

# Emissary Prime Quarterly Report

June 30, 2023

## 4LL

Involved in the development, delivery and distribution of all 3 games coming to Echelon's ecosystem. Also supporting the card sharing initiative, Echelon's business development, and weighing in on treasury matters.

Contributed towards Ardent Prime, the token unlock, ran point on the sybil analysis for Quadratic voting, and some unrevealed & un-announced initiatives.

This cohort is great - glad to be working alongside them.

## BEW

This term we have really hit the ground running. With the token transferable, sinks coming on line, and our first gaming partner readying the launch of their flagship title there is a lot going on! Personally I have spent a lot of this quarter focused on my core areas of contribution: operations and product/technical.

On the operational side we have sorted out all the required documentation for all the new EPs. Additionally, we've added some consultants, such as community member OxHung. Finally we organized a fruitful trip to 3XP for several EPs (myself included) where we met some great teams who could potentially help grow the PRIME ecosystem even more!

On the product and operations side my most visible workflow has been Uplink, helping to refine the scope of both components – marketplace and bonds – and ensure we'll be able to provide crucial infrastructure to the community. Behind the scenes we're also working on a full website refresh and the roll out of the Ardent Prime tournament. Finally, there's been a lot of work I've undertaken to port existing code repositories to a new Echelon Prime Foundation github org and work to improve the developer operations for the whole Foundation.

## coldplunge

Working with the new EPs has been a blast. Sath rules over our launch partners (🤖) with an iron fist. Steelhead guides governance framework updates. Vacasean provides insight into strategy and operations. Nayn is a master of marketing and community management.

I continue to lead on communications this term. When words come out of the Echelon black box (tweets, Bulletins, announcements, etc), I was likely involved. Nayn and Vacasean have been a blessing. The former is a copy crafter. The latter brings order to our at-times chaotic workflow. Outside of comms, I try to be helpful however I can. Running point on a Discord audit, brainstorming mission statements, setting up snapshot votes, and many other miscellaneous objectives end up on my plate.

The OG EPs impress me with their steadfast passion and focus. Ultra keeps a close eye on blockchain gaming and tech. 4LL boosts IQ for the smooth-brained among us. BEW somehow manages to always have the right opinion. And Meta is glue that holds everyone together.

It is a joy and a privilege to serve as EP. I will give this role my all for as long as I have the opportunity to do so.

## metaregular

My focus has been on operations and execution of the initiatives I'm a part of. As a carryover from last year, I've helped pass on established procedures while working collectively to evolve them to fit the new cohort. On the operations side, I chair the weekly general meetings and try to keep everything headed toward aligned goals and timelines. I also liaise with our external counsel, game partners, and contractors to coordinate deliverables and objectives.

On initiatives, the specific working groups I have a hand in are:

- Uplink
- Comms coordination
- Governance Improvements
- Ardent Rewards Program
- Ardent Arena Tournament
- Conference Strategy and Business Development
- Website revamp [upcoming]
- Educational Videos [upcoming]
- Exclusive Cardback by [redacted] [upcoming]

-Content Creator Program (upcoming)

Outside of these groups, I'm always available for feedback on the initiatives in development by other EPs.

I feel fortunate to be working for the community along with fellow EPs and am excited to see some of the items that have been in development over the last few months and beyond finally come to fruition.

## Nayn

The first quarter at Echelon has been eventful, to say the least. All the new entrants hit the ground running, especially with support from the first cohort.

I've tried to contribute to the majority of initiatives in one way or another but my chosen areas of focus have been community, content [incl. design], communications, marketing, branding, and contractor/outsourcing support.

Be it creating broader content goals for Echelon, planning Tweets/posts for maximum exposure, scoping contracts and responsibilities for contractors, guiding some of the design initiatives, weighing in on community-facing programs like Ardent Prime, or developing a complete roadmap for Echelon's branding and positioning - I've been actively taking initiatives that align with my expertise and experience.

I've had the pleasure of working/planning activities with all EPs — be it comms with Cold, ideating with Meta, organizing with Sean, tech with Bew, math with Sath, grants with Steel, games with 4LL or industry insights with Ultra — everyone brings valuable experience and support to the foundation and its activities.

## Sath

The first quarter has been an interesting mix of “hurry up and wait”, “okay this is great work and this is a fantastic idea and we really love it, but it can't ever happen”, and some genuine successes as well. The rapidly and ever-changing global landscape with respect to web3 tokens presents unique challenges. Many avenues where creative framing of initiatives that would lead to the implementation of new features have been completely shut down.

The gloom aside, there really have been some amazing successes and fantastic group work done. I've been lucky to work so smoothly with Steel and Vacasean on governance and grant changes. Cold, BEW, myself, and others have made important procedural changes to operations that increase robustness, security, and efficiency.

Most importantly, I handle the day-to-day and weekly management of all launch partners, exchanges, and third-party supporters of the health of the token economy. Changes, both large and small, have been made with respect to the management of such entities, and operational expectations have been tightened and strictly enforced. We look forward to expanding the reach of PRIME to new markets in the second quarter.

## Steelhead

This quarter, myself and other newly elected EPs have jumped in and hit the ground running. Returning EPs onboarded us well and quickly, enabling early contributions. We established effective working groups that have been insightful and productive.

Most of my work has been on grants, governance, Ardent Prime, lending support to various day-to-day operations, and contributing to communications on those items where appropriate. As with all EPs, these are just focus areas, as we each contribute beyond these focus areas as needed. I also attended the 3XP conference to support the Parallel team [which had a fantastic showing], do some networking, and dig into what is happening in the Web3 game developers and content creator space.

I've been very impressed with the professional capacities and collegial nature of fellow EPs. There's a healthy diversity of perspectives and personalities, which leads to impassioned dialogue as well as great creative thinking and problem-solving. It's been an exciting quarter. I look forward to continued collaboration with fellow EPs, the Echelon community, and Echelon's partners to grow PRIME's influence and utilization in the months ahead.

## Ultrapara

In the past quarter, my role as an EP has centered around strategic planning, nurturing collaborations, and staying on top of the latest trends in the gaming and web3 sectors. Early on, my attention was focused on helping Sath with the intricacies of the token economy. I had the privilege of attending multiple industry events such as 3XP and GDC, which were not only invaluable experiences in terms of industry insight, but also great opportunities for team bonding.

My collaboration and ongoing dialogue with the leadership team at Parallel Studios remain at the heart of my work, where I provide key feedback on their upcoming initiatives. Ensuring we remain closely connected with the different teams at // and any future games under the Echelon umbrella is paramount.

Looking ahead, we'll need to define what it means to be Echelon-worthy and evaluate potential games. The new team members have quickly stepped in and made an impact, while the returning EPs continue to deliver consistently. It's an honor to be a part of this. We all want this to be successful and we care deeply about what our community thinks/wants.

## Vacasean

The first quarter of the second EP cohort has been full of initiatives, excitement, and compromises. The old guard welcomed the new crew and brought us up to speed on the institutional knowledge they built in year one.

Over the past quarter, I've contributed to the operational efficiency of our foundation, with active roles in the Education, Governance, and Communications teams. My effort in organizing projects and tasks, and creating workflow artifacts, has been a value add for our distributed team. For Education, I helped shape scope as we work to produce more educational content, supporting Meta, Cold, and Nayn. In Governance, I've supported the effort to redefine both our governance and grant processes, with Steel and Sath. As a contributor on the Communications team, alongside Cold, Nayn, and Meta, I've successfully introduced new best practices that focus on planning, cross-functional coordination, and execution, resulting in more effective internal and external communications.

Going forward into the next quarter, I plan to expand my focus. I'll continue my work in the aforementioned areas, and spend more time on Growth, by actively participating in marketing, PR, and business development efforts as Parallel ramps into Beta and Publishing.