

ZCASH MEDIA

2023 PROPOSAL ZCASH COMMUNITY GRANTS

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PROBLEM

One of the main challenges to Zcash adoption is the narrative surrounding privacy

INGRAINED BELIEFS

Why do you need privacy if you have nothing to hide?

VALUES

Much of mainstream culture doesn't value or understand privacy and how it could help them/their community.

INFO ASYMMETRY

Many crypto users don't know that other projects aren't really private and how Zcash differs from them.

LACK OF AWARENESS

Most don't know about Zcash or other privacy preserving apps/solutions (even if they do value privacy and are aware of the difference between private and non-private technologies).

COMPLEXITY CHALLENGE

Many are confused about how to use Zcash, build on Zcash, or help Zcash - it's too complicated. Many don't have a clue where to start.

ROADMAP / VISION

Unclear what the future will look like and what Zcash is trying to achieve.

REGULATION

Even if someone values privacy and knows how to use Zcash - regulation is still a roadblock. It's unclear if Zcash is legal, where it's legal, how it will be affected by regulation long term, what ways is Zcash compliant with regulation.

RAMIFICATIONS

The social/political ramifications of Zcash are huge. Many need help connecting the dots about how Zcash will help them protect against cyber crime, civil liberty violations, personal safety, extractive business models, etc

COMPATIBILITY

How to move fluidly between various privacy techs so people have a suite of protection and don't lose privacy accidentally later in the process.

AUDIENCES

Not clear why Zcash is valuable to different groups such as individuals, businesses, and governments.

NEGATIVE SOCIAL MEDIA DIALOGUE

For one reason or another, Zcash has a bad rep among many crypto enthusiasts, which hinders its ability to gain mindshare and repels newcomers who encounter this negative environment.

INGRAINED BELIEFS

Entertaining content that fuses the beliefs of privacy into relatable stories, so we create a culture where privacy fits in naturally.

VALUES

Creating story arcs where there's a moral or a solution that is privacy related.

INFO ASYMMETRY

Creating content where we investigate the privacy flaws in other crypto projects and expose the common misconceptions.

LACK OF AWARENESS

Make consistent, high quality, and broadly appealing content and share it through multiple channels. Partner with other brands to grow Zcash awareness beyond current borders.

COMPLEXITY CHALLENGE

We have a belief that even the most complex topic can be made understandable and enjoyable by everyone. Nothing in the universe is too complex if you tell good stories.

ROADMAP / VISION

Use storytelling to paint a picture of the future and take the ECC, ZF, and ecosystem roadmaps and make them digestible.

REGULATION

Answer regulator FAQs by partnering with Coin Center, ECC, etc. Also explain compliance basics. Show that consensual sharing is actually our default nature, which is what Zcash is allowing.

RAMIFICATIONS

Use investigative storytelling to explore the social, economic, and political ramifications of privacy. Help people connect the dots of how Zcash touches on these bigger issues.

COMPATIBILITY

Explainer and partner promotion videos where we show how Zcash and other apps create the full privacy suite.

AUDIENCES

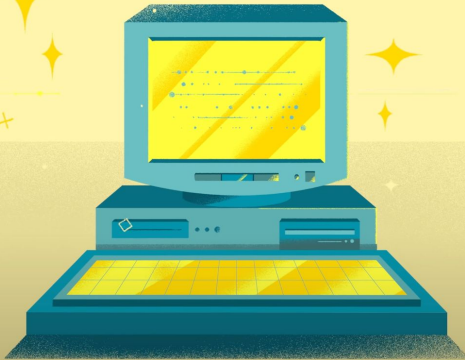
Tell personal stories of different people's experiences with privacy. Show the specific benefits to their lifestyle, or business, etc.

NEGATIVE SOCIAL MEDIA DIALOGUE

Provide consistent high quality educational content for Zcash community to share, overwhelming negativity with optimism and excitement.



ZCASH MEDIA AIMS...



A

To create accurate, inspirational, and understandable educational content that shares the value of privacy and how it creates a better society.

B

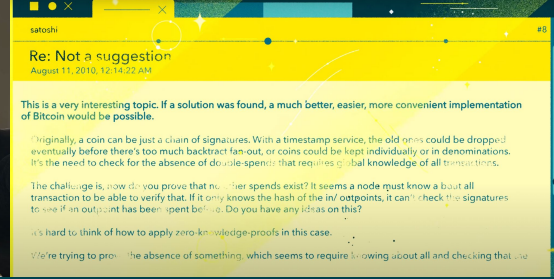
To create beautiful videos that tell great stories.

C

To discover and reach out to new audiences and learn how privacy tools like Zcash can improve their lives.

D

To leverage our channel to increase user adoption of Zcash, safely and responsibly.



PROJECT MENU

Crypto Investigations

Summary: Entertaining investigations into the history and current state of crypto/financial affairs, illuminating how we got here and where we're going. Focused on topics relevant to privacy, Zcash, and crypto. Each episode is framed as a mystery that we slowly unravel.

Problems addressed: Ingrained Beliefs, Values, Audiences, Ramifications, Complexity, Lack of Awareness, Negative Social Media Dialogue

Ex. Episodes:

- 1) Why does it feel like our phones are reading our minds?
- 2) Can we stop data hacks forever?
- 3) Do women have the most to gain from privacy?
- 4) Can privacy give you power? History tells us.
- 5) Could governments survive on crypto?
- 6) Why do you need privacy if you have nothing to hide?

Philosophies of Zcash: The Why Series

Summary: Fundamental philosophies of crypto and Zcash encapsulated in timeless, persuasive, and highly shareable videos. Useful for all audiences wanting to learn what crypto, privacy, and Zcash stand for. These are clear arguments for the value propositions of Zcash.

Problems addressed: Ingrained Beliefs, Values, Ramifications, Complexity, Lack of Awareness, Negative Social Media Dialogue

Ex. Topics:

- 1) Why privacy?
- 2) Why decentralization?
- 3) Why Layer 1 encryption?
- 4) Why capped supply?
- 5) Why Zero Knowledge Proofs?
- 6) Why 20% dev fund?

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Explanations from Experts

Summary: Experts synthesize years of experience into understandable videos on interesting topics. Viewers gain deeper insight into complex ideas, using 37L production/motion graphics skills to enhance the explanation, making it more fun, intuitive, and easier to understand.

Problems Addressed: Info Asymmetry, Complexity, Roadmap/Vision, Regulation, Lack of Awareness, Negative Social Media Dialogue

Ex. Episodes:

- 1) Economist explains money and cryptocurrency
- 2) Sean Bowe explains Halo
- 3) Ying Tong explains Zero Knowledge Proofs
- 4) President of Signal gives the ultimate reasons why society needs privacy
- 5) Journalist describes why privacy matters for journalism
- 6) Computer security engineer explains most common (crypto) hacks
- 7) Crypto engineer explains how to get started programming (in crypto)

Whiteboard Videos

Summary: Uses popular digital whiteboard explanation format in order to provide clear explanations of the basic concepts needed to understand Zcash. Videos will be focused on defining key terms and systems, and stylized to match the aesthetic of the other content.

Problems Addressed: Info Asymmetry, Understanding, Lack of Awareness, Negative Social Media Dialogue, Regulation, Compatibility

Ex. Episodes:

- 1) Visual Dictionary Series: Blockchain, Public Key v. Private Key, Wallet, etc
- 2) Systems Layout Series: Zcash Ecosystem, Bitcoin Fundraising, etc
- 3) Regulation Series: Explaining key topics to regulators

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Countdown Videos

Summary: Consolidates important examples and ideas to help easily explain aspects of Zcash into convenient lists.

Problems Addressed: Ingrained beliefs, Values, Info asymmetry, Lack of awareness, Complexity, Negative Social Media Dialogue

Ex. Episodes:

- 1) Top 10 interesting facts about privacy
- 2) Top 10 reasons why Zcash is a good investment
- 3) Top 5 things you didn't know about Zcash
- 4) Top 5 differences between Bitcoin, Ethereum, and Zcash
- 5) Top 10 misconceptions about Zcash
- 6) Top 10 ways you could use a Zero Knowledge Proof
- 7) 10 places privacy has been important in movies

Privacy Stories

Summary: Personal stories about users, founders, people, their history, and why privacy is important in their lives. For viewers looking to connect and be inspired by human stories as a complement to pure informational content.

Problems Addressed: Ingrained beliefs, Values, Info asymmetry, Lack of awareness, Complexity, Ramifications, Compatibility, Audiences, Negative Social Media Dialogue

Ex. Episodes:

- 1) Moe Ghashim describes his journey to Zcash in the Middle East
- 2) Zcash engineers and advocates explain their journey to becoming privacy heroes
- 3) The importance of privacy in different professions

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Summary, Breakdown, & Compilations

Summary: Videos that summarize, breakdown, elaborate on, and compile other content about privacy. Allows collaboration with other content creators and access to a wide range of already published popular material.

Problems Addressed: Compatibility, Ingrained beliefs, Values, Roadmap/Vision, Regulation, Lack of awareness, Ramifications, Complexity, Negative Social Media Dialogue

Ex. Topics:

- 1) Breaking down/simplifying major speeches
- 2) Summarizing a series of videos / talks and putting them back to back to help curate the talks and lead people through a series
- 3) Compile lists of helpful videos into a curation video. For instance, help people download a wallet, but rather than making our own video, we just summarize all the best parts of other people's videos and say who to follow for more info.

Privacy Matters

Summary: Clever, short videos that illustrate the importance of privacy in fictional settings.

Problems Addressed: Lack of Awareness, Values, Audiences, Negative social media dialogue, Ingrained beliefs

Ex. Topics:

- 1) "Nobody's watching" & "Nobody's listening" campaigns
- 2) "Privacy: It's About ___" series
- 3) "Act like no one's watching" series
- 4) "The Internet in Real Life"

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Short Clips (at least 9 clips created per one “video”)

Summary: Short, easy to digest videos ideal for both YouTube shorts and social media platforms.

Problems Addressed: Negative social media dialogue, Values, Lack of awareness, Ingrained beliefs, Complexity

Ex. Series:

- 1) One Question, One Answer: Variety of experts answering common questions about Zcash
- 2) Reactions to Big Ideas: An interesting thought is shared with a new user and they react.
- 3) Visual Dictionary Series: Blockchain, Public Key v. Private Key, Wallet, etc
- 4) Cutdowns: Thought provoking statements made by a wide variety of experts.



EXAMPLE YEARLY OUTPUT

- 2 1. Investigations
- 3 2. Philosophies of Zcash
- 2 3. Explanations from Experts
- 2 4. Whiteboard Videos
- 3 5. Countdown Videos
- 2 6. Privacy Stories
- 3 7. Summary, Breakdowns, Compilations
- 1 8. Privacy Matters
- 2 9. Short Clips (9 clips per “video”)



20 VIDEOS FOR \$900K

How it works: during pre-production, Zcash Media will decide which 20 videos to make, with active community input. The choices on the left are an example of the types and amounts of videos we could make, but it is not the final plan.

METRICS

Click-Through Rate and Retention are the two most important metrics on YouTube.

Zcash Media aims to keep CTR above 4% and get Retention above 40% for all our videos.

Click-Through Rate (CTR)

- Low: less than 1%
- Medium: 1% - 3%
- Average: 3% - 5%
- High: above 5%
- **Zcash Media (last 90 days): 5.3%**

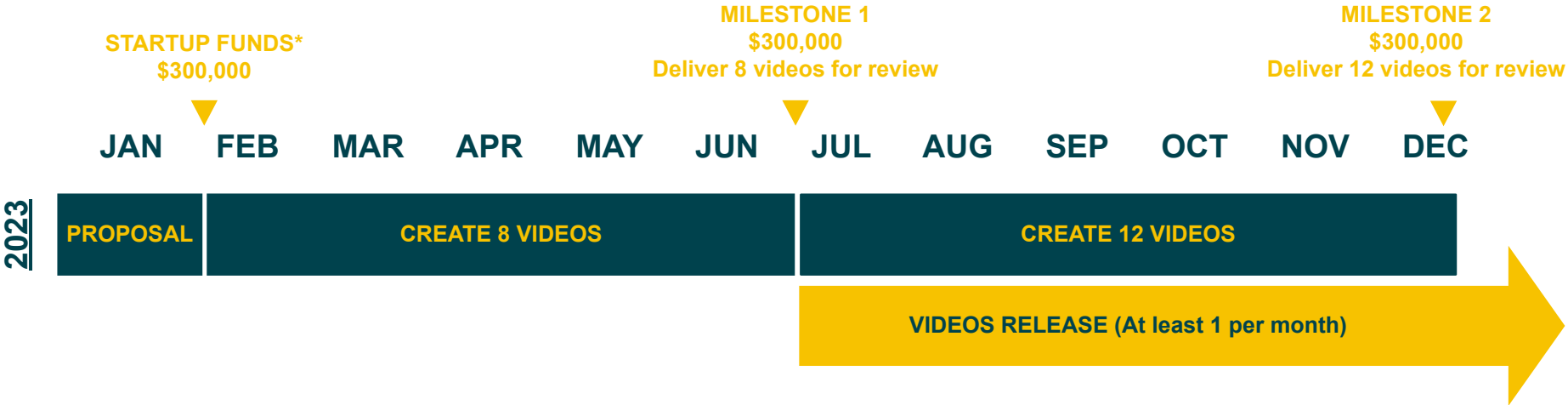
Retention Rate

- Low: less than 10%
- Medium: 10% - 30%
- Average: 30% - 50%
- High: above 50%
- **Zcash Media (last 90 days): 33%**

CALL TO ACTION

All videos will include links in the description to explanations of how to get involved with Zcash. Zcash Media will work with ECC, ZF, ZecHub, and the community to direct new users to a consistent location.

MILESTONES & TIMELINE



*We have planned our work in 6 month phases to start if grant is approved



THANK YOU

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