

# **PROPOSAL**

## **FOR CALCULATING THE EFFICIENCY RATIO OF SUBGOVERNANCE**

There are 11 subGovernance currently operating in the FreeTON Governance ecosystem, and 2 more are expected to be launched. The division of the management system into subdivisions promotes specialization. In the long term, attracting competent specialists as a jury will increase the quality level of both competitions and work within the subGovernance.

In terms of work on the development of the FreeTON ecosystem, all SubGovernance can be divided into 3 categories:

1. Development and procedures - DevEx, DeFi, DGO, A&S.
2. National representations - Korean, Mexican.
3. Content and promotion - Wiki, Ambassador, SMM, W&D, eSports.

For subGovernance of the first group, the main task is to create software products and procedures designed to develop and improve the FreeTON infrastructure. For them, the main indicators are the development and implementation of products and procedures.

For national subGovernance, the main task is to attract as many members of the national segment as possible to the infrastructure.

The tasks of the third group of subGovernance are somewhat similar to group 2. This is the creation of products aimed at attracting new users to the FreeTON infrastructure and ensuring a comfortable stay there.

To analyze the activities of subGovernance, we can propose common criteria for all subGovernance and specific ones related to the performance of tasks associated with a specific subGovernance.

**Common:**

- 1.1. Number of contests held (per month and in total).
- 1.2. Distribution of TON crystals (per month and in total).
- 1.3. The number of good applications in competitions (average score of 5 and above).

For calculations, data from subGovernance contests, posted on gov.freeton.org, were used. Data has been manually added to the table for further analysis.

**Areas:**

I am not an expert in development, so I suppose that the assessment of the developed (implemented) procedures and software products can be used as an indicator. Since the complexity of development for the products being created may differ, as well as their significance for the community development, the quantitative characteristic will not be effective in this case.

2.1 For subGovernance of group 2, take into account the growth of traffic to specialized resources of the FreeTON Community as the main indicator:

**tonmexico.org**  
**tonkorea.org**

For subGovernance group 3, we can also take into account the growth in traffic to the specialized resources of the FreeTON Community:

For SMM subGovernance, the top places in the blog competition:

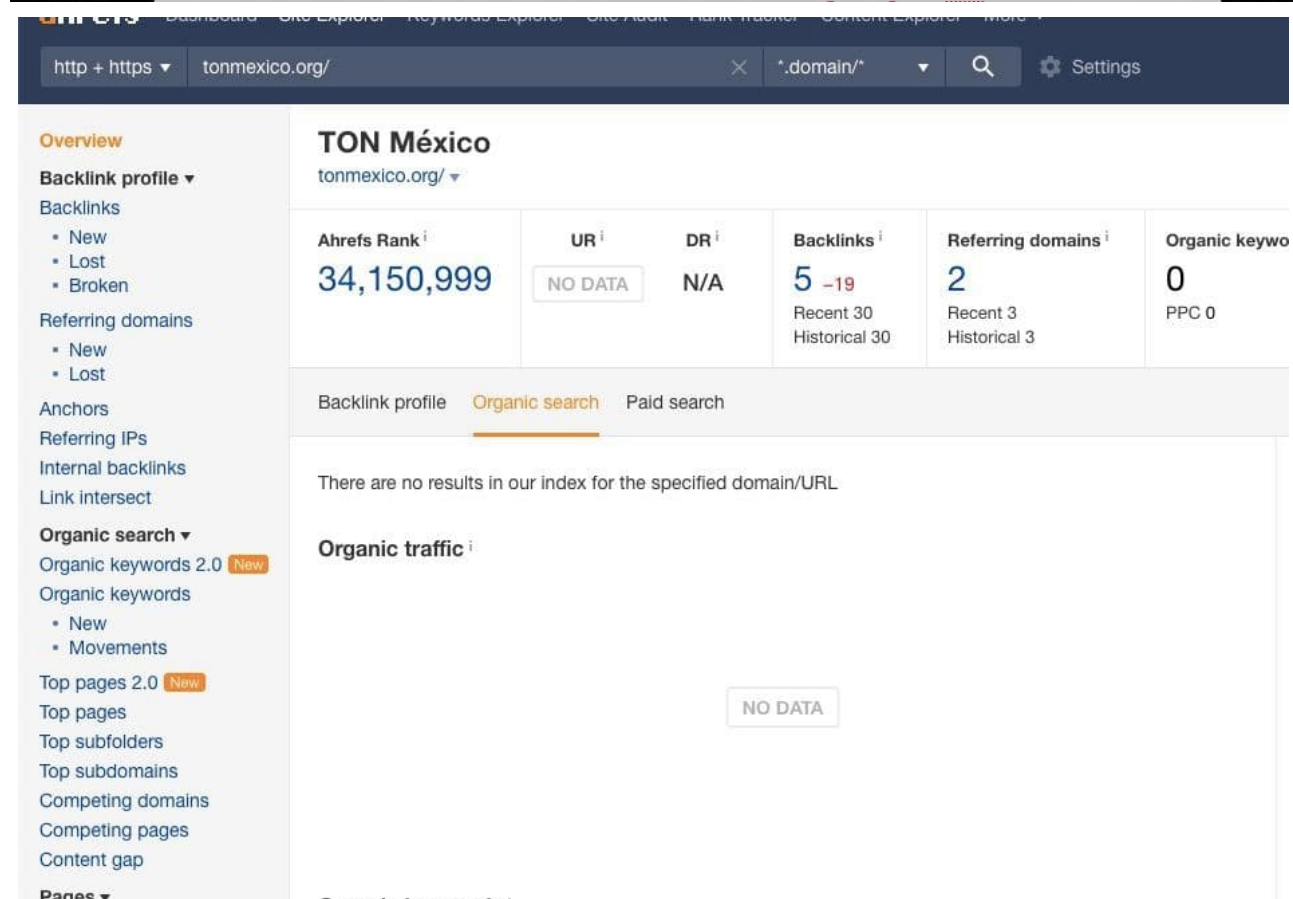
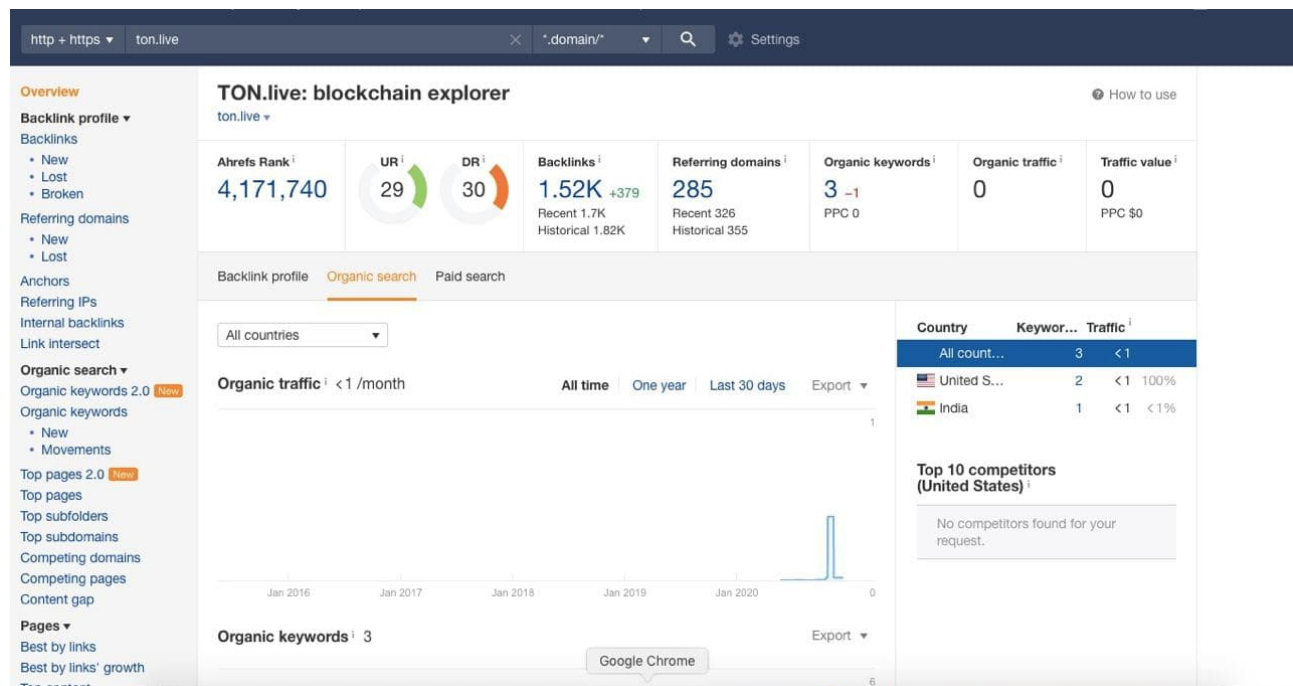
**blog.freeton.org**  
**freetonrus.org**  
**toncrystal.today**  
**freeton.house**

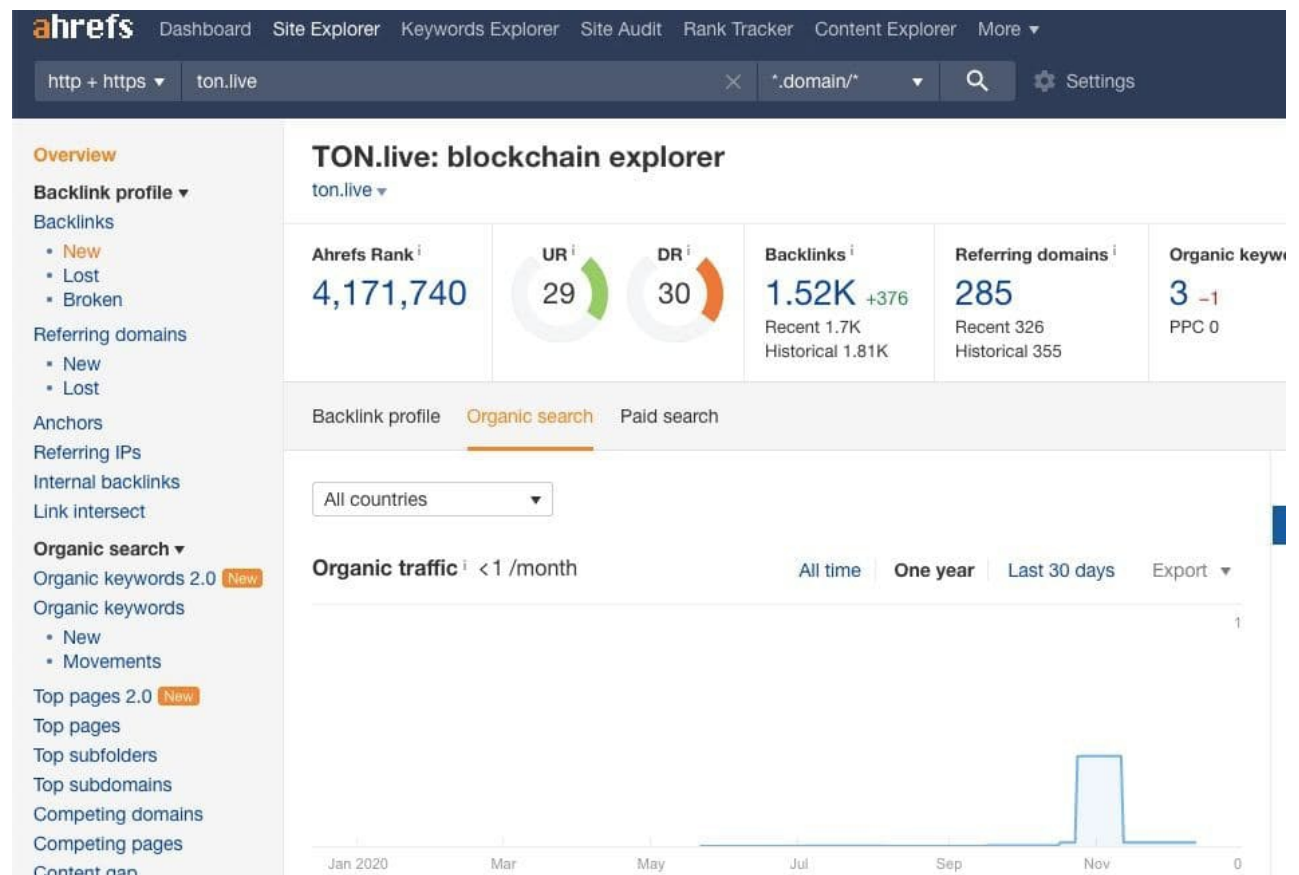
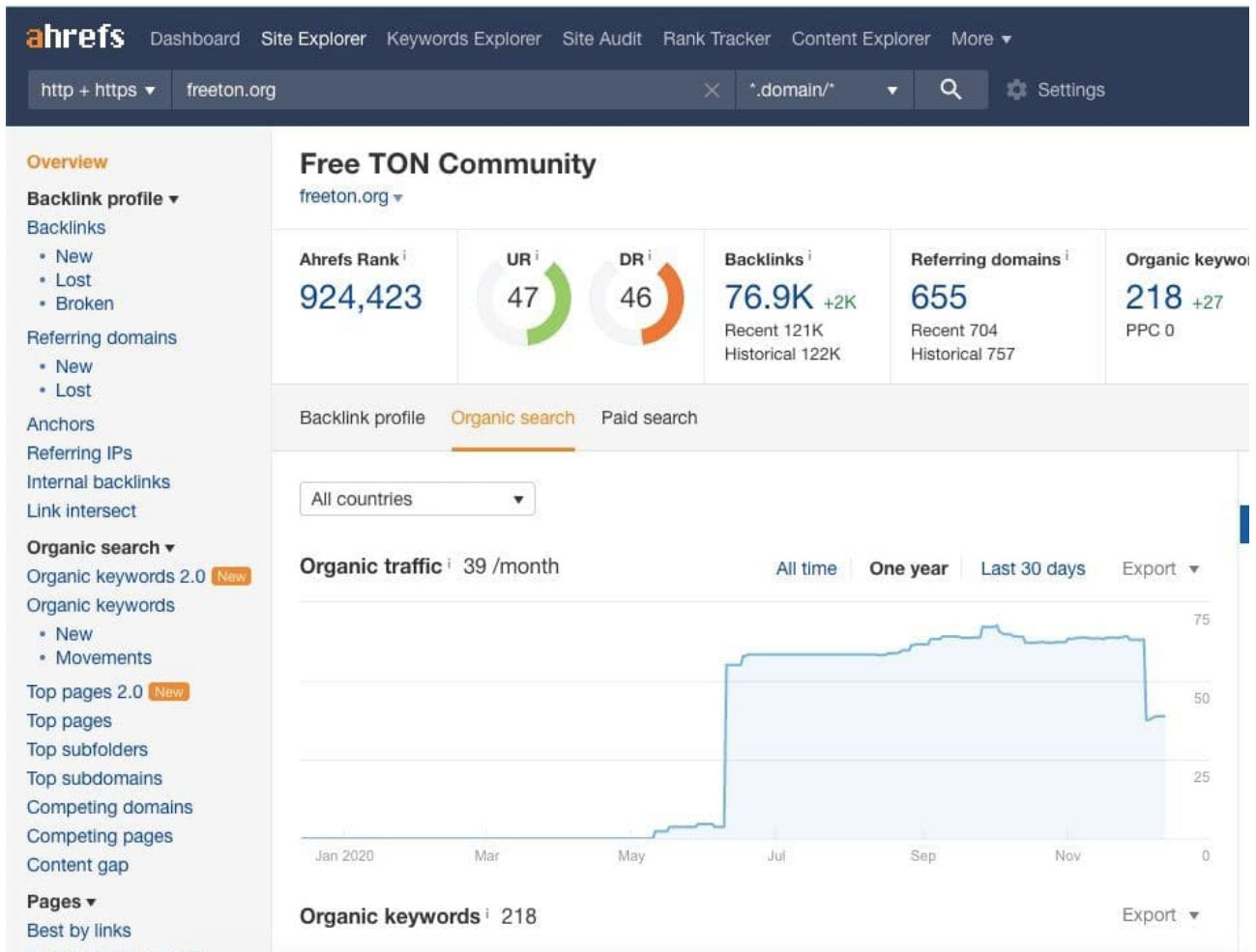
For the Wiki subGovernance:

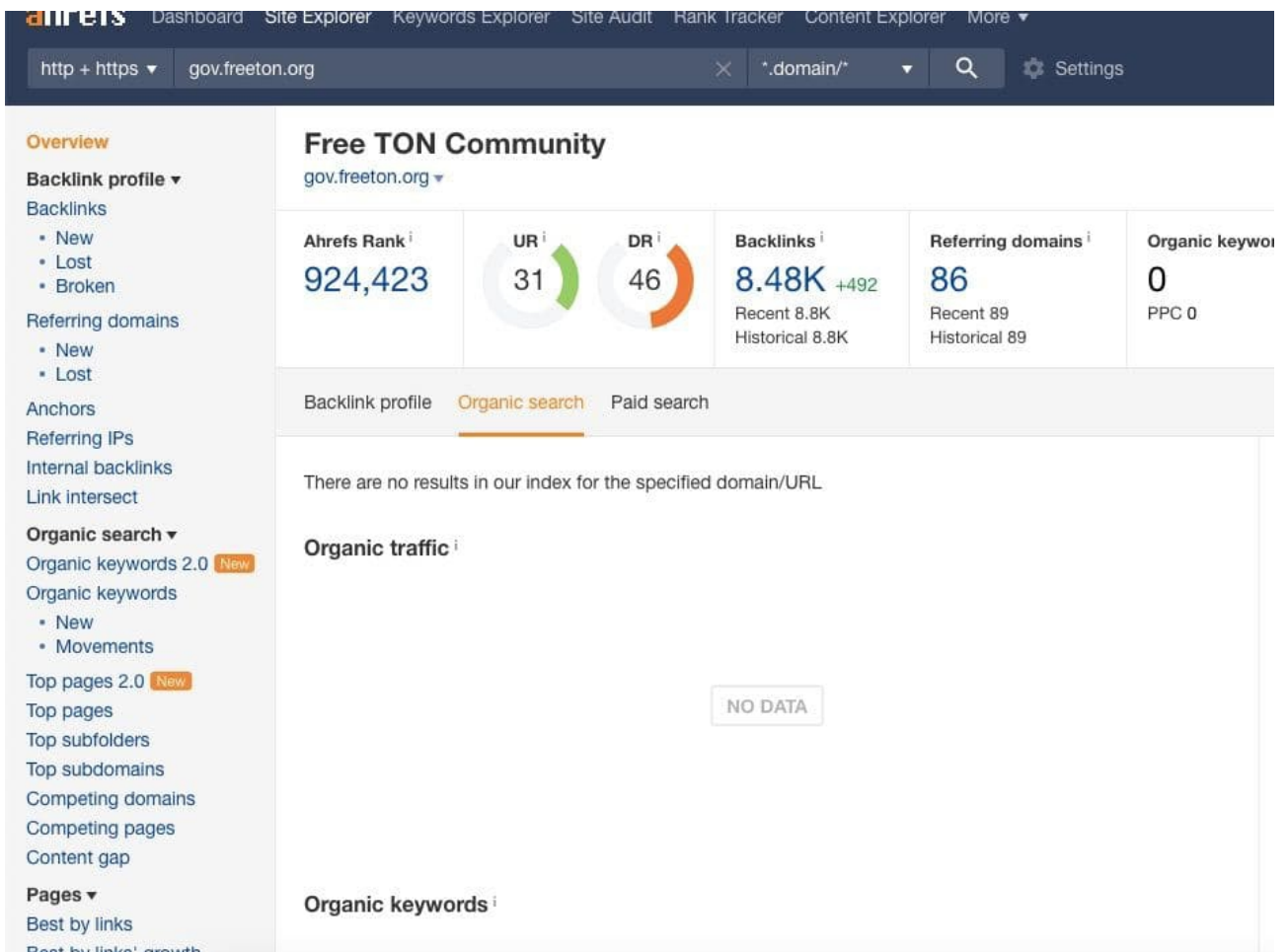
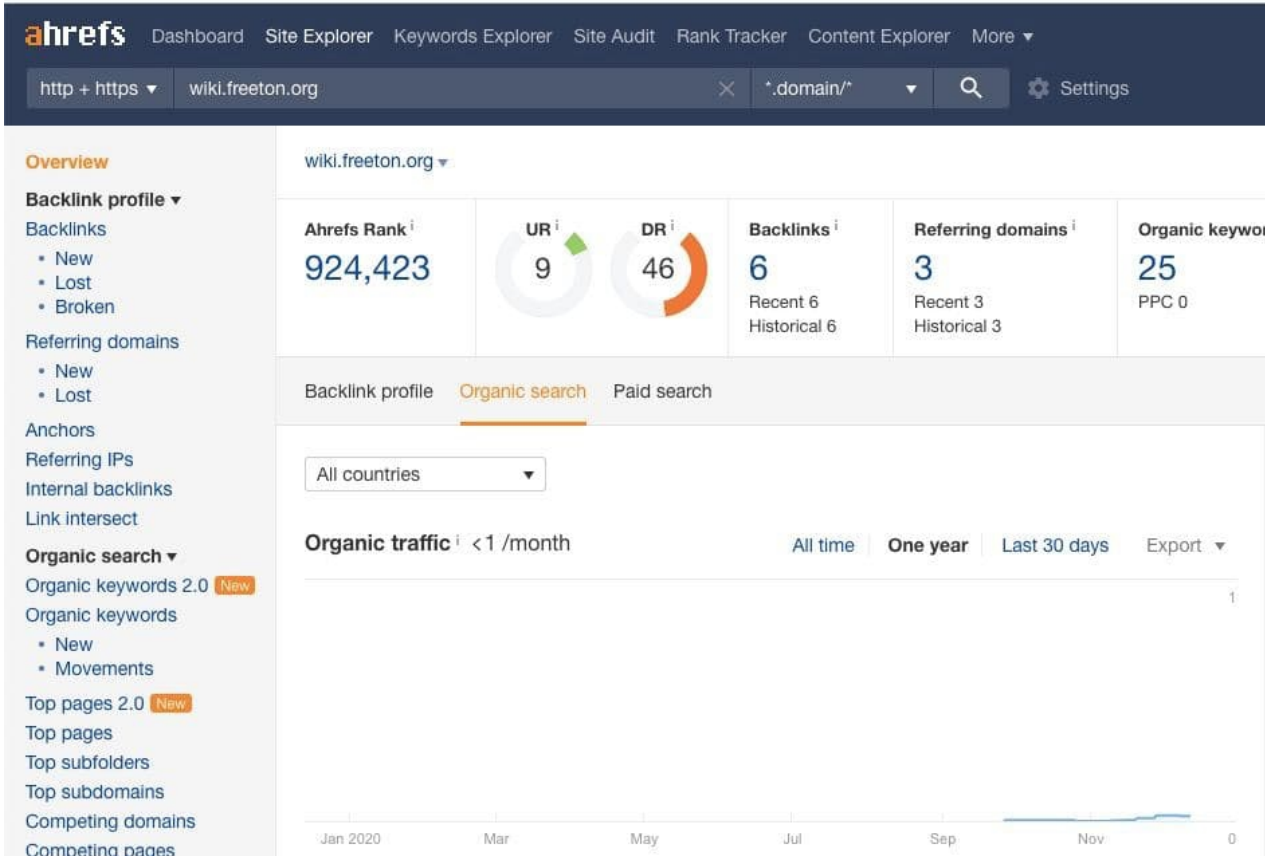
**wiki.freeton.org**

Traffic on the main community resources: ton.live, gov.freeton.org, forum.freeton.org testifies to the general development of the community and is not an indicator of the activity of just one subGovernance. The exception is the creation of a new community site in the future by the efforts of W&D subGovernance and the measurement of traffic growth after its implementation.

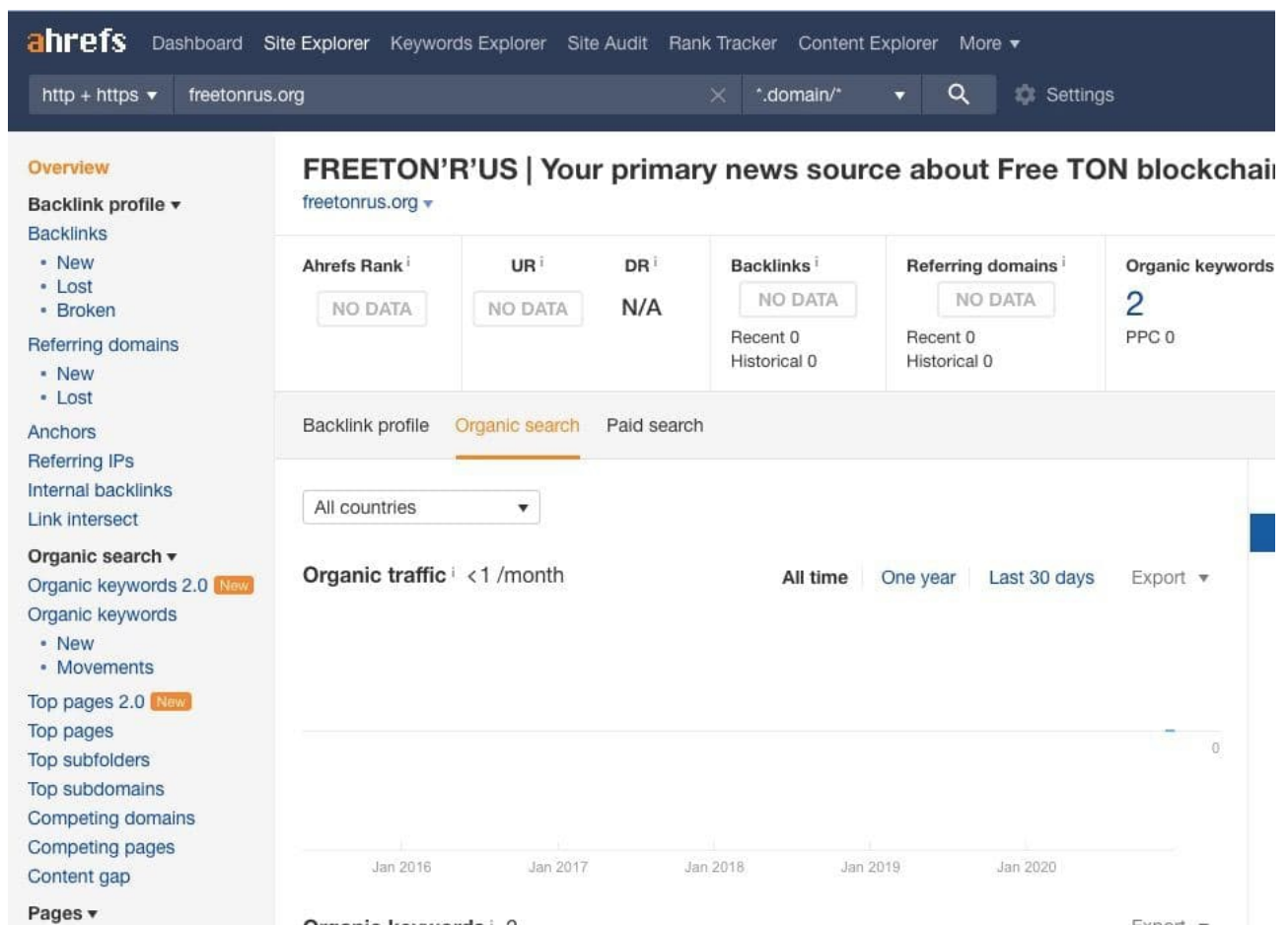
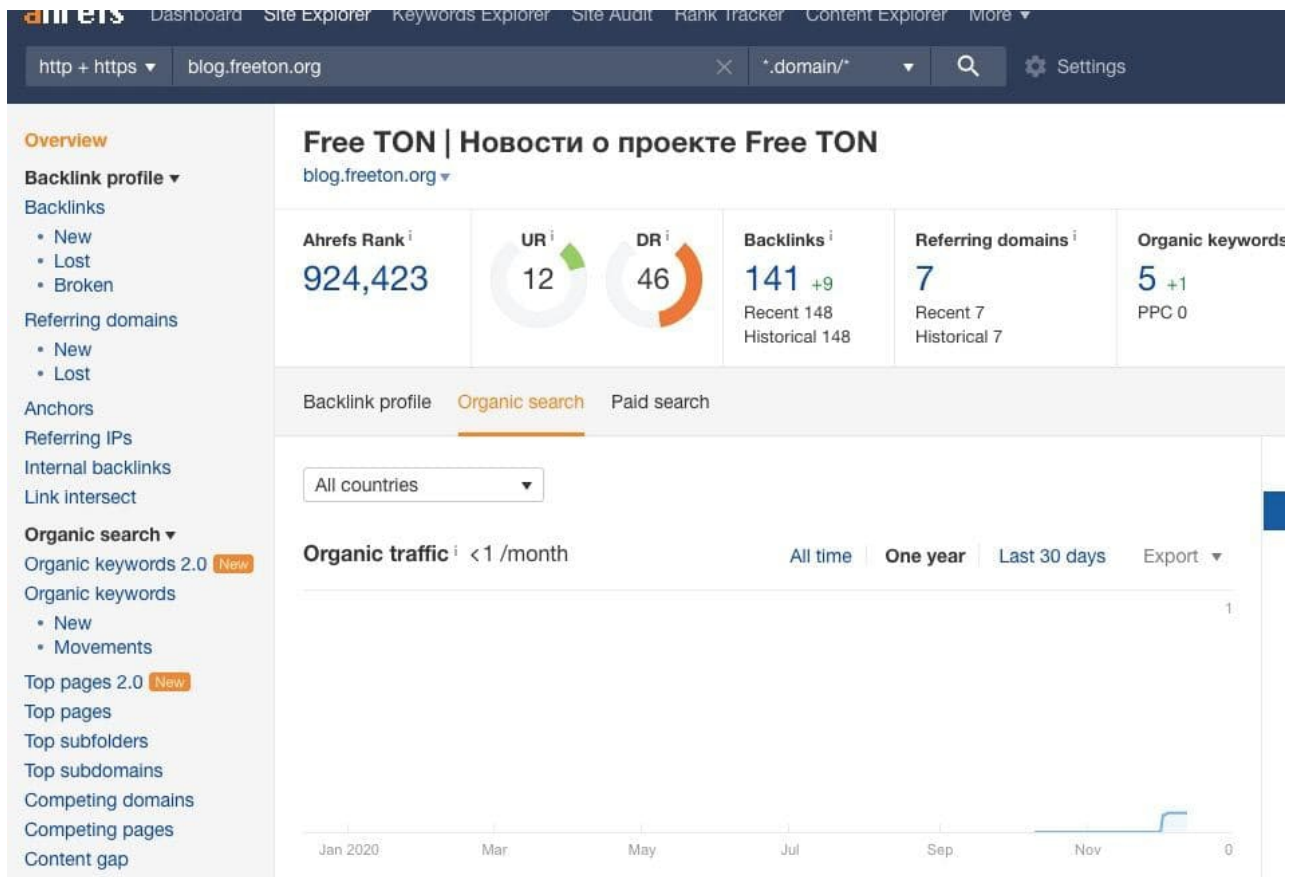
For calculations, traffic was collected using Ahrefs.











ahrefs

Dashboard Site Explorer Keywords Explorer Site Audit Rank Tracker Content Explorer More

http + https

toncrystal.today

✕

\*.domain/\*

Q

Settings

Overview

Backlink profile

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchors

Referring IPs

Internal backlinks

Link intersect

Organic search

Organic keywords 2.0

Organic keywords

- New
- Movements

Top pages 2.0

Top pages

Top subfolders

Top subdomains

Competing domains

Competing pages

Content gap

toncrystal.today

Ahrefs Rank

70,079,153

UR

3

DR

0.6

Backlinks

12

Recent 12

Historical 12

Referring domains

1

Recent 1

Historical 1

Organic keyword

0

PPC 0

Backlink profile

Organic search

Paid search

There are no results in our index for the specified domain/URL

Organic traffic

NO DATA

http + https

freeton.house

✕

\*.domain/\*

Q

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Competing domains

Competing pages

Content gap

freeton.house

Ahrefs Rank

130,207,488

UR

NO DATA

DR

0

Backlinks

6

Recent 6

Historical 6

Referring domains

5

Recent 5

Historical 5

Organic keyw

2

PPC 0

Backlink profile

Organic search

Paid search

All countries

Organic traffic < 1 /month

All time

One year

Last 30 days

Export

1

Jan 2016

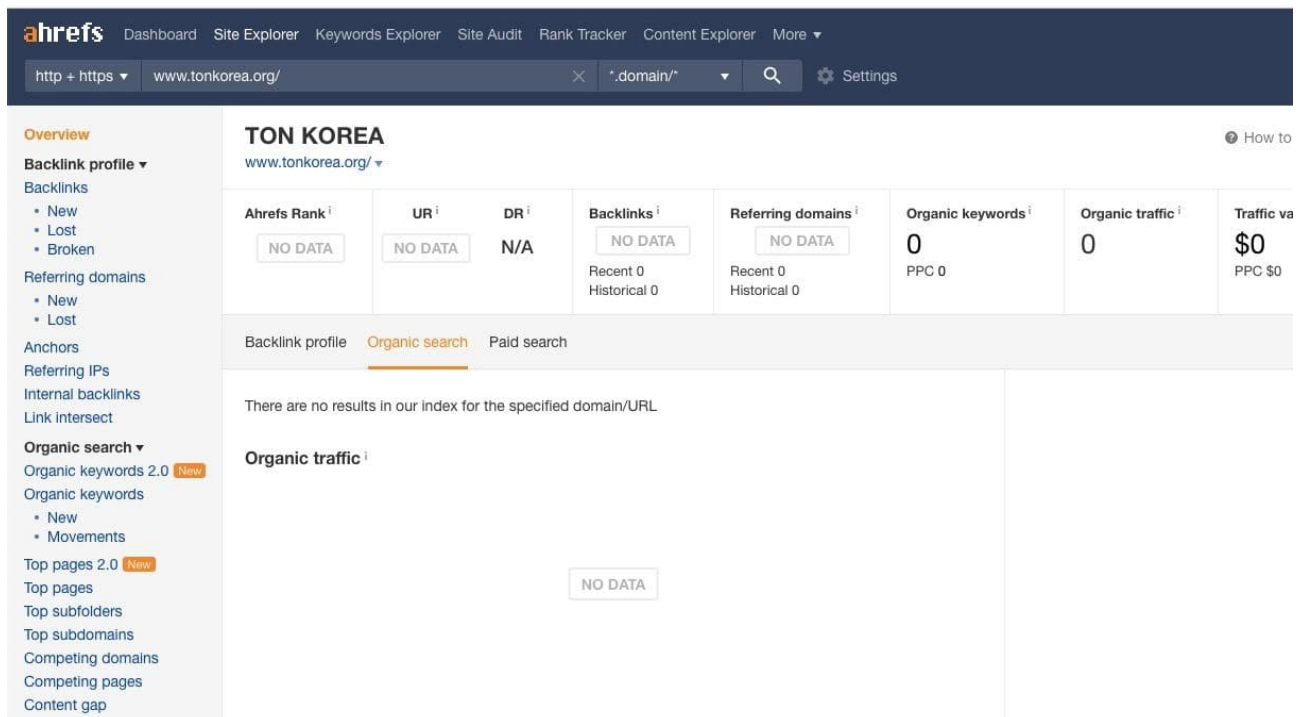
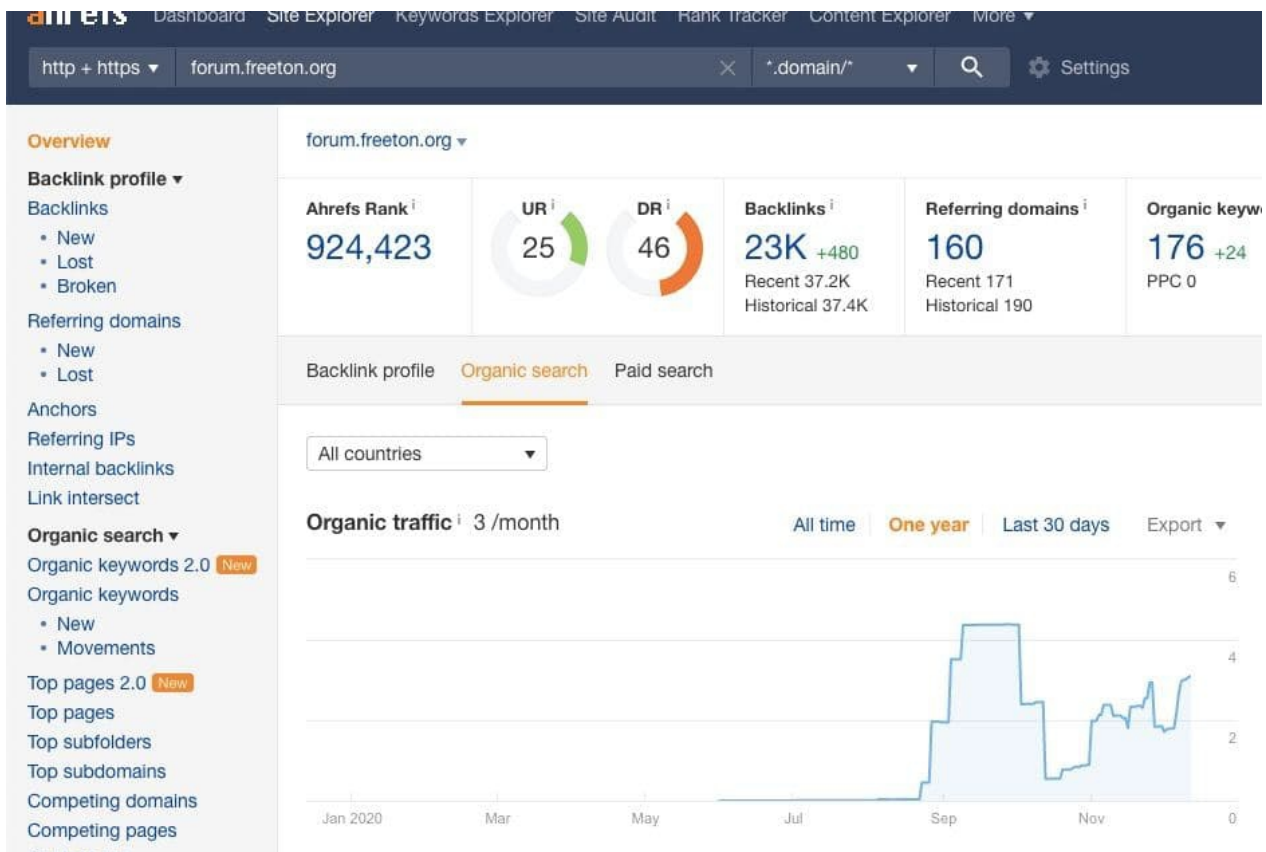
Jan 2017

Jan 2018

Jan 2019

Jan 2020

0



<https://docs.google.com/document/d/1KH95xHdkCVS8KtC2m0MdBnVVGZ62PAc6AIKfb3JAFBc/edit?usp=sharing>



However, due to the actual absence of traffic, this metric is currently not informative. When traffic appears on target resources, we can use the ratio of traffic to distributed TONs to calculate KPIs.

**Specific:**

Analysis of KPI indicators that are laid down in the conditions of SubGovernance. Such an analysis is not expressed in numerical indicators and requires an individual approach and expert knowledge in this matter. This should include the traffic of the community's Telegram channels.

As part of the competitive work, we made a calculation for all subGovernance by indicators 1.1 - 1.

SubGovernances	Contests count	TON Crystal Distribution y contetsts	Submissions total	Submissions Effective
DeFi	11	293000	40	20
DevEx	6	795400	65	57
A&S	2	13500	65	33
Wiki	7	102615	99	65
Ambassador	3	0	39	25
SMM	6	160721,07	65	51
W&D	1	0	39	18
eSports	0	0	0	0
Mexican	0	0	0	0
Korean	7	1088050	306	70

## Wiki

Contests	Submissions total	Submissions success (av vote 5 and above)	TON distribution
1	8	8	7960
2	10	10	9308
3	15	15	18772
4	11	5	0
5	3	0	0
8	34	27	66575
10	18	0	0
Total	99	65	102615

## DGO

Contests	Submissions total	Submissions success (av vote 5 and above)	TON distribution
1	5	5	0
2	28	23	0
3	14	4	74600

## W&D

Contests	Submissions total	Submissions success (av vote 5 and above)	TON distribution
1	39	18	0

## DeFi

Contests	Submissions total	Submissions success (av vote 5 and above)	TON distribution
1	3	2	0
2	-	-	-
3	3	2	90000
4	2	2	60000
5	10	7	0
6	11	4	100000
7	1	0	0
8	4	1	18000
9	3	1	10000
10	1	0	0
11	2	1	15000
Total	40	20	293000

## DevEx

Contests	Submissions total	Submissions success (av vote 5 and above)	TON distribution
2	16	16	0
3	8	6	200000
4	21	20	310000
5	5	4	190000
6	10	7	95400
8	5	4	0
Total	65	57	795400

## Korean

Contests	Submissions total	Submissions success (av vote 5 and above)	TON distribution
3	128	27	514050
4	5	2	130000
5	55	12	85000
6	19	5	110000
7	42	11	87000
8	24	8	72000
9	33	5	90000
Total	306	70	1088050

## A&S

Contests	Submissions total	Submissions success (av vote 5 and above)	TON distribution
1	37	28	0
2	28	5	13500
Total	65	33	13500

## Ambassador

Contests	Submissions total	Submissions success (av vote 5 and above)	TON distribution
1	36	25	0
4	1	0	0
6	2	0	0
Total	39	25	0

## SMM

Contests	Submissions total	Submissions success (av vote 5 and above)	TON distribution
1	18	14	120000
2	3	3	10025,59
3	9	7	9673,89
4	13	10	0
6	7	7	7573,6
8	11	10	13447,99
Total	61	51	160721,07

In addition, there is data for SMM, Wiki, Mexican and Korean SubGovernances based on indicator 2.1

Link to calculation sheets:

[https://docs.google.com/spreadsheets/d/1ol4XKxFS7kl-IFLpZSltle1u\\_5CI-Wsa3vlqQsjvX1l/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1ol4XKxFS7kl-IFLpZSltle1u_5CI-Wsa3vlqQsjvX1l/edit?usp=sharing)

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