Catalyst Proposal Submission : guidance notes

These notes aim to help you complete the questions on the IdeaScale Proposal Submission form. You don't have to follow this guide - but if you're stuck, it might help.
General note: Write your proposal in simple, ordinary language, that a non-specialist could understand. Avoid jargon if you can.

GENERAL SECTION

Question	How to complete this question
Proposal title (35-character limit including spaces)	Voters see this in the voting app even without opening your proposal, so it is important. It should say very directly what your proposal is about. If you are part of a team or organisation, you can include your team name to help people track all your proposals (e.g. "DreamTeam Cardano Voting Tool") - but only if there is enough space. If not, then including your team logo/icon is another way to link your proposals together.
ADD CHECK BOX Please indicate if your proposal has been auto-translated into English from another language.	You can tick this box to remind readers that your proposal has been translated, and that they should be tolerant of any language imperfections, and should focus on the proposal content. You can attach a document with your proposal in its original language if you wish.
Problem statement (200-character limit incl. spaces)	Ensure you say what is **wrong**. What is the core problem that you hope to fix? Remember: the reader might not be able to see the problem you can see, unless you state it. So for example, don't say 'There are many new proposers in Catalyst' - this is not a problem, it's a good thing! Say 'New proposers in Catalyst have nowhere to go for support.' That IS a problem, so it works as a problem statement. This answer will be displayed on the Catalyst voting app, so voters will see it even if they don't open your proposal and read it in detail.
Summarize your solution to the	Focus on what **you** are going to do, or make, or change, to solve the problem. So not 'There should be a way to....' but

problem (200-character limit incl. spaces)	'We will make a...' And make sure it's clear how your solution addresses the specific problem you have identified. This answer will be displayed on the Catalyst voting app, so voters will see it even if they do not open your proposal and read it in detail.
Summarize your relevant experience (280-character limit)	Focus on experience that is relevant to your proposal. Here, you need only give a brief overview (e.g. how many years' experience your team have, in what field; and any relevant qualifications). You can give full details later in the form, in the "Feasibility" section..
Website/ GitHub repository, or any other relevant link	This question is optional - you may leave it blank if you wish. You could include links to your website or that of a partner organisation, and/or a link to any whitepaper or other publication you have written about your proposal. But please note, this is extra information, which voters and Proposal Assesors might choose not to read. You should not omit any of the questions in this form because the answers are in your website or your whitepaper.
Requested funds in USD	Do not include commas, currency symbols, or any other punctuation. If your budget is $50,000, write "50000". Ensure that the amount matches the total in your budget section later in the form.

IMPACT SECTION

Question	How to complete this question
Please describe your proposed solution.	How you write this section will depend on what type of proposal you are writing. You might want to include detail on ● how you perceive the problem you are solving; ● your reasons for approaching it in the way that you have; ● who your project will engage, or who its stakeholders are; ● how your project will be implemented;

	● what you will produce (i.e. your outputs) and ● what will happen as a result of your work (i.e. your outcomes). Explain what's unique about your solution, and what value it brings to the Cardano ecosystem. Explain who will benefit. Does your proposal primarily benefit a) your organisation or company, b) the Catalyst community, c) the greater Cardano community or d) a specific community in the wider world? All of these are OK, but it is helpful to explain which you are primarily addressing. Write in simple, ordinary language, that a non-specialist could understand. Avoid jargon if you can. Do not present readers with a "wall of text" - break it up with sections, headings, and bullet points, and include visual images, videos, charts etc where relevant.
Please describe how your proposed solution will address the Challenge that you have submitted it in.	Read the Challenge thoroughly, and explain which of its aims are addressed by your proposal. If the Challenge includes any essential requirements, ensure that you address them in your answer.
Identify at least 2 risks that could prevent you from succeeding, and explain how you will mitigate each one.	All projects face some kind of risk. This question is your chance to show that you understand what could go wrong, and that you are planning ahead to deal with potential problems.

FEASIBILITY SECTION

Question	How to complete this question
Please provide a detailed plan, a timeline, and key milestones	How you write this section will depend on your proposal, and how complex it is.

for delivering your proposal.	Show the order in which tasks will be done, what resources will be used at each stage, and how long each element of your project will take. Include exact dates if relevant. Suggestions, if you feel unsure how to start: • Try writing a timeline, stating what will happen at each stage, who will do it, what resources will be needed, who the stakeholders are, and what will be produced or created at each stage. • Or state the key milestones that you will achieve after 1 month, 2 months, etc. If you, or members of your team, will be working on other proposals in this Fund, or if you are already working on proposals from a previous Fund, you can give information here about how you will manage your workload.
Please provide a detailed budget breakdown.	Make sure every element mentioned in your plan in the previous question is costed. It may be helpful to refer to your plan and timeline, list all the resources you will need at each stage, and what they cost. The exact budget elements you include will depend on what type of work you are doing, and you might need to give less detail for a small, low-budget proposal. Consider including budget elements for publicity /marketing /promotion /community engagement; for project management; and for documentation - most proposals need these, but many proposers forget to include them. If you feel that there are significant issues with contingency in your proposal - for example, if it will be dramatically affected if ADA prices fall significantly after you receive a tranche of payment, and you are unable to manage this risk - you could consider including a budget element for "contingency". If your budget includes wages or fees to workers, it may be helpful to include brief information on how you have decided this figure. For instance, is it based on average wage in your country; typical freelance rate in your industry; something else?
Please provide details of the people who will work on the project.	List your team, and state what aspect of the proposal's work each person will undertake. You can include links (e.g. to your team's own websites and social media, their profiles on professional associations or LinkedIn, websites showing their previous work, within Catalyst or elsewhere.) But we understand that not everyone

| | has suitable links, so do not worry too much if you are unable to do this for every member of your team.

Remember you can include information about people's experience in their regular career, as well as their experience in the Cardano blockchain.

If you are planning to recruit additional team members, please state what specific skills you will be looking for in the people you recruit, so readers can see that you understand what skills will be needed to complete the project. |
|---|---|
| If you are funded, will you return to Catalyst in a later round for further funding? Please explain why / why not. | Some types of proposal are likely to need to seek repeat funding from Catalyst (for example, projects that are building complex community engagement where there are significant barriers to inclusion; proposals that seek to provide an ongoing service to Catalyst; etc). Others might not need to (for example, start-up businesses that aim to make a profit quickly; proposals for one-off events).

Whichever your project is, use this question to explain your longer-term plans. |
| CHECK BOX
Are you, or any member of your team, working on any other proposals in this Fund? | Check the box if there is any other proposal in this Fund, apart from this one, that you or any member of your team for this proposal will be working on.

If you check "yes" here, you should include information in the "detailed plan" field about how your team will manage the workload. |
| CHECK BOX
Are you or your team working on any other proposals from previous Funds? | Check the box if there are any other proposals in previous Funds apart from this one, that you or any member of your team for this proposal are still working on.

If you check "yes" here, you should include information in the "detailed plan" field about how your team will manage the workload. |

AUDITABILITY SECTION

Question	How to complete this question

What will you measure to track your project's progress, and how will you measure it?	This question is your chance to show that the Catalyst community will be able to audit your project. You should demonstrate this by showing that you plan to collect and share useful data about what you are doing. List at least 2 metrics that you will measure about your progress; and say how you will measure them. It is also useful to explain how you will share this data so that the community will be able to access it. Ensure that you have chosen *relevant* metrics, that relate to what you have said in your plan that you want to achieve. If it's not obvious how your metrics demonstrate that you are doing what you said you will do, you might need to explain. For example, with a proposal to run a training course of 5 weekly sessions, with the goal of participants completing all 5 sessions: "**We will measure numbers of people attending each week. We will measure it by taking a register of who is present at each session; and by noting how many previous sessions each person has attended. This will show whether participants are returning each week to complete the course.**" The metrics you measure do not necessarily have to be KPIs, which are numerical performance indicators - you can also measure qualitative things, such as the opinions of your users.
What does success for this project look like?	Do not include measurements and metrics here - this field is where you should describe what you hope the world will look like after you have completed your work. List at least 2 things that you hope will have happened by the end of your project, as a direct result of what you have done. For example: "50 participants will know X, will experience Y, and will feel Z". or "XYZ product will exist, and will be used by X number of people". Be specific, and do not use generic descriptions of success, but instead define what success is for your particular proposal.
Is this proposal is a continuation of a previously funded project in Catalyst, or an entirely new one?	If your proposal relates to, or is an extension of, a previous funded proposal in Catalyst, provide the IdeaScale link to the previous proposal, and explain how they are connected if this is not obvious. If this is an entirely new proposal, say so.

AND THAT'S IT - YOU'RE DONE!

Remember, if you have any questions or concerns about completing your proposal submission form, you can ask in the Catalyst Proposers channel on Telegram https://t.me/catalystproposers or in the Catalyst School's Discord server https://discord.gg/fXPx5EVnCy