

# Developer Community Building

This document outlines the different areas HiBlock and bitfwd community support projects and initiatives in the blockchain space. We help the project establish developer community, build the trust and consensus in wider community through various channels.

## Benefits to projects

1. Project brand awareness at the grassroots community level
2. Rapid end-user test cycle of project/product hypothesis with community (dev, business, consumer etc)
3. Highly engaged pool of leads, potential employees, collaborators, various partnerships channels.
4. Outsourcing work through bounty plan to start building long term organic open source community for your project.

## Developer community streams (China & Australia)

1. Online Promotion - Social media, brand placement throughout our websites, Medium content, github tutorials and codebase, Telegram/WeChat group activation etc.
2. Offline Promotion - Developer events, General public meetups, technical workshops, (or Blockathon - see in later section)
3. Developer bounty programs to build product - webuild.world support projects increase developers capacity.

## China Program Options

### Stage 1 – Online promotion

The goal of stage 1 is to build the awareness to the market:

- Translation - translate the project information including website, whitepaper, and other offerings.
- Website - help building/or formatting Chinese project website/webpage.
- Social media - operate Chinese social media like WeChat official account/WeChat group, Weibo etc.

### Translation

In China It is essential for content to be localized in format and translated to promote the brand, technical details about project and provide progress reports.

### Website/webpage in Chinese

In some cases it will be valuable to have a separate Chinese website/webpage, then localized SEO can be optimized for the website. Regularly update project information/progress/news.

### Social media

There are several key social media in China, e.g WeChat/Weibo etc. We can support in registering relevant social media channels for project and if applicable operate them regularly as an extension of the project's marketing team.

Once content has been formatted and translated, along with project information (e.g website), we streamline the promotion over social media channels.

### Stage 2 – Offline frontal (face 2 face) promotion

During stage 1 as awareness builds up, stage 2 can commence – offline promotion in several ways:

- Meetup sessions as described in the previous sections
- Technical Workshops sessions

### Meetup

Regular meetup will reinforce the consensus in community, and increase the credibility and communication channels for the project.

### Workshop

Workshop, technical workshops are another type of meetup where attendants could learn hands-on about the project through immersive practice and 1st hand experience, this is very powerful as it is a direct connection between users/developers to your codebase.

### Stage 3 – Development support

The ultimate goal is to solve problems, and ship software! Hence, the major push past awareness and learning is to accelerate projects and build engaged developer communities:

- Blockathon
- WeBuild.world

#### **Blockathon**

the Blockathon is a competition that supports leading projects in the blockchain ecosystem. Blockathon is a cryptoepic global event series that aims to tackle real world problems unleashing all the potential of blockchain technologies. Blockathon is where a project gets to be placed front and center to include the wider community in the efforts of working on the solutions fit to the specific areas of interests the developer community is interested in with the context of the projects in mind.

For more information, you can see <http://bitfwd.com/blockathon>

Or Chinese version, <https://hiblock.one/blockathon/>

#### **WeBuild.world**

We Build World is an innovative organization to build a new platform to support crypto projects,

- build developer community
- solve unpredictable problem, like increase smart contracts robustness
- deliver clear and specific work

You can find more info: <https://webuild.world/>

### Brief Background

HiBlock and bitfwd community are grassroots leading communities established in Beijing and Sydney with presence across Europe, Asia and the Pacific regions. The communities were founded by blockchain professionals, growth hackers, agile and scrum trainers and passionate entrepreneurs who truly care to make a difference. Some of our content ranks #1 on google (“How to issue a token” and “How to do an ICO”) The core of our activities include formulating educational workshops, technical development sessions, media content, Blockathon events etc.

#### Core Meetups formats

1. Open Community - HiBlock and Bitfwd facilitate one-off or reoccurring introduction to a project or topic of choice in the blockchain space, can be worked on together.
2. Dev/end-user sessions - We support by providing basic dev/end user training to relevant tools, dev environment and stack through our planned programs sessions.

3. Blockathon - different formats of sprint (1 to 3 days) epic community push to build awareness, recruitment channel, business development channel and collaborations with other projects.

### Successful Case studies

1. OlympusLabs - a crypto investment portal
2. Tenzorum - a crypto key management platform
3. AlphaWallet - a mobile blockchain gateway
4. BrahmaOS - an operating system that hosts decentralized networks by enabling the deconstruction of existing services and the use of a wide range of decentralized services and components.
5. Akropolis - an alternative pensions infrastructure in the world.

### Olympuslabs:

- Repeat technical sessions on Olympus Labs tech stack and attraction of developer groups to participate in testing Olympus' tech
- Run Blockathons together for talent attraction and business development opportunities

### Tenzorum

- Translated technical content to support due diligence process and secure seed funding
- Run Blockathons together for talent attraction and business development opportunities

### AlphaWallet

- Promote technical content and developer sessions
- Produce written content and documentation across Medium for end-user enthusiasts as well as deep dive into the tech through GitHub guides.
- Repeat technical sessions on Alpha Wallet tech stack to attract of developer groups to participate in testing Alpha Wallet's tech

### Pricing and Options

Term	Stage 1 - Lambo	Stage 2 - Moon	Stage 3 - Mars
Translation	x	x	x
Website	x	x	x

<b>Social Media</b>	<b>x</b>	<b>x</b>	<b>x</b>
<b>Meetup</b>		<b>x</b>	<b>x</b>
<b>Technical workshop</b>		<b>x</b>	<b>x</b>
<b>Blockathon</b>			<b>x</b>
<b>WeBuild.World</b>			<b>x</b>

#### Price guideline

Lambo 1-3 months: \$ 10,000 - 20,000 depending on complexity

Moon 3-6 months: \$ 15,000 - 25,000 depending on complexity

Mars 3-6 months + customized options: customized price

#### Additional Options

Roadshow internationally



