

# FREE TON CHINESE SUB GOVERNANCE

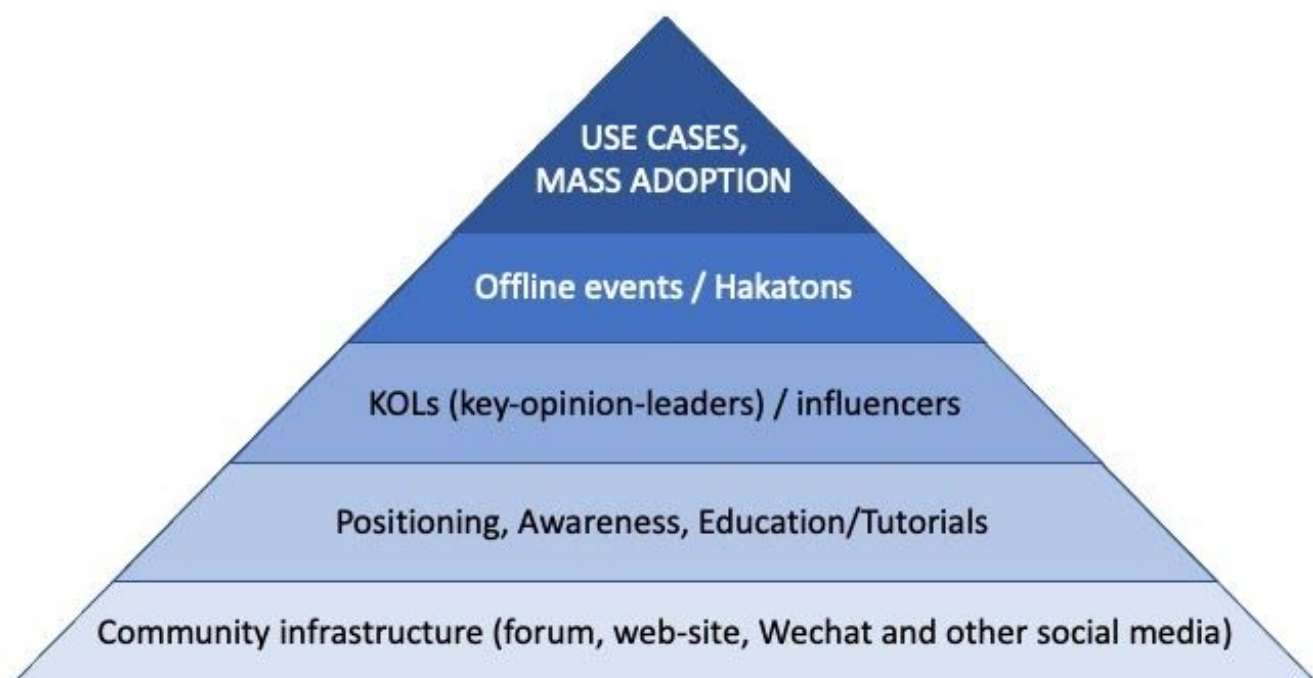
## Description

China has a 900 mln internet-user base and over 700 large use-cases based on blockchain which makes it a country with a great potential for blockchain adoption. Although a big part of the use-cases in China are backed by the Chinese government and based on centralized networks, decentralized projects are also gaining momentum.

In view of that, we propose to establish Free TON Chinese Sub Governance with the following goals in mind:

- educate on the values of decentralized blockchain network,
- raise awareness of Free TON among the Chinese audience through influencers,
- expand the Chinese user-base of Free TON,
- activate integration partnerships with Chinese companies to generate use-cases,
- drive the adoption of Free TON in China.

## FreeTON China Strategy Pyramid:



# Initial Members

The following active members will become the Initial Members:

Names	Telegram	Background	Public key
Harry Wu	@HarryWU2020	Entrepreneur, angel investor in China	70a8f7101781274d6874eca5ca349315470dff017c48fd7aa87175f126d7f75e
Poppy Peng	@poppypeng	Expertise in Marketing sphere for blockchain projects & Mining	13b8bb0ac6e9937feda910322cf35ddbcd61557e0cb7fb5bbc94984af1f6e1b0
Anson	@ALHK2017	FreeTON validator award	b45261dcf937d33f38814969416cb864748295e099bfcfd0f265f7c985d67f26
Miao	@lookveis	Blockchain enthusiast	
Lei Qiu	@Akitori	New Media Operator.3 years of blockchain community experience.	aa8e62505174b6e577f5f815f2ca786bd7a6caef359bacfeae24886f71f95ff3
Tan Huanxi	@Kaleidoscope07	Be a happy digital currency owner	db13a46a5ef0caa245214cb9c4f7cc4c3f2511b0b773fcc9aa614fc39d1ca9bc
Yao Song	@yaosong	Investment banking and trading professional with 16 years of experience	2bfc4746a3ef664958ca26e680ee0746de7d24eed7fcb387e2b46f788a4ae79b
Niko	@duan575x	3 years experience in blockchain, resources in community, media	aa42f159974526fc823c5800830cd1178322ead01f154b8582d89ae3ae8100e7
Tao	@taosue	Blockchain oriented developer	0f8fe7aca90717c338fe79074f5bfc9f1f261a303d237c65e2c69aad5f93f185
Roman T.	@morphium_h	Blockchain entrepreneur in China	ca2fc3f07f5a50d512d469af73af0765ab2b669063c1f918a1f4fcf3f4e74489
Roman D.	@Dedicate_s	Growth hacker. 7 years in community management. Tech enthusiast and futurist.	6f10bb0c31958196a87e35a7d8320355e6ae161da57d9a77abbfa1e12d4131be
Jie Nisi	@denisKSF	Consultant, China-Russia business relations	53e6efb8f6f1f75e92f4f43b6fb28a46a5208abe1f9e35c709ceecd12fc95a41

# Free TON Chinese Community Development Program for the next 3 months (Stage 1).

## KPI 1

Usage	Deliverables	TONS
Forum and social media channels setup	Dedicated Chinese discussion forum and social media account set up (Wechat, Weibo, Bihu, Zhihu, etc)  KPIs:  - Wechat official account/2 groups setup: 6000 TONs - Other platforms: 300 TONs per platform (up to 10)	9000
Web development contest	FreeTON Chinese website <a href="https://freetonchina.org/">https://freetonchina.org/</a>  KPIs: - Website created and completed: 20 000 TONs	20 000
Content creation & tutorial contests	A series of content creation contests, tutorial, translation, FAQs and put them to the Chinese dedicated website and social media platforms  KPIs: - 600 TONs per article (average: 1300 Chinese char) - 8 total articles per month  Translate FreeTON articles to Chinese KPIs: - 400 TONs per article translation into chinese (average: 2000 Chinese char) - 8 articles per month	8 000
Translation of Whitepaper	Translate the Whitepaper into chinese and proofread	2 000
KOL (key-opinion leaders) activities	Engaging some top-tier and 2nd-tier blockchain KOLs to drive the awareness of FreeTON  KPIs: - 4000 TONs per top-tier KOL article (4 articles) - 2000 TONs per 2nd-tier KOL article (4 articles) - 100 TONs per top-tier KOL Wechat moments (20 articles) - 20 TONs per 2nd-tier KOL Wechat moments (50 articles) - Bringing new KOL partnerships: 200 TONs per new top-tier KOL (5 KOLs) 100 TONs per new 2nd-tier KOL (10 KOLs)	29 000

Operational	Social media management, Chinese Telegram, Wechat moderation, Designer, and Copywriter (2 admins for all the platforms)	10 000
Chinese sub-governance jury election	Initial Chinese sub-governance members	6 000
Marketing and Contingency cost	Cost for negotiating with media platforms, KOLs, transport and living cost, contingency cost	16 000
<b>TOTAL</b>	-	<b>100 000</b>

## KPI 2

Usage	Deliverables	TONS
KOL (key-opinion leaders) activities	<p>Engaging some top-tier and 2nd-tier blockchain KOLs to drive the awareness of FreeTON</p> <p>KPIs:</p> <ul style="list-style-type: none"> <li>- 4000 TONs per top-tier KOL article (6 articles)</li> <li>- 2000 TONs per 2nd-tier KOL article (6 articles)</li> <li>- 100 TONs per top-tier KOL Wechat moments (30 articles)</li> <li>- 20 TONs per 2nd-tier KOL Wechat moments (75 articles)</li> </ul> <p>- Bringing new KOL partnerships:  300 TONs per new top-tier KOL (5 KOLs)  150 TONs per new 2nd-tier KOL (10 KOLs)</p>	43 500
Content creation & tutorial contests	<p>A series of content creation contests, tutorial, translation, FAQs and put them to the Chinese dedicated website and social media platforms</p> <p>KPIs:</p> <ul style="list-style-type: none"> <li>- 600 TONs per article (average: 1300 Chinese char)</li> <li>- 15 total articles per month</li> </ul> <p>Translate FreeTON articles to Chinese  KPIs:</p> <ul style="list-style-type: none"> <li>- 400 TONs per article translation into chinese (average: 2000 Chinese char)</li> <li>- 15 articles per month</li> </ul>	15 000
AMAs & Interview	<p>Arrange AMAs in popular communities or co-host with well-known media, and arrange interviews in forms of Videos with corresponding media like Snapfinger or Camile.</p>	27 000

	KPIs: - 7500 TONs per AMA (2 AMAs) - 6000 TONs per interview (2 videos)	
Web development contest	Adding more extra functionalities to the website and maintenance cost	6 000
Community ambassadors contest	FreeTON ambassadors in China who will help to evangelize FreeTON and bring more corporations  KPI: - 1500 TONs incentivisation per ambassador per month (5 ambassadors) - 4500 TONs as incentivization pool	12 000
Operational	Social media management, Chinese Telegram and Wechat moderation (2 admin for all the platforms)	15 000
Marketing and Contingency cost	Cost for negotiating with media platforms, KOLs, transport and living cost, contingency cost	31 500
<b>TOTAL</b>	-	<b>150 000</b>

### KPI 3

Usage	Deliverables	TONS
KOL (key-opinion leaders) activities	Engaging some top-tier and 2nd-tier blockchain KOLs to drive the awareness of FreeTON  KPIs: - 4000 TONs per top-tier KOL article (6 articles) - 2000 TONs per 2nd-tier KOL article (6 articles) - 100 TONs per top-tier KOL Wechat moments (30 articles) - 20 TONs per 2nd-tier KOL Wechat moments (75 articles) - Bringing new KOL partnerships: 300 TONs per new top-tier KOL (5 KOLs) 150 TONs per new 2nd-tier KOL (10 KOLs)	43 500
Content creation & tutorial contests	A series of content creation contests, tutorial, translation, FAQs and put them to the Chinese dedicated website and social media platforms  KPIs:	15 000

	<ul style="list-style-type: none"> <li>- 600 TONs per article (average: 1300 Chinese char)</li> <li>- 15 total articles per month</li> </ul> <p>Translate FreeTON articles to Chinese</p> <p>KPIs:</p> <ul style="list-style-type: none"> <li>- 400 TONs per article translation into chinese (average: 2000 Chinese char)</li> <li>- 15 articles per month</li> </ul>	
AMAs & Interview	<p>Arrange AMAs in popular communities or co-host with well-known media, and arrange interviews in forms of Videos with corresponding media like Snapfinger or Camile.</p> <p>KPIs:</p> <ul style="list-style-type: none"> <li>- 7500 TONs per AMA (2 AMAs)</li> <li>- 6000 TONs per interview (2 videos)</li> </ul>	27 000
Web development contest	Adding more extra functionalities to the website and maintenance cost	6 000
Offline events	<p>Offline conferences on blockchain in Shanghai, Beijing, and Shenzhen of China, (offline contests, roadshows, hackathons or as sponsor to other influential conferences)</p> <p>KPI:</p> <ul style="list-style-type: none"> <li>- ~ 10000 TONs per event (9 events)</li> </ul>	90 000
Community ambassadors contest	<p>FreeTON ambassadors in China who will help to evangelize FreeTON and bring more corporations</p> <p>KPI:</p> <ul style="list-style-type: none"> <li>- 1500 TONs incentivisation per ambassador per month (10 ambassadors)</li> <li>- 9000 TONs as incentivization pool</li> </ul>	24 000
Partnerships	<p>Searching for partners in China for FreeTON platform adoption, negotiating on implementing real use cases</p> <p>KPI:</p> <ul style="list-style-type: none"> <li>- depends on a partner, tokens for each partnership will be requested by a separate proposal</li> </ul>	/
Operational	Social media management, Chinese Telegram and Wechat moderation (3 admin for all the platforms and communities)	18 000

Marketing and Contingency cost	Cost for negotiating with media platforms, KOLs, transport and living cost, contingency cost	26 500
<b>TOTAL</b>	-	<b>250 000</b>

*Disclaimer: The report for each KPI will be verified by the Analytics & Support Sub-governance for metrics confirmations.*

## Remuneration

The following is an estimate required to establish an autonomous Governance in the next 3 months (detailed version see above):

Type of work	Estimation in TONs
Forum and social media setup	9,000
Web development contest	32,000
Content creation & tutorial contests	40,000
KOL (key-opinion leaders) activities	116,000
AMA & Interview	54,00
Offline events	90,000
Community representation	36,000
Big Partnerships	In separate proposals
Operational	43,000
Chinese sub-governance jury election	6,000
Marketing and Contingency cost	74,000
<b>TOTAL</b>	<b>500,000</b>

## Motivation

Each DC must create new value for the Chinese and global community at large in a constructive way by including but not limited to building critical mass of userbase, and creating use-cases as well as partnerships.

## Qualifiers public duties contests

Following the launch of this Sub governance, the Mexican community launches two contests to find a jury among the Free TON community:

- 5 secondary members
- 10 juror members

**Multisig Wallet:**

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