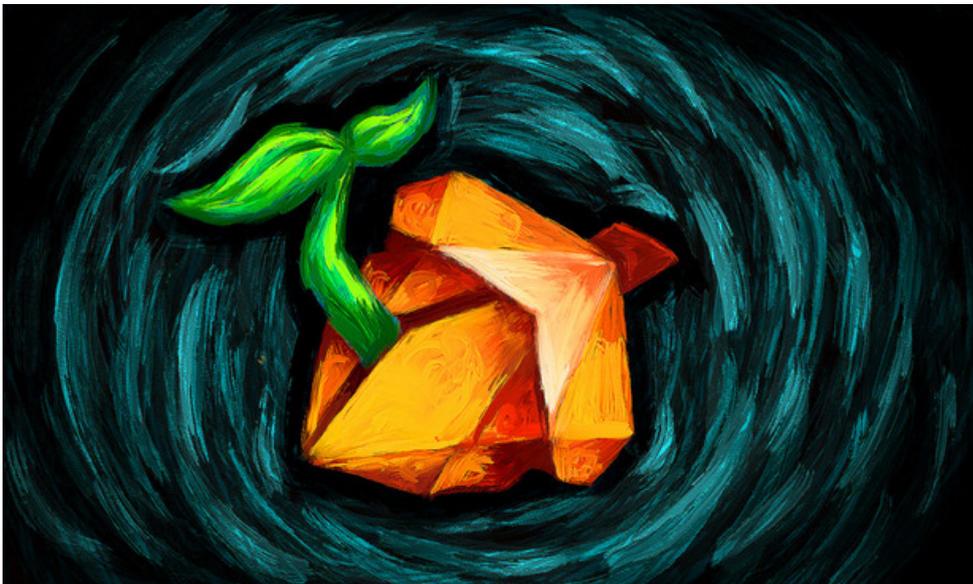# TELOS WPS PROPOSAL

Marketing and Outreach Strategy

Prepared by:

CJ ANDERS

KATIE ROMAN

Proposal Overview:
The Telos Foundation was established and granted 6 million TLOS at launch for the purpose of promoting and expanding the Telos Blockchain Network. Without the ability to foresee token price, the Telos Launch Group did their best to choose what seemed like a sufficient number of tokens that would allow the Foundation to compensate board service and operate with paid staff for at least a year. However, in light of the current bear market, the foundation had to pivot and create an extremely conservative budget. Finances and volunteer resources have been focused on the most important task of getting Telos onboarded to high traffic exchanges and establishing grant programs to support dapp development. This effort has gone well with significant progress made, but it has also absorbed a significant portion of the granted resources available to the Telos Foundation.

This proposal is a response many conversations and observations made as participants in the Telos Community.

We submit this worker proposal which gives the community the opportunity to hire us to bolster the marketing and public relations efforts of the Telos Foundation *in collaboration with the Telos Foundation.*

We offer our experience, skills and expertise to further the goals of the Telos Foundation with regard to PR and marketing. We are willing to adapt strategies and scopes the Telos Foundation deems most appropriate to meet its goals.

Potential Action Items: Utilizing and expanding the previously established marketing plan to promote the Telos Blockchain Network in the media and within the community. Specifically, focusing on crafting messaging, writing, participating in events and media opportunities, as well as coordinating team members including volunteers and contracted individuals to accomplish the overarching goal of promoting & growing the Telos Blockchain Network. This includes but not limited to engagement in established social media channels as well as engaging outside the already established EOSIO ecosystem. EOS people know about Telos. The rest of the crypto world needs to be drawn in and informed.

Scope of plan includes:

- Work with The Telos Foundation to modify and expand the existing marketing and public relations goals and objectives (initiatives).
- Break down each initiative into a workable plan that can be further broken out into workable, measurable tasks.
- This will include a time commitment of 50 average minimum hours a week of work (divided between our team).

THE NEED

There are new EOSIO blockchains popping up everyday. If Telos is to not only survive, but thrive, it needs to onboard developers, grow its user base, and continue to be generous with its resources (education, RAM, account delegation, etc). We believe that the best use of the current WPS resources are projects that will help support the Telos network in its infancy, bringing developers and users to the chain faster than competing DPOS chains.

We see the following as important for the network to grow and thrive:
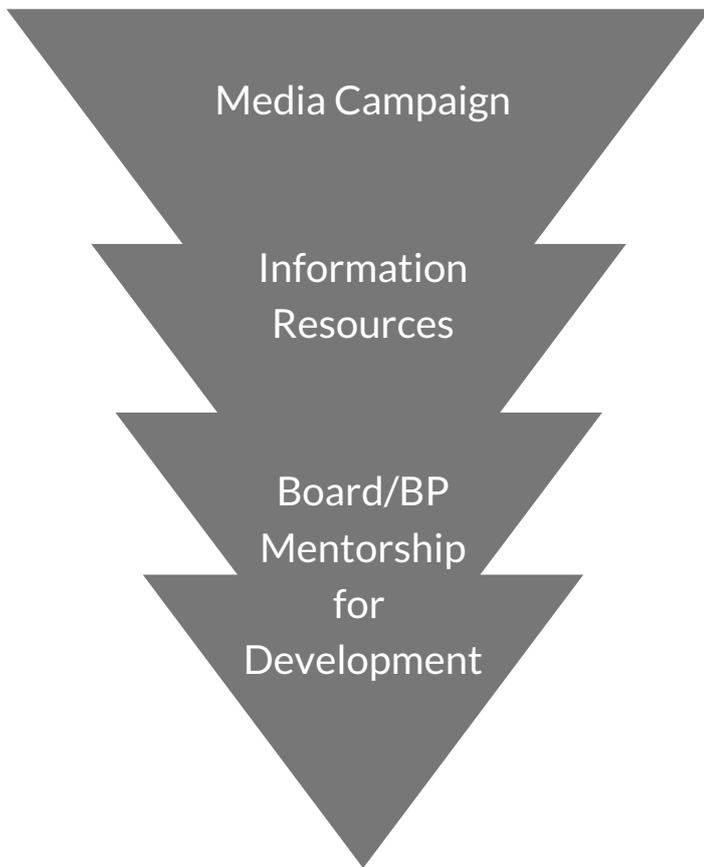
KEY OBJECTIVES

- Educate developers and users about the benefits of the Telos network
- Onboard developers with existing mainnet and ETH projects on to Telos
- Create media relationships outside of the Telegram echo chamber
- Create media relationships outside of the cryptosphere
- Increase public presence in social media to attract new users and connect with developers
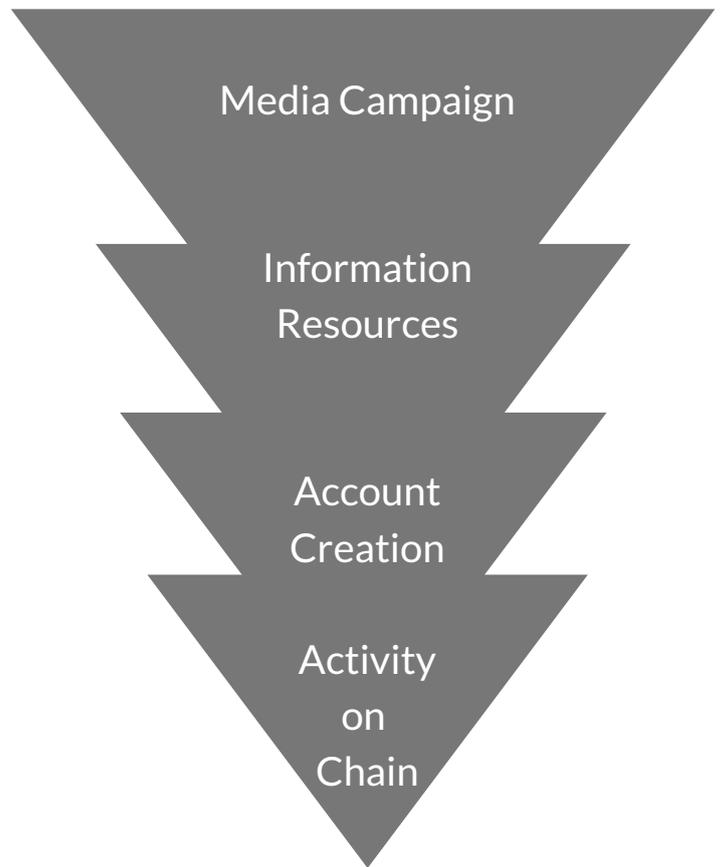
APPROACH

Focusing on two prongs, we will design and craft language and resources to attract the target users of the Telos network.

Dapp Developers

- Media Campaign
- Information Resources
- Board/BP Mentorship for Development

Users

- Media Campaign
- Information Resources
- Account Creation
- Activity on Chain

PROPOSED INITIATIVES*

INITIATIVE 1
FOCUS ON EDUCATIONAL RESOURCES

Build and maintain an educational website (or expand existing site) with the information either curated (tested & vetted) or created:

- Exchanges listing EOSIO based coins
- Exchange ratings and reviews
- Telos Block Producer candidates with reviews and informational links
- Developer guides and instructions for how to find an EOSIO mentor to help them develop their skills
- Dapp Information and Reviews for Telos deployed Dapps
- Yet to be deployed Dapps information

- Wallet Information
- Governance How To's
- Arbitration information
- Current Telos Foundation Initiatives
- Community tools (QA tested & approved)
- Community Events Calendar

*Pending Telos Foundation priorities per proposal scope.

INITIATIVE 2
FORMALIZE MEDIA RELATIONSHIPS

Educate media outlets on what Telos is and why it deserves more attention in the cryptosphere.

- Utilize existing media relationships to increase Telos coverage on crypto blogs
- Expand and update existing Electronic Press Kit
- Utilize existing relationships to disseminate the latest Telos related content for tech based websites such as Hackernoon, Techcrunch, Venturebeat, etc.
- Forge relationships with local government(s) to create content surrounding Telos efforts to engage the broader populous on the benefits of blockchain
- Attend crypto meetups and other events
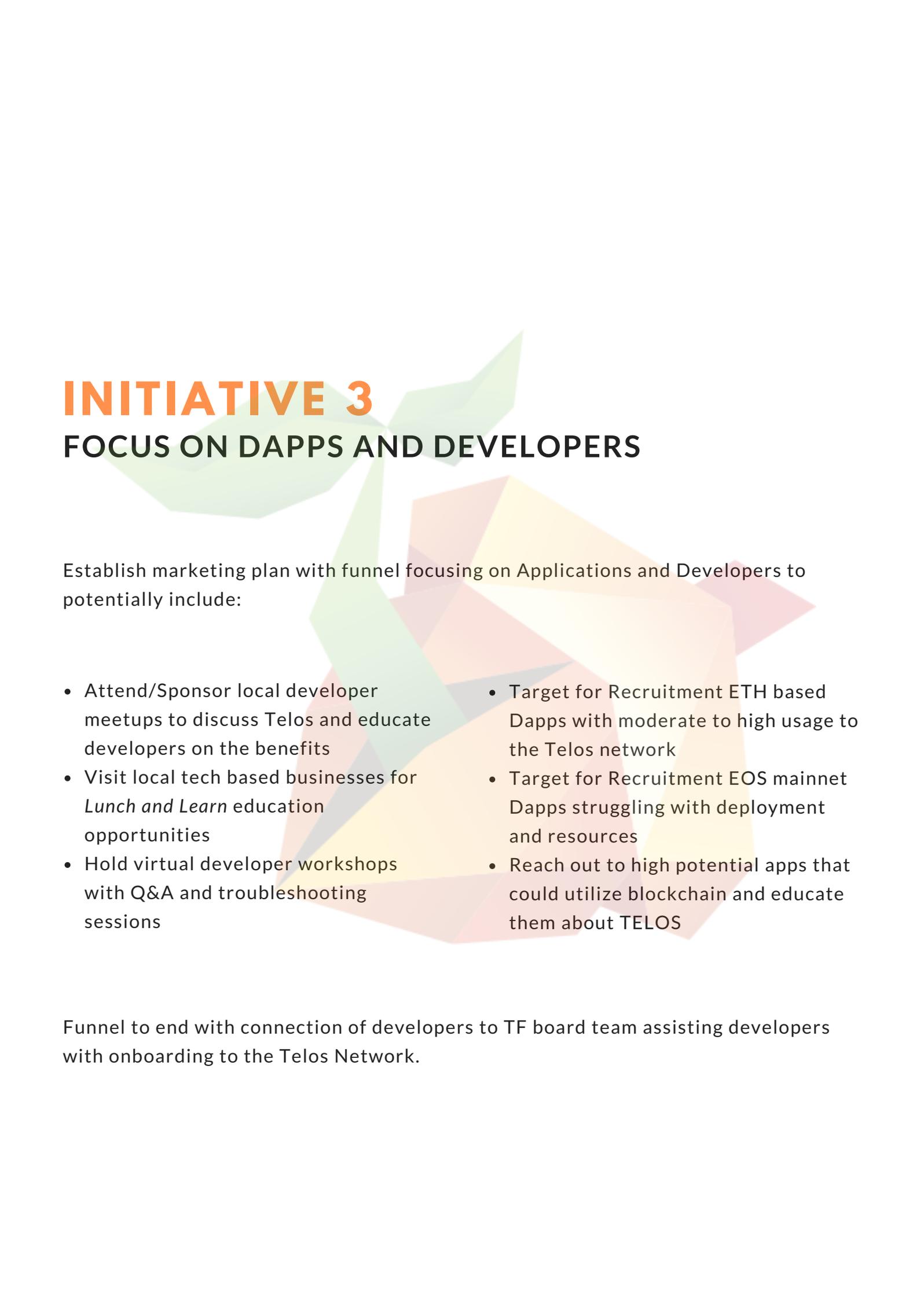
INITIATIVE 3
FOCUS ON DAPPS AND DEVELOPERS

Establish marketing plan with funnel focusing on Applications and Developers to potentially include:

- Attend/Sponsor local developer meetups to discuss Telos and educate developers on the benefits
- Visit local tech based businesses for *Lunch and Learn* education opportunities
- Hold virtual developer workshops with Q&A and troubleshooting sessions

- Target for Recruitment ETH based Dapps with moderate to high usage to the Telos network
- Target for Recruitment EOS mainnet Dapps struggling with deployment and resources
- Reach out to high potential apps that could utilize blockchain and educate them about TELOS

Funnel to end with connection of developers to TF board team assisting developers with onboarding to the Telos Network.

INITIATIVE 4
FOCUS ON NEW USERS

Establish marketing plan with funnel focusing on bringing in new Telos users.

- Attend/Sponsor crypto meetups to discuss Telos and educate users on the benefits of the Telos Network and Token
- Create social media campaign that reaches outside the EOSIO Ecosystem.
- Build out website with super user friendly and comprehensive information about Telos and how to use the network.

- Heavily promote signup and usage of the current and launching applications to increase network traffic (potential for multiple funnels).
- Work with Dapps launching on the network to coordinate efforts in attracting new users.

Funnels to end with new user engagement with the Telos network through Applications.

OUR ESTIMATED BUDGET

Proposed budget of ≈10K per cycle for three cycles based on the exchange rate at the time of submission.

≈155K TLOS

At the writing of this proposal, the price of Telos is at $.0638 USD with the hope that it will soon rise. Without knowing however, we do not want to put ourselves in the position of making a low proposal, expecting that the price will rise and then be unable to sustain. It is our intent to submit a proposal for three cycles at the current price. Then if the token price rises as hoped, this short 3-cycle proposal will prevent the WPS from essentially, overpaying. This will allow the us, along with the Telos Foundation to reevaluate the needs moving forward without locking anyone in to a long-term commitment.

- We will provide bi-weekly reports on our progress to the community showing completion of established milestones, demonstrating progress toward our goals.
- At the end of each cycle we will invite the Telos foundation will give high-level assessment of our progress and make adjustments as needed to the scope and milestones.

A NOTE FROM THE PROPOSERS:

We have a strong desire to contribute to helping the Telos Network Grow. We recognize that is is no small thing to earn the trust of the community so we have confidently and intentionally created this proposal, asking the community to hire us to work with the Telos Foundation to further its objectives. We hope to raise the bar for all future Worker Proposals to include built-in accountability to the community along with measurable milestones in one form or another.

THE TEAM

KATIE ROMAN

CJ ANDERS

CJ and Katie are passionate about EOSIO and hope to help the Telos network grow to its full potential. Both served as Marketing Co-Chairs as part of the Telos Launch Group, developing marketing strategies, the external press kit for the Telos Foundation, writing press releases, engaging the community and answering questions in the Telos Community Telegram Channel.

Katie Roman (otherwise known as Leah Petersen) has a background in content creation and marketing with a focus on SEO, SEM, and grassroots strategies. She is a work-from-home Mom excited about the potential of blockchain.

CJ Anders is a multi-hyphenate with a varied background in entrepreneurship, consulting in project management and marketing. In February 2018, she left her last job as Director of Operations for a full-service advertising agency, joining the world of blockchain. In addition to working on the Telos Launch Group, she has also worked as a writer and marketing consultant for several EOS block producers and the EOS Alliance.

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