

Gridcoin.world Proposal

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Gridcoin.world Proposal

1. Introduction and Overview

This proposal seeks to develop and fund a complete overhaul of the gridcoin.us website. The proposed redesign and content focus on accessibility, adoption, and outreach. The target audience of the proposed overhaul are individuals, businesses, BOINC project admins, researchers, and developers. The proposed design will utilize infographics and cards where possible while the content will focus on simplicity and accessibility. As a whole, the proposed site will seek to implement progressive disclosure principles to guide the user through a learning process and to increase the likelihood of participation and retention.

2. Rationale

A website is the first stop for anyone interested in a blockchain or cryptocurrency. It is one of the first layers of outreach and marketing. It must:

- Be inviting
- Not be overwhelming, intimidating, or saturated with information
- Cleanly and clearly inform the user at a first layer level
- Pique the user's interest and curiosity

- Introduce the project from various perspectives
- Guide the user
- Provide additional resources

It must also answer the following user questions:

- What is the big picture?
- Why do I care?
- How does this help me in particular?
- How can I use my skills to help?
- How do I otherwise get involved?

The gridcoin.us website does not satisfy many of these points on a design level.

We believe that attempting to fix the current design and content to fit design and information principles would prove more costly than performing a complete overhaul.

Because of this, we believe it makes the most sense to redesign the site from the ground up with entirely new content.

3. Site

The site will be professionally developed and designed with simplicity in mind. There will be nine unique pages. The home page will introduce Gridcoin and cryptocurrency while the other pages will provide further, specialized information and resources.

The site will be designed and coded by MadMaxPayne. The site content creation team will be led by jringo. The entire team will include MadMaxPayne, jringo, ShmoogleOsukami, Roboticmind, whoisterrencelee, and raven.

a. Domain

We propose the following domain for the new site:

<https://gridcoin.world>

b. Design

The proposed site will be designed by MadMaxPayne. MadMaxPayne is the designer of the assets approved for the new Gridcoin wallet GUI. They are also the designer for the new Gridcoin white paper. We believe that using the same designer for these three critical assets will offer design uniformity.

A portfolio of site design and development has been provided.

<https://demo.itmint.ca>

c. Backend

The design will be converted it into fully responsive HTML/CSS web pages using Bootstrap. MadMaxPayne will attempt to reuse the framework of the existing website where possible.

The site will be hosted on GitHub-Pages.

d. Content

The initial content creation team for this proposal consists of jringo, Roboticmind, and whoisterencelee.

The team will work in close partnership with MadMaxPayne to ensure design and content flow together. They will seek to fulfill the points described in the *rationale* section of this proposal.

A content outline along with page sketches are provided at the end of this proposal.

4. Management

A management team is a tool that enables rapid decision making when necessary.

a. Management Team

The decisions of the gridcoin.world management team will be informed by community discussion, though all actionable decisions will be made through a team vote.

The management team consists of community contributors that have worked on the gridcoin.us site, outreach and design initiatives, protocol development, and this proposal.

Management Team

jringo
MadMaxPayne

ShmoogleOsukami
ravon
Roboticmind
whoisterencelee

b. How to Contribute

GitHub-Pages enables rapid deployment of approved future developments to the proposed site.

Future contributions can be proposed by anyone. Major changes to the site will be polled through a network-poll. Minor changes will be reviewed by active contributors and the management team before going live.

Any conflicts will be resolved by the management team.

c. Growing the Management Team

The management team hopes to distribute management responsibilities to additional contributors, though there is a limit. The goal is to find an efficient balance between the number of people in positions of responsibility and bureaucratic process.

5. Development Timeline

We expect the site to take no more than four months to launch, though it will likely take less time. If the site is not launched within four months, contributors can request their donations returned.

6. Cost and Funding

There are a few funding requests in this proposal.

a. Initial Code Development

We seek funding for development of the initial website code.

This code will be professionally structured and secure.

The proposed funds will also cover implementation of the initial content and hosting.

The proposed funds for initial code development will go to:

MadMaxPayne

The funding sought for initial code development is:

2000 USD

i. Funding

We propose raising funds for the initial code through a donation initiative fund-matched by the Gridcoin foundation.

We propose the Gridcoin foundation match funds up to 50% of the requested funding. This is equal to **1000 USD**.

Donated funds will be held in the Gridcoin foundation wallet.

The Gridcoin foundation will reserve the fund-matched GRC.

ii. Release of Funds

Funds will be released no more than 30 days after the site has been launched, control has been handed over to the community, and Jim Owens, CyCy, and Barton26 have signed off on the quality and completion of the agreed upon tasks.

b. Initial Content Development

We seek funding for development of the initial website content.

The proposed funds will pay for the initial content development. This content will seek to achieve the effects outlined in the *rationale* section of this proposal.

The proposed funds will cover initial content for all pages.

The proposed funds for initial content development will go to

Jringo

Roboticmind

whoisterencelee

The proposed funds will be split among these developers at their discretion based on each developer's level of contribution.

The funding sought for initial content development is:

500 USD

i. Funding

We propose raising funds for the initial content through a donation initiative fund-matched by the Gridcoin foundation.

We propose the Gridcoin foundation match funds up to 50% of the requested funding. This is equal to **250 USD**.

Donated funds will be held in the Gridcoin foundation wallet.

The Gridcoin foundation will reserve the fund-matched GRC.

ii. Release of Funds

Funds will be released no more than 30 days after the site has been launched, control has been handed over to the community, and Jim Owens, CyCy, and Barton26 have signed off on the quality and completion of the agreed upon tasks.

c. Total Requested Funds

From the Foundation

Initial Code Development: **1000 USD**

Initial Content Development: **250 USD**

Total Funds Requested from the Foundation: **1250 USD**

Total GRC Requested from the Foundation: 350,000 GRC

From the Community

Initial Code Development: **1000 USD**

Initial Content Development: **250 USD**

Total Funds Sought from the Community: **1250 USD**

Total GRC Requested from the Community: 350,000 GRC

Total Requested Funds: 2500 USD

Total GRC Requested: 700,000 GRC

The GRC requested has been determined based on the CoinMarketCap reported 30 day average of the GRC price prior to the creation of this poll.

d. Community Fundraising

Community fundraising will commence upon the approval of this proposal.

At that time, a single GRC address will be shared. The community will be asked to send donations to that address.

The community will be notified when the requested funding has been met.

Any donations received beyond those requested will be used to reimburse the Foundation.

If the community fails to raise the requested GRC (350,000 GRC) within 40 days, development of the site will cease and donations will be returned to the address that sent them.

e. Future Development and Maintenance

To ensure that future gridcoin.world development, expansion, and endeavors do not continuously request funding from the Gridcoin foundation, we propose the site be granted a verified side-staking wallet of 100k GRC.

As this is the first implementation of a verified side-staking wallet, we will explain the mechanism in detail.

i. Verified Side-Staking Wallets

A verified side-staking wallet is a wallet granted to an approved entity to fund development.

The funds granted to a verified side-staking wallet are locked in the wallet in perpetuity, or until contract conditions are met. If the side-stake wallet is managed by a contract, the funds are released according to the contract terms.

Some examples of possible contract terms are:

1. Time
2. Funding goals
3. Work Completion

Any wallet funds in excess of those granted at initiation can be utilized by the entity as it sees fit.

This process enables an entity to:

- Earn staking rewards to fund their initiative, project, business, or research

- Call for donations as a verified and trusted entity
- Maintain a single public and accessible address for extended periods of time
- Create polls as a verified and trusted entity

This process provides to the Gridcoin network:

- A means to fund development groups outside of the Gridcoin foundation
- A verified and trusted entity staking on the network with a direct monetary and business-based incentive to maintain constant network connectivity
- An ecosystem incubation mechanism that incentivizes the incubated entity utilize GRC
- A potential fundraising path through interest and payback clauses in contracts
- A trackable mechanism that locks GRC out of circulation and presents a monetarily-based network trust value that simultaneously uses the locked GRC to fund ecosystem development

ii. Gridcoin.World Verified Side-Staking Wallet

This is an analogue proof of concept for an experimental mechanism that would ideally operate through a code-is-law protocol. Its operation may change at any time based on the executive decisions of the gridcoin.world management team and the wallet funder.

This experiment intends to demonstrate Gridcoin's potential funding utility to developers, contributors, businesses, researchers, and BOINC projects.

Entity

Gridcoin.world management team

Requested Funding

100k GRC

Funded By

jringo

Contract

- Initial funds locked for 1 year
- Funds controlled by funder
- Funds in excess of locked funds to be utilized at the discretion of the gridcoin.world management team
- Contract renegotiated after 9 months
- Locked funds released to funder upon completion of contract terms
- Locked funds released to funder without penalty upon termination of contract

Approved Uses of Locked Funds

- Staking
- Creating polls related to gridcoin.world

iii. Further Details and Future Developments

- The ideal implementation of a verified side-staking wallet involves a staking multi-signature wallet. This is not technically feasible at this time. For this reason, jringo is the sole funder and key-holder of the wallet.

Still, this proposal encourages community participation in the form of donations or side-stakes to the wallet or through an official funding request from the foundation.

- Funds raised through donations, side-stakes, or other endeavors, will first be used to maintain, develop, and expand gridcoin.world. Remaining funds may be requested by the funder as reimbursement.
- As defined by Jim Owens' Estimated Time to Stake thumb-rule, a 100k balance has an 80% probability to stake once every 1.66 days at a network difficulty of 10. This is approximately 220 stakes per year. With a 10 GRC reward per block, this equals 2,220 GRC per year through staking.

This proposal encourages further exploration of rewards predictability.

- This proposal encourages the gridcoin.world management team to develop a process through which any community member can use the gridcoin.world verified side-staking wallet to propose changes to the website. This would enable any contributor to make a poll while maintaining the 100k GRC spam prevention mechanism.

7. The Poll

This poll seeks approval of the proposed overhaul of the gridcoin.us. This proposal also seeks approval for funding of the proposed overhaul as described.

This poll is classified as an *outreach* poll and is subject to all requirements and validation parameters defined in the *Poll Definitions, Requirements, and Validation Parameters* document, linked below.

<https://github.com/gridcoin-community/Gridcoin-Tasks/issues/227>

Poll Question:

Do you approve of the Gridcoin.World proposal?

Poll Options:

- *Yes*
- *No*
- *Abstain*

Poll Duration:

4 weeks

Poll Validation Requirements:

40% AVW

Begin Date: August 8th 2019

End Date: Sept

Gridcoin.world Content Outline

This is an early outline draft of the site content. It is subject to change during development and based on community feedback.

Navigation Bar

Home
Who is Gridcoin For
Participate
Research
Contribute
Use
Technology and Innovations
Community
Tools and Resources

Page Details

Page Name: Home Page	
Primary/Secondary:	Primary
Purpose/Goals:	Introduce users to DLT and Gridcoin and drive them to appropriate pages
Features/Functionality:	Headline, Illustrations, CTA (Call to Action), Copy
Section Name: Introducing Gridcoin	
Content Type(s):	Headline, Copy
Section Notes:	1 to 2 paragraphs introducing Gridcoin
Final Content:	
Section Name: What is DLT and Cryptocurrency?	
Content Type(s):	Headline, Copy
Section Notes:	1 to 2 paragraphs on DLT and how it can be used in science and research fields
Final Content:	
Section Name: Who is Gridcoin For?	
Content Type(s):	Headline, Button
Section Notes:	Button: "Individuals/Citizen Scientists" Button: "Researchers" Button: "BOINC Project Admins" Button: "Businesses" Button: "Developers"

Final Content:	
Section Name: Become a Participant	
Content Type(s):	Headline, CTA
Section Notes:	CTA: "Become a Cruncher" CTA: "Become a Staker" CTA: "Whitelist Your BOINC Project" CTA: "Build a BOINC Project" CTA: "Become a Contributor"
Final Content:	

Page Name: Gridcoin is for Everyone	
Primary/Secondary:	Primary
Purpose/Goals:	Educate/inform Individuals/CitizenScientists, Researchers, BOINC project admins, Businesses, Developers on the benefits of using Gridcoin
Features/Functionality:	Headline, Illustrations, Cards, Infographics, CTA, Copy
Section Name: Individuals/Citizen Scientists	
Content Type(s):	Headline, Copy, Cards, Illustration, Infographic, CTA
Section Notes:	1 to 3 paragraphs, cards, or bullet points on the utility Gridcoin/GRC offers individuals and citizen scientists <ul style="list-style-type: none"> - Distributed Ledger - Fast Transaction Times - Supporting a network and economy based on science CTA: "Participate In the Network"
Final Content:	
Section Name: Researchers	
Content Type(s):	Headline, Copy, Cards, Illustration, Infographic, CTA
Section Notes:	1 to 3 paragraphs, cards, or bullet points on the utility Gridcoin/GRC offers researchers <ul style="list-style-type: none"> - Computation power - Support an economy of science - Community
Final Content:	

Section Name: BOINC Project Admins	
Content Type(s):	Headline, Copy, Cards, Illustration, Infographic, CTA
Section Notes:	1 to 2 paragraphs, cards, or bullet points on what happens when a BOINC project is whitelisted, infographic showing results of whitelisting CTA: "Whitelist your BOINC Project"
Final Content:	
Section Name: Businesses	
Content Type(s):	Headline, Copy, Cards, Illustration, Infographic, CTA
Section Notes:	1 to 2 paragraphs, cards, or bullet points on the utility Gridcoin/GRC offers businesses <ul style="list-style-type: none"> - Distributed Ledger - Fast Transaction Times - Supporting a network and economy based on science
Final Content:	
Section Name: Developers	
Content Type(s):	Headline, Copy, Cards, Illustration, Infographic, CTA
Section Notes:	1 to 2 paragraphs on why people should develop with Gridcoin <ul style="list-style-type: none"> - An Economy Based on Science - Work with a unique blockchain instead of a token on top of another blockchain - Unique blockchain = virtually endless potential - Unique blockchain = be creative - Unique blockchain = learn about the base ledger tech (DLT) instead of top layers CTA: "Develop With Gridcoin" CTA: "Contribute To Gridcoin"
Final Content:	

Page Name: Participate	
Primary/Secondary:	Primary
Purpose/Goals:	Educate/inform the user on how they can become an active network participant as defined in the white paper

Features/Functionality:	Headline, Illustrations, Cards, Infographics, Copy
Crunch for Science	
Content Type(s):	Headline, Illustrations, Cards, Infographics, Copy
Section Notes:	Educate the user on how they set up BOINC and the difference between solo and pool crunching with Gridcoin
Final Content:	
Solo Crunching	
Content Type(s):	Headline, Illustrations, Cards, Infographics, Copy
Section Notes:	Educate the user on how to set up solo crunching
Final Content:	
Pool Crunching	
Content Type(s):	Headline, Illustrations, Cards, Infographics, Copy
Section Notes:	Educate the user on how to set up pool crunching
Final Content:	
Secure the Network	
Content Type(s):	Headline, Illustrations, Cards, Infographics, Copy
Section Notes:	Educate the user on how to set up a staking wallet
Final Content:	

Page Name: Research	
Primary/Secondary:	Primary
Purpose/Goals:	Educate the user on how to use Gridcoin to get their research done
Features/Functionality:	Headline, Illustrations, Cards, Infographics, Copy
Whitelist Your BOINC Project	
Content Type(s):	Headline, Illustrations, Cards, Infographics, Copy
Section Notes:	Educate the user on the Gridcoin whitelist process. Link to the whitelist rules.

Final Content:	
Create a BOINC Project	
Content Type(s):	Headline, Illustrations, Cards, Infographics, Copy
Section Notes:	Educate the user on what a BOINC project is and how to make a project. Link to BOINC
Final Content:	

Page Name: Contribute	
Primary/Secondary:	Primary
Purpose/Goals:	Educate the user on how to contribute to the Gridcoin network
Features/Functionality:	Headline, Illustrations, Cards, Infographics, Copy
Developers	
Content Type(s):	Headline, Cards, Copy
Section Notes:	<ul style="list-style-type: none"> - Educate developers on how to contribute - Provide links to development resources
Final Content:	
Non-devs	
Content Type(s):	Headline, Cards, Copy
Section Notes:	<ul style="list-style-type: none"> - Educate non-devs on how to contribute - Provide links to contributing resources
Final Content:	

Page Name: Use	
Primary/Secondary:	Primary
Purpose/Goals:	Educate the user on how to contribute to the Gridcoin network
Features/Functionality:	Headline, Illustrations, Cards, Infographics, Copy

Spend	
Content Type(s):	Headline, Cards, Copy
Section Notes:	Educate the user on how to spend Gridcoin
Final Content:	
Accept	
Content Type(s):	Headline, Cards, Copy
Section Notes:	Educate the user on how to accept GRC for payment at the business or for services
Final Content:	

Page Name: Technology and Innovations	
Primary/Secondary:	Primary
Purpose/Goals:	Educate/inform audience on Gridcoin specific technology and innovations
Features/Functionality:	Headline, Illustrations, Cards
Section Name: Technology and Innovations	
Content Type(s):	Headline, Copy, Cards, Illustrations
Section Notes:	<ul style="list-style-type: none"> - PoS version - The Gridcoin Oracles - Superblocks - Beacons - Magnitude - RSA - ERR Distribution - Side-staking - UTXO Balancing
Final Content:	

Page Name: Community	
Primary/Secondary:	Primary

Purpose/Goals:	Educate/inform audience on how the community operates and how to get in touch
Features/Functionality:	Headline, Illustrations, Links
Section Name: What is BOINC	
Content Type(s):	Headline, Copy, Cards
Section Notes:	<p>Development Platforms</p> <ul style="list-style-type: none"> - GitHub - Slack - RocketChat <p>Social Platforms</p> <ul style="list-style-type: none"> - Discord - Telegram <p>Forums</p> <ul style="list-style-type: none"> - Reddit - Steemit <p>Social Media</p> <ul style="list-style-type: none"> - Twitter - Facebook <p>Live Discussions</p> <ul style="list-style-type: none"> - DCUni - Hangouts
Final Content:	

Page Name: Tools and Resources	
Primary/Secondary:	Primary
Purpose/Goals:	Provide Links to Tools and Resources
Features/Functionality:	Headline, Illustrations, CTA, Copy
Section Name: Resources	
Content Type(s):	Headline, Copy, Cards, Illustrations
Section Notes:	<ul style="list-style-type: none"> - Block Explorers - Repositories - Wikis - Exchanges

	<ul style="list-style-type: none">- Whitelist/Greylist- Terminology- BOINC- Contributors
Final Content:	

Page Sketches

HOME
NAVIGATION BAR
Introduction to Gridcoin
What is Gridcoin?
Introduction to DLT and Cryptocurrency
Gridcoin is For Everyone! [Individuals] [Researchers] [BOINC Project Admins] [Businesses] [Developers]
JOIN THE NETWORK

[Participate]	[Research]	[Contribute]	[Use]
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GRIDCOIN IS FOR EVERYONE!

NAV BAR

Individuals [Participate]	IMAGE
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IMAGE	Researchers [Research]
-------	---------------------------

Contributors	IMAGE		
<table border="1" style="width: 100%; text-align: center;"> <tr> <td>Devs</td> <td>Non-Devs</td> </tr> </table>		Devs	Non-Devs
Devs		Non-Devs	
[Contribute]			

IMAGE	Businesses [Use]
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PARTICIPATE

NAV BAR

Crunch for Science!

IMAGE	Solo Crunching
Pool Crunching	IMAGE

Secure the Network

RESEARCH

NAV BAR

Whitelist Your BOINC Project

IMAGE

IMAGE	Create a BOINC Project
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CONTRIBUTE
NAV BAR
Developers
Non-Devs

USE
NAV BAR
Spend

Accept

TECHNOLOGY AND INNOVATION

NAV BAR

Innovation #1	Innovation #2	Innovation #3
#4	#5	#6

COMMUNITY

NAV BAR

Dev Platforms	Social Platforms	Social Media
Forums	Live Discussions	#6

TOOLS AND RESOURCES

NAV BAR

Dev	Documents	Resources
Block Explorers	Exchanges	Other