

Introducing GimbaLabs

This document accompanies Catalyst Fund 2 Proposal: [Cardano Starter Kits and APIs](#)

Combination of Original Proposals: Cardano Starter Kits + Cardano APIs as a Community Service

OUR MISSION

Mobilizing everyone in the Cardano community by creating tools and real-world use cases that ignite the public imagination and facilitate adoption.

OUR VISION

A world where as many people as possible are empowered to solve problems using the Cardano platform.

WHAT WE ARE BUILDING

Free, open source APIs & Project-Based Learning resources that empower people from different backgrounds to drive adoption of Cardano.

Cardano APIs as Community Service will serve as an entrypoint for developers by offering open, free interfaces for new adopters to explore ideas and launch proofs of concept for new projects. These public, free services will ease adoption of Cardano by providing infrastructure for initial setup and testing of ideas, therefore encouraging developers to start building by reducing the time invested from days to minutes.

Cardano Starter Kits (CSKs) are open source, Project Based Learning (PBL) opportunities for people to engage with Cardano in the real world, and to learn through experience what the Cardano platform can do. CSKs consist of smart contract code, voting apparatus, guided learning materials, and implementation tips. CSKs will support users to learn about Cardano while also producing real-world outcomes, and will vary in complexity, for everyone from beginners to experts. CSKs will not be "grab and go", but are grounded in the understanding that we learn best by doing (experiential learning). Anyone who is interested will be able to build upon open source CSKs to start local businesses and to host local events that drive hands-on understanding of Cardano.

GimbaLabs is building a platform for sharing APIs and CSKs that allow users to share experiences about what works, what they've learned, and how to improve our open source resources. Community members will also be able to contribute their own APIs and CSKs, supporting our intention to make GimbaLabs a valuable resource for the Cardano commons.

VALUE PROPOSITION

Gimbalabs will create value and generate return on intention along three pathways. Note that we have created a user inventory (see below) to provide greater understanding on key target groups for our value proposition. First, here is an overview of our scope of work:

Path 1: Free, Public and Open Source Community Resources | Return on Intention

- Develop free and open source **Cardano Starter Kits** and **Cardano APIs as a Community Service** that will support growth of the Cardano ecosystem.
- Build a platform for sharing these resources among a community of builders and implementers.

Path 2: Educational Marketing for Cardano Blockchain Businesses | Return on Intention and Investment

- Create custom education materials & APIs for Cardano blockchain startups that will drive adoption of high quality solutions
- Consult with teams to create custom project-based education materials and APIs for a new businesses
- Build capacity within new organizations to deliver in-house educational marketing

Path 3: Apply PBL to support Institutions with Blockchain Adoption | Return on Intention and Investment Beyond

- Guide businesses, institutions and university partners toward blockchain innovation
 - Activate independent Internet providers in using Cardano to preserve neutral, censorship-resistant value networks.
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MVPS:

- Cardano APIs as a Community Service: <https://dandelion.link/>
- Cardano Starter Kits: <https://workshopmaybe.com/learn/cardano-starter-kits/>
- Coming Soon: Gimbalabs initial website

LICENSING, SHARING & OWNERSHIP

- Software: [GNU GPLv3](#)
- Non-software: [CC BY 4.0](#)

USER INVENTORY

We are thinking deeply about the scope of our work and how to best **set priorities** for working with **different groups**. It is crucial to **cluster different needs and aspirations** of community members. To help define our work, we identify the following user segments.

Segment	Description	Plan
A	"Person on the street" - a newcomer with minimal exposure to blockchain and has never heard of Cardano.	<p>Goal: Exposure to Cardano platform.</p> <p>How: Locally relevant, real world action via project-based learning experiences, facilitated by Segment [C].</p>
B	Local Business Owner who is also a newcomer to Cardano - this person has expertise and a network separate from blockchain	<p>Goal: Exposure to Cardano platform, understanding of new opportunities, leading to implementation</p> <p>How: Engage with Segments [C] and [D] through project-based learning experiences. Network with other small business owners who are deriving utility from Cardano.</p>
C	Cardano Enthusiast / Community Member	<p>Goal: Provide diversely talented people with ways to contribute and even start small businesses by implementing projects that will achieve goals for [A] and [B].</p> <p>How: Path 1 - Primary audience for Cardano Starter Kits. Project-Based experiences will help grow expertise of this group and deliver toward goals for [A] and [B].</p>
D	Current Developer (non-blockchain), New blockchain Developer	<p>Goal: Provide talented non-blockchain developers with support and ways to build on Cardano</p> <p>How: Path 1 - Primary audience for APIs. Help developers build on Cardano without needing to start from scratch. For example, a talented web developer should be able to focus on what they do best when testing new ideas.</p> <p>Note the overlap between [C] and [D], especially as people form teams. Some CSKs will incorporate more APIs than others.</p>
E	Current Developer (blockchain)	<p>Goal: Provide a way for developers to share their expertise in order to grow Cardano.</p> <p>How: As we build systems for sharing CSKs and APIs, we will invite interested developers to contribute to the public library of Path 1 solutions.</p>
F	Cardano Developer or Entrepreneur, including Catalyst Funded Projects	<p>Goal: Provide custom, on-demand education materials for other projects and startups. Provide educational marketing support to new businesses with high-utility projects that require a level of public understanding/exposure in order to drive use/adoption.</p> <p>How: This group is the focus of Path 2.</p>
G	Existing Institutions: Schools, Businesses and Organizations	<p>Goal: Combine CSK and API resources to provide PBL pathways for schools, community organizations, universities, and existing businesses.</p> <p>How: This group is the focus of Path 3.</p>

Most critical to immediately delivering on our mission and vision is engagement with groups [C] and [D], who collectively represent a vastly underutilized resource in the current Cardano ecosystem. In order to extend the reach of Cardano to all people, we are creating tools and experiences that will mobilize groups [C] and [D] to demonstrate use cases of Cardano in their smaller communities.

We define “smaller communities” in two ways: geographically as towns and cities, and online as unique interest groups or services. Cardano Starter Kits will empower motivated community members [C] to take action in their home towns and cities. APIs will empower talented web developers, app developers, or UX and UI designers [D] to incorporate Cardano’s functionality into innovative projects without starting from scratch.

By providing free and open-source Cardano Starter Kits for [C] and APIs for [D] we will fuel the development of more businesses and development opportunities by cultivating communities with deeply-rooted understanding of Cardano. We also recognize that these two groups intersect, and the sharing platform we develop will allow for movement among and collaboration between [C] and [D]. We will always encourage anyone with whom we interact to take their next step. So for example, an especially inspired member of group [A] will eventually take on a facilitator’s role in group [C]. A member of group [D] might eventually contribute their own APIs.

GROWING WITH PROJECT CATALYST: WHAT HAVE WE ACCOMPLISHED?

We will always champion the approach to innovation that is at the core of Project Catalyst. We believe in the transformative power of this new system of idea generation, collaboration-sensing, and community-based accountability to funding. We have already benefited from this space and we are committed stewards of the process.

Even though no funds have yet been distributed, we have profited from being part of the process. Within the Catalyst community and branching beyond already, our ideas are gaining traction, which is why we’re confident in these plans.

Path 1: Since the start of Fund 1, two basic CSKs have been published on workshopmaybe.com, leading to requests for more and requests for translation. In the process of sharing our evolving thoughts about the role and content of CSKs, conversations have started with other Cardano community members expressing enthusiasm about implementing CSKs in their own communities and eventually contributing more. With minimal focused outreach and no marketing efforts, we already have a growing mailing list of enthusiastic supporters.

Path 2: Within the Catalyst community, these ideas resonate. We are already engaged in conversations with other Catalyst proposers about requests for partnership, and we have provided backchannel support to builders and community members. We’ll be excited to announce partnerships when funding is complete.

Path 3: Our greatest ambitions for Path 3 will emerge from successful work on Paths 1 and 2, we are already taking small steps to get started. We are currently helping to create a partnership between a local stake pool and a local high school to create the first Cardano-related internship program in our community.

DETAILED ROADMAP

With this Catalyst Fund 2 proposal, we are budgeting for our first three months of initial, exploratory work, with key activities, milestones and metrics outlined below. We also provide our thinking about the sustainable approach of our project by sharing our current plans for GimbaLabs beyond three months.

	0-3 Months	3-12 Months
Path 1	<p>Key Actions</p> <ul style="list-style-type: none"> ● Create and publish initial Cardano Starter Kits ● Deploy initial APIs and laying the path to evolve them by setting up CI/CD/Monitoring ● Gather platform requirements ● Conduct research on how to most effectively demonstrate Cardano's role in local communities ● Deploy initial web site for sharing CSKs and APIs ● Onboard initial users of CSKs and APIs ● Facilitate community building by inviting participation from anyone interested in using CSKs. <p>Milestones</p> <ul style="list-style-type: none"> ● 4 CSKs published ● 3 APIs deployed: explorer, submit and graphql ● First draft architecture of GimbaLabs platform ● Community mailing list and Telegram channel 	<p>Key Actions</p> <ul style="list-style-type: none"> ● Keep developing CSKs and APIs ● Refine and share frameworks to engage additional community members in contributing additional CSKs and APIs ● Build GimbaLabs Platform <p>Milestones</p> <ul style="list-style-type: none"> ● Publish monthly CSKs that grow in complexity in parallel to ongoing Goguen and Voltaire release ● Additional APIs deployed (ie rosetta, cardano-node-socket) ● Release GimbaLabs platform ● Community engagement: community members contributing CSKs and APIs
Path 2	<p>Key Actions</p> <ul style="list-style-type: none"> ● Engage with Catalyst projects to assess education needs, create client pipeline ● Service delivery to first client(s) ● Conduct research on how to support additional projects ● Formalize the long term business plan for GimbaLabs as a sustainable business <p>Milestones</p> <ul style="list-style-type: none"> ● Onboard 1st client ● First draft of Business Plan 	<p>Key Actions</p> <ul style="list-style-type: none"> ● Engage with Catalyst projects to assess education needs, create client pipeline ● Service delivery to client(s) ● Conduct research on how to support additional projects <p>Milestones</p> <ul style="list-style-type: none"> ● Onboard additional clients with each Catalyst round ● Pipeline creation to extend beyond Catalyst projects
Path 3	<p>Key Actions</p> <ul style="list-style-type: none"> ● Work with a local high school to plan for an internship program launching Spring 2021 ● Test the use of Cardano for a small group of local datacenter owners to run some Cardano service (ie stakepool, backup for our community service) as its base infrastructure (showing connections to existing use of internet-gateways/BGP, DNS, mail, software repositories...) 	<p>Key Actions</p> <ul style="list-style-type: none"> ● TBD Q1 2021 <p>Milestones</p> <ul style="list-style-type: none"> ● TBD Q1 2021

KEY PERFORMANCE INDICATORS

Metric	1 Month	3 Months	6 Months	12 Months
Measuring the initial success of Cardano Starter Kits along Path 1				
# of “beginner” CSKs completed by users	6	25	TBD	TBD
# of partners using CSKs in their towns/cities	3	6	12	24
Measuring the initial success of Cardano APIs as a Community Service along Path 1				
# of developers using APIs	3	10	25	100
# of Dapps supported	1	2	>3	>6
Measuring the success of GimbaLabs				
“Path 2” Partnerships (paying clients)	1	3	6	12
Total # of entrepreneurs supported	3	10	25	100
GimbaLabs Telegram channel community	>20	>50	>100	>150
Mailing List Subscribers	10	>25	>75	>200
Web traffic @ GimbaLabs.io	Gather Google Analytics metrics (ie pageviews, new/returning visitors)	Show growth from 1-3 months, add visitor Matomo analytics and/or heatmaps from HotJar	Building upon first insights & comparing to market expectations to deliver most effectively	Show how established marketing campaigns contribute to continued growth
New ADA holders resulting from CSK implementations.	Work with emerging community of local CSK implementers to define measurement systems and set goals.		TBD	TBD
Qualitative measures like survey data, satisfaction metrics, web dialogs	Seek support from Catalyst advisors to define relevant metrics	By end of Month 3, deploy, regular collection methods	Targets TBD based on the tools and metric we develop + goals for growth	

FUND2 DETAILED FUNDING PROPOSAL

Each of the pathways introduced above also represents a unique funding opportunity as we build a self-sustaining business. Please see below for a detailed budget and a breakdown of our funding request for Fund 2.

Path 1 will be funded over the course of successive Catalyst rounds at the discretion of Catalyst voters. We are seeking Catalyst funding specifically to get started in providing services to broadly benefit the Cardano community, and to be held accountable to meeting the goals of our community. We believe that Path 1 represents a multi-dimensional opportunity to achieve a high return on the intention of facilitating the adoption of Cardano and driving the development of new Dapps and businesses.

Path 2 will be funded by contracting with other businesses and represents our primary pathway toward building a self-sustaining business. Businesses are emerging with great solutions to problems that are still coming into focus. By teaching the problem and then the power of the solution we will help to ensure the success of valuable new endeavors.

Path 3 will be funded by existing corporate and educational institutions and represents a longer term goal of GimbaLabs. We will use resources created along Path 1 to create solutions for institutions seeking blockchain education through a project-based approach.

Item	Fund2	Fund 3 and Beyond
Personnel		
James Dunseith	\$2000 month x 3 months = \$6000	Depending on the success of this proposal implementation, re-evaluate team engagement and associated budget.
Roberto C. Morano	\$2000 month x 3 months = \$6000	
Juliane Montag	\$2000 month x 3 months = \$6000	
Additional Developer (javascript/typescript/rust familiar)	\$2000 month x 3 months = \$6000	Hire developers to help build the sharing platform and boilerplates for APIs and CSK's.
Addition Team Members		Build full-time team Fund additional local initiatives
Infrastructure		
Domain registration for gimbalabs.com & gimbalabs.io	\$50 x 1 year	Back the platform up with a censorship-resistant name registrar (in e.g. HNS blockchain-backed TLDs)
Email boxes (4)	€20.13 x 1 year = \$95	Move to a decentralized platform.
API cluster for development, staging and production. For testnet and mainnet	\$1000 month x 3 months = \$3000	Work on a proposal for the startup program the current infrastructure provider runs to get an up-to 36000€ voucher to be spent in a year. Ask for extra funding if we don't qualify.
Web hosting	\$300 x 1 year	Back it up with some decentralized platform.
Outside Services		
Video editor	\$500	TBD
Starter Kit Translations	Exploring partnerships. Will fund out of pocket from Fund 2 if these materialize.	TBD
Total Funding Request	\$27,945	TBD

TEAM: BIOS

Our team met by engaging deeply with the Catalyst process and we are just getting started in our collaborative approach to problem solving. As the founders of GimbaLabs, we are creating synergies across our competencies by delivering within our roles and contributing big ideas to shared outcomes. We aim to keep building a team that demonstrates the value of sustainable, thoughtful work in the discovery of creative solutions.

James - Founding Educator:

Teacher, coach, and facilitator with a passion for helping people gain agency in problem solving.

His role will focus on creating CSKs that establish a framework for others to build upon, contributing methodological design, content and usability that lead to real world action-taking. James will work with early CSK users to ensure impactful experience, apply feedback, and open dialogues about how to best engage with local communities. He will also help in writing documentation for APIs and seek to effectively incorporate APIs into relevant CSKs in ways that make them accessible to all.

Relevant Experience: diverse experience in creating systems and tools that support students and teachers to learn by doing. During his 11 years teaching high school math, computer science, creative writing, and bike repair, James experimented successfully with project-based learning and mastery-based grading, showing how systems like these can change the way students approach learning. He was named a Master Teacher by both [Math for America](#) and by BetterLesson, where he published [two math curricula that anticipate the idea of “starter kits” here](#). James left the classroom in 2015 to focus on teacher training at [BetterLesson](#) and then at [MIND Research Institute](#), in both cases building successful programs while supporting teachers to use new tools facilitate deeper learning, and is excited to apply lessons from those experiences to the project of sharing Cardano with the world.

Roberto - Founding Developer:

Seasoned sysadmin and DevOps advocate and also an OpenSource-everything and decentralization enthusiast.

His role will focus on getting in sync and involved in Cardano projects and testnets development to operate, maintain and support the APIs offered to the community. He will also help with integrating services and pipelines for GimbaLabs and architecting a potential “Cardano as a Service” commercial solution. In addition, he will collaborate to provide for the entire continuum of lower-tech to higher-tech use cases. Roberto will ensure that the technical side of CSKs is both fundamentally sound and accessible.

Relevant Experience: He’s been involved for more than 10 years in projects that vary from developing Linux distributions for the Spanish citizen and governments, an anti-DDoS systems for a datacenter or web infrastructure for different industries like real estate, logistics or fintech private sector, where he worked on projects for important customers. As an early Cardano adopter and supporter, he has been part of Emurgo’s infrastructure team behind Yoroi Wallet and Seiza explorer. Nowadays, he is the operator for La RepsistancE stakepool, whose mission is to drive Cardano adoption with full decentralization in mind.

Juliane - Founding Marketer:

Expert marketing professional with diverse experience, bringing insight into large and small business relationships.

Her role will focus on driving value propositions for CSKs, APIs and GimbaLabs from a market and target segment perspective by supporting James and Roberto in project execution, go-to-market approach, partnership development and engagement. She will lead overarching project management and stakeholder reporting, as well as business plan development for GimbaLabs on its path to becoming a self-sustaining business.

Relevant experience: Juliane’s personal motivation is to support clients, business leaders, family business owners and board members on their top of mind issues and offer open discussion and guidance to create long term value – truly holistically. Juliane brings a rich variety of experience, having led national-scale entrepreneurial initiatives, facilitated strategic planning for digital scaling, and provided guidance for small, family-owned businesses. Her client-facing roles have been centered mainly in Business Development & Sales by serving middle-market, family business, and large corporate organizations. In 15 years’ experience Juliane has held diverse management positions for Business Development, Relationship Building, Strategic Planning, Business Intelligence and Global Account Management, working with diverse teams in North & South America and Europe.