

DF All Circles' October 2025 Retrospective Reports

Marketing Circle

Name of Reporter/Coordinator: Abdulrahman Abdulbasit Adigun

Mattermost Handle: @devbasrahtop

One: Voiceover selection: **Decision** ▾

Notes: We have been working on selecting voiceovers for our project. From a list of over 30 options, we carefully shortlisted three voiceovers. The final selection includes one American voiceover, one African voiceover, and one Mexican voiceover, ensuring a diverse and representative range of accents and tones.

Two: Internal Communication workgroup created: **New Initiative** ▾

Notes: The Internal Communications Workgroup has been officially established with the goal of informing and educating members about processes and developments across the Circles. This group supports Operations, IT, and any other Circle that needs to share important updates with its members. As part of this initiative, the first edition of the internal newsletter has already been sent out, helping to keep everyone connected and informed.

Three: Video Creation: **Milestone** ▾

Notes: In collaboration with the Documentation Circle and the Events team, we are developing a series of videos aimed at explaining what DF is. These videos are based on the list of topics previously shared by Jan.



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Four: New feature "Explore" Campaign: New Insight ▾

Notes: We also put a major focus on encouraging people to use the new "Explore" feature on the website. We rolled out several email campaigns and social posts targeting potential users, and they were quite effective. We successfully reached over 300 people through the email series alone! This focus on engagement paid off, as we're happy to report that **X** users have already jumped in and created their profiles to start getting the most out of the new feature. We will be working on several campaigns to keep the existing users engaged and encourage more people to create their profile.

Date:



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Operations Circle

Name of Reporter/Coordinator: Mayordefi | Ayo

Mattermost Handle: mayordefi | oluayoola7d

One: Process and System Feedback: **Event** ▾

Notes: Analysis, report and presentation on the findings on the retrospective reports feedback survey: [Retrospective Reports Feedback Analysis](#) . [The Presentation](#)

Two: Internal Communications: **Event** ▾ **Milestone** ▾

Notes: We now make consistent relevant “where to do what - reminder” posts so that we as a community can build a sustainable culture around our tools and products..

Three: Documentation: DF Manual **Support** ▾ **Milestone** ▾

Notes: RFP Documentation - Completed. Bonus Request Guide Documentation - Completed.

Four: Support: Bonus Payment Process Improvement Tool

Development/Deployment: **Event** ▾ **Tooling** ▾

Notes: Circle coordinators can now request for bonus payment via the new Bonus Payment Request tool.



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Five: Support [Circles | Members | Awarded Teams] **Support** ▾

Notes:

1. Open Support calls continued.
 2. Operations Support Channel updated with the “new” members.
 3. Coordinators Onboarded to the Operations Platform
 4. 90% Contract Signing Rate – Awarded Teams
 5. 80% KYC Fulfilled – Awarded Teams
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Six: Product Management: **Improvement** ▾ **Milestone** ▾

Notes: Linking of Discord for the Social Share feature, enhancing community engagement and inter-platform communication. Community Portal updated with accurate and comprehensive details of both existing and new Circle members.

Date: 20-10-2025



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IT Circle

Name of Reporter/Coordinator: Edwin

Mattermost Handle: @edwinaikins

One: Marketing Bot Deployment: Milestone ▾

Notes: We deployed the first marketing bot to production to support targeted outreach and engagement. Remaining bots are still under active development with feature parity, consent flow hardening, and operator runbooks planned.

Two: DevOps & Support Maintenance: Event ▾

Notes: We continued routine platform upkeep—security updates, patching, SSL renewals, monitoring/alert tuning—and provided responsive support across circles. Uptime remained high with minimal disruptions. Q4 maintenance windows and expanded incident runbooks are being prepared to further strengthen reliability.

Three: OpenProject Bug Fixes & Stability: Event ▾

Notes: Fixes focused on the Mattermost–OpenProject integration layer. We improved slash-command handling and webhook routing, resolved payload parsing edge cases, and tightened permission checks to prevent misrouted tasks. These changes stabilized the centralized intake → auto-assignment flow triggered from Mattermost, reducing failures and speeding responses.



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Four: BigQuery Data Platform & Pipelines: New Initiative ▾ New Insight ▾

Notes: We initiated the build of a BigQuery warehouse and ingestion pipelines spanning multiple data sources. Work included defining domain schemas, setting up source connectors/ETL, and establishing normalization rules and data contracts to unify IDs and timestamps across sources. Upcoming work focuses on staging datasets per source, scheduled loads (daily/near-real-time), basic data quality checks and a lightweight data catalog (tables, owners, refresh cadence).

Date: 21/10/2025



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Onboarding Circle

Name of Reporter/Coordinator: Vanessa Cardui

Mattermost Handle: @vani

1) Feeling It! – Images about DF: **New Initiative** ▾

Notes: We created <https://padlet.com/onboardingcircle/feeling-it-rte5o00l0lieff5z> , the “Feeling it!” game on Padlet inviting people to create an image to describe how they feel about DF. The aim was to have a break from the often very verbal approach that our community has, and try a more visual approach – but also to give people a chance to raise problems in a different way.

In the All-Circles meeting on 8th October we had a lively and interesting discussion in breakout rooms about the images that had been submitted, despite a slightly wobbly start where not everyone realised that the images were about DF 😊 It also raised the wider question of whether small breakout rooms help to combat the problem of people not speaking in meetings, which has since become the topic of a Mattermost poll.

We plan to have one more “image-discussion” session like this, at the next All-Circles on 5th Nov; then we’ll move to looking at what issues people were raising, and how we might progress those. We might also repeat the activity with another round of image submission in the future – maybe next Quarter?

2) Ethics and principles of DF: **Discussion** ▾

Notes: In our October meetings, we have been discussing what the core principles and ethics of DF are, with a view to being able to explain them to newly-onboarded people, both Circles members and new proposers. We note that when a person comes into a new community, understanding what the community’s core beliefs are is often a really important part of feeling onboarded.



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We've explored how we think these principles are enacted in practice - what do we do as the DF community, and as individual Circles, to shore them up and support them? We've also wondered - how fixed are these principles, and what degree of divergence is OK? What should we be telling new people about which issues we all agree on, and which ones there is a range of opinion about?

As it's a complex discussion, we haven't yet got something to share about all this - but we want to hear from other Circles on it. We plan to bring something to an All-Circles meeting, or share a doc for comments, or perhaps bring something to Loomio, next month.

3) Entry-level tasks and onboarding new people: **New Insight** ▾

Notes: Last month, we were working on the recruitment process by looking at the targeted recruitment questions that each Circle might want to use in the recruitment form. This month, we've been looking at the next stage in the recruitment process: entry-level tasks for new Circle members.

We have collected input from all the Circles about what makes a good entry-level task and how they manage these; and we have connected this with the ideas we worked on previously about how Circles can use either bounty tasks or a trial period in their recruitment, as an alternative or an adjunct to interviewing applicants. We'll have some guidance and ideas ready to share with Circles in a couple of weeks, drawn from the input we have gathered from everyone.

4) Onboarding flows: **New Initiative** ▾

Notes: We have begun looking at the flow, or process, of new people coming into DF - whether to Circles, or as proposers and voters. Where do people come in from; and once in, how do they progress? A lot of this crosses over with questions of where the invitation is shared, and who sees it; so we see it as connected with Marketing; and it also crosses over with Data Analytics to examine whether people are experiencing a smooth flow, or finding blockers.



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This is quite new work, so we will have more to report on it next month - but initially, with the help of Cardoso from the Events Circle, we are looking at the community hubs and trying to map out where people come into these from, how they progress once they are there, and trying to identify any needs for onboarding resources.

Date: 20th October 2025



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Data Analytics Circle

Name of Reporters/Coordinators:

Mattermost Handle: oscar_fafa & gustavolodi

1. Social Media Performance Review – August Insights: New Insight ▾ Decision ▾

Milestone ▾

Objective: Analyze September's performance across LinkedIn, YouTube, Twitter, and Telegram.

Type: Recurrent.

Stakeholders: Marketing circle.

Output: Highlight which posts drove the most engagement, when activity peaked, and what fell flat. Create clear, actionable recommendations on what to post, how often, and at what times, giving the team a practical roadmap for the coming month, next quarter, and year ahead.

Next steps: Standardize the report and have a pipeline to automate data ingestion.

2. Open Project Survey: Event ▾ New Insight ▾ Milestone ▾

Objective: Assess OpenProject implementation success by comparing user experience metrics across a 4.5-month period to quantify improvements and identify success drivers.

Type: ADHOC.

Stakeholders: Operations circle.



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Output: Overall Satisfaction, Impact Perception, Ease of Use, Training Coverage Active Usage were measured with a positive difference between the two waves of data collection. Analysis confirms successful implementation and localizes areas of improvement in DF workforce.

Next steps: Identify target goals and propose standard training (template) to onboard new people.

3. Feedback systems: Milestone ▾ New Insight ▾ New Initiative ▾

Objective: Map out all the types of experiences listed (tools, tasks, community, events, onboarding, reporting, external representation).

Type: Recurrent.

Stakeholders: Events circle.

Output: Develop an effective engagement strategy for feedback systems in DeepFunding. This should help boost active participation, constructive feedback and continuous improvement.

Next steps: Storytelling and communicating results.

4. Voting Simulation | LLM Comparison: Event ▾ New Insight ▾ Challenge ▾ Milestone ▾

Objective: Evaluate how closely different ranking methods (simulations) align with the real ranking of projects within the BGI Round. The goal is to develop an appropriate filter for proposals' selection.

Type: ADHOC.

Stakeholders: Review Circle.



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Output: Comparison of alternative voting methods using three complementary evaluation criteria: MARE, which captures the average positional error relative to the real ranking; Spearman's rho, which measures the strength of monotonic agreement; and Kendall's tau, which focuses on pairwise concordance. Results also showcase trade-offs between algorithms.

Next steps: LLM Usage in pair-wise voting (anonymizing the data beforehand).

5. Documentation and Standardization: **Event** ▾ **Decision** ▾ **Challenge** ▾

New Initiative ▾

Objective: Document projects, collaborate / version code using Github, create report templates and have a data infrastructure ready to keep data in motion.

Type: Recurring.

Stakeholders: Analytics Circle.

Output: Open Project, Github, peer-review work sessions (listing managed objects), Add everything to shared drive. Build CI/CD pipelines. Single Source of Truth: build internal credibility with descriptive statistics, serving the circles

Next steps: Create pull-requests rules.

Date: 20 October, 2025



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Review Circle

Name of Reporter/Coordinator: Asad,Egu, Paulo

Mattermost Handle:@slate @quecy_ayebofo @paulopolegato

One: Review circle meeting restructuring: New Initiative ▾ Upgrade Process ▾

Notes: The Review Circle meeting on 15th October 2025 focused on improving processes and engagement. Members discussed shifting to a bi-weekly meeting schedule to boost participation.

Two: CRISP/Pre-CRISP: New Insight ▾ New Process ▾

Notes: The CRISP and Pre-CRISP collaboration continues to evolve to strengthen the ideation and proposal review pipeline. Discussions focused on refining structural alignment between both stages, improving clarity around roles, and ensuring smoother transition from idea generation to more concrete outcomes such as RFPs, MVPs (LABS)...etc.

Three: Milestone Recovery Path (MRP)

Label: New Initiative ▾ Challenge ▾ New Process ▾

Description: The Milestone Recovery Path (MRP) is a new process developed within the Review Circle to manage unfinished or unachievable milestones in Deep Funding projects. It provides a structured and transparent path for teams to correct issues, resubmit deliverables, and undergo re-evaluation before contract termination. By combining accountability with support, the MRP helps prevent project abandonment, protects community funds, and encourages constructive collaboration between



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reviewers and builders. Its implementation strengthens fairness, consistency, and trust in the Deep Funding governance process while generating insights to continuously improve milestone evaluation standards.

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Events Circle

Name of Reporter/Coordinator: Rafael Cardoso

Mattermost Handle: @decentralized_nation

One: Townhal Update: New Initiative ▾ Challenge ▾ Decision ▾ New Insight ▾

Notes: We are updating the Target audience for our Townhall. While following the Communities feedback, we tried to make the townhall a more engaging and fun event, where members of the community could speak, feel well and integrated, the reality is that such characteristics might not be ideal to reach our target audience: expert and junior developers.

As such, we are currently involved and working to change the townhall, and make it increasingly more professional and with topics that would attract this new target audience.

The idea is to make the Townhall a place for Education.

Two: Open RFP for Community Hubs: Decision ▾ New Initiative ▾

Notes: We've started the work to create an open RFP Framework for Community Hubs. This will allow people to propose any time for a new community hub as they feel is suited. We need to create the requirements for this new RFP based on learnings and the processes for review and approval of the Hubs, which is something we have started doing this month and will likely continue in the next.



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Three: Revision Process Community Hubs: **Milestone** **New Initiative**

Notes: We're reaching out to a stage where we need to review the work of the Hubs, and besides the monthly reports that are being generated by the Hubs, we need as well to analyse their contributions in terms of proposals and circle members.

As such, we are preparing for this 6 month revision, and creating the full process for revision of the performance of the Hubs. The goal for this process is to evaluate the general performance (monthly and overall) and establish the next steps.

Four: Future Development Community Hubs: **Milestone** **New Initiative** **Decision**

Notes: As part of the revision process, we need to define what are the next steps are for the Hubs, and how we can make sure that hubs that are doing good work, have the chance to grow and do even more.

As such, we started working on a framework for the future steps and development of the successful Hubs, as well as what should happen to the remaining Hubs, depending on their level of performance.

We also need to understand from the Hubs what are their plans and ideas are for the next months.

Five: Metrics for Events Circle

Label: **Milestone** **New Insight** **Decision** **Challenge**

Notes: Working with the Impact Hub and Data analytics, we are going through our current process with metrics, and searching to improve it and take it to the next level.



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We have been working on a dashboard for the events meetings as a first step of this collaboration.

Six: Events Delivery

Label: Milestone ▾

Notes: As always, we kept delivering our staple events, namely Townhalls, Open All Hands, and Twitter Spaces, as a way to keep nurturing our community, and contribute to the decentralized development of Deep Funding.

Date: 21-10-2025



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Dev Outreach Circle

Name of Reporter/Coordinator: Ubio Obu

Mattermost Handle: Ubiodee

One: Campus Tour Started in Nigeria: **New Initiative** ▾

Notes: We have started in earnest the first of its kind Campus tournament to be a quick onboarding structure for developers and students alike. In the first of its kind we had about 30+ student who registered as evident on the backend of the Mautic platform where all their registrations go to. All the devs will be followed up with regular contents on hackathons, RFPS, ideation challenges etc in deepfunding.

Two: Campus Tour in India and Ghana to Follow: **Event** ▾

Notes: India and Ghana are actively planning to start their process for their campus tour already. While MIT is on hold due to campus activities we are exploring GHRCE and a host of other universities. In Ghana momentum is equally building and in partnership with some members of the event circle and other Circles we are locking in dates already for this.

Three: 6 Physical Hackathons in Nigeria: **Event** ▾

Notes: The initial idea is to use Nigeria as a pilot to what we may be doing all through Africa and globally. As such we are having 6 regional hackathons in Nigeria and a National hackathon, winners of the regions will advance to the national hackathon which will be held in Lagos Nigeria. So far in less than 1 week of announcing the



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hackathon more than 66 applications have come in, we also used a gender balanced approach as we mandated that each team must mandatorily have a female participant.

Date: 22-10-25



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Documentation Circle

Name of Reporter/Coordinator: Anthony

Mattermost Handle: @oliko

One: Continued Progress on MkDocs Automation: Milestone ▾

Notes: The Circle continues refining the MkDocs automation requirements document and preparing internal testing workflows. The walkthrough guide is near completion and will help Circle liaisons understand how to stage and transition documents efficiently once automation is active.

Two: Liaison System Implementation – Phase Two: New Insight ▾

Notes: Documentation liaisons have begun monitoring documentation processes in their assigned circles, as well as maintaining and updating their assigned Circle Google Docs. These serve as structured staging areas for Circle knowledge, ensuring readiness for future integration into MkDocs. Early coordination feedback shows improved clarity on document ownership and update responsibilities.

Three: Early Discussions Around Ongoing Coordination with Marketing and Events

Circles: New Initiative ▾

Notes: The Circle continues to monitor developments from Marketing and Events around the proposed educational and informational content series. Documentation Circle and the Proof reading team will assist with proof reading activities, structuring repositories or archiving materials once the initiative matures.

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