

ZCASH LATINOAMERICA – EDUCATION AND OUTREACH

Motivation and overview

The language is a factor of success or failure when it is planned to create a global scale technological ecosystem.

When people understand the benefits of cryptocurrencies and particularly Zcash, they jump in and try the technology but, what does it happen when most of the educational resources and community support is not available in your mother tongue?

It is said that most individuals are not interested in speaking a second language, like, for instance English, so there is a constraint to reach out non-bilingual communities. The only way to lift this barrier is by bilingual people spreading the word about the bright future of this technology.

Taking that into account, I decided to create a facebook community group whose name is “Zcash Latinoamerica” right after its launch with the non-for-profit idea of supporting, sharing knowledge and experience about Zcash to other spanish speakers.

After months of mutual collaboration, this community has growth and currently is composed by more than 2700 members and has become the largest spanish spoken zcash community.

Seeing the attraction of this community I started thinking about strategies of increasing the use of Zcash by growing the community.

I believe that the best way to encourage people to use and adopt Zcash is by educating and inviting them to come in.

The current proposal is focused in promoting Zcash by:

1. Giving conferences about Zcash benefits, blockchain benefits, zcash technical aspects, wallets, how to buy and sell it, how mine it, among others.
2. Creating marketing audiovisual spots, to attract new users to the Zcash website.

Technical approach

1. Conferences:

Blockchain technologies are being adopted progressively in Latinoamerica but, they are not as massive as they are in developed countries.

As Bitcoin, Zcash or any other cryptocurrency has been unrecognized by many Latinamerican governments as official money for being used, many people are afraid of using it because of the lack of a proper regulation. Even they think that it is illegal to use it because the law discourages its use explicitly.

It is needed to change people's mind by educating about the benefits of cryptocurrencies (with focus on Zcash).

Taking into account that Zcash Latinoamerica is not being advertised through any social network, it is believed that the people who joins have eared about Zcash previously or is involved actively in it.

We believe that the best way to attract new people and promote its use is by giving conferences.

Zcash Latinoamerica group insight shows the top cities and countries where there are more Zcash members:

| Top 10 Cities | Members |
|--|---------|
| Bogotá, Distrito Especial, Colombia | 151 |
| Caracas, Capital District, Venezuela | 136 |
| Maracaibo, Zulia, Venezuela | 76 |
| Mexico City, Distrito Federal, Mexico | 63 |
| Buenos Aires, Ciudad Autónoma de Buenos Aires, Argentina | 62 |
| Medellín, Antioquia, Colombia | 62 |
| Santa Cruz de la Sierra, Santa Cruz Department, Bolivia | 47 |
| Quito, Pichincha Province, Ecuador | 46 |
| Valencia, Carabobo, Venezuela | 44 |
| Santiago, Santiago Metropolitan Region, Chile | 42 |

| Top 10 Countries | Members |
|------------------|---------|
| Venezuela | 769 |
| Mexico | 466 |
| Colombia | 462 |
| Argentina | 247 |
| Peru | 179 |
| Bolivia | 131 |
| Ecuador | 103 |
| Chile | 67 |
| United States | 45 |
| Spain | 44 |

It is clear to us that the best strategy to attract new users is to grow the cities where there is more presence and enthusiasts.

As a starting point, considering that currently we live in Colombia, Bogotá and Medellín are the cities where it is more suitable to start the pilot and after evaluating the success we could replicate the conferences in the top 10 cities in Latinamerica.

The goal is give conferences about Zcash in an auditorium with at least 100 sits for 3 or 4 hours.

The audience will be encouraged to create wallets to receive some Zcash giveaways, which are going to be given randomly at the end of each conference.

2. Audiovisual spots (After Effects):

As there is not any marketing or audiovisual content in **Spanish** to encourage people of joining Zcash, Elva Ramos could support us as a provider for developing this kind of content.

This is an example of the videos that could be produced:

<https://www.youtube.com/watch?v=nA1Aqp0sPQo>

The metaphor is developed by instructional and graphical designers based on the content, which could be suggested by Zcash Co/Foundation/community.

The video(s) include(s) the source code so, Zcash Company or foundation could decide to open the source or edit by themselves anytime. If modifications are required in the

future and there is not people qualified for doing the modifications, the provider could be contracted again to update the desired content.

Elva Ramos suggests that a video should not be greater than 3 minutes because it is highly likely that the viewer could loss his/her attention after that period.

NOTE: Due to confidential agreements, Elva Ramos is not able to upload publicly some content created to other customers, but she agrees to arrange a web meeting with the judgment board to show some content created to other customers.

Team background and qualifications

Rosmar Prieto (Project Leader)

Master of Information Security – University of Los Andes (Colombia 2016).

Informatic Enginner (Computer Science)- University Experimental of Tachira (Venezuela 2007).

Solution Architect at Nokia with more than 10 years of experience in IT, Telecomm and Information Security deploying solutions in latinamerica.

TOGAF 9 Certified.

Bilingual (Spanish – English)

For more details: <https://www.linkedin.com/in/rosmar-prieto-32871911/>

Elva Ramos (logistics/advisor for conferences – provider for Audiovisual spots)

Master of Education major in curriculum and educational community

Bachelor in International Relations

Country Manager of IOGroup – Elearning company

Polyglot (Spanish – English – French – Italian).

For more details (in spanish): <https://www.linkedin.com/in/elva-ramos-318a203b/>

Evaluation plan

The conferences will attract more people to use Zcash and they will be encouraged to join the Zcash Latinoamerica group.

According to the last 2 months of growth, the trend of the amount of people who join the group is 200 per month. So, it would be expected to increase a 50% of this trend (300 people) per month.

The audience's email addresses will be registered for satisfaction surveys, feedback and further tracking.

Security considerations

The execution of this project will educate individuals to start using the technology and eventually growth of the spanish spoken Zcash community.

As this is an educational project, the privacy, integrity, availability and decentralization will be the main areas of interest to create awareness as key benefits of Zcash.

Schedule

Jan 2018:

- Developing of the conference content.
- Request the creation of audiovisual spots.
- Logistics for arrange the auditoriums for every conference.

Feb 2018:

- Logistics for arrange the auditoriums for every conference.

Mch 2018:

- Advertising campaigns of the conferences.

Apr 2018:

- Conferences in Bogotá and Medellín.

May 2018:

- Conference in Caracas and Valencia.

Jun 2018:

- Conference in Maracaibo and Mexico City.

Jul 2018:

- Conference in Santa Cruz de la Sierra and Quito.

Aug 2018:

- Conference in Buenos Aires and Santiago de Chile.

Budget and justification

As the Zcash Latinoamerica community is a group with the non-profit goal of teaching, educating and promoting the collaboration of its members I do not have the economic resources to execute this project. Because of this, I apply to the grant for getting the resources.

Conferences costs:

| Item | Price (USD) | Qty | Sum (USD) |
|---|-------------|-----|----------------|
| Auditorium | 1000 | 10 | 10000 |
| Flight to Medellín | 150 | 1 | 150 |
| Trips outside Colombia | 800 | 8 | 6400 |
| Lodging (2 nights/conference) | 400 | 9 | 3600 |
| Meals | 200 | 9 | 1800 |
| Airport Taxis | 50 | 18 | 900 |
| Effort per conference | 500 | 10 | 5000 |
| Takeaways (100 dollars/conference) | 100 | 10 | 1000 |
| Sub-Total | | | 28850 |
| Overhead (5% to cover any unforeseen expenses) | | | 1442,5 |
| TOTAL | | | 30292,5 |

Audiovisual spots costs:

Every minute cost USD \$500.

As the budget for this will vary depend on the number of spots and the duration proposed for each one, I will put this topic to be decided by the judgment board.