Polkadot NFT Collective

Draft Plan for discussion and input

Objective

To establish Polkadot as the leading ecosystem for NFT-related applications by providing effective technology, support, business development and marketing efforts focused on this market segment.

Plan overview

Governance

- Step by step decentralization. Corporate structure in the first quarter, with the interim Chairperson, Heads of each Group
- Second quarter: Council 3-7 members from parachains, a neutral Chairperson (investor, Parity, ...)
- Policies - council majority vote
- Chairperson - To approve Council changes, policy changes, personnel, and cast a decisive vote if it's a tie. No executive, day-to-day power or voting. Monthly calls, for example.
- Multi sig wallet, fiat management
- By the end of 2024 - longer term governance in place

Technical

We have identified key areas that can significantly improve developer experience if addressed from the united front. Here are those that we believe have the highest immediate impact and should be worked on in 2024:

1. Core Infrastructure and Standards - XCM team/collective - work shall be done by the team working on the NFT XCM, no funding currently needed from Web3f.
   - NFT Metadata Standardization
   - Cross-Chain Compatibility
   - Gas Fee Management
2. Developer and User Tools 1 FTE
   - Universal indexer API
   - Universal NFT Scan UI
   - SDKs and other connection services
   - Wallet Integrations including XCM
   - Documentation and Tutorials
   - Payment solution

   Manager's role will be to collect existing solutions for each tool, analyze their strengths and weaknesses, identify scope of work needed for a high quality solution for the coverage of all (most) of the parachain needs, create a technical specification and to attract proposals for development for the solution envisioned. Afterwards, he/she will manage the implementation's acceptance and lead the implementation support for parachains/dApps.
3. Ecosystem support 1-2 FTE
   - Support channels, content - coordination and integration of parachain work
   - Advocacy and Education - events, workshops, hackathons, etc.
   - Content and other tech work for marketing, business development and tech users

Technical management of the proposed scope for supporting the ecosystem (parachains, dApps) and other Collective groups.

Business

[4. Business development](#)

- BD collateral
- Inbound lead management
- Grant program: smaller deals (<$50-100k), policy and management
- Custom Account Management and Grants - large deals
- Outbound programs

4a. Legal and Compliance - scope for later, when the above functions are working well

- Royalty Policies
- Legal Framework and Best Practices
- Audit and Security Standards

[Marketing](#)

- Content
- Ecosystem building/attracting dApps
- Growth hacking/user acquisition
- Events

Beyond 2024

Polkadot NFT Collective is created to be a "public good", serving the whole Polkadot ecosystem. It's goal is to create and demonstrate its capabilities in 2024 to the point where its value to the Polkadot ecosystem becomes clear and measurable. Here are our objectives:

Governance
Established to work well on its main functions and distribute resources (financing, staffing and others) in an effective way. Active NFT parachains participate and the plan to expand the participants is created.

Tech
NFT XCM is in production, and is being improved in capabilities and coverage.
Toolset for developers to work on Polkadot NFTs are created (with some tools having multiple solutions), well documented, with clear and easy guides. Toolsets work well for Polkadot native technology stacks (pallets) and smart contract stacks (EVM, Ink!). There is (are) an universal solution(s) for indexing Polkadot NFTs, Block Explorer(s) for UI representation, at least 2 wallets integrate all major NFT tech stacks.
Ecosystem support consistently delivers the experience of building NFT related dApps in a clear and technically attractive way. Its support becomes a key source of expertise for the Polkadot Builders Program, Web3Foundation and other ecosystem members who need it on an ongoing basis.

Business Development
The team is equipped with a good collateral to attract NFT projects to Polkadot.
Inbound lead management is functioning well, with improvements in the closure rates, number of deals closed and in production.
Grant program is set up and it's outputs in number of projects delivered and in production with increasing user traction are growing.
Capabilities to support large projects and launch them in the Ecosystem are in place and work well.
Outbound program(s) has(have) a proven track record of creating the strong gravity to Polkadot of projects in the chosen area(s), and actual traction is growing in the number of projects in production and user traction in them.

Marketing
Polkadot NFT Collective and it's members are well presented in the web and other channels of communication with plenty of materials to cover its capabilities and competitive advantages.
Programs that attract projects/developers to the Polkadot NFT ecosystem are in place and have measurable results as well as a growth trajectory to match or exceed the market.
Programs that attract users to the Polkadot NFT ecosystem and its dApps are in place and have measurable results as well as a growth trajectory to match or exceed the market.
Polkadot NFT collective effectively collaborates with other ecosystem members (Events team, Marketing teams, etc.) to represent its members and their capabilities, produces attractive content for such events and creates a good visibility in the market through the chosen events.

With these objectives achieved the NFT Collective can continue to serve the overall ecosystem with financing from the Polkadot Treasury, as the participants in the OpenGov will be able to judge the value it gives to the ecosystem vs the financing needs it asks for. While there may be ideas around alternative sources of financing, it is too early to consider any of them at this moment.