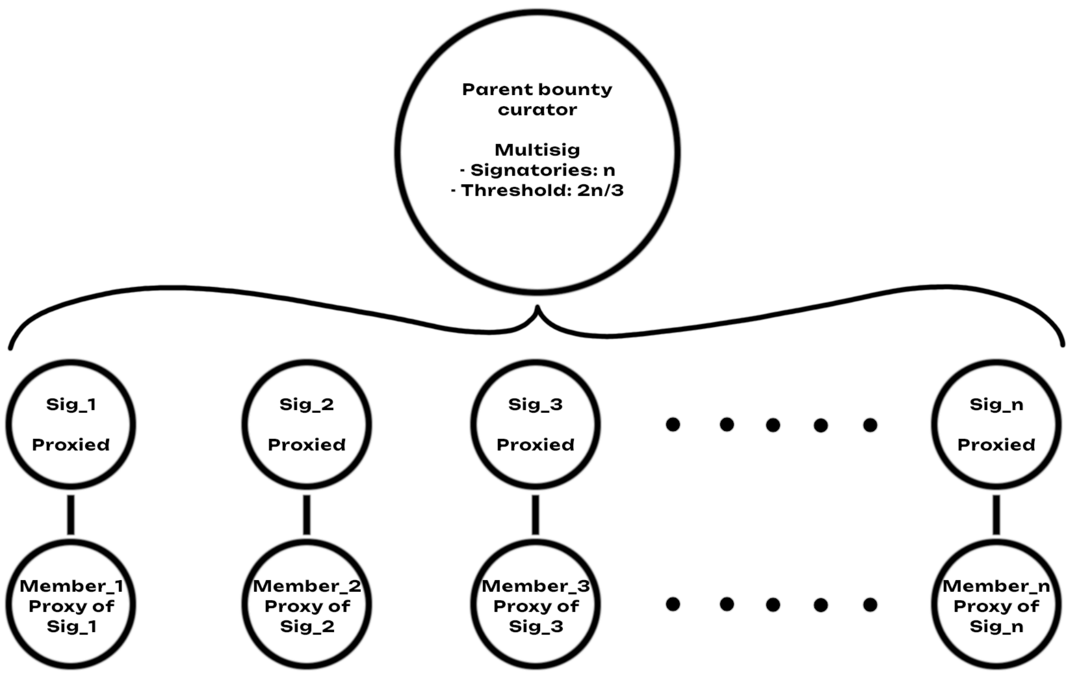
AMI Bounty Program Charter

An all-encompassing document to establish a AMI Bounty Program to fund Polkadot-related marketing, media, and advertising

Table of Contents

Parent Bounty Curator Structure

The Parent Bounty Curator will be a single multisig account with N number of signatories and a threshold of $\frac{2N}{3}$ rounded up. Each signatory will be a Pure Proxy of each member's account to allow members to replace themselves without needing a threshold of members to agree to configure a new Parent Bounty Curator multisig.



Member Qualification Criteria

These are the general expectations and qualifications of Parent Bounty Curator members:

- Substrate account age of at least 1 year with a judged on-chain identity.
- Basic proficiency on the developer tab of the Polkadot-JS UI.
- Strong understanding of multisigs and proxies, being able to submit a multisig call nested inside of a proxy call.
- At least 6 months of experience in the Polkadot/Kusama ecosystems with a track record of social media engagement, privy to current events and overall ecosystem-wide sentiments.
- 3+ years of experience in a business setting, preferably one where self-accountability was integral in the work environment.
- 1+ years of at least part-time experience making digital content of any kind, including video/audio recording, editing, scripting, and/or mixing/mastering media.
- Basic understanding of social media engagement metrics.
- Ability to draft reports on work performed and self-record time spent on various tasks.

- Prompt and concise communication skills.
- Enough DOT to be able to reserve at least one Pure Proxy account and one multisig call.

Initial Member Bootstrapping

Establishing this AMI Bounty Program requires KSM or DOT token holders to approve of a proposed Curator via OpenGov. As such, it is imperative that the Parent Bounty Curator Structure is carefully designed and its members are thoroughly vetted. This is achieved by subjecting all members to an interview process to qualify them based on the above criteria. These interviews will be recorded and can be provided to the public upon request.

Accepted members must review this charter and formally ratify it by signing the IPFS hash of a PDF version of this finalized document with their Substrate account. This will ensure that each member has scrutinized the Parent Bounty Curator Structure of the Parent Bounty Curator and agrees to the AMI Bounty Program Charter. This charter is not effective unless it is unanimously ratified by all of its members.

Member Replacement Protocol

Due to the overall configuration of the Parent Bounty Curator Structure, a member may only be replaced if they actively replace themself. If a member acts in bad faith and abandons their role altogether without facilitating a replacement, the remaining members must either operate under an effectively higher threshold-to-signatories ratio or work with OpenGov to assign a new curator.

However, a member is considered to act in good faith if they comply with the following replacement steps in order:

1. Make a public announcement explaining the reason for terminating their membership and when they expect to leave their role. If the member has chosen their own replacement then their announcement should also include their reason for selecting said replacement.
2. If the member has chosen their own replacement then they are to add the new member as a Pure Proxy to their signer and remove themself as a Pure Proxy.
3. If the member does not wish to select their own replacement then they are to add a multisig, whose M signatories are the remaining members and whose threshold is $\frac{M}{2}$ rounded up, as a Pure Proxy to their signatory and remove themself as a Pure Proxy, creating a vacancy.
4. If step 3 is taken, the remaining members are to make a public announcement about their plan to find a replacement and the expected timeline. Once a replacement is

agreed upon by a majority of the remaining members, the $\frac{M}{2}$ multisig is to add the new member as a Pure Proxy to the vacancy and remove itself as a Pure Proxy.

Remaining members cannot use a vacancy for any purpose other than establishing a new member. If a vacancy is used in a multisig call for the Parent Bounty Curator, OpenGov is to consider the bounty compromised and should act immediately to assign a new Parent Bounty Curator Structure.

All replacements must review this charter and ratify it.

Bounty Management

This AMI Bounty Program will contain three broad categories of spending: Media, Marketing & Advertising (MMA), administration, and Treasury refunding. MMA spending will ensure that high quality media is secured for the marketing and advertising of the Polkadot brand, while the other two categories ensure that reports on the performance of the AMI Bounty Program are professionally drafted and published and that rogue media spends on OpenGov are refunded to the Treasury from these earmarked funds.

All spends under this AMI Bounty Program are to be facilitated by Child Bounties, where the Parent Bounty Curator members must reach a $\frac{2N}{3}$ consensus on the amounts of the Child Bounties, the purposes and expected deliverables of the Child Bounties, the Child Bounties' Curator Structures and fees, the expectations of the Child Bounties' Curator members, and the beneficiaries of the Child Bounties. The process of establishing Child Bounties depends on the broad spending category under which they fall. The overall goal is to fund sensible deliverables as determined by market prices and compensate curation at a rate of ~$50 USD per hour.

On Polkadot, a bounty may have up to 100 active Child Bounties at a time. This AMI Bounty Program should maintain a minimum of 10 Child Bounties but should strive to maintain 50+ Child Bounties to ensure high utilization of funds. There should be no more than 90 active Child Bounties in order to maintain opportunities for prospective beneficiaries to vye for bounty funds.

Marketing, Media, & Advertising (MMA) Spending

MMA spending will be the primary spending category of this AMI Bounty Program. Essentially, this spend category will be used to fund anything that measurably helps Polkadot:

- identify new users,
- retain current users,
- proliferate the brand,
- amplify and coordinate ecosystem campaign messaging,

- provide educational, onboarding, and tutorial content to negate friction points in user entry,
- elevate the platforms of high-impact ecosystem agents, and
- spread awareness of the brand and/or usefulness of the technology.

Since this category is broad, the Curator Members must scrutinize Child Bounty requests and establish “wishlist” Child Bounties. To further classify these types of spends, a 3-tiered system shall be used.

Tier 1 - Piecemeal

The general purpose of Tier 1 spending is to secure MMA in piecemeal fashion. Examples of this type of funding include:

- one-off posts on social media,
- video production and publication,
- articles & blog posts,
- short-term/automated advertisements, and
- anything else that secures MMA in a manner that is not campaign oriented.

This tier should encompass spends as low as $400 USD and as high as $5,000 USD. Child Bounties in this tier should be curated by a team of 1 - 3 professionals who share a 10% fee of the spend weighted by hours tracked.

Below is a table that approximately lays out the expected time spent for each Curator Member depending on the size of the spend and curator team:

Executed hours worked per Curator Member	1 Curator Member	2 Curator Members	3 Curator Members
$400 Spend	1 - 2 hours	NA	NA
$2,500 Spend	4 - 6 hours	2 - 3 hours	1 - 2 hours
$5,000 Spend	8 - 12 hours	4 - 6 hours	2 - 3 hours

Tier 2 - Campaigning

Tier 2’s purpose is similar to Tier 1 except that it aims to fund MMA under a comprehensive campaign over a short-to-medium period time. Examples include:

- a chain of piecemeal content with an underlying narrative,
- a video/article series,
- professionally managed advertising campaigns,
- platform/channel infiltration,

- organizational collaborations, and
- anything that secures MMA under some kind of campaign.

This tier should encompass spends above $5,000 USD up to $35,000 USD and be curated by a team of 2 - 5 professionals who share a 10% fee. Smaller spends under this tier can be made completely upfront, however it is encouraged that at least two milestones are used to ensure delivery. Child Bounty Curator Members under Tier 2 should consider the track record of the beneficiary when determining whether milestones are necessary.

Below is a table that approximately lays out the expected time spent for each Curator Member depending on the size of the spend and curator team:

Executed hours worked per Curator Member	2 Curator Members	3 Curator Members	4 Curator Members	5 Curator Members
$5,000 Spend 1 - 2 milestones ~1 month	4 - 6 hours	2 - 3 hours	1 - 2 hours	NA
$20,000 Spend 2 - 3 milestones 1 - 3 months	16 - 24 hours	10 - 16 hours	8 - 12 hours	6 - 10 hours
$35,000 Spend 3+ milestones 3 - 6 months	NA	20 - 30 hours	15 - 20 hours	10 - 16 hours

Tier 3 - Capturing

Unlike the lower tiers, Tier 3 is intended to completely secure MMA from brands/organizations, effectively creating dedicated, long-term partners. Examples of spending under this tier includes:

- The cultivation and elevation of one or many influencers who are onboarded with non-compete contracts.
- Totally capturing the bandwidth of MMA organizations over a period of time.
- The establishment and/or growth of Polkadot-focused MMA organizations.
- Anything else that totally captures a brand, platform, channel, or individual over a period of time.

There is no hard minimum or maximum for these types of spends. The importance is that these spends capture all MMA from an organized/professional source for a period of 3+ months.

Spends under this tier should be curated by 1 professional per $5,000 USD, plus or minus ~$1,000 USD (i.e. a spend of $50,000 USD to capture a platform/organization over a period of time should be curated by 8 - 13 members).

Criteria for Beneficiaries and Projects

Since this AMI Bounty Program will accommodate many projects of varying types and sizes, it is difficult to establish one explicit checklist of success criteria to judge every project. As such, a general outline will be laid out here as common ground in establishing specific criteria to measure the success of any given project or initiative funded under this AMI Bounty Program.

Ethics

All agencies and individuals funded under this AMI Bounty Program are expected to act with dignity and integrity while performing their duties. Ethical behavior under this bounty shall be defined by:

- **Honesty**: Is the conduct truthful and sincere? Are there no reasonable concerns that the conduct is deceitful, either intentionally or unintentionally? Is an effort made to ensure that no one involved in, or impacted by, the conduct is misled?
- **Respectfulness**: Is the conduct sensitive and kind? Are there no reasonable concerns that the conduct would cause undue offense? Is the conduct mindful of those involved to ensure that individuals are duly recognized?
- **Accountability**: Can the conduct be held to fair standards by the public or by an impartial judge? Is the conduct transparent? If not, is it at least transparent to some impartial entity that the public can reasonably rely on?
- **Inclusivity**: Does the conduct avoid excluding individuals based on age, race, sex, gender, identity, and/or medical status?
- **Dedication**: Is the conduct focused on achieving its purpose without subversion? Is the conduct genuine in its purpose? Are there no reasonable concerns that the conduct is merely a front to achieve some ulterior, incompatible, or detrimental end?
- **Equitability**: Is the conduct fair and dispassionate to all involved? Would any reasonable and impartial judge consider the conduct fair under the context it is performed? Are all biases thoroughly vetted and discarded if deemed unnecessary?

They must also provide information about any findings of dishonest, unfair, unconscionable, corrupt or illegal conduct against those agencies and those individuals that jeopardize their good corporate citizen status (e.g. litigation, solvency, media scrutiny, Polkadot ecosystem relations, relationship with sub-consultants and subcontracts, commitment to and engagement with the community) to the AMI Bounty Program to mitigate unacceptable or adverse actual or reputational risk.

They must acknowledge that they will use their best endeavors to ensure that they are aware of any adverse findings (e.g. bankruptcy, insolvency, made one or more false declarations, failed to perform in any substantive matter, found by a corruption body to have engaged in corrupt conduct, convicted of an offense punishable by more than 2 years' jail or a fine of more that $200k USD, convicted of professional misconduct or unprofessional conduct), against a sub-consultant or subcontractor with whom they have an existing relationship, and report such findings to the AMI Bounty Program when such findings become known to those agencies or individuals.

Risks

Projects and initiatives reviewed and funded under this AMI Bounty Program shall have their risk levels evaluated (e.g. avoid exposing Polkadot ecosystem or AMI Bounty Program, or its community to an unacceptable or adverse actual or reputational risk) accompanied with mitigation measures, if possible.

Past Conduct & Performance

Projects and initiatives reviewed and funded under this AMI Bounty Program shall have their past conduct evaluated. (e.g. litigation, bankruptcy, solvency, false declarations, corrupt conduct, media scrutiny, Polkadot ecosystem relations, relationship with suppliers, sub-consultants, and sub-contractors, convicted of an offense, convicted of professional misconduct or unprofessional conduct).

Past performance shall also be evaluated (e.g. reliability, timeliness, quality, cost, delivery, innovation, product servicing, failure to perform in prior engagements). The AMI Bounty Program shall endeavor to transparently provide constructive feedback to teams on how they may improve their past performance, and how they may bridge any gaps.

Legal Due Diligence & Compliance

Projects and initiatives reviewed and funded under this AMI Bounty Program shall have their disclosures and compliance evaluated such as Conflicts of Interest, compliance with human rights, sustainability, insurance requirements, compliance with regulatory, Polkadot and AMI Bounty Program policies, guidelines, and code of conduct.

Objectives

This program shall utilize S.M.A.R.T. criteria for evaluating project objectives, namely:

- **Specific**: Objectives should be well-defined and unambiguous. For instance, instead of a vague goal like "increase awareness," a more specific purpose would be to "increase awareness of Polkadot's interoperability features among software developers."
- **Measurable**: Objectives should have associated metrics or indicators that enable quantifiable progress tracking. For example, a measurable objective could be "achieve a 30% increase in engagement on our developer-focused social media channels."
- **Attainable:** Objectives should be realistically achievable with the available resources and market context.

- **Relevant:** Objectives must be pertinent to broader strategic goals. For example, an objective that aligns with Polkadot's goal of expanding its user base could be "to attract 100 new developers to the Polkadot platform within six months."
- **Time-bound:** Objectives should have a clear timeline or deadline, creating a sense of urgency while allowing for timely assessment and iteration. An example might be "to increase network transaction volume by 20% by the end of Q4."

Messaging

All content and public-facing communications funded under this AMI Bounty Program must incorporate or represent the core values and principles of Polkadot. Deliverables will be judged based on one, some, or all of these values:

- **Interoperability**: The engineering foresight and execution of an infrastructure that is, or can be, effectively and efficiently compatible with a broad range of technologies, providing users and businesses access to a rich ecosystem of amenities.
- **Decentralization**: An organizational model where power is accessible to, and equitably distributed across, many unaffiliated individuals or coalitions, creating a more resilient, adaptable, and inclusive network.
- **Autonomy**: Empowering users with permissionless control and decision-making, fostering a sense of ownership and engagement while providing the incentive of having a tangible impact in the evolution of the network.
- **Innovation**: The inspiration and ability to go beyond established paradigms and push the limits of technology. Highlight Polkadot’s ability to forklessly upgrade its runtime.
- **Adaptability**: The ability to stay relevant and functional in the fast pace of technological innovation and improvement. Highlight Substrate’s ability to be easily deployed, upgraded, and adapted to any application.
- **Inclusivity**: Ensuring that everyone, regardless of their background, is heard while actively seeking out, evaluating, and implementing different viewpoints. Ideas are judged based on their merit alone, not by who came up with them. Supporting the disadvantaged, SMEs, and regional individuals and businesses.
- **Community**: Supportive and diverse individuals within a collective that hold the common desire and drive to improve Polkadot, making the network stronger and more robust.
- **Security**: Coming to a mathematically verifiable consensus on information in an environment where untruthfulness is punished financially. Highlight the Nominated Proof of Stake (NPoS) protocol used in Polkadot and how it plays an important role in the user’s experience.
- **Sustainability**: The ability to provide a highly useful and scalable infrastructure without exponentiating the amount of resources used. Ensuring minimal impact on the environment when it comes to energy consumption; Polkadot’s NPoS being starkly contrasted by Bitcoin’s Proof of Work (PoW).

- **Utility**: Developing features, products, services, and other amenities that relate to a significant demographic. Addressing problems that are faced by many, yet are not realized or are too difficult to remedy with conventional solutions.
- **Accessibility**: Removing intellectual, technical, social, or other barriers to entry while ensuring that utility is not compromised.

Messaging should also target a clearly defined audience. Projects and initiatives funded under this AMI Bounty Program should do their due diligence in researching their target audience and cater messaging to that audience. More specifically:

- **Identify the audience**: Determine the characteristics of the people the project wants to target. This could range from blockchain developers and cryptocurrency enthusiasts to potential investors and end-users of blockchain applications.
- **Understand characteristics**: Gather insights into the target audience's characteristics. This involves understanding their demographic profiles, technological proficiency, interests, pain points, and what drives their engagement with blockchain technology.
- **Segment**: Divide and organize the broader target audience into smaller, more homogenous groups. For example, within the developer community are veterans and newcomers, each with different needs and levels of understanding.
- **Utilize data-driven insights**: Employ data analytics to understand audience behavior. This also requires thorough data collection. Examples of data to analyze include website engagement metrics, social media interactions, financial trends, and direct user feedback.
- **Tailor the message**: The crux of audience analysis; creating content that speaks directly to each groups' interests, needs, and challenges. For developers this could involve in-depth technical insights and using esoteric language. For potential investors it might mean using industry lingo, focusing on Polkadot's market potential and innovation roadmap.

Metrics

The measure of success varies greatly from project to project, and maintaining a broader outcomes-focused approach is important. Thus, while metrics play an important role in determining a project's success, this AMI Bounty Program will not hold projects to an unwavering rubric regarding performance numbers. However, expectations of metrics will be tailored to each initiative funded by this AMI Bounty Program. This tailoring will be guided by the following cornerstones:

- **Key Performance Indicators (KPIs)**: Identify specific, measurable variables aligned with the initiative's objectives. For example, if the goal is to increase Polkadot's community engagement, then relevant KPIs include metrics like social media engagement rates, website traffic from community forums, or participation rates in community events.

- **Real-time data monitoring**: Implement tools that enable real-time monitoring of KPIs. These tools should be industry standard or proven effective at accurate live monitoring.
- **User behavior analysis**: Delve beyond surface-level metrics to understand user behavior. Analyze how users interact with your campaign, determine what attracts and prompts them to engage, and hypothesize why they convert or disengage.
- **Sentiment analysis**: Employ sentiment analysis tools, particularly for social media campaigns, to gauge the community's mood and response to your campaign.
- **Campaign analysis tools**: Utilize robust analytics platforms such as Google Analytics, Sentry, or similar equivalent for webapp traffic analysis. Use tools like Hootsuite or Sprout Social, or similar equivalent for social media engagement. Use Subscan, Subsquid, or other similar equivalent blockchain analytics tools for understanding wallet and transaction activities.

Listed below is some essential data that can be tracked by projects:

- **Engagement**: Track likes, shares, comments, and mentions on social media platforms. Monitor open rates, click-through rates, and conversions for email campaigns.
- **Performance**: Analyze website metrics such as page views, bounce rate, and average session duration. For blockchain-specific campaigns, track metrics like the number of wallet downloads, transactions on the network, and active user count.
- **Behavior and sentiment**: Feed user comments and feedback into a LLM like ChatGPT or similar equivalent, to get a broad understanding of hundreds or thousands of comments. Utilize randomly selected user panels to get deep insights from diverse individuals. Consult relevant community experts to ensure an unbiased perception of the audience.

Feedback Integration

Projects and initiatives funded under this AMI Bounty Program must integrate community and stakeholder feedback with an improvement-focused mindset. This approach ensures campaigns stay responsive and aligned with the community's evolving needs and preferences. Below are detailed guidelines for these processes:

- **Structured feedback mechanisms**:
    - Implement systems to gather feedback. This could involve regular community surveys, feedback forms on your website, or dedicated email addresses for feedback collection. Ensure these mechanisms are easily accessible and promoted across your campaign channels.
    - Organize and conduct regular listening sessions, such as live Q&A webinars or community forums. These sessions should encourage open dialogue, allowing community members to express their views, concerns, and suggestions directly to the campaign team.
    - Analyze the feedback using qualitative and quantitative methods. Qualitative analysis could involve thematic analysis of comments and suggestions. In

contrast, quantitative analysis might look at rating scales or the frequency of specific feedback types. This dual approach provides a robust understanding of the community's response.
    - Develop a clear plan for integrating feedback into campaign strategies. This should detail how different types of feedback (e.g. operational, content-related, technical) will be addressed, the timeline for implementation, and the team members responsible for each action.

- **Audits**:
    - Schedule regular evaluations of your campaign's performance. These should assess the achievement of goals and the overall community sentiment to the project. Utilize tools like Google Analytics or similar equivalent, social media insights, and engagement tracking software for these audits.
    - Make campaigns flexible and adaptive from the outset. This means having clear but flexible campaign goals and strategies that can be adjusted based on ongoing feedback and performance data.
    - Ensure you and the team engage in continuing education and training. This could involve attending blockchain and marketing seminars, webinars, or workshops, reviewing the latest Polkadot Wiki, and staying updated with the latest trends in blockchain marketing.

Disclosure

Ensuring that all suppliers, sub-consultants, and subcontractor teams that are to be engaged in the provision of the products, goods, or services are disclosed upfront for approval, when spending $5,000 USD or greater. Ensuring that suppliers, sub-consultants, and subcontractor teams hold reasonable workers' compensation, public and products liability, and professional indemnity insurance policies, while not excluding SMEs and regional individuals and businesses. Ensuring that a reasonable declaration is provided that all relevant suppliers, sub-consultants and subcontractors were provided upfront with relevant documentation (e.g. risk registers, minimum insurance requirements), and have signed any relevant confidentiality, conflict of interest, and non-disclosure agreements, and when they will be fully compensated based on what was negotiated.

Consistency & Competency

Teams must have the ability to cooperate with recommended AMI procurement policies, undertake risk assessments led by a competent risk workshop facilitator, and to create and maintain a risk register that determines the confidence levels of each delegation in order to retain suitable, qualified, and experienced actionees whose integration plans (e.g. staging, schedule, scope) are highly likely to reflect reality once delivered.

Team members must be suitably competent for their role (e.g. satisfy appropriate level in a skills matrix for review and approval by a Polkadot or AMI Authority Collective, or similar equivalent).

Fit for Purpose

The ability to provide products, goods or services that are well suited for the specific purpose for which they were intended or specified in the latest proposal that was approved by relevant stakeholders in the affected ecosystems.

Quality

The ability to determine a quality policy, and to create and implement quality planning, assurance, control, and improvement, for products, goods or services, and to maintain the desired level of excellence of the outcomes that may be tangible or intangible depending on the agreed upon scope and its definition of success.

Comprehensiveness

The ability to provide a structured, accurate, concise, and consistent scope definition that is adequately exhaustive (e.g. considers edge cases, includes assumptions/exclusions, minimizes future scope creep and variations to the original proposal, and includes integration management plans). The ability to create, maintain and adequately close-out stakeholder issues in an issues register, and provide traceability to the source (e.g. actionable outcomes in the minutes of a meeting).

User Experience

The ability to communicate tangible records of stakeholder analysis, competition analysis, design ideas, research findings, and the context, through wireframes, prototypes, personas, and flowcharts. The ability to produce usability-test reports based on conducting usability-tests that identify and rectify problems so that target market users can actually use the products, goods or services.

Communication

The ability to adequately consult with community stakeholders, record issues, review and provide timely feedback in discussions before posting referendums, ongoing community consultation, reflection on lessons learnt.

Team Commitment

The ability to commit to training of staff, suppliers, sub-consultants, and subcontracts, and engaging junior marketing curators.

Child Bounty Protocol

There are two instances where Child Bounties may be created under MMA spending: upon request or curator wishlisting. The former entails an individual or organization that is interested in providing their MMA services and submits a proposal to Curator Members requesting to create a specific Child Bounty to compensate them for their initiative. The latter entails Curator Members creating general Child Bounties that anyone can apply to. In either case, deciding on the Child Bounty amounts and curator selection/structuring is essentially identical.

First, Curator Members of the Parent Bounty are to determine whether the requested or wished amount is appropriate for the expected deliverables. Once the amount is determined, a Child Bounty may be created and the details of the bounty, including its tier classification, should be published in a timely manner. The public should know if the Child Bounty is available to apply to or if it is reserved for a previously deliberated proposal.

After the Child Bounty is created, the Curator Members of the Parent Bounty must decide on a Child Bounty Curator Structure. In the case of multiple members under a Child Bounty Curator Structure, the curator is to be a unanimous threshold multisig. This multisig's signatories may be pure proxied accounts but only if member replacement under a Child Bounty is warranted. Short-term Child Bounties should be followed through by the initially assigned Curator Member(s) and should be configured to their key-managed wallet(s). Members of the Parent Bounty Curator may be members of Child Bounties insofar that their bandwidth allows for the time they are expected to spend on each Child Bounty that they are assigned to. Child Bounty Curator Members may also be selected from the general public as long as the Parent Bounty Curators thoroughly vet these external Curator Members.

Once the deliverables under a Child Bounty have been adequately completed, a report is to be prepared by the Child Bounty's Curator.

Conflicts of Interest

Members of the Parent Bounty Curator are allowed to become beneficiaries of MMA spending, however the conflicts of interest must be addressed and remediated through a strict adherence to the following rules:

- A Curator Member must not participate in the establishment of a Child Bounty for which they are to be the beneficiary.
- A Parent Bounty Curator member, or anyone for that matter, cannot also be a Curator Member of an MMA Child Bounty for which they are to be the beneficiary.
- The beneficiary of a Child Bounty must not use the funds to pay bribes or tips to Parent Bounty Curator members. If a beneficiary sends their Child Bounty funds to any Parent Bounty Curator member, that member must return those funds to the relevant ecosystem Treasury (e.g. Polkadot Treasury) and report the refund.

If these rules are violated, OpenGov is to consider the bounty compromised and should act immediately to assign a new Parent Curator Structure.

Administrative Spending

The complexity of this AMI Bounty Program necessitates an administrative arm of spending to ensure transparency, efficiency, and accountability of resource utilization. Including this category of spending will allow Curator Members to commission professional reporting either internally or externally, the former standing as an incentive for members to remain dedicated to this bounty's performance. It will also allow for flexibility in managing the bounty as it may be necessary to secure management tools to handle this bounty's complexity.

Curator Member Onboarding

The establishment of this AMI Bounty Program will show a gesture of good faith to those who decide to indenture themselves to the responsibilities of being one of its Curator Members. As such, onboarded members are to be compensated a flat fee of $1,000 USD, plus $50 USD per hour of time spent establishing the AMI Bounty Program, 30 days after its funding.

Curator Member replacements are to receive a flat fee of $1,000 USD 30 days after they are made a Pure Proxy to their respective proxied signer.

90-Day Reports

By default, bounties expire after ~90 days unless extended by the curator. As such this AMI Bounty Program will use extensions as an opportunity to publish 90-day reports on the performance of the bounty. These publications will be included in the remarks that accompany the on-chain extensions.

The contents of these 90-day reports should include, but are not limited to:

- The amounts spent and their curators/beneficiaries since the last report
- The total number of Child Bounties created, completed, and canceled
- Beneficiary applicants accepted and rejected
- The on-going performance metrics of previously funded MMA initiatives
- Curator Member time tracking metrics
- Prospective Child Bounties and beneficiaries

Before an extension of this AMI Bounty Program is made, the Curator Members are to decide who will draft the report. Whoever is selected to draft the report must track their time spent drafting the report and submit their draft along with their time tracking. This draft will be included as the accompanying remark of the on-chain extension. If the draft is not complete by the time the extension needs to be made, the bounty may be extended without the report. However, Curator Members should strongly avoid extending the bounty without a report.

When the extension is made with a report, it will also be batched with the creation, assignment, and awarding of a Child Bounty to compensate for the time spent drafting the report at a rate of $50 USD per hour. The beneficiary of this Child Bounty will be the one who drafted the report and the curator of this Child Bounty will simply be the Parent Bounty Curator whose fee will be a flat rate of $500 USD as a general stipend for the Parent Bounty Curator Members to use at their discretion.

Management Tools

It may be necessary to secure management tools to ensure effective communication and collaboration between Curator Members. As such, this AMI Bounty Program allows for the procurement of professional tools like Figma, Slack, Google Organizations, Zoom, Teams, custom webapp, or similar equivalent, insofar as they are needed.

This type of Child Bounty should be rare because once a management tool is established, another one is not typically needed and the renewal of the established tool should not be very frequent. When this type of Child Bounty is needed, Curator Members are to select a broker amongst themselves to secure the agreed upon management tool at-cost. The curator for these types of Child Bounties should be the Parent Bounty Curator and should not receive any kind of fee for curation. In other words, funds used to secure management tools should only be used for the actual cost of said tools.

Treasury Refunds

This AMI Bounty Program recognizes that MMA spends may still be submitted and passed in OpenGov. Since one of the goals of this AMI Bounty Program is to earmark all MMA spending for the Treasury, an establishment of a refund program for the Treasury is required. Refunds will also be accompanied by an assessment of all OpenGov funded MMA initiatives to ensure that any lack of diligence is remediated by the professionalism of this bounty's Curator Members.

At the end of each of the Treasury's spend periods, the Curator Members are to create a Child Bounty in the amount of the sum of all OpenGov spending on MMA initiatives during that spend period, whose beneficiary will be the Polkadot Treasury. The Parent Bounty Curators must also select who will report on all of the OpenGov MMA spends and assign them as the Child Bounty Curator whose fee will be $50 USD per OpenGov MMA spend. They are expected to work ~1 hour per spend assessed (e.g. if 10 MMA proposals are funded via OpenGov then the Child Bounty Curator's fee will be $500 USD and they are expected to work ~10 hours). Once the Child Bounty Curator has completed and published the report, the Child Bounty may be awarded to the Treasury.

Publication Protocol

All reports under this AMI Bounty Program must be thoroughly disseminated across public channels to ensure transparency. As such, the following protocol must be followed by anyone publishing a report under this program:

1. Make a copy of the relevant template for the report being drafted.
2. Complete the report and upload it to the appropriate AMI Bounty Program Drive folder.
3. Export the report to a PDF, pin the PDF to IPFS, and store the IPFS hash on a reasonably persistent storage service (e.g. Crust, Pinata, Filecoin, or similar equivalent).
4. Publish the report on the following platforms under the following tags/categories:
    a. https://polkadot.polkassembly.io/discussions
        i. Tag: ami-bounty
    b. https://forum.polkadot.network/
        i. Category: Ecosystem
        ii. Tag: treasury
    c. https://polkaverse.com/12171

The Curator Members assigned to a Child Bounty are solely responsible for drafting and publishing reports.

Glossary

Defines terms and acronyms that help interpret the Charter properly.

Term	Meaning
AMI Bounty Program	Bounty management of Polkadot-related Treasury funded Parent Bounties, Child Bounties, and their respective curators, by Curator Members across three broad categories of spending: MMA, administration, and Treasury refunding.
Beneficiary	https://wiki.polkadot.network/docs/learn-guides-treasury#submit-treasury-proposal-preimage
Bounty	https://wiki.polkadot.network/docs/learn-guides-bounties
Charter	Ratified social agreement between Parent Bounty Curator multisig members and Polkadot-related ecosystems that formally recognises the existence of the AMI Bounty Program and establishes the overarching purpose, objectives, expected behaviors, and communication standards.
Child Bounty Curator	https://wiki.polkadot.network/docs/learn-polkadot-opengov-treasury#child-bounties
Curator	https://wiki.polkadot.network/docs/glossary#curator https://wiki.polkadot.network/docs/learn-guides-bounties#assign-a-curator-to-a-bounty
DOT	https://wiki.polkadot.network/docs/learn-DOT
Identity	https://wiki.polkadot.network/docs/learn-identity
IPFS Hash	https://wiki.polkadot.network/docs/build-storage#ipfs-interplanetary-file-system
MMA	Media-Marketing-Advertising
Multisig	https://wiki.polkadot.network/docs/learn-guides-accounts-multisig
Nominated Proof of Stake (NPoS)	https://wiki.polkadot.network/docs/learn-consensus#nominated-proof-of-stake
Parent Bounties	https://wiki.polkadot.network/docs/learn-polkadot-opengov-treasury#parent-bounties
Polkadot-JS UI	https://wiki.polkadot.network/docs/polkadotjs-ui
Proof of Work (PoW)	https://wiki.polkadot.network/docs/learn-consensus#what-are-pow-and-pos
Proxy	https://wiki.polkadot.network/docs/learn-proxies
Pure Proxy	https://wiki.polkadot.network/docs/learn-proxies-pure

Regional individuals and businesses	Those outside metropolitan areas.
S.M.A.R.T.	Specific, Measurable, Attainable (Achievable), Relevant (Realistic), Time-bound (Timely)
SME	Small-to-Medium Enterprise
Substrate	https://wiki.polkadot.network/docs/glossary#substrate
Treasury	https://wiki.polkadot.network/docs/learn-polkadot-opengov-treasury
USD	United States dollar