remains siloed in other circles. Poor UTM hygiene makes it impossible to accurately map the "Builder's Journey" from social discovery to platform utility.

**The Outcome (The Impact):** Despite these hurdles, the circle is now a professional unit rather than a simple group of freelancers.

- **Market Presence:** We achieved a **272% increase in LinkedIn engagement**, proving the new brand identity resonates with the market.
- **Advocacy Launch:** Successfully initiated the first phase of the advocacy strategy, establishing a clear contributor-to-advocate pipeline and laying the groundwork for earned media expansion.
- **Future Efficiency:** We have a **Production-Ready Bot Suite** for H1 2026, designed to cut manual coordination hours by 30%.
- **Audit Readiness:** For the first time, DEEP has a transparent audit trail of every marketing dollar spent, allowing us to possibly pivot to performance-based bonuses in 2026.

# H2 2025 DEEP Circles Half-Yearly Reports

## Marketing Circle Full Report

**Name of Coordinators:** Gael Zomaletho, Abdul, Andrea Reyes

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### Section 1A — Overview of the Circles

To build and maintain the communication infrastructure that turns global AI interest into measurable participation in DEEP. Our goal is to move users through a defined path: from social media discovery to RFP participation, proposal submission, and long-term developer onboarding.

#### Key Responsibilities

- **Storytelling & Technical Visibility**

Translating complex project milestones into professional case studies, technical proof and announcements that serve as the primary tools for partner and developer acquisition.

- **Targeted Outreach Strategy & Community Engagement**

Developing content paths designed to reach senior AI developers and technical stakeholders, prioritizing high-signal engagement over broad visibility.

- **Communication Infrastructure & Automation**

Engineering automated systems (such as community bots, cross-circle information generators, and newsletter workflows) to manage growth and manage the fan base efficiently without a linear increase in manual coordination.

- **Global Brand Integrity:** We enforce a single brand identity across all decentralized hubs. By stopping "narrative drift" (where creators produce inconsistent or low-quality content), we ensure DEEP maintains a professional reputation that attracts high-tier partners and developers.

- **Conversion Tracking & ROI:** We map the user journey from the first social media touchpoint to actual website utility. This eliminates the "Marketing Black

## H2 2025 DEEP Circles Half-Yearly Reports

Box" by ensuring every dollar spent on distribution correlates directly with a real business outcome, such as a proposal submission.

**Evolution & Operational Structure:** Since mid-2024, the Marketing Circle has evolved into a **structured, systems-driven team**. We spent H2 2025 standardizing our Brand Identity, implementing automated intake systems for circle updates, implementing task-tracking protocols, developing our top of funnel, and deploying community-nurturing bots to resolve previous capacity bottlenecks.

The Circle currently consists of **11 active members** organized into a specialized framework:

- **3 Coordinators:** Managing strategy, task-tracking, and cross-circle alignment.
- **6 Creators & Content Writers:** Producing high-value assets and narratives aligned with our video and content policies.
- **2 Technical Support Contributors:** Focused on analytics and website management.

This structure, supported by our new operational tools, allows the team to operate with clearer accountability and a decentralized, task-oriented approach, moving the Circle from simple "awareness" to **measurable ecosystem impact**.

### Section 1B — H2 2025 (July - December) Retrospective

#### Month-by-Month Insights

##### 1. Operational Stabilization & Fiscal Infrastructure

- **The Goal:** To transition from ad-hoc, request-driven tasking to a strategy-led operating model, transforming the Marketing Circle into a transparent, data-driven unit that safeguards the DEEP treasury.
- **The Fix:** We replaced ad-hoc coordination with a Biweekly Operational Rhythm. Every two weeks, the team undergoes a mandatory Performance Analytics Audit and a Strategic Milestone Review. We also deployed a Centralized Task-Tracking Framework to ensure every billable hour is tied to a specific marketing asset.

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- **The Result:** For the first time, we have 100% visibility into circle output, ending the "lost asset" problem where content was created but never used.
- **The Governance Framework:** We established a **20% Bonus Pool** distributed proportionally based on total hours worked. This was designed as a temporary measure to reward the most active contributors while we transitioned to a more structured reporting rhythm to enable a performance based rewarding system.

### 2. Technical Infrastructure & Automated Scaling

- **The Goal:** To build a scalable communication engine that removes the need for manual data "chasing" and automates the nurturing of the fanbase (Catalysts) without increasing manual labor costs.
- **The Fix:** We engineered a four-part technical stack during H2:
  1. Community Automation: Mattermost bots (Pulse, U Matter, and Trivia) designed to automate engagement and growth of junior developers and Catalysts.
  2. Newsletter Intelligence: A cross-circle information generator to automate the collection of technical updates from Circle Leads.
  3. Channel Expansion: A new Discord server architecture for high-tier community scaling.
  4. Traffic Engineering: A Telegram Challenge bot specifically designed to force the "Catalyst" persona toward the website and social channels.
  5. Audience Intelligence: Conducted deep-dive research into "Architect" (developer) and "Ideator" personas to ensure our conversion funnels are targeted and data-backed.
- **The Result:** H2 served as a mandatory Engineering & Pre-deployment Phase. While these tools were built and internally tested, they were not live during this period. Consequently, H2 performance remained 100% dependent on manual effort, explaining why "Coordination" hours did not drop during the build phase. Deployment is scheduled for H1 2026, at which point we expect to see the first measurable reduction in manual "chasing" and engagement hours.

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- **The Governance Framework:** All automated systems are integrated into the Centralized Content Strategy. This ensures that once deployed in H1 2026, every bot-driven interaction is audited for brand alignment, preventing the "narrative drift".

### 3. Brand Governance & Narrative Integrity

- **The Goal:** To eliminate "narrative drift" and ensure DEEP maintains a professional, global reputation that attracts high-tier "Architect" personas, rather than just "light visitors."
- **The Fix:** Developed and published the Unified Brand Identity System (V1.0), a Content Creation Policy, the brand guidelines and a Video Brand Protocol. We also created a standardized template library for regional hubs to ensure that decentralized content (e.g., Nigeria/India hackathons) meets a baseline professional standard.
- **The Result:** We successfully professionalized the narrative for major global events (AI for Good, BGI Nexus), driving a 272% increase in LinkedIn engagement. However, internal audits show that quality remains slightly inconsistent across the circle; we suspect the "hourly cap" culture is leading **some** contributors to prioritize speed over strict adherence to the new brand guidelines.
- **The Governance Framework:** All public-facing assets must now pass a Brand Alignment Audit against the V1.0 guidelines before being approved for payment. While this has increased "Reviewer" hours, it is the only mechanism preventing a total loss of brand control in a decentralized environment.

### 4. Advocacy Strategy & Earned Media Development (Hub Empowerment)

- **The Goal:** To evolve the Marketing Circle from a reactive "service engine" into a strategic **Earned Media Engine**. By mapping the **"Contributor's Path to Advocacy,"** we aimed to target our content where contributors are active and track their journey through various marketing touchpoints, leading them from their initial online locations to our website for conversion.



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- **The Fix:** We replaced an owned media only approach with work with a framework that prioritizes **UTM hygiene** and **Inbound Pathing**, ensuring that every decentralized activity (hackathons, ideation challenges) functions as a measurable step toward our platform rather than an isolated event.
- **The Result:** We're ready to manage the high-visibility narratives for future events, and drive top-of-funnel awareness. The direct ROI of our "support" has been buried for too long. Conversion data (e.g., hackathon signups) is currently siloed in other circles, the Marketing Circle is currently providing "Invisible Value" that cannot yet be tied to specific gains.
- **The Governance Framework:** All cross-circle and hub requests are now audited against **Conversion-Ready Standards** and **Tracking Protocols**. We have successfully transitioned from a culture of "answering requests" to one of **"funnel enforcement,"** ensuring that every ad-hoc request establishes a clear, measurable inbound path designed to move contributors from external platforms into our primary conversion funnel.

### New Initiatives

- Launched a cross-circle initiative (Marketing, Events, and Documentation) to **produce short videos** for the creation of a content library, covering funding opportunities, product demos and key feature updates, to be shared during **Town Halls**.

Retrospective Summary based on Circle H2 2025 Goals

| Circle main goals for H2 2025 (Distilled from <div>Marketing Circle H1 2025 Half-Yearl...</div> )   | Retrospective Comments   |
|---|--|
| <ul style="list-style-type: none"><li>● Unified Brand Presence &amp; Messaging<ul style="list-style-type: none"><li>○ Strengthen DeepFunding's brand through consistent, aligned messaging across all platforms</li></ul></li></ul> | <ul style="list-style-type: none"><li>● <b>Status: Infrastructure Complete.</b> Progress was secured through the finalization of the <b>Unified Brand Identity System (V1.0)</b> and the <b>Video Creation Policy</b>. This builds on an open review process and dedicated reviewer alignment, ensuring all content, including output from</li></ul> |

## H2 2025 DEEP Circles Half-Yearly Reports

|  |   |
|--|---|
| <ul style="list-style-type: none"><li>○ Implement a unified content strategy reflecting our identity, tone, and values</li><li>● Social Media Growth &amp; Engagement<ul style="list-style-type: none"><li>○ Grow audience in the next six months</li><li>○ Boost engagement through polls, challenges, and calls to action</li><li>○ Launch email campaigns to retain interested users</li></ul></li><li>● Team Expansion &amp; Development<ul style="list-style-type: none"><li>○ Onboard 5 skilled, proactive team members</li><li>○ Scale team capacity to meet increasing content and coordination needs</li></ul></li><li>● Platform-Specific Strategy Teams<ul style="list-style-type: none"><li>○ Form sub-teams for each social platform</li><li>○ Develop tailored strategies to increase reach, attract grantees, and partners</li></ul></li><li>● Creative Culture &amp; Accountability<ul style="list-style-type: none"><li>○ Promote a collaborative, idea-sharing environment</li></ul></li></ul> | <p>community hubs, adheres to professional standards and eliminates "ad-hoc" visual drift.</p> <ul style="list-style-type: none"><li>● <b>Status: Successfully with a High-Signal Pivot.</b><br/>X (Twitter): 1,997 (May '25) → 2.2K (Jan '26)<br/>Telegram: 831 (May '25) → 811 (Jan '26)<br/>LinkedIn: 632 (May '25) → 885 (Jan '26)<br/><u>"Deep-dive by Oscar"</u>.<br/>These stats reflect a deliberate shift toward the "Architect" persona. We conducted a <b>Technical Channel Audit</b> to prioritize lead quality over vanity metrics. Completing the implementation of <b>newsletter workflows</b> is the next step in deepening retention beyond social media.</li><li>● <b>Status: Peak Capacity Optimized without Expansion:</b> While new onboarding was limited by budget, we prioritized <b>Systems-Driven Efficiency</b>. By strengthening internal processes and cross-circle collaboration, the current 11-member team has been optimized to handle a higher workload through standardized task-tracking and coordination protocols.</li><li>● <b>Status: Strategic Consolidation.</b><br/>The formation of platform specific sub-teams was postponed due to limited team capacity and workload constraints, requiring a focus on sustaining existing marketing efforts. The marketing strategy was adjusted to align with a renewed focus on senior developers "Architects" which required additional time and ongoing cross-circle coordination to ensure shared alignment.</li></ul> |
|--|---|

## H2 2025 DEEP Circles Half-Yearly Reports

|   |   |
|---|---|
| <ul style="list-style-type: none"><li>○ Empower members to take ownership and deliver with accountability</li></ul> | <ul style="list-style-type: none"><li>● <b>Status: Operational Discipline is Active.</b> Accomplished via the <b>Operational Discipline Framework</b>, including the Code of Conduct and biweekly alignment calls. The deployment of <b>transparent task-tracking</b> and content strategy tools has moved the circle from a reactive group to a high-accountability team with clear ownership.</li></ul> |
|---|---|

### Section 1C— Challenges (Strategic Risks & Operational Roadblocks)

During H2 2025, the Marketing Circle identified and addressed three systemic challenges that required a temporary pivot from high-volume distribution to infrastructure engineering.

#### 1. Brand Transition and Operational Continuity

- **Algorithmic Maintenance:** To preserve historical reach and avoid penalties associated with decreased posting frequency, the "Social Media Engine" was reduced to an 80% operational capacity throughout the change management period.
- **Behavioral Adoption Gap:** While the Unified Branding System was deployed immediately, the transition from legacy workflows to new standards required a four-month adoption curve. During this phase, creators continued to produce content that required intensive manual oversight.
- **Appraisal and Rectification:** The primary cost driver was the "Appraisal Cost"—the labor required to audit, intercept, and retroactively align content with new standards before publication. This ensured brand integrity but increased the time required per deliverable.
- **Scope Elasticity:** This pressure was compounded by a high volume of ad-hoc requests which, while necessary for immediate marketing needs, utilized the same high-friction transition workflows, further inflating costs.

## H2 2025 DEEP Circles Half-Yearly Reports

### 2. Data Silos & ROI Invisibility

As a Circle, we provided the branding and distribution for regional hackathons (Nigeria/India) and global events. However, the conversion data (registration numbers, developer sign-ups) remains siloed within the DevOutreach, CRISP and Events circle. This prevents the Marketing Circle from calculating a true **Cost Per Lead (CPL)** or **Return on Ad Spend (ROAS)**, making our contribution to the ecosystem's growth technically "unverifiable" at the executive level.

### 3. Coordination

Coordination has often meant engaging in nuanced conversations shaped by differing perspectives, some favoring more centralized approaches, others focused on preserving the organization's decentralized values. Along the way, we've taken time to reflect on fairness and sustainability, including the revised approach to the 20% allocation, budget distribution, and the balance between quality and time invested. Discussions around strategy, organization, and infrastructure continue to evolve, and while alignment isn't always immediate, these exchanges have consistently led to shared understanding and consensus.

### 4. Technical Attribution Gap

While social engagement metrics (LinkedIn/X) skyrocketed in H2, there is a measurable disconnect in our website analytics. Poor UTM hygiene and a lack of standardized tracking protocols mean that high-intent traffic is likely being misattributed as "Direct" traffic in GA4. This makes it impossible to accurately map the "Builder's Journey" from social discovery to platform utility.

### 5. Governance

Another ongoing challenge has been navigating the balance between decentralized ways of working and the need for shared strategies, guidelines, and documentation. The development of tools such as a content policy and a social media strategy introduced a degree of structure that, at times, felt in tension with the community's decentralized foundations. While a fully decentralized approach offers flexibility and

## H2 2025 DEEP Circles Half-Yearly Reports

autonomy, the Circle has found that clearer guidelines and accountability mechanisms have been necessary to achieve consistency, efficiency, and the outcomes required of the Marketing Circle. As a result, some activities have naturally evolved toward more centralized coordination, while others remain decentralized. This balance continues to be an active topic of discussion during meetings, as the Circle works to align its values with practical execution needs.

### Section 1D – Circle Plans for H1 2026

What the circle plans to achieve

*Give a short Circle overview-outlook for the new half year. Then proceed to the table to list goals as bullet points should be similar to the table Section 1B above.*

| Circle Main Goals for H1 2026                                 | Rationale Comments ( Give a little more insight on each of the points, add links where necessary)   |
|---|---|
| 1. <b>Transition to Performance-Based Compensation</b>        | To solve further treasury leaks or at least increase ROI, H1 2026 will see the phase-out of the "hourly" bonus model. We're considering moving toward a <b>Task-Based or performance based bonus Scale</b> . This shifts some of the risk from the treasury to the contributor. |
| 2. <b>Production of "Proof of Quality" Case Study Library</b> | Turn completed H2 2025 projects into professional success stories. These assets will serve as the primary "social proof" for the BizDev circle, providing them with the professional collateral needed to secure institutional partners.  |
| 3. <b>Full-Scale Deployment of Automated Infrastructure</b>   | The tools engineered in H2. <b>Pulse, U Matter, Trivia, and the Newsletter Intelligence workflow</b> will enter production.<br><br>4. <b>Target:</b> A 30% reduction in manual "Coordination" and "Community Management" hours by the end of Q1.                                |

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|   |  |
|---|--|
|   | <p>5. <b>Outcome:</b> Reallocating the saved budget into high-tier technical content rather than repetitive manual engagement.</p>   |
| <p>6. <b>Reclaiming the "Architect" Persona (Technical Proof)</b></p> | <p><b>Reclaiming the "Architect" Persona (Technical Proof)</b><br/> We will aggressively recover the 60% loss in video viewership by launching a <b>"Verifiable Logic" series</b>. This moves away from "community vibes" and focuses on technical demos of funded projects, GitHub walkthroughs, and protocol benchmarks. This is specifically designed to fix the 40% drop in returning users by providing high-utility content that senior developers actually value.</p> |
| <p>7. <b>Mandatory Conversion &amp; ROI Mapping</b></p>               | <p>We will implement a <b>Cross-Circle Attribution Protocol</b>. Every link shared by the Marketing, Events, or DevOutreach circles must be UTM-tagged and mapped to a specific conversion goal (e.g., Newsletter Signup, RFP Draft, or Hackathon Registration). This will end the "Data Silo" problem and allow us to report a definitive <b>Cost Per Lead</b> for every marketing dollar spent.</p>  |
| <p>8. <b>Earned Media Development and increased market share</b></p>  | <p><b>Strategic Opinion Leader Alignment</b> We are building relationships with the space's opinion leaders and establishing a strong presence on their forums. By providing these influencers with <b>"Technical Proof"</b> content, evidence-based assets that resonate with their specific audiences, we will draw high-signal attention that is otherwise inaccessible through traditional ads and current channels.</p>   |

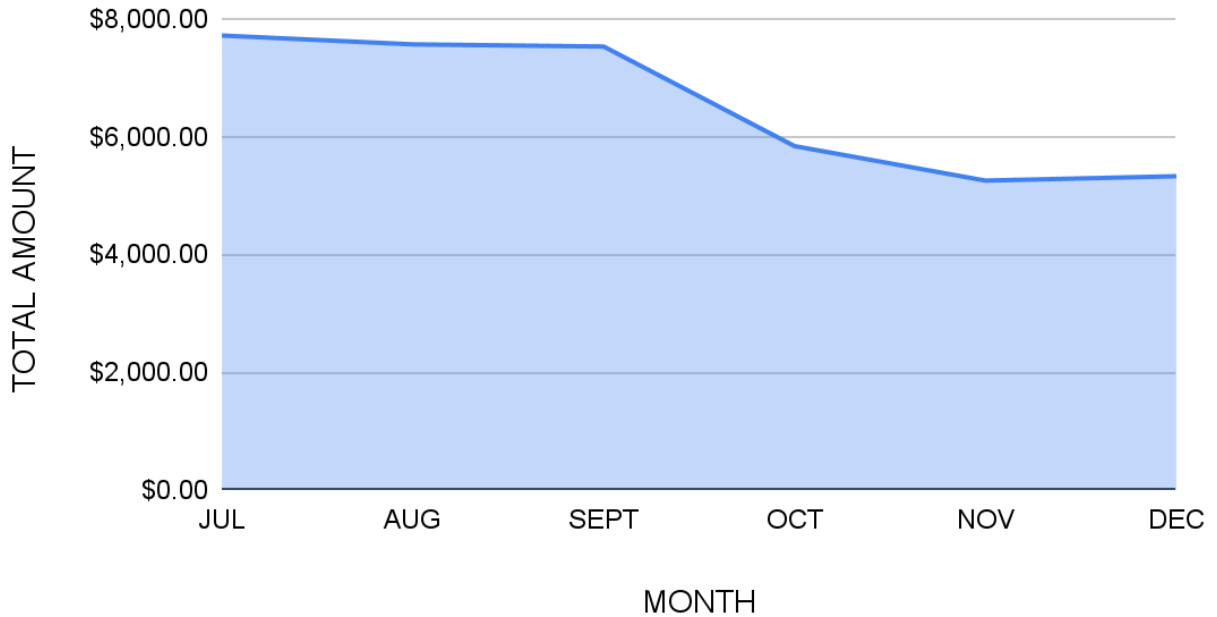
### Section 2A — H2 2025 (July - December) Financial Retrospective Chart

H2 2025 DEEP Circles Half-Yearly Reports

| CIRCLE MEMBERS | JUL        | AUG        | SEPT       | OCT        | NOV        | DEC        | TOTAL AMOUNT |
|----------------|------------|------------|------------|------------|------------|------------|--------------|
| A              | \$425.00   | \$405.00   | \$345.00   | \$225.00   | \$340.00   | \$340.00   | \$2,080.00   |
| B              | \$969.00   | \$1,124.00 | \$1,059.00 | \$906.00   | \$726.00   | \$1,115.00 | \$5,899.00   |
| C              | \$1,262.40 | \$1,238.60 | \$1,363.50 | \$668.00   | \$525.10   | \$45.00    | \$5,102.60   |
| D              | \$924.00   | \$986.50   | \$833.00   | \$895.00   | \$541.50   | \$792.50   | \$4,972.50   |
| E              | \$70.00    | \$15.00    | \$0.00     | \$0.00     | \$0.00     | \$0.00     | \$85.00      |
| F              | \$440.00   | \$430.00   | \$390.00   | \$80.00    | \$10.00    | \$0.00     | \$1,350.00   |
| G              | \$1,130.00 | \$1,170.00 | \$1,490.00 | \$1,480.00 | \$1,210.00 | \$970.00   | \$7,450.00   |
| H              | \$623.00   | \$566.00   | \$557.80   | \$445.00   | \$400.00   | \$650.00   | \$3,241.80   |
| I              | \$1,146.70 | \$1,141.70 | \$1,171.60 | \$794.90   | \$975.10   | \$880.10   | \$6,110.10   |
| J              | \$225.00   | \$5.00     | \$0.00     | \$0.00     | \$150.00   | \$100.00   | \$480.00     |
| K              | \$501.60   | \$485.00   | \$320.00   | \$345.00   | \$375.00   | \$435.00   | \$2,461.60   |
| TOTAL          | \$7,716.70 | \$7,566.80 | \$7,529.90 | \$5,838.90 | \$5,252.70 | \$5,327.60 | \$39,232.60  |

## H2 2025 DEEP Circles Half-Yearly Reports

### VISUAL OF EACH CIRCLE



### Section 2B — H2 2025 (July - December) Hours and Tasks Breakdown

| Task   | July   | Aug    | Sept   | Oct   | Nov    | Dec   | Total         |
|--|--------|--------|--------|-------|--------|-------|---------------|
| <b>Async Communication &amp; Collaboration</b> | 51.54  | 74.44  | 67.44  | 36.13 | 46.5   | 42    | <b>318.05</b> |
| <b>Audit</b>                                   | 12.76  | 9.5    | 8.83   | 9.24  | 6.42   | 4.34  | <b>51.09</b>  |
| <b>Circle Tasks</b>                            | 7.8    | 5      | 10.6   | 5     | 1      | 7.5   | <b>36.9</b>   |
| <b>Community Website Management</b>            | 10     | 4      | 5      | 5     | 2.5    | 9.3   | <b>35.8</b>   |
| <b>Content Writing</b>                         | 81.83  | 43.3   | 33.96  | 46.5  | 36.25  | 64.5  | <b>306.34</b> |
| <b>Coordination</b>                            | 146.81 | 124.84 | 143.91 | 95.91 | 105.95 | 72.42 | <b>689.84</b> |
| <b>Data Processing</b>                         | 6      | 18     | 15     |       |        |       | <b>39</b>     |



## H2 2025 DEEP Circles Half-Yearly Reports

|   |        |        |        |        |        |        |                |
|---|--------|--------|--------|--------|--------|--------|----------------|
| <b>Documentation</b>                      | 20     | 19.5   | 11     | 6      |        | 7.5    | <b>64</b>      |
| <b>Events Hosting</b>                     |        | 3      |        |        |        |        | <b>3</b>       |
| <b>Graphics Creation</b>                  | 43.5   | 85.5   | 91     | 42     | 91.5   | 63     | <b>416.5</b>   |
| <b>Marketing Strategy Development</b>     | 30.95  | 13     |        | 15     | 13     |        | <b>71.95</b>   |
| <b>Meeting &amp; Calls</b>                | 115.3  | 151.25 | 160.97 | 135.56 | 84.8   | 95.3   | <b>743.18</b>  |
| <b>Other</b>                              | 9.3    | 3.5    |        |        |        |        | <b>12.8</b>    |
| <b>Research, Analysis &amp; Reporting</b> | 77     | 32.1   | 31.78  | 11     | 3      | 3      | <b>157.88</b>  |
| <b>Resource Creation</b>                  | 26.5   | 49     | 64     | 92     | 44     | 50     | <b>325.5</b>   |
| <b>Reviews</b>                            | 34.95  | 42.65  | 25     | 28.25  | 27.35  | 41     | <b>199.2</b>   |
| <b>Social Media Management</b>            | 65.6   | 67.1   | 66.5   | 57.3   | 50     | 66.9   | <b>373.4</b>   |
| <b>Special Purpose Tasks</b>              | 1.5    |        |        |        |        |        | <b>1.5</b>     |
| <b>Video Editing</b>                      | 32.5   | 14     | 18     | 12.5   | 13.5   | 14.5   | <b>105</b>     |
| <b>Total Hours Used</b>                   | 774.17 | 756.68 | 752.99 | 597.39 | 520.27 | 541.26 | <b>3942.76</b> |

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2C — Circle Financial Projections for H1 (January - June) 2026

How resources (funds or hours) will be deployed.

|                                |                |
|--------------------------------|----------------|
| Async Comm & Collaboration     | 400 ▾          |
| Audit                          | 50 ▾           |
| Circle Tasks                   | 0 ▾            |
| Community Website Management   | 650 ▾          |
| Content Writing                | 300 ▾          |
| Coordination                   | 700 ▾          |
| Data Processing                | 0 ▾            |
| Documentation                  | 0 ▾            |
| Events Hosting                 | 0 ▾            |
| Graphics Creation              | 500 ▾          |
| Marketing Strategy Development | 80 ▾           |
| Meeting & Calls                | 750 ▾          |
| Other                          | 0 ▾            |
| Research, Analysis & Reporting | 180 ▾          |
| Resource Creation              | 350 ▾          |
| Reviews                        | 250 ▾          |
| Social Media Management        | 450 ▾          |
| Special Purpose Tasks          | 0 ▾            |
| Video Editing / Video Creation | 440 ▾          |
| <b>Total Hours To Be Used</b>  | <b>5,100 ▾</b> |

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2D — Circle Budget Trail

H2 2025 Spent - \$39,427

|   | Marketing   |
|---|-------------|
| Circle name                               | Marketing   |
| H2 2024 Spent                             | \$15,200    |
| H1 2025 - Requested                       | \$31,200    |
| H1 2025 - Approved                        | \$20,000    |
| H1 2025 - Spent                           | \$25,463.20 |
| H2 2025 - Requested                       | \$52,725.60 |
| H2 2025 - Approved                        | \$31,200    |
| H2 2025 - Spent                           | \$39,427    |
| Overspend (% of amount spent to approved) | 126%        |
| H1 2026 - Requested                       | \$51,000    |
| H1 2026 - Approved                        |             |

| H2 2025 - Spent      | H1 2026 Budget Request | H1 2026 Budget Approved | <b>Rationale:</b><br>Marketing As A Service for Snet and enablement of professional video editing capabilities. |
|----------------------|------------------------|-------------------------|---|
| \$41,000 (estimated) | \$51,000               |                         |   |

## H2 2025 DEEP Circles Half-Yearly Reports

### Operations Circle Summary (Outcomes & Impact)

**Period:** July–December 2025

**Focus:** Operational stability, tooling enablement, documentation, support systems, and cross-circle coordination.

#### Key Outcomes & Impact

- **Operational Infrastructure Strengthened**
  - Deployed and expanded core tooling across the ecosystem, including social sharing (Community Portal → X, Telegram, Discord), bonus payment request tools, support ticketing, and CMS initiation.
  - Successfully onboarded *all* members to the new Operations Portal, establishing a centralized operational backbone.
- **Awarded Teams Successfully Enabled**
  - Achieved ~90% contract signing and ~80% KYC completion for awarded teams.
  - Executed milestone payments and introduced USDC as an additional payout option, giving contributors flexibility in preferred tokens.
  - Launched weekly Open Support Calls and hosted Awarded Teams calls, improving responsiveness and collaboration.
- **Process Maturity & Documentation Growth**
  - Delivered key operational documentation: RFP playbooks, bonus request guides, Operations Charter, wallet/token guides, FAQs, and updated onboarding workflows.
  - Established clearer internal rhythms via recurring “What to note / What to do” communications and expanded the Deep Funding Manual.
- **Community & Governance Enablement**
  - Onboarded ~20 new circle members and supported All Circles coordination through Loomio, reporting systems, and internal communications.

## H2 2025 DEEP Circles Half-Yearly Reports

- Initiated analytics collaboration to build ecosystem dashboards and better understand engagement patterns, laying groundwork for data-informed decision-making.
- **Product & Platform Stewardship**
  - Acted as product managers for internal platforms and community infrastructure—coordinating frontend publishing, portal enhancements, membership syncing, and milestone visibility on the website.
- **Financial & Resource Efficiency**
  - Delivered H2 operations at **\$18,482.60**, representing **92.4% budget adherence** against the approved amount.
  - Total effort logged: 1,848 hours across coordination, documentation, technical support, meetings, community website management, and async collaboration.

### Strategic Result

We have evolved from being a primarily reactive coordination into a more systems-oriented function—becoming the **connective engine** of Deep Funding by translating strategy into execution, enabling payments and support flows, formalizing documentation, and establishing repeatable operational processes that now support decentralization and long-term ecosystem growth.

# H2 2025 DEEP Circles Half-Yearly Reports

## Operations Circle Full Report

Coordinators: Mayordefi | Ayo

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### Section 1A — Overview of the Circle

Brief mission + key responsibilities. Can also cover how circle has evolved overtime.

### DEEP Funding Operations Circle — Mission & Key Responsibilities

At our core, we, Operations Circle exists to help Deep Funding run smoothly and coherently. In most places we help in turning ideas, strategy, and collective intentions into real coordination and execution. We focus on the *how*: how decisions move into action, how circles stay aligned, how contributors are paid, how delivered milestones are rewarded and in essence how the ecosystem holds together even through rapid growth spurts.

In many ways, Operations is the connective tissue of Deep Funding. While other circles focus on different things aligned with the DEEP Strategy, we focus on building the structures and rhythms that allow all of that to function in real time practice.

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### What we do

#### ☐ TOOLING

We set up, manage, and maintain the operational tools that keep Deep Funding running — including community portals, calendars, Loomio, reporting systems, and internal workflows.

#### ☐ DOCUMENTATION

We document processes, frameworks, decisions, and structures across the ecosystem — so that knowledge and continuity are shared and preserved, and new contributors can onboard seamlessly and function without facing learning frictions.

## H2 2025 DEEP Circles Half-Yearly Reports

### ☐ **PRODUCT MANAGEMENT**

We act as product managers for Deep Funding's internal platforms and community-facing infrastructure (such as the community portal and governance tooling). This includes coordinating designs, gathering feedback, prioritizing improvements, coordinating implementations, and ensuring these products evolve in line with ecosystem needs.

### ☐ **SUPPORT**

We also support awarded teams, coordinators and contributors with milestone payments, subscriptions, tasks payments, adhoc payments, onboarding, access, permissions, and practical tooling issues.

### ☐ **COMMUNICATION**

We help internal information flow, manage dependencies, and support coordination across our All Circles.

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### **How The Operations Circle Has Evolved**

Operations started out mainly as a coordination and support function. As Deep Funding has grown, it has gradually become more systems-oriented – helping to involve the All Circles in governance and decision-making through Loomio, supporting transparent reporting, and laying down operational foundations for decentralization.

Today, the Operations Circle functions as the engine room of Deep Funding: executing payments audits including awarded teams and circles contributors, holding structure, pushing automations, enabling flow, and helping transform the All Circles shared vision into practical, repeatable systems that can support long-term growth and community-led funding.

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## H2 2025 DEEP Circles Half-Yearly Reports

### Section 1B — H2 2025 (July - December) Retrospective Month-by-Month Insights

Insights, experiences, achievements, news.

#### ☐ July 2025

☐ Tooling

☐

☐ Documentation

☐ Product Management

☐ Initiated and executed the first batch of the social share feature on the community portal

☐ Support

☐ BGI Awarded Teams contract execution - initiated

☐ H1 2025 Half-yearly report facilitation

☐ Continued support of the Awarded teams and community members

☐ Communications

#### ☐ August 2025

☐ Tooling

☐ Documentation

☐ Product Management

☐ Frontend publishing from the community portal

☐ Social Share feature extended to X (Twitter), and Telegram.

☐ Support

☐ Tools Subscription payment process created for Circle coordinators.

☐ BGI Awarded Teams contract execution - completed

☐ Open Support Call - We began supporting the community via weekly open calls

☐ Communications



## H2 2025 DEEP Circles Half-Yearly Reports

- ☐ We hosted the first Awarded Teams call - an effort to foster communication, feedback and collaborations between the awarded teams.

### ☐ **September 2025**

#### ☐ Routine Operations

- ☐ 20 New DF Circle Members onboarded into the All Circle Community.
- ☐ Feedback survey on the DF Retrospective reports executed.

#### ☐ Documentation

- ☐ Onboarding flow for deepfunding for coordinators updated on the DF Manual.
- ☐ Circle process documents updated for updated workflows.
- ☐ An RFP playbook for awarded teams created.
- ☐ A playbook/manual created for the Tool subscription request

#### ☐ Product Management

- ☐ Social share feature extends to Discord - Tested.

#### ☐ Support

- ☐ Awarded teams onboarding to the DF operations platform - initiated.
- ☐ The Open DF weekly Support Call - continued.
- ☐ Support Ticket Command launched in collaboration with the IT Circle.
- ☐ Support Ticket use/application education and demo - executed.
- ☐ Contract signing newly awarded RFP Teams - initiated.

#### ☐ Communications

- ☐ Onboarded two new circle members.

### ☐ **October 2025**

#### ☐ Tooling

- ☐ Bonus Payment Process Improvement Tool Development and Deployment; Bonus payment request now via the new Bonus Payment Request tool.

#### ☐ Documentation

- ☐ RFP Documentation - completed.


## H2 2025 DEEP Circles Half-Yearly Reports

- ☐ Bonus Request Guide Documentation – completed.
- ☐ Support
  - ☐ Open Support calls continued.
  - ☐ Operations Support Channel updated.
  - ☐ Circle Coordinators Onboarded to the Operations Platform
  - ☐ 90% Contract Signing Rate – Awarded Teams
  - ☐ 80% KYC Fulfilled – Awarded Teams
- ☐ Communications
  - ☐ Weekly “What to note and what to do” Internal communication post – initiated.
- ☐ **November 2025**
  - ☐ Tooling
    - ☐
  - ☐ Documentation
    - ☐ Operations Circle Charter Documentation on DF Manual.
    - ☐ Wallet and Preferred token Guide on the Operations Portal.
    - ☐ Curated FAQ documentation for the Operations Circle.
  - ☐ Product Management
    - ☐ DF Website awarded team project milestones updated.
    - ☐ Open Project Task and hour log analyzed and reported
    - ☐ Syncing of All Circles Membership between the Operations platform and the community portal – initiated.
  - ☐ Support
    - ☐ Open Support Call – continued.
    - ☐ Payment audit and execution – continued.
    - ☐ USDC Payment option/solution – Initiated.
  - ☐ Communications
    - ☐ Internal communications efforts – continued.
- ☐ **December 2025**
  - ☐ Tooling
    - ☐
  - ☐ Documentation
    - ☐

## H2 2025 DEEP Circles Half-Yearly Reports

- ☐ Product Management
  - ☐ Syncing of All Circles Membership between the Operations platform and the community portal – continued
  - ☐ CMS for content management is initiated and in progress.
- ☐ Support
  - ☐ USDC Payment option – wallet changes and verification executed; Community Members and awarded teams can now choose what token to be paid with.
  - ☐ USDC Payments executed
- ☐ Communications
  - ☐ Internal communications efforts – continued.

### Retrospective Summary based on Circle H2 2025 Goals

| Circle main goals for H2 2025<br>Source:<br> Operations Circle H1 2025 Half-Yearly Repo...   | Retrospective Comments (Give definitive feedback on this, add links where necessary)  |
|---|---|
| <ul style="list-style-type: none"><li>● <b>Community Education on Operations Portal</b><ul style="list-style-type: none"><li>○ Educate users on new portal tools in collaboration with Marketing's endo-marketing team</li></ul></li><li>● <b>Automated On/Off Boarding</b><ul style="list-style-type: none"><li>○ Align onboarding/offboarding processes with existing SSO workgroup</li><li>○ Consider integration of profiles, reputation framework, and databases across Deep sites</li></ul></li><li>● <b>Execution of Penta-Circle Strategy</b></li></ul> | <ul style="list-style-type: none"><li>● All Members have now been onboarded to the new Operations Portal. We have since begun executing internal communication and updates towards this end.<br/><a href="https://app.deep-operations.ai/">https://app.deep-operations.ai/</a></li><li>● We slowed down a bit on this one to allow the WordPress Team conclude on their work. We have been supporting them where needed. Onboarding and Offboarding still take place on Circles' Coordinators' request.</li></ul> |

## H2 2025 DEEP Circles Half-Yearly Reports

|  |  |
|--|--|
| <ul style="list-style-type: none"><li>○ Expand Quad Circle (Ops, Data, IT, Review) to include Dev Outreach</li><li>○ Focus on AI marketplace education, post-project support, and solution audits</li><li>● <b>Onboarding of New Circle Members</b><ul style="list-style-type: none"><li>○ Add 1–2 members to support endo-marketing and prep for community support due to expected proposal growth in DF Round 5</li></ul></li><li>● <b>Feedback Survey</b><ul style="list-style-type: none"><li>○ Design a method to gather feedback from the community on circle performance</li></ul></li><li>● <b>Website Management – Awarded Teams</b><ul style="list-style-type: none"><li>○ Continue updating project and milestone info on the DF website</li></ul></li><li>● <b>Deep Funding Manual Maintenance</b><ul style="list-style-type: none"><li>○ Keep manual updated and promote its usage in the community</li></ul></li><li>● <b>Data Analytics Collaboration</b><ul style="list-style-type: none"><li>○ Maintain partnership with Data Circle to support DF community and staff</li></ul></li><li>● <b>DF Communications Framework</b></li></ul> | <ul style="list-style-type: none"><li>● We did expand Quad Circle (Ops, Data, IT, Review) to include Dev Outreach however the unfolding DEEP Strategies and alignment with ASI Create put us in a “wait and observe” position.</li><li>● We onboarded 2 members to support internal communications.</li><li>● We expanded this in collaboration with the Data Analytics Circle to encompass having a life dashboard of analytical feedback on almost all the processes and events within our ecosystem. Work is still ongoing with this</li><li>● We continued to manage awarded teams update on the main DEEP Portal.</li><li>● Our documentation effort continued throughout the last half year.</li><li>● Yes, we continue to collaborate with Data Analytics Circle to support DF community and staff, in the unfolding half year we plan to be more prescriptive with our operational analysis</li><li>● There is now a Communications Framework 2.0 managed and being executed by the Internal Communications WG</li></ul> |
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## H2 2025 DEEP Circles Half-Yearly Reports

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| <ul style="list-style-type: none"><li>○ Review and implement remaining parts of the communications framework</li></ul> |  |
|--|--|

### Section 1C— Challenges

Please share challenging circle experiences, failures, changes; and the things the circle now see better in hindsight.

#### Challenges

- ☐ Operations and in general Sense: The DEEP Funding community is an idea-fast ecosystem, this is not a bad thing but it impacts us in that a well crafted plan can become obsolete within few months and the need to change or adapt or improvise becomes imminent and eminent.
- ☐ Tooling and solutions deployment: We have a contracted tooling team for the DEEP Funding ecosystem; we find that we need to build a better communication process and system, between the triangle of DEEP Staff, the Contracted Team and the Operations Circle. The assumption that the Operations Circle are consistently in the loop without a clear process of “keep in the loop” activities is a challenge we have identified.
- ☐ Documentation
  - ☐ Putting out documentation is a thing, making sure the documentations remain valid is another. One of the experiences we had when the operations portal domain had to change showed us that as there is a process for adding new documentation, there has to be a process for regular audit and quality assurance on these documentations. The extension to all of this is maybe a collaboration with the Onboarding Circle to see how we can build the system and culture of having new members have a ritual of studying relevant documentations on their entry.

## H2 2025 DEEP Circles Half-Yearly Reports

### ☐ Product Management

- ☐ We may need to get to a point where the SSO works well and seamlessly and people can connect all their tools from one single point of entry, it would be a nice thing if from a person's community or main portal profile a person is able to access all the other platforms where we operate as a community. This might be something to really look at in the new halfyear.

### ☐ Support

- ☐ Educating the community on adoption of process improvements and or tooling upgrades requires quite an effort. We see now that we need to do more in this regards.

### ☐ Communication and community Engagement

- ☐ We seek improvement in community communications and engagement, we stil have a general low participation across the community to polls, conversations and decisions. We began a collaborative effort with the Analytics circle on correlations analysis that may help us understand the factors suurounding this situation and how to better it

## Section 1D – Circle Plans for H1 2026

### Outlook

#### Circle Overview & Outlook

For H1 2026, the Operations Circle will focus on stabilizing core systems while increasing adaptability across the DEEP Funding ecosystem. Having gained clearer insight into structural and process gaps over the last half year, our priority is to move from reactive operations toward more deliberate product thinking, documentation governance, and community enablement.

## H2 2025 DEEP Circles Half-Yearly Reports

Overall, we plan that H1 2026 will be a consolidation and systems-building phase for Operations: strengthening foundations, improving cross-circle coordination, and laying the groundwork for a more connected, informed, and engaged DEEP Funding community.


| Circle Main Goals for H1 2026  | Rationale Comments ( Give a little more insight on each of the points, add links where necessary)  |
|--|--|
| <ul style="list-style-type: none"><li>• <b>1. Operational Adaptability &amp; Process Design</b></li><li>• <b>2. Tooling Coordination &amp; Delivery Alignment</b></li><li>• <b>3. Documentation Experience Improvement &amp; Onboarding Integration</b></li><li>• <b>4. Product Experience</b></li></ul> | <ul style="list-style-type: none"><li>• Operations will emphasize feedback loops, clearer ownership, and faster iteration cycles to support continuous change.</li><li>• A major objective for H1 is improving collaboration between DEEP Staff, the contracted tooling team, and the Operations Circle. We plan to establish clearer communication pathways, defined “keep-in-the-loop” processes, and shared delivery checkpoints to reduce misalignment and ensure Operations remains embedded in tooling decisions and deployments.</li><li>• Operations will be implementing a documentation lifecycle process—covering creation, regular audits, and quality assurance—to keep materials current and reliable.</li><li>• We will explore improvements to single sign-on (SSO) and portal integration, with the long-term</li></ul> |

## H2 2025 DEEP Circles Half-Yearly Reports

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| <p><b>&amp; Access Unification</b></p> <ul style="list-style-type: none"> <li><b>5. Support Enablement &amp; Process Adoption</b></li> <li><b>6. Communication, Engagement &amp; Data-Informed Improvement</b></li> </ul> | <p>goal of enabling members to access community tools and platforms from a unified profile.</p> <ul style="list-style-type: none"> <li>Recognizing the effort required to drive adoption of new tools and processes, Operations will increase emphasis on community education—through clearer guidance, walkthroughs, and change announcements—to improve uptake and reduce friction during transitions.</li> <li>To address low community participation and engagement, we will continue collaborating with the Analytics Circle on correlation analysis and engagement patterns. Insights from this work will inform targeted experiments in communication formats, timing, and participation incentives.</li> </ul> |
|---|--|

### Section 2A — H2 2025 (July - December) Financial Retrospective Chart

Our H2 2025 Projections - Full report here

 [Operations Circle H1 2025 Half-Yearly Report \[Financials\]](#)

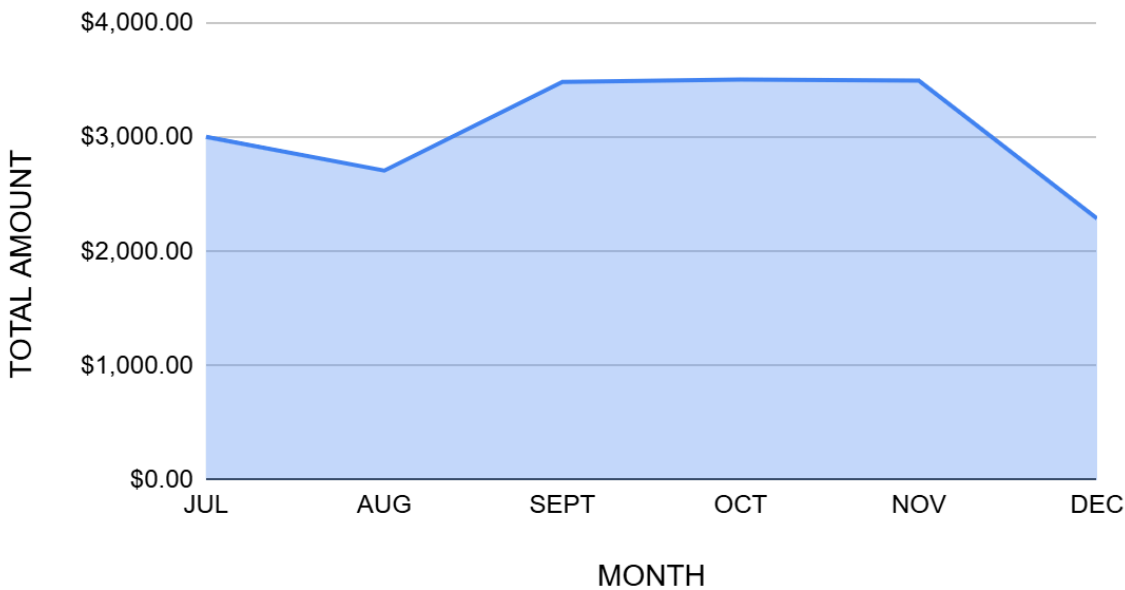
| <b>Projections</b> | <b>July</b> | <b>Aug</b> | <b>Sept</b> | <b>Oct</b> | <b>Nov</b> | <b>Dec</b> | <b>Total</b>  |
|--------------------|-------------|------------|-------------|------------|------------|------------|---------------|
| <b>Hours</b>       | 325         | 325        | 360         | 380        | 380        | 390        | 2160          |
| <b>Pay \$</b>      | 3250        | 3250       | 3600        | 3800       | 3800       | 3900       | <b>21,600</b> |



## H2 2025 DEEP Circles Half-Yearly Reports

Our Actual Spendings

| <i>Actual</i> | July   | Aug     | Sept   | Oct     | Nov    | Dec    | Total             |
|---------------|--------|---------|--------|---------|--------|--------|-------------------|
| <i>Hours</i>  | 300.4  | 270.7   | 348.4  | 350.5   | 349.4  | 228.8  | 1848.2hrs         |
| <i>Pay \$</i> | 3004.0 | 2707.50 | 3484.0 | 3505.10 | 3494.0 | 2288.0 | <b>\$18482.60</b> |



### Section 2B — H2 2025 (July - December)Hours and Tasks Breakdown

| Task             | July  | Aug    | Sept  | Oct    | Nov   | Dec   | Total   |
|------------------|-------|--------|-------|--------|-------|-------|---------|
| Total Hours Used | 301.4 | 274.75 | 351.4 | 339.31 | 293.8 | 228.8 | 1789.46 |

## H2 2025 DEEP Circles Half-Yearly Reports

|  |      |       |      |       |       |      |               |
|--|------|-------|------|-------|-------|------|---------------|
| <b>Async Communication &amp; Collaboration</b> | 51.3 | 48    | 48.3 | 59.8  | 76.3  | 43.7 | <b>327.4</b>  |
| <b>Circle Tasks</b>                            | 20   | 27.6  | 22.5 | 27.05 | 38.15 | 31.8 | <b>167.1</b>  |
| <b>Community Website Management</b>            | 25   | 21.8  | 20.3 | 59.2  | 39.4  | 13   | <b>178.7</b>  |
| <b>Content Writing</b>                         | 6.7  | 6     | 3    |       | 7     |      | <b>22.7</b>   |
| <b>Coordination</b>                            | 31   | 44.35 | 56   | 46    | 52.75 | 21   | <b>251.1</b>  |
| <b>Development/Testing</b>                     |      | 18    | 10   |       | 0.5   |      | <b>28.5</b>   |
| <b>Direct Onboarding Support</b>               |      |       | 9.2  |       |       |      | <b>9.2</b>    |
| <b>Documentation</b>                           | 24.2 | 21.5  | 49.5 | 39    | 33.6  | 1.5  | <b>169.3</b>  |
| <b>Graphics Creation</b>                       |      |       |      | 7     |       |      | <b>7</b>      |
| <b>Meeting &amp; Calls</b>                     | 60.3 | 42    | 51.1 | 54.21 | 33.2  | 39.8 | <b>280.61</b> |
| <b>Other</b>                                   | 5.5  | 2.5   | 2    |       | 2     |      | <b>12</b>     |
| <b>Research, Analysis &amp; Reporting</b>      | 10   | 7     | 23   | 2     | 7.5   | 17   | <b>66.5</b>   |
| <b>Resource Creation</b>                       | 31.4 |       | 5    | 10    |       |      | <b>46.4</b>   |
| <b>Social Media Management</b>                 |      |       |      | 2     | 2     |      | <b>4</b>      |
| <b>Technical Support</b>                       | 36   | 36    | 51.5 | 33    | 32    | 38   | <b>226.5</b>  |
| <b>Payment Analysis</b>                        |      |       |      |       | 17    | 23   | <b>40</b>     |
| <b>Audit</b>                                   |      |       |      |       | 8     |      | <b>8</b>      |

### Option 2: Total Hours per Activity (Overall H2 2025)

|                         |   |
|-------------------------|---|
| Social Media Management | 4 |
| Graphics Creation       | 7 |
| Audit                   | 8 |

## H2 2025 DEEP Circles Half-Yearly Reports

|                                     |        |
|-------------------------------------|--------|
| Direct Onboarding Support           | 9.2    |
| Other                               | 12     |
| Content Writing                     | 22.7   |
| Development/Testing                 | 28.5   |
| Payment Analysis                    | 40     |
| Resource Creation                   | 46.4   |
| Research, Analysis & Reporting      | 66.5   |
| Circle Tasks                        | 167.1  |
| Documentation                       | 169.3  |
| Community Website Management        | 178.7  |
| Technical Support                   | 226.5  |
| Coordination                        | 251.1  |
| Meeting & Calls                     | 280.61 |
| Async Communication & Collaboration | 327.4  |

### Section 2C — Circle Financial Projections for H1 (January – June) 2026

*How resources (funds or hours) will be deployed. Please use tables to show your prospective breakdowns.*

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2D — Circle Budget Trail

H2 2025 Spent ( Jul - Dec) - \$18482.60

Average Spend/Month - \$3080.4

| Circle name                                      | Operations      |
|--|-----------------|
| H2 2024 Spent                                    | \$18,023.50     |
| H1 2025 - Requested                              | \$18,720        |
| H1 2025 - Approved                               | \$18,000        |
| H1 2025 - Spent                                  | \$12,062.75     |
| H2 2025 - Requested                              | \$25,920        |
| H2 2025 - Approved                               | <b>\$20,000</b> |
| H2 2025 - Spent                                  | \$18482.60      |
| Budget adherence (% of amount spent to approved) | 92.4%           |
| H1 2026 - Requested                              |                 |
| H1 2026 - Approved                               |                 |

## **H2 2025 DEEP Circles Half-Yearly Reports**

### **Events Circle Summary – H2 2025 Report**

#### **H2 2025 (July – December) Retrospective**

##### **Internal Process Improvements – Community Hubs**

- Practical creation and implementation of the process to manage Hubs monthly:
  - Review Process
  - Bi-Weekly Process
  - Metrics Capture Process
- Not as much automation as initially predicted, as we moved on to create community hub portal

##### **Marketing Reach – Community Hubs**

- Hug Pages in the Community Website
- Public Dashboard to track impact of the Hubs
- Townhall sessions highlighting the work of the Hubs

##### **X Spaces Launch**

- Launch of X Spaces with series Deconstructing AI (Bi-Weekly on Mondays)
- Unique, more educational format, that creates a solid professional reputation for Deep on X

##### **Documentation Improvements**

- Started a new system to organize documentation.
- This new System has been planned and is in initial stages of Implementation
- Allows us to identify missing information, keep documents updated, and keep documents organized so we can easily access them.

##### **Community Hub Growth**

###### **Existing Hubs**

- Creation of processes and frameworks for the evaluation of the 6 months of the Hubs

## H2 2025 DEEP Circles Half-Yearly Reports

- Definition of desired performance metrics
- Planning and creation of next steps for the Community Hubs
- Everything is currently on Hold until we have a better idea of the Future of SNet and Deep Funding

### New Hubs

- Create a framework and Processes for Open RFP for Community Hubs
- Reach out to High-potential Hubs
- Creation of Open RFP for Community Hubs
- Creation of new selection process for Open RFPs
- Waiting for Clarity on the New DEEP Strategy

### Recruitment

- Mariam had the availability to take on documentation work so we delayed recruitment
- Later, we started recruitment to grow community hubs.
- We've created requirements, defined a list of people to reach out to and carried interviews.
- Waiting on Clarity on the DEEP strategy to understand if we should onboard new member.

### Other Initiatives

In addition to everything we've planned, we ended up being involved in other initiatives we weren't initially expecting:

- **Spotlight Events** – We've carried additional events like spotlights for BGI, or additional sessions requested by Jan and Rafael Presa.
- **CRISP Ideation Event**
- **Community Hub in Hackathon Development** – Onchain Asia Hub helped Dev Outreach deliver the India Hackathon. Great Success to replicate in the future.
- **Collaboration between Hubs and Marketing** – See how Marketing can help Hubs, and how hubs can better market DeepFunding, and align with marketing strategy.
- **Deep Funding Year Book** – In Partnership with Marketing, we lead the creation of the Deep Funding Year Book
- **Deep Funding Series with Marketing** – video and Townhall education series

## H2 2025 DEEP Circles Half-Yearly Reports

- **Community Hub Portal** – a Portal to manage Deep Fundign Community Hubs and facilitate information sharing and cross-collaboration between circles.
- **Event Dashboard** – Working with Data analytics we have improved our metrics tracking process for Events.

Community Hub Dashoard:

[https://lookerstudio.google.com/u/0/reporting/d9bb5e10-5117-4e0c-80f0-0de78c608662/page/p\\_1h2ni09wtd](https://lookerstudio.google.com/u/0/reporting/d9bb5e10-5117-4e0c-80f0-0de78c608662/page/p_1h2ni09wtd)

India Hackathon:

<https://drive.google.com/file/d/1av6QW9lGMwXJGdn2zv34dNMBiWCS2tQv/view>

Community Hub Pages: <https://deep-communities.ai/community-hubs/>

Events Metrics:

### Challenges

- Defining the audience and the strategy
- Lack of Valuable Opportunities for the Target Audience
- Lack of Coordination with SNET and Deep Funding Team
- Specificity of Community Hub Work

### Circle Plans for H1 2026

- **Open RFP for Community Hubs**
  - Launch RFP for Everyone
  - Review and Selection Process of Hubs
- **Onboarding New Community Hubs**
  - Onboard at least 2 New Hubs
- **Launch and Refinement of Community Hub Portal**
  - Initial testing of the Platform
  - Bugs, Refining, and Requests
  - Implementation of the Platform within the activities of the Hubs
  - Further Feedback Collection and Refinement
- **Refinement and Improvement of Documentation Process**
  - Finish new documentation migration and framework implementation
  - Reflect and refine the documentation framework and process after

## H2 2025 DEEP Circles Half-Yearly Reports

implementation

- **Events Maintenance and Improvement**

- Keep executing our regular deep funding events:
  - Open All Hands
  - Townhall
  - X Spaces
- Refine strategy and implementation of the events based on the Marketing strategy and Deep Funding strategic priorities

- **Community Hub Management**

- Support Hubs in their Operations
- Review and Payment Support
- Reporting and Impact Evaluation
- Strategy alignment
- Connect Hubs to the DF ecosystem and other Circles and Initiatives.
- Set Frameworks and processes for the development of Hub activities

- **Implementation of New Opportunities for Community Hubs**

- Hackathon support and development alongside Dev Outreach and their strategy
- Live Awareness and initiatives around Deep Funding according to Dev Outreach Strategy
- Partnership framework for Deep Funding Partners
- Connection to Marketing circle for bigger combined reached and to explore Community growth synergies
- Ideation challenges support and Ideation Challenge Organization

- **Onboarding and Training of New Team Member**

- Onboard into Deep Funding
- Provide Background knowledge and training on Events Circle
- Mentorship support and task experimentation
- Onboarding into a specific responsibility

- **Alignment with Marketing Strategy and Potential Creation of a Fanpage Strategy**

- Coordination, collaboration and development of Marketing strategy for Deep Funding alongside Marketing Circle and Dev Outreach
- Potential Fanpage focus from the event circle with creation of a strategy
- Test implementation of new activities align with Marketing strategy or with Fanpage strategy.



# H2 2025 DEEP Circles Half-Yearly Reports

## Events Circle Full Report - H2 2025

**Name of Coordinators:** Rafael Cardoso and Priscilla Boakye.


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### Section 1A — Overview of the Circle

The Events Circle is taking the lead on nurturing and strengthening the Deep Funding Community, organizing our Online Community Events (Townhall, Open All Hands, X Spaces, and more), and leading the effort to decentralize the growth of Deep Funding by creating and supporting Community Hubs on different countries and specific bonding subjects.

### Section 1B — H2 2025 (July - December) Retrospective Month-by-Month Insights

#### Retrospective Summary based on Circle H2 2025 Goals

| <b>Circle main goals for H2 2025</b><br>(Distilled from<br> Operations Circle H1 2025 ... )  | <b>Has each of these goals been achieved? Populate each goals with proof of completion if available.</b>   |
|---|--|
| <ul style="list-style-type: none"><li>● <b>Internal Process Improvements – Community Hubs</b><ul style="list-style-type: none"><li>○ Optimize and automate monthly reviews and payments</li><li>○ Launch monthly calls with hubs to encourage collaboration and share</li></ul></li></ul> | <p><b>Internal Process Improvements – Community Hubs</b></p> <p>During these 6 months, we refined and improved the internal processes to manage hubs. We have started to work on a few automations; however, we haven't automated to the extent desired. This is because, together with the other 2 circles involved directly with community Hubs, we've decided and started developing the Community Hub Portal, which is still in progress and which took the automation to a much higher and significant level than initially predicted. We launched bi-weekly calls instead of Monthly calls, which have been used to discuss important, topics opportunities and align in terms of strategy</p> |

## H2 2025 DEEP Circles Half-Yearly Reports

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| <p>updates</p> <ul style="list-style-type: none"><li>• <b>Marketing Reach – Community Hubs</b><ul style="list-style-type: none"><li>○ Create editable Hub pages on the DF community website</li><li>○ Build a Hub analytics dashboard (individual + aggregated stats)</li><li>○ Increase visibility through DF events</li></ul></li><li>• <b>Events Improvements</b><ul style="list-style-type: none"><li>○ Maintain current events with added planning and ownership</li><li>○ Introduce new content and focus on audience value and FOMO</li></ul></li><li>• <b>X Spaces Launch</b><ul style="list-style-type: none"><li>○ Start monthly/bi-weekly sessions to</li></ul></li></ul> | <p><b>Marketing Reach – Community Hubs</b></p> <p>We have been involved and help create the Hub pages on the Community Website, as well as created a dashboard for individual and aggregated stats alongside Data Analytics. We have as well, had sessions in our events highlighting the Hubs and their work for added reach.</p> <p><b>X Spaces Launch</b></p> <p>We have started the X spaces, which have been a great success. We’ve started with a specific series and have been inviting some amazing speakers to share more about their knowledge on AI and the specific area of expertise. This has provided a unique and more outgoing format, that is creating a solid and professional reputation for Deep Funding on X. To this date, we keep delivering on them.</p> <p><b>Documentation Improvements</b></p> <p>While we were planning to get another circle member to take care of documentation, Mariam wanted to step up to this role so we decided to try it out. Rafael define the requirements for the system, and Mariam alongside the rest of the team create a new process for documentation, that allows to keep information up to date, and also identify missing documentation that needs to be created. We are in the initial stages of the implementation of this system, with the migration and organization of all the existing files created by all Deep Funding Team members. Once migration is done and files are organized, we will move into the review and updating stages of the process, which should be done next 6 months, and then continue indefinitely.</p> <p><b>Community Hub Growth</b></p> <p>Here we’ve created the frameworks and processes to be able to analyse the half-yearly reports of the hubs, and to</p> |
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## H2 2025 DEEP Circles Half-Yearly Reports

|   |  |
|---|--|
| <p>grow community presence</p> <ul style="list-style-type: none"><li>○ Iterate and improve format over time</li></ul> <ul style="list-style-type: none"><li>● <b>Documentation Improvements</b><ul style="list-style-type: none"><li>○ Define a clear owner and system for organizing and updating docs</li></ul></li><li>● <b>Community Hub Growth</b><ul style="list-style-type: none"><li>○ Assess performance, renew strong hubs, and onboard new ones</li></ul></li><li>● <b>Recruitment</b><ul style="list-style-type: none"><li>○ Possibly add 1 new team member using a trial-based onboarding approach</li></ul></li></ul> | <p>evaluate their performance. Additionally, we've created threshold for evaluation and a framework for next steps and developments of the hubs where we search to give more opportunities to higher performing hubs, and support poorly performing hubs to increase their performance. Currently, we are reviewing the half-yearly reports of the Hubs. However, in terms of next steps we have been given indications by the Deep Funding team to delay the new metrics and agreements with the Hubs until we have a better idea of what the Future holds for SNET and Deep Funding.</p> <p>Additionally, we've reached out to some of the high-potential hubs, previously identified, however after some conversations, none of the Hubs were in a position to perform against their initial proposal.</p> <p>We've also created the framework and processes for Open RFP for Community Hubs, so that applications can be always open as long as someone has a good idea to apply for a Hub. We've created the RFP for this format, considering our learnings and the differences to our previous RFP, and create as well a new selection process framework, to be able to define and prioritize applications in a way that aligns with this new RFP Process. While we aimed to make this RFP live either end of last Month beginning of this month, we are holding on for more Clarity of Deep Funding regarding the strategy and next steps, so that we can make some changes to the Open RFP and make sure that metrics and goals of these Hubs align with the new strategy and priorities.</p> <p><b>Recruitment</b></p> <p>In terms of recruitment, due to the fact that Mariam had the time availability to take on documentation we were able to delay recruiting an additional person for a while.</p> <p>However, more recently due to the growth of Community Hubs, and the fact that the team in general is seeing a</p> |
|---|--|

## H2 2025 DEEP Circles Half-Yearly Reports

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|--|---|
|  | <p>decreased time availability for additional initiatives and growth, we looked into onboarding and additional member.</p> <p>For that, we've created the requirements, searched our networks and the applicants list for people with the right profile, reached out to them, and carried out interviews and decided the right fit for our team.</p> <p>Right now, we are only waiting for more clarity on the DF strategy for the next 6 months to understand if we are able to onboard this new circle contributor.</p> <p><b>Other Initiatives</b></p> <p>In addition to everything we've planned, we ended up being involved in other initiatives we weren't initially expecting:</p> <ul style="list-style-type: none"><li>• <b>Spotlight Events</b> - We've carried additional events like spotlights for BGI, or additional sessions requested by Jan and Rafael Presa.</li><li>• <b>CRISP Ideation Event</b> - Working alongside CRISP, we've created a new event format for ideation with live voting. This was significant endeavour that turned out into a great celebration event.</li><li>• <b>Community Hub in Hackathon Development</b> - Working alongside Dev Outreach we experimented with using a Community Hub to be a local partner of Dev Outreach and to help carry a local. Live Hackathon in India. This has been a great success and something we want to further expand on for the future.</li><li>• <b>Collaboration between Hubs and Marketing</b> - Recently we started exploring how the Hubs and Marketing Circle could support each other in terms of marketing, with the Hubs spreading the Deep Funding Marketing Campaign and Opportunities within their community leveraging the guidance and resources of the Marketing Circle, and with the Marketing Circle</li></ul> |
|--|---|

## H2 2025 DEEP Circles Half-Yearly Reports

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|  | <p>spreading awareness on the work and Opportunities that exist within the Deep Funding Hubs.</p> <ul style="list-style-type: none"><li>• <b>Deep Funding Year Book</b> - In Partnership with Marketing, the Deep Funding events circle lead the creation of the Deep Funding Year Book, a community building initiative to recognize the amazing work and contributions done by all Deep Funding Contributors.</li><li>• <b>Deep Funding Series with Marketing</b> - Working with Marketing Circle, we have been planning and started the work on a video and Townhall education series about Deep Funding.</li><li>• <b>Community Hub Portal</b> - As previously referred, contrary to initial expectations, we've entered in a large initiative alongside the review circle, data Analytics and Deep Labs into the development of a Portal to manage Deep Fundign Community Hubs and facilitate information sharing and cross-collaboration between circles</li><li>• <b>Event Dashboard</b> - Working alongside Data analytics we have improved our metrics tracking process for Events, including creating metrics for the Twitter spaces. A New dashboard has been developed for this purpose.</li></ul> |
|--|--|

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 1C— Challenges

*Challenging circle experiences, failures, changes and things the circle now see better in hindsight.*

**Defining the audience and the strategy** - A big challenge for Events Circle and the other Marketing circles is defining the audience. There has been a lot of back and forth in the audiences we should be targeting with our events, and this has led to changes in the strategy and ideas for how to coordinate the events. Sometimes, it has been hard to optimize the planning of the events, considering the mixed goals.

**Lack of Valuable Opportunities for Target Audience** - Except for ideation challenges, there have not been a lot of opportunities we can offer to grow and make the audience more active. And ideation is not the ideal opportunity for our target audience, so a clearer way we could add value as Deep that would be important to attract and retain the experienced developers we want to have. This has been a challenge for the Hubs as well, to convert the huge number of members they are getting into active contributors

**Lack of Coordination with SNET and Deep Funding Team** - A closer coordination that would allow us to know in advance the plans for the years, and the activities we should cover, or the goals we should move towards, so that we can best organize our resources, namely the event agenda and the community hubs to have a stronger outreach strategy towards these ups. We need to know things and events more in advance.

**Specificity of Community Hub Work** - The work of supporting and managing community hubs, comes with a lot of responsibility and requires a lot of context, finding the best way to efficiently distribute these responsibilities across the team without running into issues or mistakes has been a challenge.

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 1D — Circle Plans for H1 2026

| Circle Main Goals for H1 2026  | Rationale Comments ( Give a little more insight on each of the points, add links where necessary)  |
|--|--|
| <ul style="list-style-type: none"><li>● <b>Open RFP for Community Hubs</b><ul style="list-style-type: none"><li>○ Launch RFP for Everyone</li><li>○ Review and Selection Process of Hubs</li></ul></li><li>● <b>Onboarding New Community Hubs</b><ul style="list-style-type: none"><li>○ Onboard at least 2 New Hubs</li></ul></li><li>● <b>Launch and Refinement of Community Hub Portal</b><ul style="list-style-type: none"><li>○ Initial testing of the Platform</li><li>○ Bugs, Refining, and Requests</li><li>○ Implementation of the Platform within the activities of the Hubs</li><li>○ Further Feedback Collection and Refinement</li></ul></li><li>● <b>Refinement and Improvement of Documentation Process</b><ul style="list-style-type: none"><li>○ Finish new documentation migration and framework implementation</li><li>○ Reflect and refine the documentation framework and</li></ul></li></ul> | <p>We've already created the structure to launch and review these new format of Open RFP where applications for new Hubs will be constantly live. Now we will launch and implement it and onboard at least 2 New Hubs using this new framework.</p> <p>Test and work towards implementation of the New Community Hub Portal developed by Dev Outreach. Make sures it aligns with the needs of the Hubs and the Circles directly involved with community Hubs.</p> <p>We've created a new process for documentation, and started it's implementation, with the migration of all docs into a new shared drive. We need to finish the initial review and refinement of existing docus, implement our processes for constant updating of documentation, and reflect on improvements to this process.</p> <p>Execute our events and make sure they are aligned with the overall marketing</p> |

## H2 2025 DEEP Circles Half-Yearly Reports

|   |   |
|---|---|
| <p>process after implementation</p> <ul style="list-style-type: none"><li>● <b>Events Maintenance and Improvement</b><ul style="list-style-type: none"><li>○ Keep executing our regular deep funding events:<ul style="list-style-type: none"><li>■ Open All Hands</li><li>■ Townhall</li><li>■ X Spaces</li></ul></li><li>○ Refine strategy and implementation of the events based on the Marketing strategy and Deep Funding strategic priorities</li></ul></li><li>● <b>Community Hub Management</b><ul style="list-style-type: none"><li>○ Support Hubs in their Operations</li><li>○ Review and Payment Support</li><li>○ Reporting and Impact Evaluation</li><li>○ Strategy alignment</li><li>○ Connect Hubs to the DF ecosystem and other Circles and Initiatives.</li><li>○ Set Frameworks and processes for the development of Hub activities</li></ul></li><li>● <b>Implementation of New Opportunities for Community Hubs</b><ul style="list-style-type: none"><li>○ Hackathon support and development alongside Dev Outreach and their strategy</li><li>○ Live Awareness and initiatives around Deep Funding according to Dev Outreach Strategy</li></ul></li></ul> | <p>strategy and the audiences we want to prioritize.</p> <p>Hubs need constant support and constant review. We will do the necessary work on a daily basis to support hub operations, payments, review and impact evaluation of the Hubs. We will also make sure to keep being the bridge between the hubs and other circles and increase collaboration and alignment of hubs activities with the goals of DF.</p> <p>We've been already starting more collaborations between the Hubs and other circle and starting to explore other opportunities for Hubs to have a bigger and more positive impact on Deep Funding, and we want to keep creating and exploring with new growth opportunities for the Hubs which align with their different purposes, and skillsets.</p> |
|---|---|



## H2 2025 DEEP Circles Half-Yearly Reports

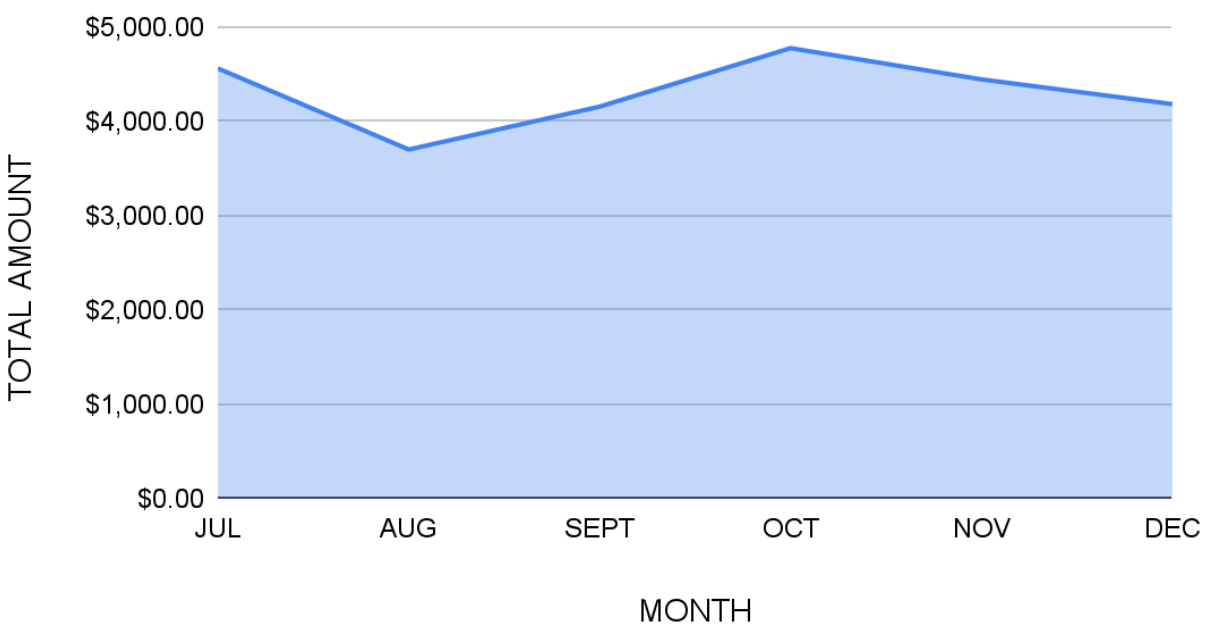
|   |   |
|---|---|
| <ul style="list-style-type: none"><li>○ Partnership framework for Deep Funding Partners</li><li>○ Connection to Marketing circle for bigger combined reached and to explore Community growth synergies</li><li>○ Ideation challenges support and Ideation Challenge Organization</li></ul> <ul style="list-style-type: none"><li>● <b>Onboarding and Training of New Team Member</b><ul style="list-style-type: none"><li>○ Onboard into Deep Funding</li><li>○ Provide Background knowledge and training on Events Circle</li><li>○ Mentorship support and task experimentation</li><li>○ Onboarding into a specific responsibility</li></ul></li><li>● <b>Alignment with Marketing Strategy and Potential Creation of a Fanbase Strategy</b><ul style="list-style-type: none"><li>○ Coordination, collaboration and development of Marketing strategy for Deep Fundign alongside Marketing Circle and Dev Outreach</li><li>○ Potential Fanbase focus from the event circle with creation of a strategy</li><li>○ Test implementation of new activities align with Marketing strategy or with Fanbase strategy</li></ul></li></ul> | <p>We've gone through a careful recruitment process and identified a member to be added to the team, now we need to go through their onboarding process and train them to become a valuable and active contributor for the Events circle.</p> <p>There is a new marketing strategy in development and there are also conversations with the Deep Funding team of giving ownership of Fanbase development to the Events circle. Based on the final outcomes of this conversation and the strategy that will be set out by Dev Outreach, Marketing and the Events circle we will create a strategy and experiment with the implementation of this strategy in different activities.</p> |
|---|---|

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2A — H2 2025 (July - December) Financial Retrospective Chart

| CIRCLE MEMBERS | JUL        | AUG        | SEPT       | OCT        | NOV        | DEC        | TOTAL AMOUNT |
|----------------|------------|------------|------------|------------|------------|------------|--------------|
| A              | \$1,721.00 | \$1,364.00 | \$1,329.00 | \$1,572.00 | \$1,457.00 | \$1,597.00 | \$9,040.00   |
| B              | \$707.00   | \$658.00   | \$675.00   | \$783.00   | \$774.00   | \$650.50   | \$4,247.50   |
| C              | \$624.00   | \$395.00   | \$415.00   | \$660.00   | \$550.00   | \$445.00   | \$3,089.00   |
| D              | \$473.30   | \$522.50   | \$764.40   | \$774.30   | \$782.80   | \$762.70   | \$4,080.00   |
| E              | \$1,036.00 | \$762.00   | \$973.00   | \$987.00   | \$881.00   | \$728.00   | \$5,367.00   |
| TOTAL          | \$4,561.30 | \$3,701.50 | \$4,156.40 | \$4,776.30 | \$4,444.80 | \$4,183.20 | \$25,823.50  |

### VISUAL OF EACH CIRCLE



## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2B — H2 2025 (July - December) Hours and Tasks Breakdown

| Month  | July   | Aug    | Sept   | Oct    | Nov    | Dec    | Total          |
|--|--------|--------|--------|--------|--------|--------|----------------|
| <b>Async Communication &amp; Collaboration</b> | 80.6   | 71.25  | 86     | 90.9   | 105.18 | 62.82  | <b>496.75</b>  |
| <b>Circle Tasks</b>                            | 32.3   | 21.3   | 15.5   | 31.1   | 15.1   | 40.8   | <b>156.1</b>   |
| <b>Community Hub-related Tasks</b>             | 48.8   | 48.3   | 48.6   | 59.7   | 65.35  | 57.8   | <b>328.55</b>  |
| <b>Content Writing</b>                         | 11.5   | 1      | 6      | 5.91   | 8.53   | 16.48  | <b>49.42</b>   |
| <b>Coordination</b>                            | 10     | 24     | 21.5   | 19.5   | 19.9   | 24.3   | <b>119.2</b>   |
| <b>Documentation</b>                           | 23.2   | 22.75  | 18.4   | 33.75  | 19.7   | 8.2    | <b>126</b>     |
| <b>Events Hosting</b>                          | 56.1   | 46.25  | 37.08  | 53.32  | 37.8   | 42.4   | <b>272.95</b>  |
| <b>Events Preparation</b>                      | 98.4   | 71.5   | 102.64 | 123.95 | 111.62 | 82.89  | <b>591</b>     |
| <b>Meeting &amp; Calls</b>                     | 64.5   | 55.55  | 54.72  | 50.5   | 27.9   | 33.65  | <b>286.82</b>  |
| <b>Other</b>                                   | 10.73  | 4.25   | 3.5    | 3.7    | 3.1    | 1.9    | <b>27.18</b>   |
| <b>Research, Analysis &amp; Reporting</b>      | 17     | 4      | 9.2    | 2.8    | 4.2    | 8.3    | <b>45.5</b>    |
| <b>Resource Creation</b>                       | 3      |        | 12.5   | 1.5    | 4.8    | 6.55   | <b>28.35</b>   |
| <b>Video Editing</b>                           |        |        |        | 1      | 15     | 15     | <b>31</b>      |
| <b>Audit</b>                                   |        |        |        |        | 0.8    | 0.8    | <b>1.6</b>     |
| <b>Community Website Management</b>            |        |        |        |        | 4.5    |        | <b>4.5</b>     |
| <b>Social Media Management</b>                 |        |        |        |        | 1      |        | <b>1</b>       |
| <b>Total Hours Used</b>                        | 456.13 | 370.15 | 415.64 | 477.63 | 444.48 | 418.32 | <b>2582.35</b> |

## H2 2025 DEEP Circles Half-Yearly Reports

## Section 2C – Circle Financial Projections for H1 (January - June) 2026

Here is the average number of hours we believe will be spent on average by each of the Circle Members to deliver all the work depicted above.

The Events Circle will keep all the same initiatives we've been able to deliver so far in the last 6 months, and on top of that, we will:

- Review, select, and Onboard new Community Hubs following the work already started with the development of the Open RFP
- Launch, test, and refine the Community Hub Portal
- Onboard and train new Events Circle Member
- Support a Stronger Involvement of Community Hub with Other circles and initiatives such as Hackathons, Business development for new potential Partners for Deep Funding, Ideation Challenge, and collaboration with Marketing Circle to Increase the reach of Marketing
- Alignment and Participation in the Refinement and Execution of the New Marketing Strategy
- Potential Fanbase Development Strategy and Execution

[illegible]

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2D — Circle Budget Trail

H2 2025 Spent - \$25,823.50

Average Spend/Month - \$4,300

| Events Circle       | Figures         |
|---------------------|-----------------|
| H2 2024 Spent       | \$11,270        |
| H1 2025 - Requested | \$21,600        |
| H1 2025 - Approved  | \$21,600        |
| H1 2025 - Spent     | \$22,165.35     |
| H2 2025 - Requested | \$27,450        |
| H2 2025 - Approved  | <b>\$27,450</b> |
| H2 2025 - Spent     | \$25,823.50     |
| Budget Adherence    | 94.7%           |
| H1 2026 - Requested |                 |
| H1 2026 - Approved  |                 |

## H2 2025 DEEP Circles Half-Yearly Reports

### Dev Outreach Circle Summary (Outcomes & Impact)

**Period:** July–December 2025

**Focus:** Developer community engagement, physical hackathon execution, platform onboarding, and SingularityNet ecosystem expansion.

#### Key Outcomes & Impact

##### Developer Engagement Scaled Exponentially

- Executed 8+ physical hackathons (800% above the single-event goal), establishing Nigeria as a strategic regional hub for developer activation.
- Onboarded 300+ confirmed participants to deepfunding.ai through hackathon pipelines, with actual numbers likely higher due to organic signups.
- Secured Featherless AI partnership, expanding co-development opportunities beyond initial ecosystem-focused collaboration plans.

##### Marketplace & Platform Growth Delivered

- Onboarded ~5 new services to the SingularityNet Marketplace via the AI4P challenge.
- Secured 15 additional services through physical hackathon participants to be onboarded on the marketplace.
- Developed targeted educational content for services onboarding (videos, multi-format materials), improving conversion from event participation to active contribution.

##### Organizational Capacity Building

- Expanded circle membership by 1 new member (targeting 3), highlighting recruitment as a persistent capacity constraint.
- Logged 2,066 hours across coordination (549 hrs), event preparation (407 hrs), meetings (141 hrs), circle tasks (159 hrs), and documentation (81 hrs).

## H2 2025 DEEP Circles Half-Yearly Reports

- Established repeatable physical event frameworks, positioning the circle to support broader SingularityNet tech stack initiatives beyond marketplace-only focus.
- Established the onboarding team and trained 7 members, ready to onboard services to the marketplace for clients at any time.

### Financial Execution Under Stress

- Delivered H2 operations at \$20,648, representing 68.8% budget utilization against the approved \$30,000.
- Navigated significant token volatility challenges that impacted vendor/partner commitments, underscoring need for fiat-pegged contingency reserves.
- Demonstrated fiscal discipline despite 800% goal over-achievement, though miscellaneous event costs revealed planning gaps.

### Strategic Result

We have transitioned from a marketplace-centric support function into a **high-velocity developer activation engine**, proving the viability of physical-first engagement strategies in emerging markets. By exceeding hackathon goals 8x while maintaining budget discipline and onboarding 300+ developers, we've established the operational playbook and partnerships necessary to scale developer engagement across SingularityNet's full tech stack—positioning Deep Funding as a credible gateway for African AI talent entering decentralized ecosystems.

# H2 2025 DEEP Circles Half-Yearly Reports

## Dev Outreach Circle Full Report

Coordinators: Ubio Obu | Riad Haidar

### Section 1A— Overview of the Circle

Dev Outreach Circle focuses primarily on engaging an active developer community at deepfunding, while also focusing on expanding the SingularityNet Marketplace. Recently, ur scope is expanding to focus on all of SingularityNets tech stacks and not only the marketplace

### Section 1B — H2 2025 (July - December) Retrospective Month-by-Month Insights

#### Retrospective Summary based on Circle H2 2025 Goals

| Circle main goals for H2 2025 (Distilled from <div>☰ Operations Circle H1 2025 Half-Yearly Report [...]</div> )   | Has each of these goals been achieved? Populate each goals with proof of completion if available.  |
|---|--|
| <ul style="list-style-type: none"><li>● <b>Physical Hackathon</b><ul style="list-style-type: none"><li>○ Plan at least one in-person hackathon in H2</li></ul></li><li>● <b>Pan-Africa AI Championship (University/High School)</b><ul style="list-style-type: none"><li>○ Explore kickoff steps in H2 for a future large-scale competition</li></ul></li><li>● <b>Co-Partner Hackathon/Challenge</b><ul style="list-style-type: none"><li>○ Leverage AI4P contacts for potential joint events with other ecosystems</li></ul></li><li>● <b>Onboard at Least 10 New Members</b></li></ul> | <p>This goal in retrospect, seems very conservative as we did over 8 physical hackathons, signifying an over 800% increase in achievement</p> <p>The physical hackathons and partnerships in Nigeria gives a god sequel to achieving this.</p> <p>Well, we didn't partner with other ecosystems, but we had other kinds of partnerships. Worth noting is the featherless AI partnership.</p> <p>We have over 300 confirmed participants who onboarded to</p> |



## H2 2025 DEEP Circles Half-Yearly Reports

|   |  |
|---|--|
| <ul style="list-style-type: none"><li>○ Use onboarding as a retention tool for hackathon participants</li><li>● <b>Deliver at Least 5 Services to the Marketplace</b><ul style="list-style-type: none"><li>○ Maintain core focus on marketplace growth</li></ul></li><li>● <b>Create Educational Materials</b><ul style="list-style-type: none"><li>○ Develop videos or content in multiple formats/languages for developer support</li></ul></li></ul> | <p><a href="https://deepfunding.ai">deepfunding.ai</a>, the numbers may be actually more</p> <p>We onboarded about 5 through the AI4P challenge and are onboarding 15 through the physical hackathons</p> <p>We developed educational contents but for onboarding.</p> |
|---|--|

### Section 1C— Challenges

1. The biggest challenge for us was getting quality hands in our circle, we only ended onboarding 1 person in the last half as against 3 which we intended to
2. We need to put a good percentage to miscellaneous when planning hackathons or physical event
3. Token fluctuation highly affected our commitments to vendors and partners

### Section 1D — Circle Plans for H1 2026

| Circle Main Goals for H1 2026 | Rationale Comments |
|-------------------------------|--------------------|
|-------------------------------|--------------------|

H2 2025 DEEP Circles Half-Yearly Reports

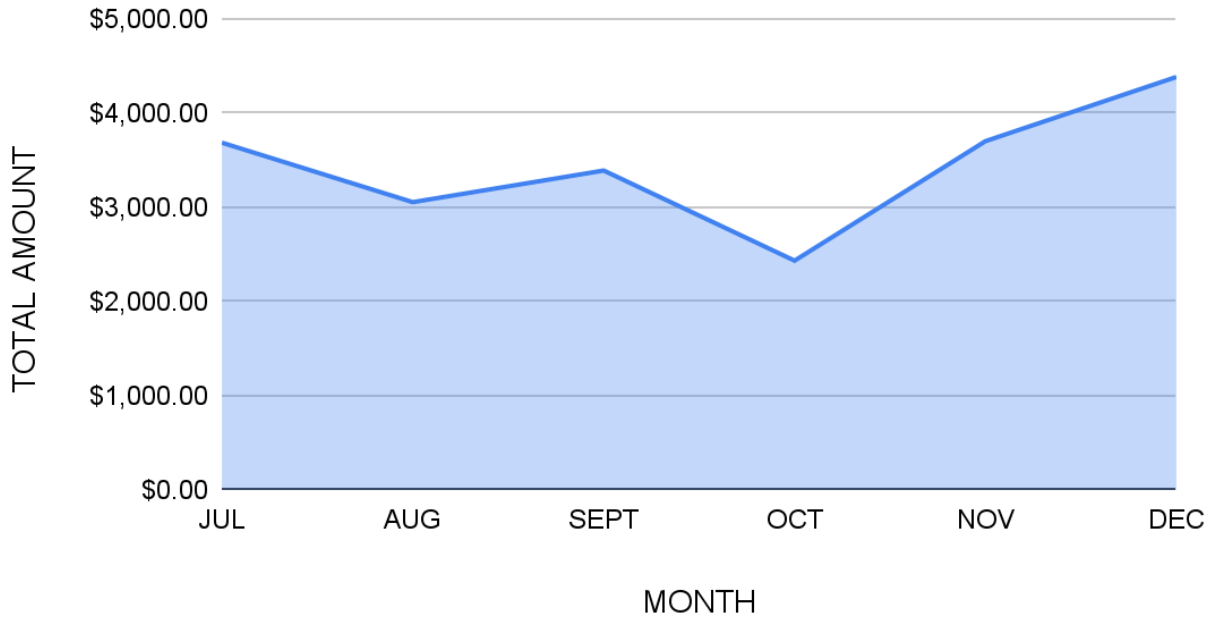
|  |  |
|--|--|
| <ul style="list-style-type: none"><li>Expand physical hackathon initiatives to include other of SingularityNet tech stack</li><li>Build capacity to be able to handle the hackathon(s) from SingulaityNet and not just deepfunding</li><li>Framework for the Developer hub</li><li>Engage atleast 500 developers to our platform(s) an or community</li><li>Atleast 200 new registrations to Deepfunding website</li></ul> |  |
|--|--|

Section 2A – H2 2025 (July - December) Financial Retrospective Chart

| CIRCLE MEMBERS | JUL        | AUG        | SEPT       | OCT        | NOV        | DEC        | TOTAL AMOUNT |
|----------------|------------|------------|------------|------------|------------|------------|--------------|
| A              | \$366.20   | \$318.30   | \$310.00   | \$288.30   | \$310.80   | \$0.00     | \$1,593.60   |
| B              | \$0.00     | \$20.00    | \$130.00   | \$225.00   | \$200.00   | \$175.00   | \$750.00     |
| C              | \$1,235.00 | \$830.00   | \$894.00   | \$750.00   | \$835.00   | \$1,400.00 | \$5,944.00   |
| D              | \$1,200.00 | \$1,240.00 | \$1,220.00 | \$780.00   | \$1,650.00 | \$2,230.00 | \$8,320.00   |
| E              | \$884.40   | \$646.00   | \$836.00   | \$390.00   | \$706.00   | \$578.00   | \$4,040.40   |
| TOTAL          | \$3,685.60 | \$3,054.30 | \$3,390.00 | \$2,433.30 | \$3,701.80 | \$4,383.00 | \$20,648.00  |

## H2 2025 DEEP Circles Half-Yearly Reports

### VISUAL OF EACH CIRCLE



### Section 2B — H2 2025 (July - December) Hours and Tasks Breakdown

| Task Category                       | July   | Aug   | Sept  | Oct   | Nov    | Dec | Total  |
|-------------------------------------|--------|-------|-------|-------|--------|-----|--------|
| Async Communication & Collaboration | 4      | 46    | 16    | 17.5  | 43     | 32  | 158.5  |
| Circle Tasks                        | 183.94 | 72.33 | 125.9 | 19.03 | 131.03 | 17  | 549.23 |
| Community Website Management        |        |       | 15.7  |       |        |     | 15.7   |
| Content Writing                     |        |       |       | 1.5   | 2      | 3   | 6.5    |
| Coordination                        | 11     | 16    | 5     | 20    | 13     | 14  | 79     |
| Development/Testing                 | 6      |       |       |       | 18.8   | 12  | 36.8   |
| Documentation                       | 3      | 4.6   |       | 3     | 3      | 42  | 55.6   |

## H2 2025 DEEP Circles Half-Yearly Reports

|                                |        |        |      |        |        |       |        |
|--------------------------------|--------|--------|------|--------|--------|-------|--------|
| Events Preparation             |        |        | 1    |        | 17     |       | 18     |
| Graphics Creation              |        | 5      | 13.7 | 16.8   | 24.9   | 20.1  | 80.5   |
| Meeting & Calls                | 88.22  | 84.7   | 72.8 | 78.5   | 37.45  | 44.8  | 406.47 |
| Research, Analysis & Reporting | 41.4   | 52.3   | 21   |        |        | 25.4  | 140.1  |
| Resource Creation              |        |        |      | 20     |        |       | 20     |
| Special Purpose Tasks          | 31     | 26     | 67.9 | 67     | 80     | 228   | 499.9  |
| Total Hours Used               | 368.56 | 306.93 | 339  | 243.33 | 370.18 | 438.3 | 2066.3 |

### Section 2C — Circle Financial Projections for H1 (January – June) 2026

How resources (funds or hours) will be deployed. Please use tables to show your prospective breakdowns.

### Section 2D — Circle Budget Trail

H2 2025 Spent – \$20,648

Average Spend/Month – \$3,441

| Circle name         | Dev Outreach |
|---------------------|--------------|
| H2 2024 Spent       | \$9,013.73   |
| H1 2025 – Requested | \$15,000     |

## H2 2025 DEEP Circles Half-Yearly Reports

|                            |             |
|----------------------------|-------------|
| <b>H1 2025 - Approved</b>  | \$15,000    |
| <b>H1 2025 - Spent</b>     | \$10,391.25 |
| <b>H2 2025 - Requested</b> | \$30,000    |
| <b>H2 2025 - Approved</b>  | \$30,000    |
| <b>H2 2025 - Spent</b>     | \$20,648    |
| <b>Budget Adherence</b>    | 68.82%      |
| <b>H1 2026 - Request</b>   | \$30,000    |
| <b>H1 2026 - Approved</b>  |             |

| <b>H2 2025 - Spent</b>                                   | <b>H1 2026 Budget Request</b> | <b>H1 2026 Budget Approved</b> | <b>Rationale:</b><br><i>What is your rationale behind the new budget request. Make it as brief as possible.</i>   |
|--|-------------------------------|--------------------------------|---|
|  |                               |                                |   |
| Hours  | \$30,000                      |                                | This is an estimate that gives us a good gap to be able to add new members to our circle and still be able to have money to pay them.   |
| Projects(Hackathons,Prizes, Outreaches, Conferences etc) | 60,000                        |                                | Looking at what we spent in the last half, where we exceeded the budget of 50K USD by 5k this allows us to be within budget and still be able to innovate to capture more opportunities as they emerge. |

# **H2 2025 DEEP Circles Half-Yearly Reports**

## **Review Circle Summary — H2 2025 Executive Summary Report**

### **The Context (Scaling Pressure)**

Entering H2 2025, the Review Circle was operating under increasing scale and complexity. Portfolio growth, expanded reviewer participation, and legacy projects without clear recovery or closure paths placed strain on a coordination-heavy operating model reliant on informal alignment and fragmented tooling.

### **The H2 Intervention (Governance Hardening)**

To stabilize operations and enable scale, the Circle executed four structural shifts:

- **Process Standardization:** Formalized standardized milestone review templates and reporting structures to ensure consistency and auditability.
- **Quality & Risk Controls:** Introduced a Milestone Recovery Path (MRP) for stalled projects and designed, tested, and piloted a second-layer Quality Assurance (MQA) function.
- **Pipeline Governance (Open Ideas → Pre-CRISP → CRISP):** Operationalized CRISP and Pre-CRISP as formal review layers for open idea reviews, establishing a clear progression from early filtering to structured evaluation, including the Hyperon ideation reviews.
- **Data & Decision Systems:** Deployed operational dashboards, voting-based governance mechanisms, and tighter Portal integration to replace ad-hoc coordination with measurable execution signals.

### **The Reality Check (Transition Friction)**

Running live reviews while redesigning governance introduced short-term coordination overhead, particularly during large-scale open idea reviews and the Hyperon ideation cycle, while legacy milestone structures were consolidated into the new recovery framework.

## **H2 2025 DEEP Circles Half-Yearly Reports**

### **The Outcome (Execution-Grade Governance)**

By year-end, the Review Circle had transitioned into a systems-driven governance layer. Open ideas, CRISP and Pre-CRISP reviews, milestone decisions, and recovery actions became traceable and defensible, establishing explicit processes, enforceable recovery paths, and analytics-backed oversight aligned with DeepFunding's execution and funding objectives.

## H2 2025 DEEP Circles Half-Yearly Reports

### Review Circle Full Report

**Coordinators:**

- Egu @quecy\_ayeboafo
  - Paulo @polegato
  - Slate @slate

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#### Section 1A — Overview of the Circle

The Review Circle functions as the governance and quality-assurance layer of the DEEP Funding program. Its mission goes beyond the formal review of proposals and milestones: the Circle ensures fair and consistent evaluation, auditability of decisions, alignment between technical execution and payments, and data-driven oversight across the full project lifecycle.

In practice, the Review Circle is responsible for assessing milestone submissions, coordinating and supporting reviewers, identifying execution risks, and maintaining feedback loops with Operations to preserve procedural and financial integrity. As the DEEP Funding portfolio expanded in size and heterogeneity, these responsibilities increasingly required structured processes rather than *ad-hoc* coordination.

During the second half of 2025, the Review Circle underwent a deliberate transition from a coordination-heavy model to a systems-driven governance body. This shift was supported by the introduction and consolidation of:

- standardized review processes and milestone templates,
- dedicated quality-assurance and audit mechanisms,
- explicit recovery paths for stalled or failing milestones,
- analytics-backed monitoring and reporting,
- operational tooling such as dashboards, forms, and shared boards.



## **H2 2025 DEEP Circles Half-Yearly Reports**

This evolution enabled the Circle to produce verifiable, traceable outputs grounded in execution data, rather than relying on informal oversight or fragmented reporting. As a result, H2 2025 marked a turning point in how review activities, execution signals, and payment decisions were structurally connected within the DeepFunding ecosystem

### **Section 1B — H2 2025 (July - December) Retrospective**

#### **Month-by-Month Insights**

##### July 2025 — Structural Foundations

- The Pre-CRISP team formally created and activated, establishing a dedicated layer for early-stage idea filtering.
- Operational alignment between CRISP and Pre-CRISP initiated, ensuring continuity from ideation to formal review.
- First Pre-CRISP idea filtering cycle coordinated, handling large volumes using structured forms instead of ad-hoc discussion.
- Review Circle analytics discussions initiated, setting scope for dashboards and measurable reviewer performance.

##### Outcome:

A functional early-stage governance layer was established, replacing informal idea triage with a structured process.

##### August 2025 — Tooling & Process Enforcement

- Milestone review process formally enforced through OpenProject + Review Board separation for auditing and payments.
- Information Dashboard entered active testing, including reviewer profiles and governance workflows.
- Updated milestone review structure deployed, enabling richer data capture for analysis and reporting.
- Community Hub review coordination began, integrating Review Circle oversight with ecosystem initiatives.

## H2 2025 DEEP Circles Half-Yearly Reports

Outcome:

Review activity became auditable, traceable, and measurable, reducing ambiguity in payments and accountability.

September 2025 — Quality Assurance & Calibration

- Milestone Review Quality Assurance (QA) Team concept introduced, creating a second-layer verification mechanism.
- Milestone Review Workshops conducted, aligning reviewers on evaluation standards and expectations.
- Project follow-ups executed for marketplace onboarding, connecting struggling teams with Dev Outreach.
- Analytics dashboards used to assess reviewer performance, feeding into QA team selection.

Outcome:

Review quality shifted from individual judgment to institutional standards with oversight.

October 2025 — Governance Maturity

- Review Circle meeting structure redesigned after cost-benefit evaluation of weekly meetings.
- Voting-based governance introduced for meeting formats and internal decisions.
- Milestone Recovery Path (MRP) formally introduced, defining a transparent recovery mechanism for failing milestones.
- Information Dashboard demos conducted, showing live governance tooling to reviewers.

Outcome:

The Review Circle moved from reactive handling of failed milestones to a formal recovery system, protecting community funds while supporting teams.

November–December 2025 — System Consolidation

## H2 2025 DEEP Circles Half-Yearly Reports

- New Milestone Review Form finalized and deployed, replacing fragmented reporting.
- Reviewer Portal activated for proposals, voting, and internal governance experiments.
- BGI Nexus ideation preparation coordinated, mapping reviewer expertise to categories.
- Formal policy issued on multi-milestone submissions, enforcing documentation and audit clarity.

Outcome:

By year-end, the Review Circle operated with codified rules, tooling, and enforcement, not informal norms.

### Section 1C— Challenges

#### Key Challenges

During H2 2025, the Review Circle operated under increasing execution pressure while simultaneously evolving its governance and tooling stack. The main challenges observed were:

#### 1. Reviewer consistency under rapid scale:

The number of active reviewers increased significantly, while review volume and milestone complexity also grew.

#### 2. Tooling fragmentation and transition friction:

The coexistence of multiple systems (GitHub, OpenProject, Portal, spreadsheets) led to:

- Duplicate task creation (especially for milestones)
- Misalignment between “milestone objects” and “review tasks”
- Inconsistent or delayed financial traceability between approved milestones and paid reviews

#### 3. High coordination overhead during experimentation

Several governance mechanisms were actively tested in H2 2025 (new review formats, recovery paths, dashboards). This required:

- Intensive manual coordination by circle coordinators

## H2 2025 DEEP Circles Half-Yearly Reports

- Frequent clarification with Operations
- Continuous adjustment of reviewer workflows
- 4. **Legacy milestone structures lacking recovery logic**
  - Projects from early rounds (especially Rounds 1–2) lacked:
    - Clear inactivity thresholds
    - Defined recovery or closure paths
    - Consistent submission metadata

This resulted in stalled milestones, duplicated submissions, and uncertainty around payment eligibility.

### What Changed Because of These Challenges

These challenges directly triggered structural changes in how the Review Circle operates:

- **Formal QA teams and calibration workshops replaced informal alignment**
  - Reviewer alignment moved from ad-hoc conversations to explicit quality processes, shared standards, and documented expectations.
- **The Milestone Recovery Path (MRP) replaced case-by-case escalation**
  - Instead of individual coordinator decisions, stalled projects are now handled through a standardized recovery, triage, or closure process.
- **Operational dashboards replaced manual tracking**
  - Real-time dashboards became the authoritative source for:
    - Workload and hours
    - Review throughput
    - Milestone approvals and rejections
    - Financial exposure
  - This reduced coordinator micromanagement and improved auditability.
- **Collective decision mechanisms replaced coordinator-only authority**
  - Voting and shared decision processes were introduced for key governance actions, improving transparency and reducing single-point dependency.

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**Learning:**

The main operational learning from H2 2025 is unequivocal:

*“Governance does not scale through intent, trust, or individual effort.  
It scales only when processes are explicit, enforced, and measurable.”*

H2 2025 marked a transition from an exploratory governance phase to an execution-grade operational model, where clarity of roles, data integrity, and enforceable workflows became prerequisites for scale.

**Section 1D — Circle Plans for H1 2026**

| Goal                                      | What Exists Now  | What Will Be Delivered  |
|---|--|---|
| Information Dashboard – Reputation System | Modules exist<br>Without implementation  | Implementation of an XP-based reputation system per task completed on the portal, with XP values weighted according to task complexity. |
| MQA Team Operations                       | The MQA test phase has been completed, with submissions successfully turned in with<br><b>22 submissions</b> | A fully operational MQA team, with a defined rotation model implemented and actively conducting audits of milestone reports.            |

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|                                       |   |   |             |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
|---------------------------------------|---|---|-------------|-----------------|---|---------|-------------------|-----------------|---|---------|---------|-----------------|---|---------|----------------|-----------------|---|---------|-----------|-----------------|---|---------|-----------------|-----------------|---|---------|--------------|-----------------|---|---------|----------|-----------------|---|---------|--------------|-----------------|---|---------|-------------------|-----------------|---|---------|-----------------|-----------------|---|---------|----------------|-----------------|---|---------|-----------|-----------------|---|---------|------------|-----------------|---|---------|---------|-----------------|---|---------|------|-----------------|---|---------|------------------|-----------------|---|---------|
|                                       |   | <div><div>Submissions</div><table><tr><td>tredyirenyi</td><td>Pending grading</td><td>-</td><td>22/01/2</td></tr><tr><td>dexismanueljunior</td><td>Pending grading</td><td>-</td><td>22/01/2</td></tr><tr><td>Vanessa</td><td>Pending grading</td><td>-</td><td>21/01/2</td></tr><tr><td>alfredalomatsi</td><td>Pending grading</td><td>-</td><td>21/01/2</td></tr><tr><td>dekachi17</td><td>Pending grading</td><td>-</td><td>21/01/2</td></tr><tr><td>edopriscilla960</td><td>Pending grading</td><td>-</td><td>21/01/2</td></tr><tr><td>devbasrahtop</td><td>Pending grading</td><td>-</td><td>21/01/2</td></tr><tr><td>kbwsagoe</td><td>Pending grading</td><td>-</td><td>21/01/2</td></tr><tr><td>gustavoflodi</td><td>Pending grading</td><td>-</td><td>21/01/2</td></tr><tr><td>robellebelete3940</td><td>Pending grading</td><td>-</td><td>21/01/2</td></tr><tr><td>godfredjones946</td><td>Pending grading</td><td>-</td><td>21/01/2</td></tr><tr><td>parkerdenzell6</td><td>Pending grading</td><td>-</td><td>20/01/2</td></tr><tr><td>khasyahfr</td><td>Pending grading</td><td>-</td><td>20/01/2</td></tr><tr><td>saintobotu</td><td>Pending grading</td><td>-</td><td>20/01/2</td></tr><tr><td>gfrim79</td><td>Pending grading</td><td>-</td><td>19/01/2</td></tr><tr><td>hadi</td><td>Pending grading</td><td>-</td><td>18/01/2</td></tr><tr><td>hassanadellah336</td><td>Pending grading</td><td>-</td><td>18/01/2</td></tr></table></div> | tredyirenyi | Pending grading | - | 22/01/2 | dexismanueljunior | Pending grading | - | 22/01/2 | Vanessa | Pending grading | - | 21/01/2 | alfredalomatsi | Pending grading | - | 21/01/2 | dekachi17 | Pending grading | - | 21/01/2 | edopriscilla960 | Pending grading | - | 21/01/2 | devbasrahtop | Pending grading | - | 21/01/2 | kbwsagoe | Pending grading | - | 21/01/2 | gustavoflodi | Pending grading | - | 21/01/2 | robellebelete3940 | Pending grading | - | 21/01/2 | godfredjones946 | Pending grading | - | 21/01/2 | parkerdenzell6 | Pending grading | - | 20/01/2 | khasyahfr | Pending grading | - | 20/01/2 | saintobotu | Pending grading | - | 20/01/2 | gfrim79 | Pending grading | - | 19/01/2 | hadi | Pending grading | - | 18/01/2 | hassanadellah336 | Pending grading | - | 18/01/2 |
| tredyirenyi                           | Pending grading   | -   | 22/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| dexismanueljunior                     | Pending grading   | -   | 22/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| Vanessa                               | Pending grading   | -   | 21/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| alfredalomatsi                        | Pending grading   | -   | 21/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| dekachi17                             | Pending grading   | -   | 21/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| edopriscilla960                       | Pending grading   | -   | 21/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| devbasrahtop                          | Pending grading   | -   | 21/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| kbwsagoe                              | Pending grading   | -   | 21/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| gustavoflodi                          | Pending grading   | -   | 21/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| robellebelete3940                     | Pending grading   | -   | 21/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| godfredjones946                       | Pending grading   | -   | 21/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| parkerdenzell6                        | Pending grading   | -   | 20/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| khasyahfr                             | Pending grading   | -   | 20/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| saintobotu                            | Pending grading   | -   | 20/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| gfrim79                               | Pending grading   | -   | 19/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| hadi                                  | Pending grading   | -   | 18/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| hassanadellah336                      | Pending grading   | -   | 18/01/2     |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| Analytics Dashboard Expansion         | CSV + OpenProject data  | Dynamic Live metrics & reviewer insights by accessing information from Open Project api (Analytics Collaboration)   |             |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |
| Review Circle Chatbot Implementation. | Prototype Stage with Gitbook complete guide: <a href="#">link</a> | Embedded a Review Circle Chatbot to support reviewers and teams based on DEEP Gitbook.  |             |                 |   |         |                   |                 |   |         |         |                 |   |         |                |                 |   |         |           |                 |   |         |                 |                 |   |         |              |                 |   |         |          |                 |   |         |              |                 |   |         |                   |                 |   |         |                 |                 |   |         |                |                 |   |         |           |                 |   |         |            |                 |   |         |         |                 |   |         |      |                 |   |         |                  |                 |   |         |

## H2 2025 DEEP Circles Half-Yearly Reports

|  |   |  |
|--|---|--|
| Pre-CRISP Continuation                 | Filtering teams active                              | More teams to be formed per new round.   |
| Project Follow-Up                      | Manual follow-ups                                   | Systematic recovery & tracking   |
| Gitbook version 2S-2026                | Update available on <a href="#">link</a>            | Update on Review Circle Gitbook  |
| Creation Onboard guide (for reviewers) | Current version : <a href="#">link</a>              | A guide to help new reviewers  |
| Community Hub Reviews                  | Active Reviews                                      | Data-driven reporting and Continued reviews                                      |
| Complete Projects Marketplace Checking | Current version: <a href="#">link</a>               | A report with the current situation of the finished projects in DEEP marketplace |
| Milestone Recovery Path (MRP)          | Ad-hoc escalation for stalled projects - Appendix A | MRP defined and applied as a formal recovery / closure workflow                  |


### Section 1E - Partnerships

Partnerships done over the **2nd half year 2025** are as follows:

- Voting Tests with Analytics
- Milestone Review form revamp with Marketing circle
- Community Hubs
- BGI Nexus ideation
- Advanced discussion to review circle support DEEP Labs on
- Early stage on a Review-Dev Outreach collaboration.
- Hyperon RFP's Milestone Review

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2A — H2 2025 (July - December) Goals Achieved & Financial Retrospective

| H2 2025 Goal  | Status | Proof of completion / evidence (what exists now)   |
|---|--------|--|
| <b>Finalize &amp; Roll Out Standardized Review Templates</b> (feedback, versioning, training)   | DONE ▾ | <b>New Milestone Review Form</b> was produced and shared as the standardized submission mechanism (live form). This upgrades the report structure and supports auditability.<br><br><b>Report:</b> <a href="#">link</a>  |
| <b>Implement Requirement Document System (RDS)</b> (scope, resource allocation, feedback loops) | DONE ▾ | RDS capability is being piloted through the <b>Information Dashboard/Portal</b> , including proposal submission and internal governance workflows. This is active enough for reviewers to submit proposals and vote.<br><br> |



## H2 2025 DEEP Circles Half-Yearly Reports

|   |                 |   |
|---|-----------------|---|
| <div>Expand Analytics</div> <div>Dashboard (analyst team, interactive metrics: time, progress, quality)</div>         | <div>DONE</div> | <div>Analytics work delivered a functioning <b>dashboard foundation</b> using OpenProject/CSV base, and roadmap items include data refinement. This is explicitly tracked as “done + to-do.”</div>  |
| <div>Define &amp; Pilot Bonus Allocation Framework</div> <div>(outcomes alignment, Q3/Q4 pilot, clear criteria)</div> | <div>DONE</div> | <div>Bonus allocation operations and “bonus payment” cycles are actively running as part of monthly governance cadence (tracked in monthly activities). Framework refinement remains ongoing but execution cycles are present.</div>  |
| <div>Completion of Ideas Review by Pre-CRISP Team</div> <div>(review/filter ideas, clarity &amp; consistency)</div>   | <div>DONE</div> | <div>Pre-CRISP teams were created and ran <b>idea filtering</b> with structured forms; collaboration with CRISP improved the filtering process. This goal is clearly active and functioning as a real pipeline.</div> <div><div><div><div>DEEP</div><div>MAIN</div><div><div><div>Dashboard</div><div>Ideas</div><div>Comments</div><div>Coordinator</div></div><div><div>Deep Idea Assignment</div><div>Completed Reviews</div><div>Pending Reviews</div><div>Reviewer &amp; Team Manag...</div><div>Team Performance</div></div></div><div><div>CONTENT</div><div><div>FAQs</div></div></div></div></div><div><div>IDEA</div><div>REVIEWERS</div><div><div><div>EcoMind: AIPowered Sustainability &amp; Circular Economy Advisor</div><div>Lucas Muccilli</div><div>BGI Nexus - Social and environmental impact</div><div>DM</div><div>1 review</div></div><div><div>SmartGas Pro</div><div>Yusuf Aliyu</div><div>BGI Nexus - Safety and ethics</div><div>EA</div><div>1 review</div></div><div><div>Inclusive Language &amp; Knowledge Access Agent</div><div>Tijani</div><div>Agentic AI Ideation Challenge</div><div>G P J +2</div><div>5 reviews</div></div><div><div>Agentic Health &amp; Wellness Orchestrator</div><div>Tijani</div><div>Agentic AI Ideation Challenge</div><div>G P DA +2</div><div>5 reviews</div></div><div><div>Adaptive Workforce Intelligence Agent</div><div>Tijani</div><div>Agentic AI Ideation Challenge</div><div>G DA P +2</div><div>5 reviews</div></div><div><div>CivicGuardian AI: An autonomous agent</div><div>Benjamin Huruma</div><div>G P J +7</div></div></div></div></div> |
| <div>Completion of RFP Reviews</div> <div>(complete evaluations and submit final scores)</div>                        | <div>DONE</div> | <div>The July report states RFP reviews completed by a defined reviewer group aligned to topic pools, indicating delivery and operational completion.</div>   |

## H2 2025 DEEP Circles Half-Yearly Reports

|   |               |   |
|---|---------------|---|
| <b>Special Task Team – Project Follow-Up</b> (collect data, assess status, follow-up)       | <b>DONE</b> ▾ | Follow-ups were executed specifically around <b>marketplace onboarding blockers</b> , connecting teams with Dev Outreach for resolution. This confirms the follow-up function is active, not theoretical.   |
| <b>Community Hub Reviewers</b> (evaluate activities, collect reports, data-driven analysis) | <b>DONE</b> ▾ | Community Hub reporting and evaluation is explicitly a continuing initiative (captured as active collaboration work and reporting structure). Full data-driven analysis is still scaling.   |
| <b>Reviewers Dashboard</b> (build & launch dashboard with governance capabilities)          | <b>DONE</b> ▾ | A working <b>Reviewers Dashboard/Portal</b> exists and is used for internal operational purposes; it's positioned to host announcements, proposals, MQA test ,Awarded teams Anonymous chat, Process documentations , onboarding resources, and governance workflows with admin control. |

| <i>OpenProject (input)</i> |                | <i>Actually Paid (output)</i> |              |
|----------------------------|----------------|-------------------------------|--------------|
| # Milestones Approved      |                | # Milestones Paid             |              |
| 106                        | Amount Total   | 66                            | Amount Total |
| # Milestones               | \$1.090.469,42 | # Milestones                  | \$692.083,52 |
| 160                        |                | 67                            |              |

- Hours spent in CRISP tasks There is a missing part, because some reviewers pointed it as a Task in RC Board.

## H2 2025 DEEP Circles Half-Yearly Reports

|       | January     | September   | October      | November     | December     |              |
|-------|-------------|-------------|--------------|--------------|--------------|--------------|
| Labor | 23.50 hours | 10.00 hours | 186.30 hours | 105.40 hours | 265.50 hours | 590.70 hours |
|       | 23.50 hours | 10.00 hours | 186.30 hours | 105.40 hours | 265.50 hours | 590.70 hours |

Displayed values are rounded. All calculations are based on the non-rounded values.  
Depending on your permissions this page might contain restricted information.

- Hours declared by the reviewer in Tasks, there is peak in July because of RFP round for SNET-Hyperon RFP's Round.

|       | July         | August       | September   | October     | November    | December     |               |
|-------|--------------|--------------|-------------|-------------|-------------|--------------|---------------|
| Labor | 774.96 hours | 134.00 hours | 89.80 hours | 57.50 hours | 86.50 hours | 155.00 hours | 1297.76 hours |
|       | 774.96 hours | 134.00 hours | 89.80 hours | 57.50 hours | 86.50 hours | 155.00 hours | 1297.76 hours |

## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2B

### H2 2025 (July - December) Hours and Tasks Breakdown

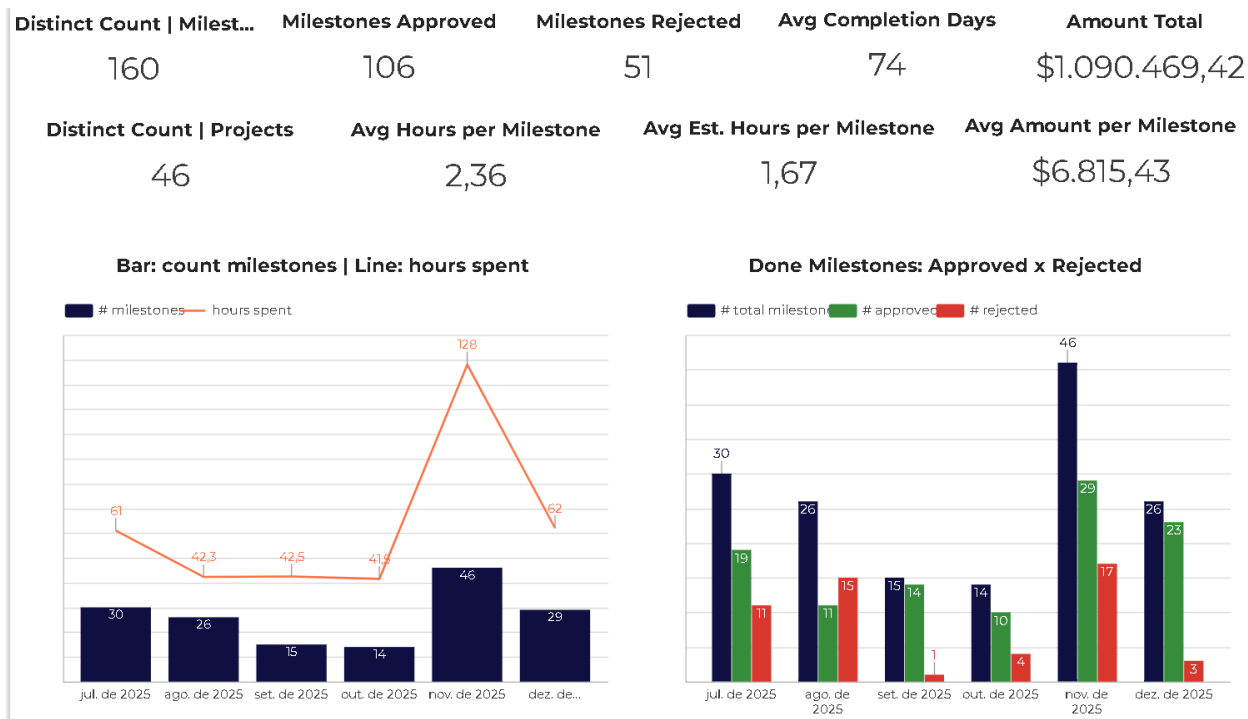


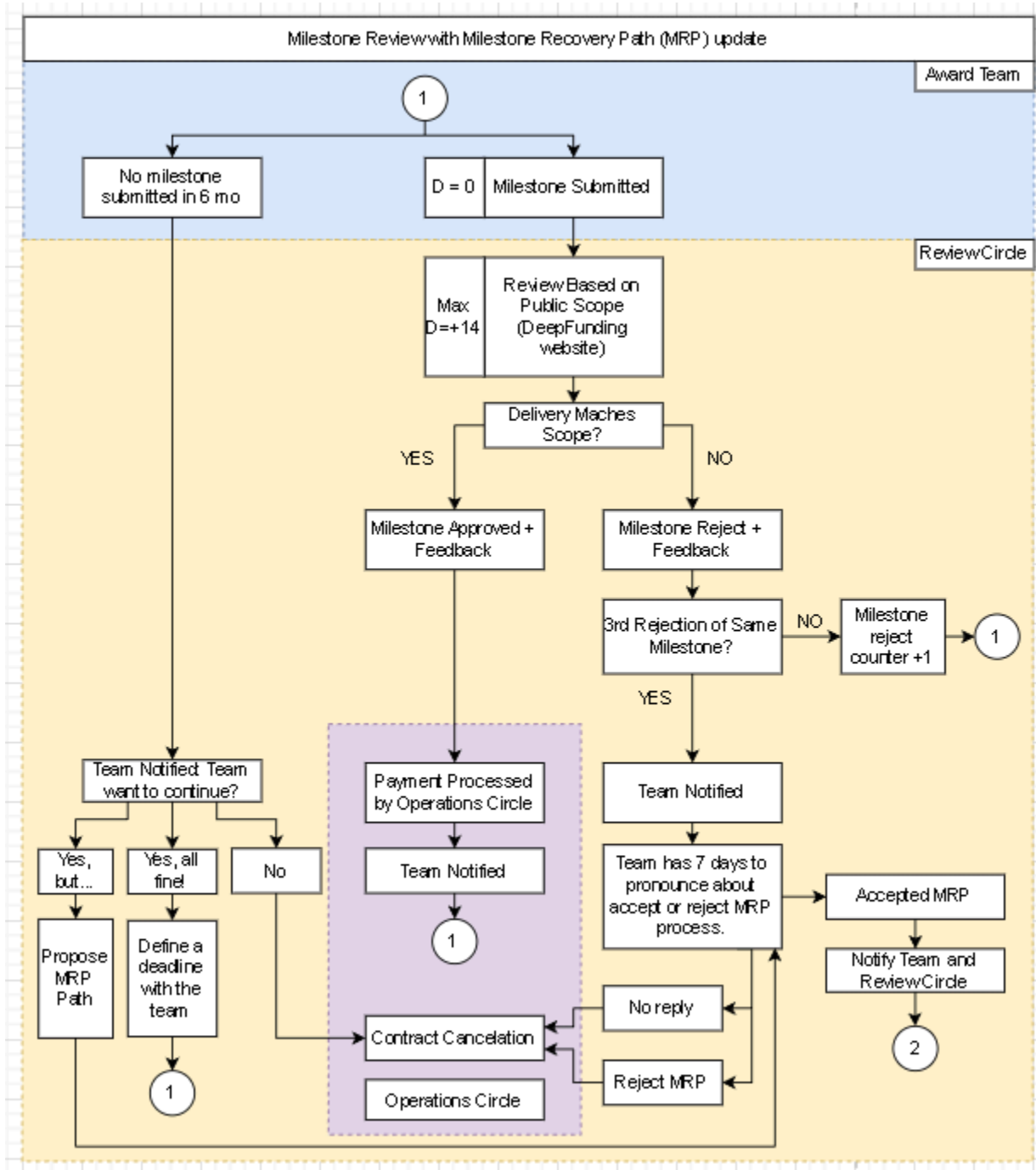
Table [ will be supplied by the Operations Circle] + short explanation.

Others outputs in Review Circle Budget, from 01 July 2025 to 31 December 2025:

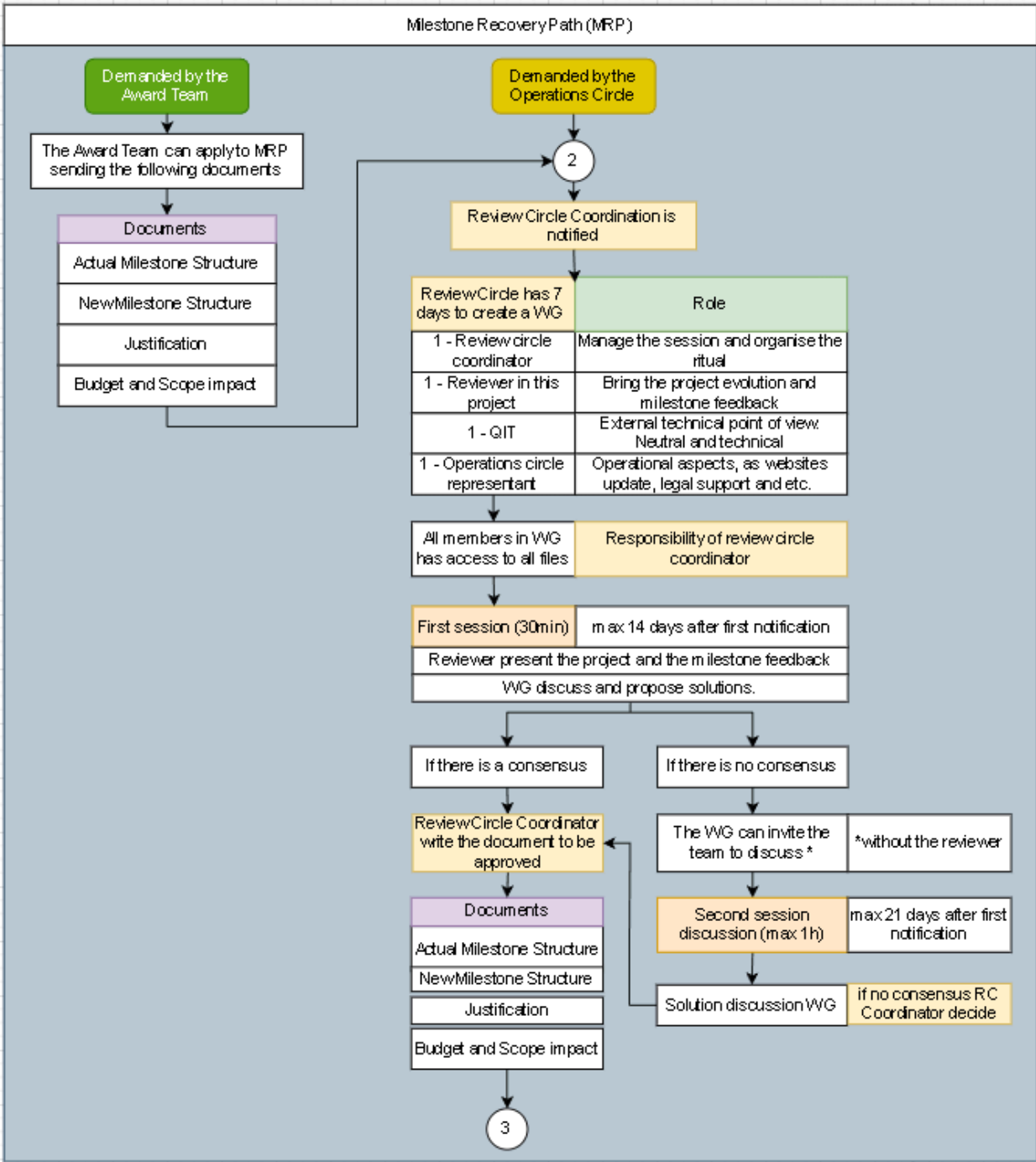
- RFP round (evaluation and organization): 774 h
- Voting method experiment: 175h
- CRISP / Pre-CRISP: 590,70 h
- Open Ideation Challenge: 61h
- Special purpose tasks: 308h

## H2 2025 DEEP Circles Half-Yearly Reports

### APPENDIX A – Milestone Review with Milestone Recovery Path (MRP)



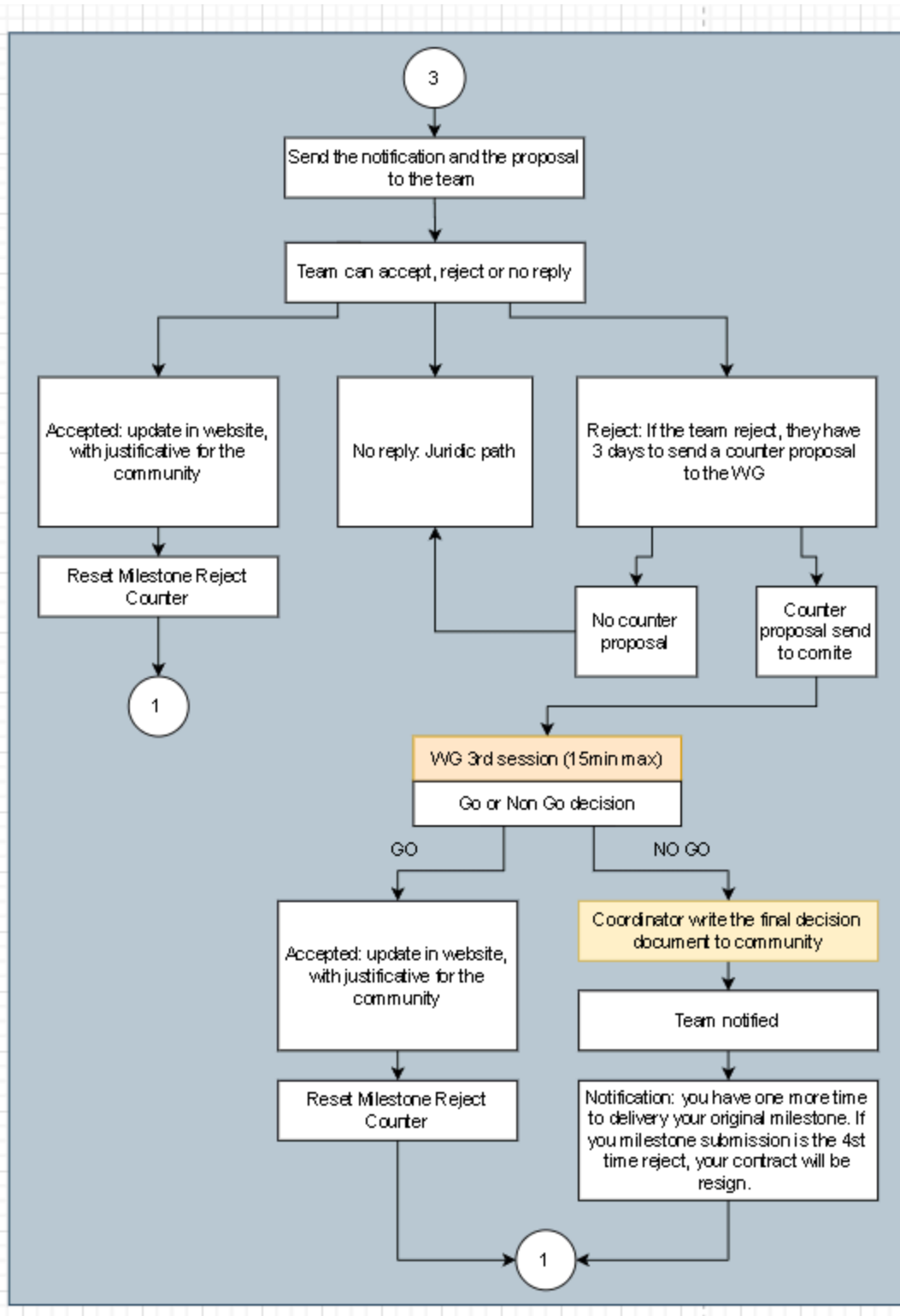
## H2 2025 DEEP Circles Half-Yearly Reports



## H2 2025 DEEP Circles Half-Yearly Reports



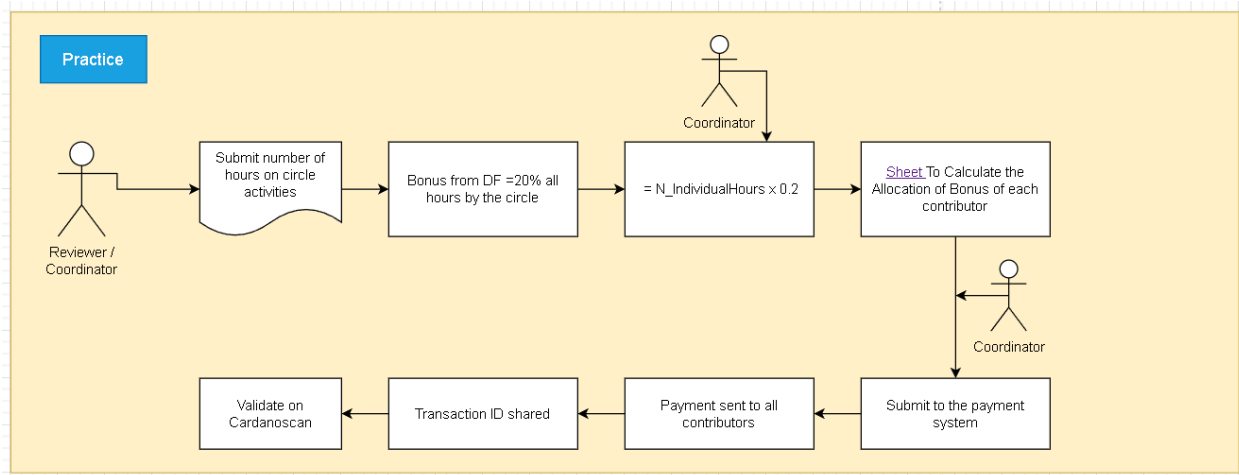
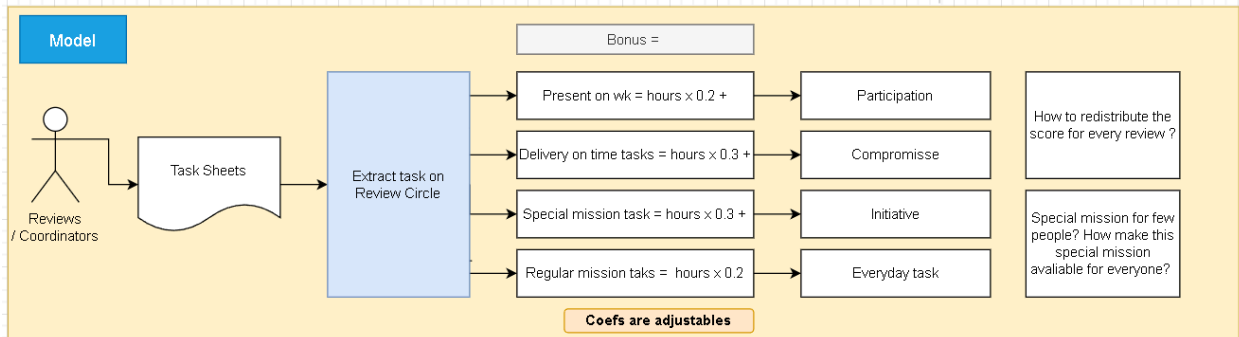
## H2 2025 DEEP Circles Half-Yearly Reports





## H2 2025 DEEP Circles Half-Yearly Reports

### APPENDIX B – BONUS PAYMENT STRUCTURE



## H2 2025 DEEP Circles Half-Yearly Reports

### IT Circle Summary – H2 2025 Achievements.

The IT Circle successfully transitioned from a maintenance-focused team to a **Development-First circle** during the second half of 2025. Below is a summary of the key technical and operational achievements.

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#### Platform & Software Development

- **DeepIdeation Platform:** The team developed a front-end website (Ideation Portal) for submitting ideas. This was paired with a custom CMS back-end that utilized DEEP authentication to allow the technical team to securely review and manage entries. Furthermore, the circle integrated LLMs to assist the technical team in filtering ideas.
- **Deep-Shop MVP:** Developed the core system architecture for the Minimum Viable Product (MVP) of the Deep-Shop.
- **AI4P Website:** The AI4P platform was advanced by building out core front-end functionality while simultaneously streamlining its CMS back-end to improve management efficiency for the technical staff.

#### Automation & Data Engineering

- **Bot Ecosystem:** Collaborated with the Marketing Circle to design and deploy the different engagement bots.
- **Workflow Automation:** Created an automated Work Group (WG) system via Mattermost that includes built-in approval thresholds.
- **Data Warehouse:** Designed a BigQuery data warehouse architecture and deployed hardcoded ETL (Extraction, Transformation, Loading) pipelines to push data directly into the warehouse.

## H2 2025 DEEP Circles Half-Yearly Reports

### Infrastructure & Security

- **Security Hardening:** Fully deployed Bitwarden (Vaultwarden) for department-based password management across the organization.
- **Support Clinic:** Launched a weekly IT Support Clinic to provide responsive troubleshooting and assistance.
- **Systems Reliability:** Expanded automated backup verification to include regular restore testing.

### Team Growth & Educational Resources

- **Capacity Expansion:** Onboarded six new developers to form a dedicated development branch.
- **Specific Guides:** Developed detailed documentation and step-by-step videos for different tools

# H2 2025 DEEP Circles Half-Yearly Reports

## IT Circle Full Report

Coordinators: Edwin | Dennis

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### Section 1A — Overview of the Circle

The IT Circle is responsible for providing stable infrastructure and responsive technical support to all circles. Its key responsibilities include DevOps and system maintenance, managing Google Workspace, and implementing automation to improve organizational efficiency. **Evolution:** The circle is currently transitioning from a maintenance and support function into a **Development-First circle**.

### Section 1B — H2 2025 (July - December) Retrospective Month-by-Month Insights

#### July 2025: Infrastructure & Education

- **Mautic Training:** Created specific guides for Mautic, covering contact management, email segments, components, marketing messages, and point/stage tracking.
- **OpenProject Guides:** Developed step-by-step videos on task creation, status changes, recurring tasks, time logging, and profile management.
- **Video Tutorial Library:** Produced a series of 15+ video tutorials to enhance user onboarding and adoption of core tools.

#### August 2025: Team Growth & Platform Core

- **Capacity Expansion:** Onboarded 4 new developers to form a dedicated development branch.

## H2 2025 DEEP Circles Half-Yearly Reports

- **AI4P Website:** Began building functionality and CMS streamlining for the AI4P platform.
- **Infrastructure Hardening:** Launched a weekly IT Support Clinic and expanded automated backup verification to include restore testing.

### September 2025: Automation & Data Architecture

- **Bot Ecosystem:** Collaborated with the Marketing Circle to design automated messaging and engagement bots (Umatter bot).
- **Workflow Automation:** Developed an automated Work Group (WG) creation system via Mattermost with built-in approval thresholds.
- **Data Engineering:** Designed the architecture for a BigQuery data warehouse and initiated ingestion pipelines.

### October 2025: Security & Data Pipeline Deployment

- **Secure Access:** Fully deployed **Bitwarden (Vaultwarden)** for department-based password management.
- **Bot Production:** Deployed the first marketing bot to production and began beta testing the "Pulse" and "Trivia" bots.
- **Data Pipeline Development:** Hardcoded ETL functions (Extraction, Transformation, Loading) to push data directly into BigQuery.

### November 2025: Deep-Shop MVP & AI Research

- **Deep-Shop MVP:** Focused primary development on the Minimum Viable Product for **Deep-Shop**, including core system architecture.
- **UI Rebuilds:** Reconstructed the submission forms and implemented a new filtering system for the DeepIdeation platform.
- **AI Research:** Research on LLM's for analysing and scoring ideas.


### December 2025: DeepIdeation & CMS Launch

- **DeepIdeation Platform:** Completed a major sprint on the **Ideation Website**, including branding updates and a user dashboard.

## H2 2025 DEEP Circles Half-Yearly Reports

- **Custom CMS:** Finalized the CMS build with track-specific forms, OIDC authentication, and OIDC client-side integration.
- **AI & LLM Calibration:** Evaluated models for **ethical impact** and scoring logic.

### Retrospective Summary based on Circle H2 2025 Goals

|   |  |
|---|--|
| Circle main goals for H2 2025 (Distilled from  Operations Circle H1 2025 Half-Yearly Repo... )   | Has each of these goals been achieved? Populate each goals with proof of completion if available.  |
| <ul style="list-style-type: none"><li>● Launch Community Task Board<ul style="list-style-type: none"><li>○ Enable Circles to submit vetted tasks on OpenProject for public claiming</li></ul></li><li>● Expand Automation<ul style="list-style-type: none"><li>○ Implement CI/CD pipelines, automate support triage, and integrate tools</li></ul></li><li>● Grow Technical Team<ul style="list-style-type: none"><li>○ Recruit new contributors for DevOps, automation, and support tasks</li></ul></li><li>● Optimize Google Workspace<ul style="list-style-type: none"><li>○ Improve policies, permissions, and shared drive efficiency across Circles</li></ul></li></ul> | <p>Implemented Mattermost-OpenProject integration fixes and automated WG creation flow.</p> <p>Successfully onboarded Six developers into the new development branch</p> <p>Ongoing efforts to improve policies, permissions, and shared drive efficiency.</p> |

## H2 2025 DEEP Circles Half-Yearly Reports

|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Provide Ongoing IT Support <ul style="list-style-type: none"> <li>◦ Ensure responsive support via #it-support, onboarding help, and troubleshooting</li> </ul> </li> </ul> | Maintained #it-support channel; launched weekly Support Clinic; resolved system access issues. |
|---|--|

### Section 1C— Challenges

Challenging circle experiences, failures, changes and things the circle now see better in hindsight.

### Section 1D — Circle Plans for H1 2026

| Circle Main Goals for H1 2026 | Rationale Comments ( Give a little more insight on each of the points, add links where necessary) |
|-------------------------------|---|
| •                             |   |

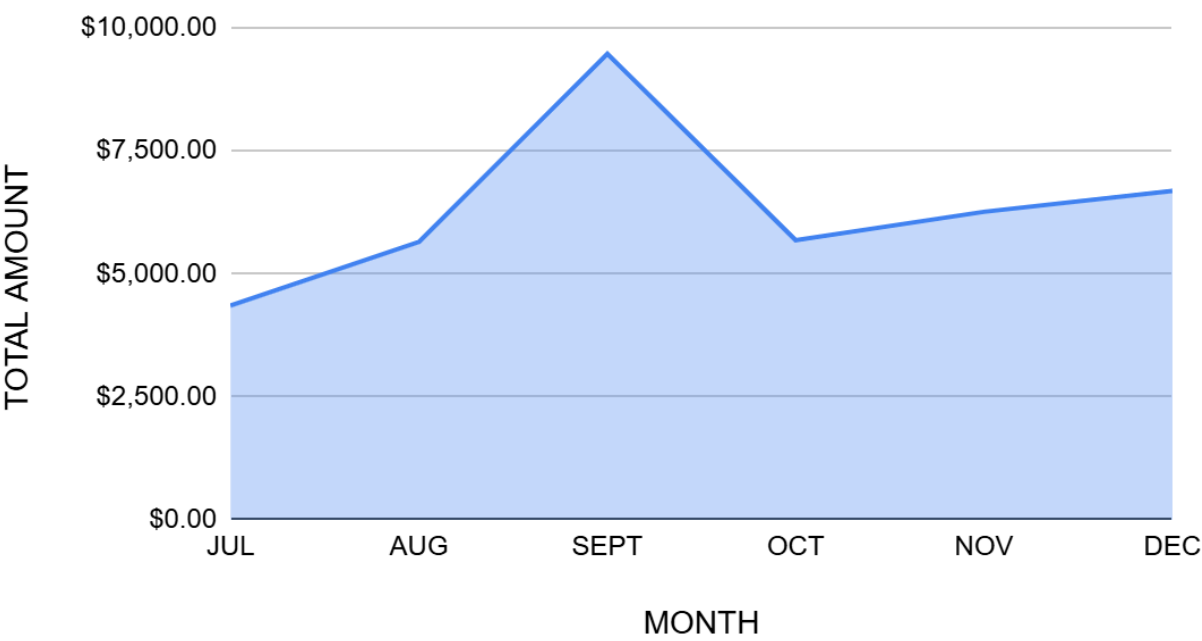
### Section 2a — H2 2025 (July - December) Financial Retrospective Chart

| CIRCLE MEMBERS | JUL        | AUG        | SEPT       | OCT        | NOV        | DEC        | TOTAL AMOUNT       |
|----------------|------------|------------|------------|------------|------------|------------|--------------------|
| <b>A</b>       | \$0.00     | \$0.00     | \$655.00   | \$840.00   | \$700.00   | \$417.00   | <b>\$2,612.00</b>  |
| <b>B</b>       | \$774.00   | \$738.50   | \$1,155.00 | \$1,027.20 | \$1,110.00 | \$770.00   | <b>\$5,574.70</b>  |
| <b>C</b>       | \$2,100.00 | \$2,073.00 | \$2,067.00 | \$2,560.00 | \$2,911.00 | \$1,715.00 | <b>\$13,426.00</b> |
| <b>D</b>       | \$480.00   | \$1,020.00 | \$820.00   | \$240.00   | \$380.00   | \$854.50   | <b>\$3,794.50</b>  |

H2 2025 DEEP Circles Half-Yearly Reports

|       |            |            |            |            |            |            |             |
|-------|------------|------------|------------|------------|------------|------------|-------------|
| E     | \$460.00   | \$835.00   | \$1,130.00 | \$273.00   | \$187.50   | \$155.00   | \$3,040.50  |
| F     | \$0.00     | \$0.00     | \$1,110.00 | \$220.00   | \$480.00   | \$1,500.00 | \$3,310.00  |
| G     | \$500.00   | \$980.00   | \$1,250.00 | \$520.00   | \$490.00   | \$870.00   | \$4,610.00  |
| H     | \$40.00    | \$0.00     | \$0.00     | \$0.00     | \$0.00     | \$0.00     | \$40.00     |
| I     | \$0.00     | \$0.00     | \$620.00   | \$0.00     | \$0.00     | \$0.00     | \$620.00    |
| J     | \$0.00     | \$0.00     | \$660.00   | \$0.00     | \$0.00     | \$400.00   | \$1,060.00  |
| TOTAL | \$4,354.00 | \$5,646.50 | \$9,467.00 | \$5,680.20 | \$6,258.50 | \$6,681.50 | \$38,087.70 |

VISUAL OF EACH CIRCLE





## H2 2025 DEEP Circles Half-Yearly Reports

### Section 2b — H2 2025 (July - December) Hours and Tasks Breakdown

| Month                               | July  | Aug    | Sept  | Oct    | Nov    | Dec    | Total   |
|-------------------------------------|-------|--------|-------|--------|--------|--------|---------|
| Async Communication & Collaboration | 5     | 8      | 29    | 35.5   | 35     | 17     | 129.5   |
| Audit                               | 4     | 8.5    | 7     | 13     | 7      | 7      | 46.5    |
| Circle Tasks                        | 6     | 23     | 19    |        |        |        | 48      |
| Coordination                        | 10    | 30     | 33    | 43     | 46     | 22     | 184     |
| Data Processing                     | 4     |        |       |        |        |        | 4       |
| Development/Testing                 | 200   | 441    | 601   | 241    | 337    | 449.95 | 2269.95 |
| Direct Onboarding Support           |       | 0.3    |       |        |        |        | 0.3     |
| Documentation                       | 5     |        | 7     | 10     | 4      |        | 26      |
| Meeting & Calls                     | 66.4  | 40.35  | 82.5  | 37.62  | 38.75  | 53     | 318.62  |
| Other                               | 41    | 31     | 32    | 42     | 32     | 35     | 213     |
| Research, Analysis & Reporting      | 14.5  | 7      | 20    | 13     | 14     | 5      | 73.5    |
| Resource Creation                   |       |        | 4     | 3      | 13     |        | 20      |
| Technical Support                   | 93    | 85     | 109.2 | 129    | 99.1   | 79.2   | 594.5   |
| Video Editing                       | 35    |        |       |        |        |        | 35      |
| Total Hours Used                    | 483.9 | 674.15 | 946.7 | 568.02 | 625.85 | 668.15 | 3966.77 |

H2 2025 DEEP Circles Half-Yearly Reports

Section 2C — Circle Financial Projections for H1 (January - June) 2026

How resources (funds or hours) will be deployed. Please use tables to show your prospective breakdowns.

Section 2D — Circle Budget Trail

H2 2025 Spent (Jul - Nov) - \$38,087.70

Average Spend/Month - \$6370

| Circle name                               | IT Circle |
|---|-----------|
| H2 2024 Spent                             | \$0       |
| H1 2025 - Requested                       | N/A       |
| H1 2025 - Approved                        | N/A       |
| H1 2025 - Spent                           | \$4,831   |
| H2 2025 - Requested                       | \$10,000  |
| H2 2025 - Approved                        | \$10,000  |
| H2 2025 - Spent                           | 38,087    |
| Overspend (% of amount spent to approved) | 380.87%   |
| H1 2026 - Requested                       |           |
| H1 2026 - Approved                        |           |

|                 |                        |                         |  |
|-----------------|------------------------|-------------------------|--|
| H2 2025 - Spent | H1 2026 Budget Request | H1 2026 Budget Approved | Rationale:<br>What is your rationale behind the new budget request. Make it as brief as possible.<br>The IT Circle is transitioning from a |
|-----------------|------------------------|-------------------------|--|

H2 2025 DEEP Circles Half-Yearly Reports

|          |             |  |   |
|----------|-------------|--|---|
| \$38,087 | \$45,000.00 |  | <i>maintenance/support function to a <b>Development-First</b> circle. H2 2025 saw a massive surge in <b>Development/Testing</b>. as we built different systems, sites and other deployments. This higher budget request accounts for the increased hourly commitments of Developers needed to build and maintain systems.</i> |
|----------|-------------|--|---|

## **H2 2025 DEEP Circles Half-Yearly Reports**

### **Data Analytics Circle Summary — H2 2025 (Outcomes & Impact)**

Period: July–December 2025

Focus: Turning DeepFunding activity into decision-ready insight through structured reporting, governance/voting analysis, qualitative feedback, operational visibility, and payment accountability.

#### **Key Outcomes & Impact**

1) We evolved from one-off reporting into a reliable analytics system

In H2, we moved from answering isolated questions to building repeatable reporting: standardised definitions, improved data quality, and reusable templates and dashboards so leadership and circles can rely on consistent numbers over time.

2) Governance analytics advanced with real voting-method comparisons

We launched the voting methods workstream and developed structured side-by-side comparisons (pairwise, quadratic, and score voting), supported by simulation preparation and ranking logic documentation so voting design choices can be evaluated with evidence, not opinion.

3) We added qualitative analysis to explain the “why” behind the metrics

In October, we introduced surveys and feedback collection to move beyond reporting outcomes and start identifying causes, turning user and stakeholder input into clearer recommendations and action points.

4) Operational visibility improved across the ecosystem

We strengthened internal monitoring by setting up OpenProject reporting pipelines for work tracking, produced Mattermost engagement reporting with automated ingestion, and tied analytics to round/pool activity to support visibility on ecosystem performance.

## **H2 2025 DEEP Circles Half-Yearly Reports**

5) Accountability reporting delivered with cleaned payment analysis

We closed H2 by cleaning payment data and producing payment/spend analysis tied to circles and payment behaviour, strengthening trust in reporting and setting a stronger foundation for recurring accountability reviews in 2026.

### **Organizational Capacity & Execution**

- Circle capacity expanded from roughly 3 contributors early on to 6 by September, enabling broader coverage and stronger delivery routines.
- Total effort logged in H2: 2,081.3 hours, with the largest share in Research, Analysis & Reporting (933.5 hours), showing a clear emphasis on producing usable insight and structured outputs.

### **Strategic Result**

We transitioned from primarily producing ad-hoc answers into a dependable analytics function that supports real decisions: repeatable reporting and dashboards, evidence-based governance/voting comparisons, qualitative feedback to explain causes, stronger operational visibility (OpenProject and Mattermost) and verified payment accountability through cleaned H2 spend analysis, leaving DeepFunding with a clearer, more trustworthy measurement system ready to scale in 2026.

# **H2 2025 DEEP Circles Half-Yearly Reports**

## **Data Analytics Circle Full Report**

**Coordinators: Oscar Fafali Nyavor and Gustavo Lodi**

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### **Section 1a — Overview of the Circle**

From July to December 2025, the Analytics Circle's mission was to turn DeepFunding data into clear insights that support decisions across the ecosystem. We focused on making complex information easy to understand for leadership and other circles, covering website and social channel performance, structured reporting, and practical dashboards that help teams track progress over time.

Over the six months, the circle evolved from mostly quick, reactive reporting into a more mature and structured decision support function. We started with baseline reporting and answering questions as they came, then moved into standardising metrics, improving data collection and cleaning, and building repeatable reporting templates and dashboards. As the period progressed, our work expanded into deeper strategic areas like voting methods and voting behaviour analysis, plus finance accountability through payment, bonus, and milestone trend analysis, and the team also grew from about 3 contributors early on to around 6 by September, which helped us handle broader scope and stronger routines.

### **Section 1b — H2 2025 (July - December) Retrospective**

#### **Month-by-Month Insights**

##### **July 2025**

- We set up the H2 reporting rhythm by delivering the monthly website and social performance reviews, turning raw data into a story stakeholders could follow.
- We started the voting methods workstream, focusing on how vote weighting and different voting styles can change outcomes.

## **H2 2025 DEEP Circles Half-Yearly Reports**

- We began building reusable analytics assets like dashboards and tracking templates so later months would be faster and more consistent.

### **August 2025**

- We expanded measurement beyond the main website by adding Community website and wider ecosystem tracking so reporting covered more than one platform.
- We strengthened governance analytics by preparing test data and documentation for voting simulations and ranking logic, including how penalties affect scoring.
- We aligned dashboard definitions across channels so metrics and reporting formats were consistent and comparable.

### **September 2025**

- We built practical tools for experimentation, including a working sheet approach to compare pairwise, quadratic, and score voting results side by side.
- We performed usability testing and QA on staging and live site changes to confirm user flows and tracking worked correctly.
- We mapped key user journeys and identified drop-off points on important flows so we could recommend fixes backed by data on the [deepfunding.ai](https://deepfunding.ai) website.
- We created an OpenProject pipeline and reports for Review and Analytics circles to monitor and manage the activities and hours.

### **October 2025**

## **H2 2025 DEEP Circles Half-Yearly Reports**

- We ran deeper user behaviour analysis, separating new vs returning users and tracking multi-month movement to explain what type of growth was happening.
- We used surveys and feedback collection to understand why numbers moved, not only what changed, and turned that into actions for improvement.
- We supported funding visibility by linking analytics work to round and pool activity so stakeholders could see where effort and activity concentrated.
- We created a report to measure Mattermost Engagement and an ingestion job to automate the data update.

### **November 2025**

- We improved execution by tightening task planning and ownership across the analytics workstream, making delivery easier to track.
- We strengthened the website dashboard so it combined acquisition, engagement, and content performance in one place for leadership review.
- We validated social insights by cross-checking performance numbers against real posting activity and recommendations to confirm accuracy.

### **December 2025**

- We gathered stakeholder pain points and expectations and converted them into clear themes that will guide 2026 measurement priorities.
- We delivered a major accountability output by cleaning payment data and producing the H2 payment and spend analysis tied to circles and payment behaviour.
- We closed the year by strengthening templates, metric definitions, and reporting structure so January starts with a ready system.



## H2 2025 DEEP Circles Half-Yearly Reports

| <b>Circle main goals for H2 2025</b> (Distilled from <a href="#">Operations Circle H1 2025 Half-Yearly Report</a> [...])   | <b>Has each of these goals been achieved? Populate each goals with proof of completion if available.</b>   |
|--|--|
| <ul style="list-style-type: none"> <li> <b>Predictive Engagement Modeling</b> <ul style="list-style-type: none"> <li>Use historical data to forecast user behavior and activity peaks for better content and campaign planning.</li> </ul> </li> <li> <b>Community Hub KPI Dashboards</b> <ul style="list-style-type: none"> <li>Launch real-time dashboards tracking active members, proposals, events, and engagement for regional hubs.</li> </ul> </li> <li> <b>Enhanced Segmentation &amp; Personalization</b> <ul style="list-style-type: none"> <li>Expand user tagging (AGIX holders, reviewers, etc.) to inform tailored content and onboarding experiences.</li> </ul> </li> <li> <b>Voting Systems Expansion</b> <ul style="list-style-type: none"> <li>Finalize evaluation of voting methods and prototype a UI showing reputation impact on outcomes.</li> </ul> </li> <li> <b>Campaign &amp; Funnel Reporting</b> <ul style="list-style-type: none"> <li>Create a unified dashboard to track traffic, retention, and conversion across social platforms and DF site.</li> </ul> </li> <li> <b>GA4 Implementation on Community Site</b> <ul style="list-style-type: none"> <li>Complete event tagging to monitor member activity and inform future content and UI decisions.</li> </ul> </li> <li> <b>Usability Testing Systematization</b> </li> </ul> | <p><b>Predictive engagement on the deepfunding website :</b><br/> <a href="https://docs.google.com/document/d/1i7NaeSO-3u9bAhi8YFvB5v-1yQnV32liKLUAJdelfbQ/edit?usp=sharing">https://docs.google.com/document/d/1i7NaeSO-3u9bAhi8YFvB5v-1yQnV32liKLUAJdelfbQ/edit?usp=sharing</a></p> <p><b>Comm Hub Dashboards :</b><br/> <a href="https://lookerstudio.google.com/reporting/d9bb5e10-5117-4e0c-80f0-0de78c608662/page/NaN1">https://lookerstudio.google.com/reporting/d9bb5e10-5117-4e0c-80f0-0de78c608662/page/NaN1</a></p> <p><b>Review and Analytics circles Open Project Dashboard:</b> <a href="#">Analytics Circle - OpenProject › Overview</a></p> <p><a href="#">Review Circle - OpenProject › Payments</a></p> <p><b>Platform Awarded Projects Report:</b><br/> <a href="#">Awarded Projects › Projects</a></p> <p><b>Voting method experiment:</b><br/> <a href="https://lookerstudio.google.com/u/0/reporting/3dabef3a-7708-4759-9936-aa5ceb0bc9d3/page/3bIVF">https://lookerstudio.google.com/u/0/reporting/3dabef3a-7708-4759-9936-aa5ceb0bc9d3/page/3bIVF</a></p> <p><b>Mattermost Engagement Dashboard:</b> <a href="#">Mattermost Engagement › Overview</a></p> <p><b>Social media dashboards :</b><br/> <a href="https://lookerstudio.google.com/reporting/853d6c6b-97e9-48d2-b756-c2cb77d54fe0/page/p_vzifqkac0d">https://lookerstudio.google.com/reporting/853d6c6b-97e9-48d2-b756-c2cb77d54fe0/page/p_vzifqkac0d</a></p> |

## H2 2025 DEEP Circles Half-Yearly Reports

|  |  |
|--|--|
| <ul style="list-style-type: none"><li>○ Launch a standard feedback cycle with UX metrics; share findings across IT and Onboarding Circles.</li></ul> | <p><b>Tags were successfully installed on the website</b></p> <p><b>Feedback cycle :</b><br/><a href="https://docs.google.com/document/d/1LMdV4Ku0SvFRRyXyXjaAPvROXAWuGunyff-avPC9Cb0/edit?usp=sharing">https://docs.google.com/document/d/1LMdV4Ku0SvFRRyXyXjaAPvROXAWuGunyff-avPC9Cb0/edit?usp=sharing</a></p> |
|--|--|

### Section 1C— Challenges

Challenging circle experiences, failures, changes and things the circle now see better in hindsight.

### Section 1d — Circle Plans for H1 2026

What the circle plans to achieve

*Give short Circle overview-outlook for the new half year. Then proceed to table to list goals as bullet points should be similar to the table Section 1B above.*

| <b>Circle Main Goals for H1 2026</b>              | <b>Rationale Comments</b> ( Give a little more insight on each of the points, add links where necessary) |
|---|--|
| <ul style="list-style-type: none"><li>•</li></ul> |  |

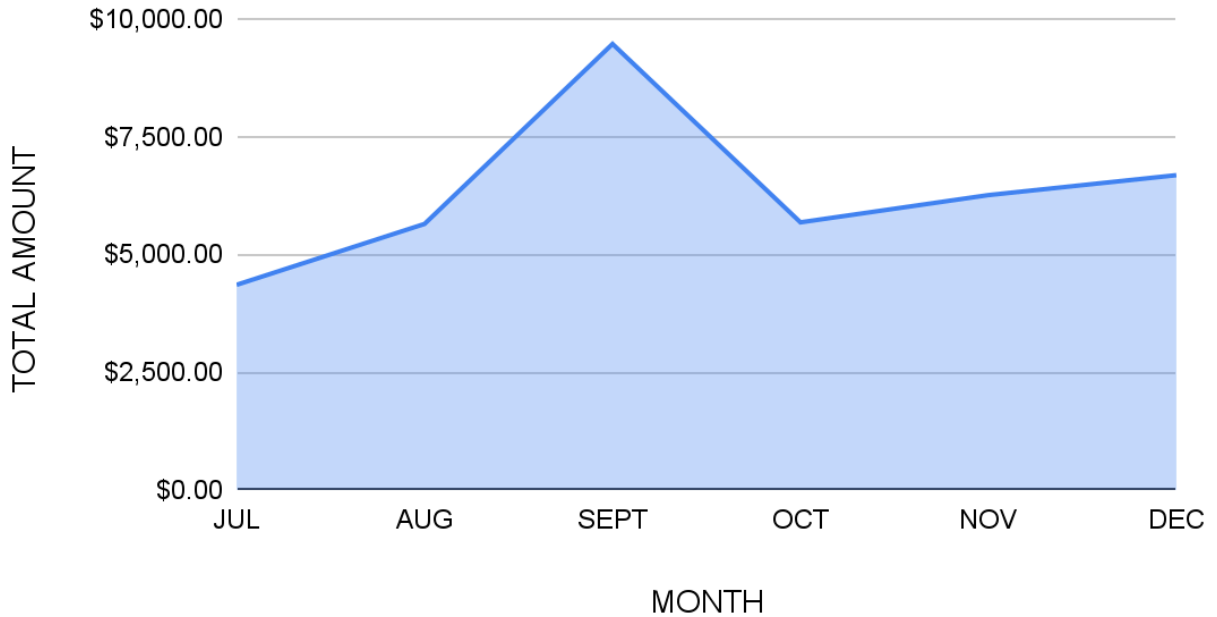
H2 2025 DEEP Circles Half-Yearly Reports

Section 2a — H2 2025 (July - December) Financial Retrospective Chart

| CIRCLE MEMBERS | JUL        | AUG        | SEPT       | OCT        | NOV        | DEC        | TOTAL<br>AMOUNT |
|----------------|------------|------------|------------|------------|------------|------------|-----------------|
| A              | \$495.00   | \$240.00   | \$75.00    | \$20.00    | \$10.00    | \$0.00     | \$840.00        |
| B              | \$0.00     | \$60.00    | \$335.00   | \$920.00   | \$340.00   | \$320.00   | \$1,975.00      |
| C              | \$810.00   | \$1,090.00 | \$520.00   | \$550.00   | \$650.00   | \$758.00   | \$4,378.00      |
| D              | \$0.00     | \$0.00     | \$110.00   | \$370.00   | \$355.00   | \$370.00   | \$1,205.00      |
| E              | \$1,760.00 | \$1,655.00 | \$1,220.00 | \$2,005.00 | \$1,960.00 | \$2,185.00 | \$10,785.00     |
| F              | \$0.00     | \$0.00     | \$305.00   | \$320.00   | \$630.00   | \$370.00   | \$1,625.00      |
| TOTAL          | \$3,065.00 | \$3,045.00 | \$2,565.00 | \$4,185.00 | \$3,945.00 | \$4,003.00 | \$20,808.00     |

## H2 2025 DEEP Circles Half-Yearly Reports

### VISUAL OF EACH CIRCLE



### Section 2b — H2 2025 (July - December) Hours and Tasks Breakdown

|  | July  | Aug | Sept  | Oct   | Nov   | Dec   | Total         |
|--|-------|-----|-------|-------|-------|-------|---------------|
| <b>Total Hours Used</b>                        | 306.5 | 305 | 256.5 | 418.5 | 394.5 | 400.3 | <b>2081.3</b> |
| <b>Async Communication &amp; Collaboration</b> | 5.5   | 23  | 31    | 27    | 29    | 12    | <b>127.5</b>  |
| <b>Circle Onboarding Support/Processes</b>     |       |     | 3     |       |       |       | <b>3</b>      |
| <b>Coordination</b>                            | 10    | 20  | 10    | 83.5  | 52    | 44    | <b>219.5</b>  |
| <b>Data Processing</b>                         | 12    | 3   | 12    | 12    | 26    | 31    | <b>96</b>     |
| <b>Development/Testing</b>                     | 4     | 15  | 16    | 14    | 32    | 62    | <b>143</b>    |
| <b>Direct Onboarding Support</b>               |       |     | 10    |       |       |       | <b>10</b>     |

## H2 2025 DEEP Circles Half-Yearly Reports

|                                |      |     |       |       |       |     |              |
|--------------------------------|------|-----|-------|-------|-------|-----|--------------|
| Documentation                  | 37.5 | 28  | 14    | 41.5  | 34.5  | 22  | <b>177.5</b> |
| Meeting & Calls                | 53.5 | 37  | 37    | 29    | 4     | 7.3 | <b>167.8</b> |
| Other                          | 7    |     | 19    | 26    | 33.5  | 12  | <b>97.5</b>  |
| Research, Analysis & Reporting | 164  | 156 | 105.5 | 175.5 | 155.5 | 177 | <b>933.5</b> |
| Resource Creation              |      |     | 2     |       |       |     | <b>2</b>     |
| Web Analytics                  | 13   | 23  | 7     | 10    | 19    | 33  | <b>105</b>   |
| Reviews                        |      |     |       |       | 9     |     | <b>9</b>     |

### Section 2C — Circle Financial Projections for H1 (January - June) 2026

*How resources (funds or hours) will be deployed. Please use tables to show your prospective breakdowns.*

### Section 2D — Circle Budget Trail

H2 2025 Spent - \$20,808

|                                 |                 |
|---------------------------------|-----------------|
| H2 2024 Spent                   | \$0             |
| H1 2025 - Requested             | \$6,000         |
| H1 2025 - Approved              | \$6,000         |
| H1 2025 - Spent                 | \$9,922         |
| H2 2025 - Requested             | \$13,920        |
| H2 2025 - Approved              | <b>\$13,920</b> |
| H2 2025 - Spent                 | \$20,808        |
| Overspend (% of amount spent to | 149.48%         |

H2 2025 DEEP Circles Half-Yearly Reports

|                     |          |
|---------------------|----------|
| approved)           |          |
| H1 2026 - Requested | \$25,500 |
| H1 2026 - Approved  |          |

| H2 2025 - Spent | H1 2026 Budget Request | H1 2026 Budget Approved | Rationale:  |
|-----------------|------------------------|-------------------------|---|
|                 | \$25,500               |                         | <i>As the responsibilities of the Analytics Circle expanded to include monthly platform intelligence, milestone overrun/underrun analysis, automated reporting pipelines, GA4 funnel tracking, and cross-circle support, the workload grew beyond what 4 circle members could realistically deliver. Two new members were therefore added in late 2025 to make it 6 members to support data automation, reporting production, and statistical analysis. Their roles are now essential for sustaining the 2-month retrospective cycle, maintaining alignment dashboards, and improving the accuracy and speed of operational insights. Without this expanded team, core analytics outputs would fall behind ecosystem needs. The requested budget reflects this new team structure and the increased scope of Analytics' responsibilities.</i> |