

Dokurizi - decentralised journalism

Detailed Plan Addendum for Catalyst F7

Category: dApps and Integrations

The detailed plan format relating to proposal titled [dokurizi - decentralised journalism](#)

Problems Facing

Good Journalism has been disrupted and battered by "fast content" on social media, heavy censorship and falling subscription numbers. Even highly centralised, state-controlled media are struggling to keep healthy bottomlines from advertising revenues chipped away by Facebook and Google's advertising model. .

Identified Community(Journalists) Needs

- Better business model
- Readers to be active investors/community builders
- ways to skirt censorship pressure
- sustainable financial rewards for good reportage

What We Are Building

Can journalists find more sustainable, independent business models in web3 - powered by communities who care about their stories?

DOKURIZI offer an answer with a self-publishing platform for storytellers – photojournalists, documentarians, journalists and editorial cartoonists, where their work can be minted as NFTs.

What Can You Do With Dokurizi?

JOURNALISTS

- Mint assets within stories(pictures/video/text) as NFTs.
- Build a portfolio page that hosts all previously minted stories. This could serve as a "homepage" for a journalist or a collective.
- Create and own smart contracts with splits to pay story contributors
- Collaborate on story drafts(google docs-style)

COLLECTORS

- Buy and trade NFTs

- Showcase(and hide) collected NFTs in a beautiful portfolio
- Create and own smart contracts with splits to pay story contributors

Market Adoption

CNFT projects are slowly maturing - going from PfP projects to metaverse land acquisitions. We believe that bringing journalism into NFTs will not just create a new form of collectible for current CNFT adopters, but onboard a new wave of adopters onto NFTs.

Product Impacts

- Create much-needed sustainable business models for journalists.
- The blockchain offers an immutable trove of information that keeps journalists accountable.
- Create an early prototype for journalism in web3.

User Acquisition

- Our first 100 users will be curated and onboarded. This ensures the quality of content and diversity of voices during the foundational phase of the platform.
- Each of the “first 100” will be given 2 invites each. This enables them to play a curatorial role too. This cedes some parts of the early decision-making process to the community of creators.

Additional Plans

- Beyond self-publishing, the block chain offers several options for journalism:
 - trustless token-powered content moderation processes
 - A token-powered voting mechanism to disperse funds to commission freelancers to work on an assignment at a given location/time. Our smart contracts system will allow for a swift and fair payment mechanism with royalties.
 - These features, coupled with the original self-publishing capabilities of dokurizi will set the stage for a move to a DAO, or at least more DAO-like governance in the long run.

Revenue Models

The business will make revenue through a 2.5% commission charged on every sale made on the platform.

Cost Need Breakdown

Line item cost estimates from a high level. Cost needed to get to MVP

- Development Staff

- Lead Development \$60,000
- Blockchain/Smart Contracts \$20,000

- Marketing/User Acquisition
 - User Acquisition \$25,000
 - Community Management \$15,000

Total requested: \$120,000 USD for the first deliverable product within six months of funding.

Milestone Deliverables and KPIs

Primary functional deliverables are described in the timeline below. Within each deliverable is a list of performance indicators and a definition of success.

- **Q1**
 - Temporary Website
 - Goal of this site is to clearly state the vision/features of the platform
 - The main goal of this site is to recruit talents and inform early community members of goals
 - Community
 - Clear User Experience Plan for community engagement on discord channel
 - Recruit Collectors, Editors, Journalists, Photographers.
 - Organise Spaces with discussions about how Journalists can soft-land into the NFT space with some prominent first movers.
 - Development/Design of Platform
 - Begin and complete UIUX process with input from Dev Team
 - Dev team to start research process on options for development languages/ architecture server/ smart contracts

- **Q2**
 - Community
 - In line with the launch of the site, Dokurizi will launch a collection of NFT-native works by our first group of content creators. The profits of the collection will be a showcase of the split-mechanism of the platform
 - The launch will be coupled alongside artists talks and contests for community members
 - Development/Design of Platform
 - Smart contracts mechanism to be trialed on the Test net
 - First 10 users to be able to launch their NFTs on our site in Beta

- **Q3**
 - Development/Design of Platform
 - MVP to be completed
 - First 100 users to be able to launch their NFTs on our site
 - First 5000 transactions on our platform

 - Fundraising

- Fundraising plans for a second seed round to be considered.

Risk Factors

- 1) Adoption: One major barrier will be the slow rejection by the journalism community onto blockchain business models. Although we are confident this will not be the case.

Proposal Team:

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Sam teaches a photojournalism class at Nanyang Technological University in Singapore. He has built two successful start-ups in the film production/content publishing space. He began his career as a photojournalist at The Straits Times.

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