

ETC Cooperative

# 2021 Q1 Board Report

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April 30<sup>th</sup>, 2021



[etccooperative.org](http://etccooperative.org)



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# Overview

- › 2020 Retrospective Report
- › 2021 Roadmap and Budget
- › 2021 AGM held
- › The Keccak-256 public testnet, Astor, is live!
- › Ongoing liaison with IOHK's Mantis team.
- › Infrastructure automation templates in progress.
- › New Afternoon Tea and ETC online meetups.
- › ETC Weekly

## 2020 Retrospective

- › The ETC Cooperative's 2020 Retrospective report was [published](#) on 19<sup>th</sup> January
- › This was a major undertaking, with 41 pages of reporting on everything the ETC Cooperative did during the previous calendar year, including detailed financials.

# ETC Cooperative 2020 Retrospective



# 2021 Roadmap and Budget



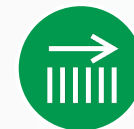
The 2021 Roadmap and Budget documents were prepared during January and February.



Those were primary “inputs” heading into the AGM held in mid-February.



They will be released to the public in the near future.



The budget was largely “status quo” with some additional funding provided to support core development.

# 2021 AGM held on 24<sup>th</sup> February

Our Annual General Meeting was held on 24<sup>th</sup> February.

All Directors were present and most of the meeting was spent discussing the Roadmap.

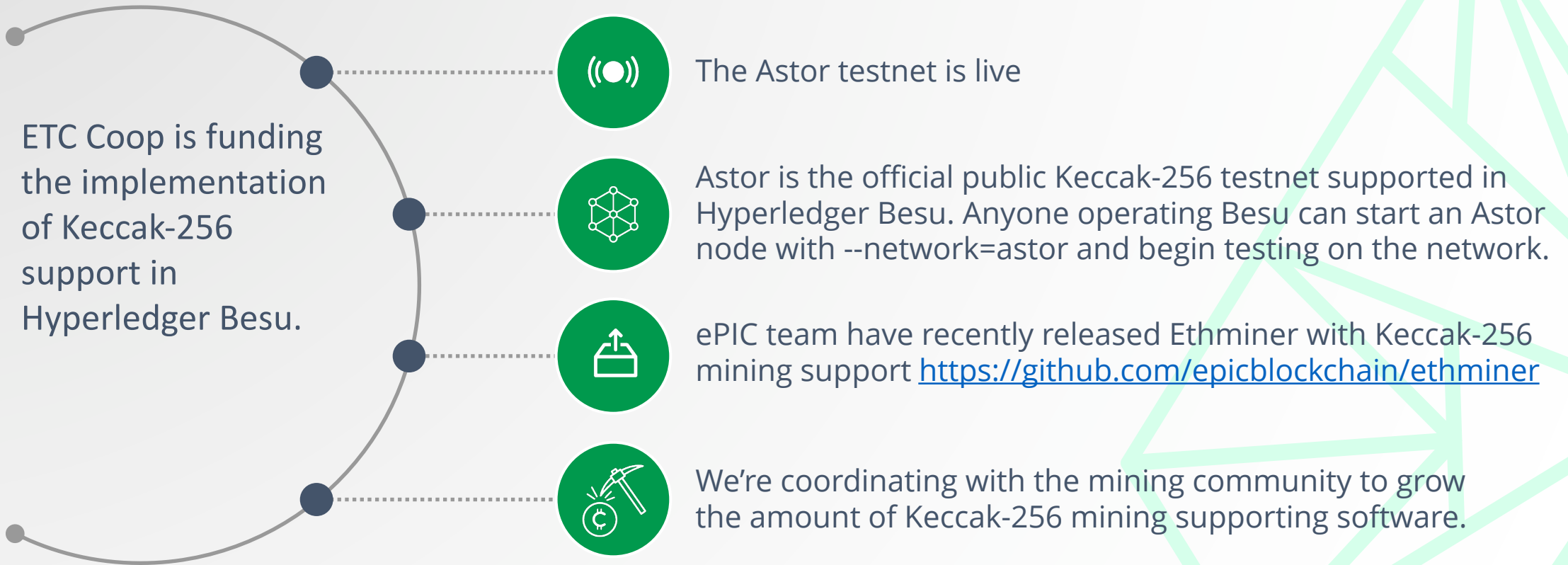
The signed resolutions will be released to the public in the near future.





Protocol

# Keccak-256 (Sha-3) Progress





Protocol

# Ongoing IOHK Mantis team liaison

There has been ongoing liaison work with the IOHK Mantis team.



Mantis Keccak-256 support is underway, and we hope Mantis to join Besu on the Astor testnet soon.

We're collaborating with IOHK on finalizing the scope of the Treasury specification to best serve the ecosystem.





Infrastructure

## Infrastructure Automation

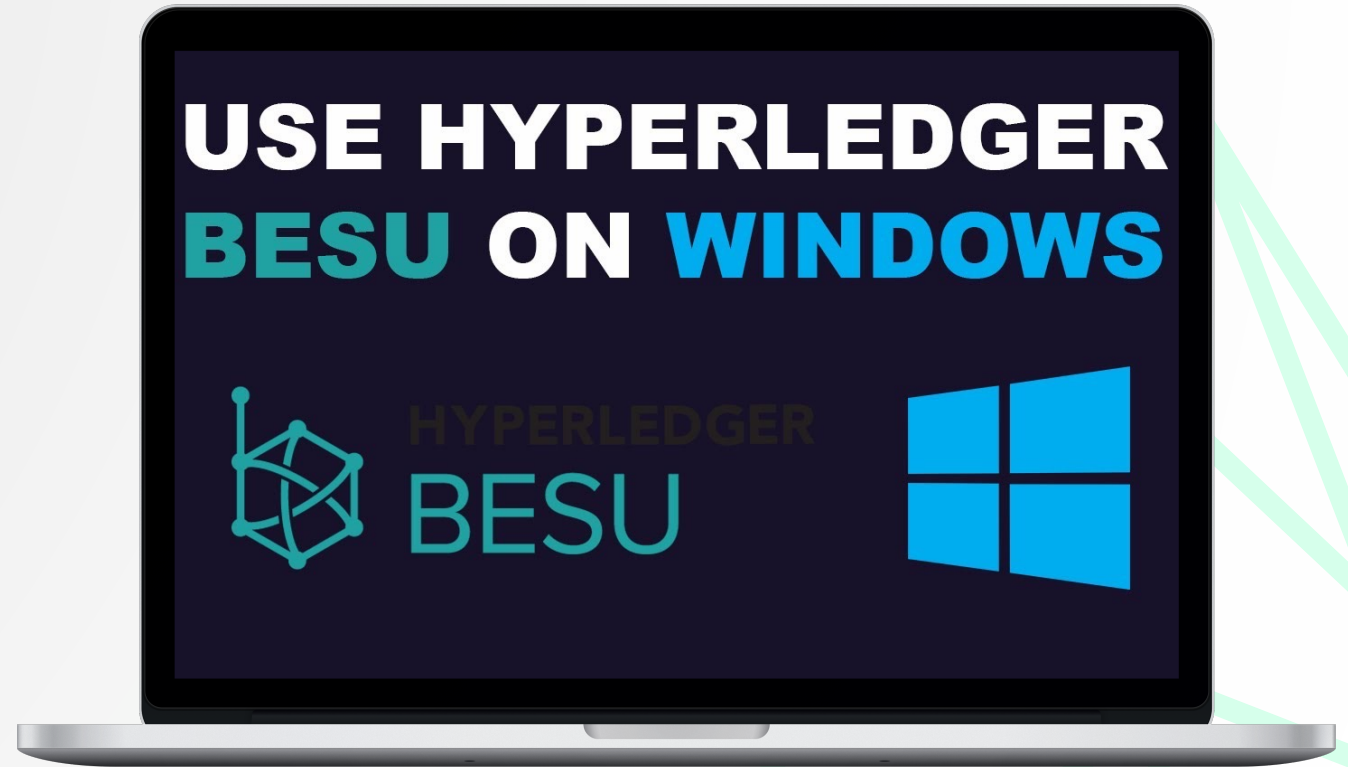
We're working on Ansible playbooks that will be open-source to help new and existing "ETC" Hyperledger Besu users to quickly bootstrap their node infrastructure. The objectives of these playbooks will be to:

- › Provide automation tools so Besu users can bootstrap their ETC node infrastructure on multiple major cloud providers (AWS, GKE, Azure, etc...), or locally.
- › Make nodes easier for novice users.

Ethercluster is the one and only free API for the ETC ecosystem used by many services and Ethercluster's infrastructure is open-source with users. However, Ethercluster is more tailored to GKE users. This is not a successor to Ethercluster, but more an extension of our effort to broaden free and open-source node infrastructure tools to users.

What is Ansible? <https://www.ansible.com/overview/how-ansible-works>

How to use Hyperledger Besu on Windows



An extensive tutorial on how to use Hyperledger Besu on Windows was released to Medium, along with a corresponding video. Besu usage is still hovering at around 5-6% of nodes, with Core-Geth still dominating, especially for miners where we have not been able to recommend Besu yet. That will be changing soon, as part of the SHA3 work.

Comms and Marketing

## Afternoon Tea & ETC

We launched the Afternoon Tea & ETC online meetup. This meetup occurs every Tuesday to bring the community together to discuss Ethereum Classic and related topics or feature presentations.

### Event details:

[https://github.com/ethereumclassic/community-calls/blob/main/recurring\\_call\\_Tea\\_and\\_ETC.md](https://github.com/ethereumclassic/community-calls/blob/main/recurring_call_Tea_and_ETC.md)





### **Communications Plan**

- › Refocused efforts primarily onto proto-Treasury campaign
- › Continue on-strategy messaging and content creation across platforms
- › Increased community engagement through:
  - › Virtual meetups, newsletter, blog posts, videos and other on-strategy content
  - › ETC discord chat, Twitter, WeChat, and other active channels



### **Day-to-day communications with ETC community**

- › On-strategy messaging / content
- › Rapport building with ecosystem participants and ETC service providers
- › Expectation management



### **Social activity and KPIs tracking**

- › Tracking [@ETCCooperative](#) and [@Classiciscoming](#) and [@eth\\_classic](#) Twitter accounts using paid data analytic platforms: [FollowerWonk](#), [Tweepstap](#), and [Intotheblock](#)
- › Cross referencing the provided social data with other sites such as [LunarCrush](#) and [Messari](#)
- › These sites provide in-depth analytics which will be used to make changes to a campaign.



### **Medium Publication**

- › In addition to the ECC website, content is shared to Medium where we can gather several key metrics



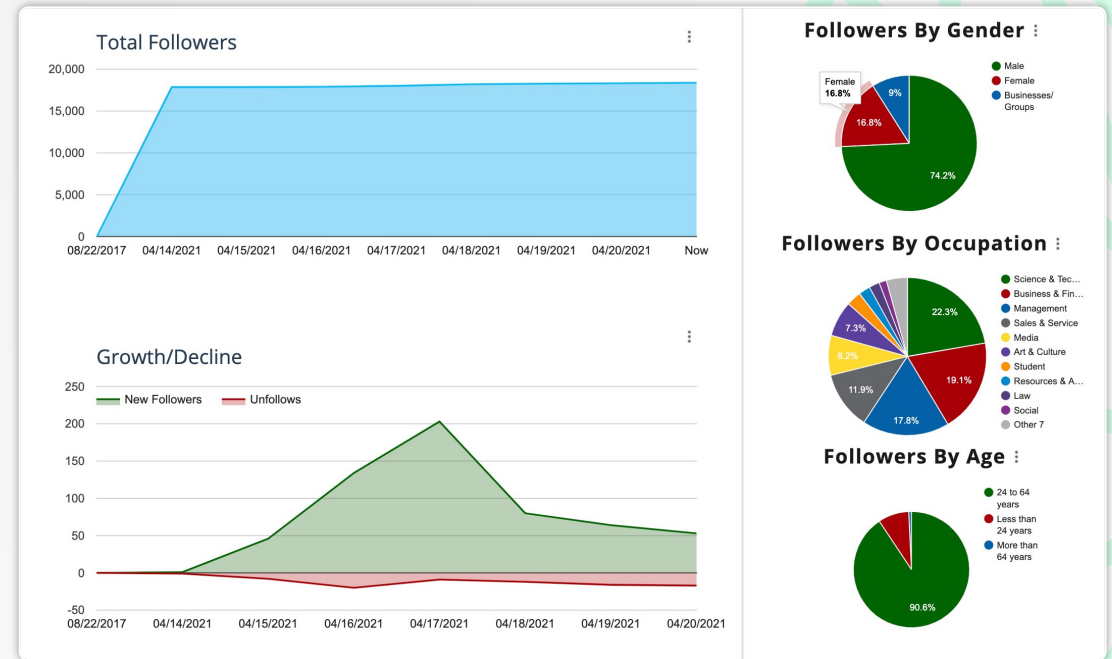
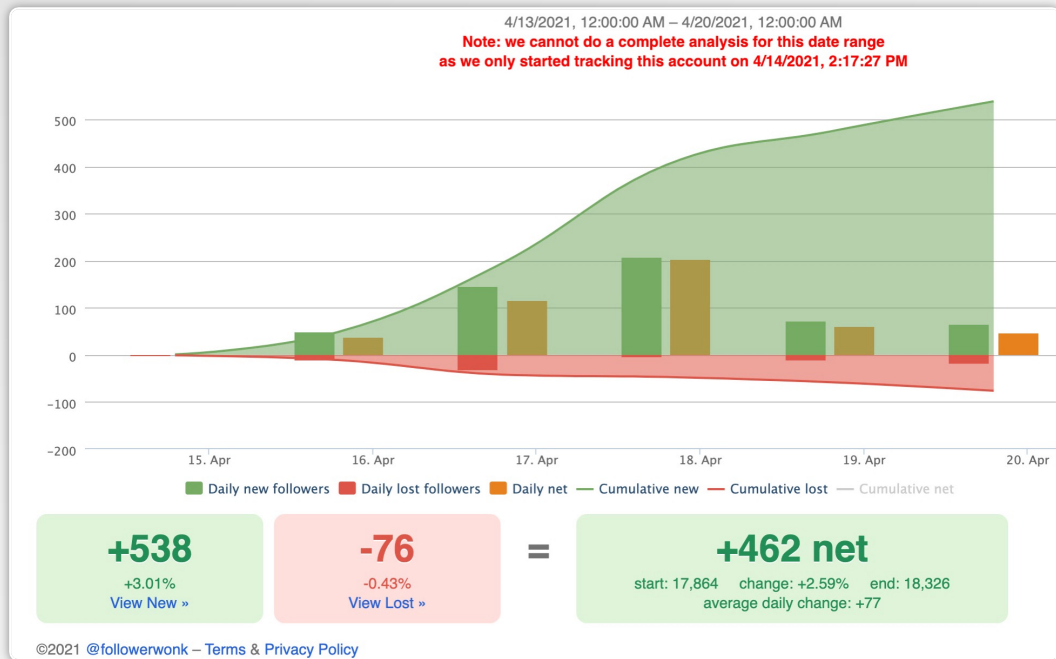
### **Influencer outreach**

- › Outreach to individuals with large followings
- › Generate greater awareness concerning the ETC Treasury, while providing clarity on it

# Comms and Marketing Collected KPIs and Metrics

- › The Co-op has seen a 462 increase in followers as shown on below

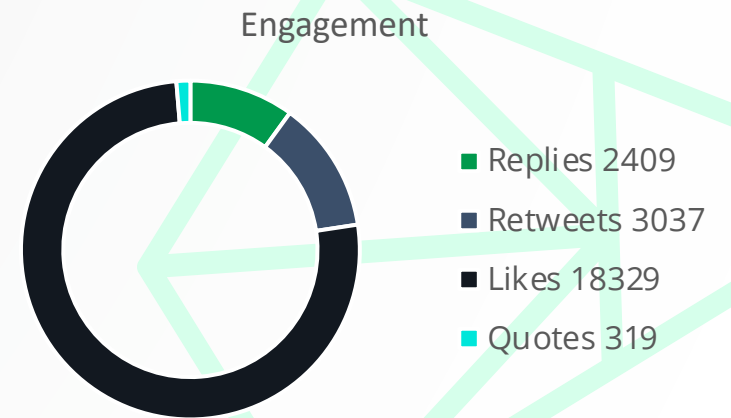
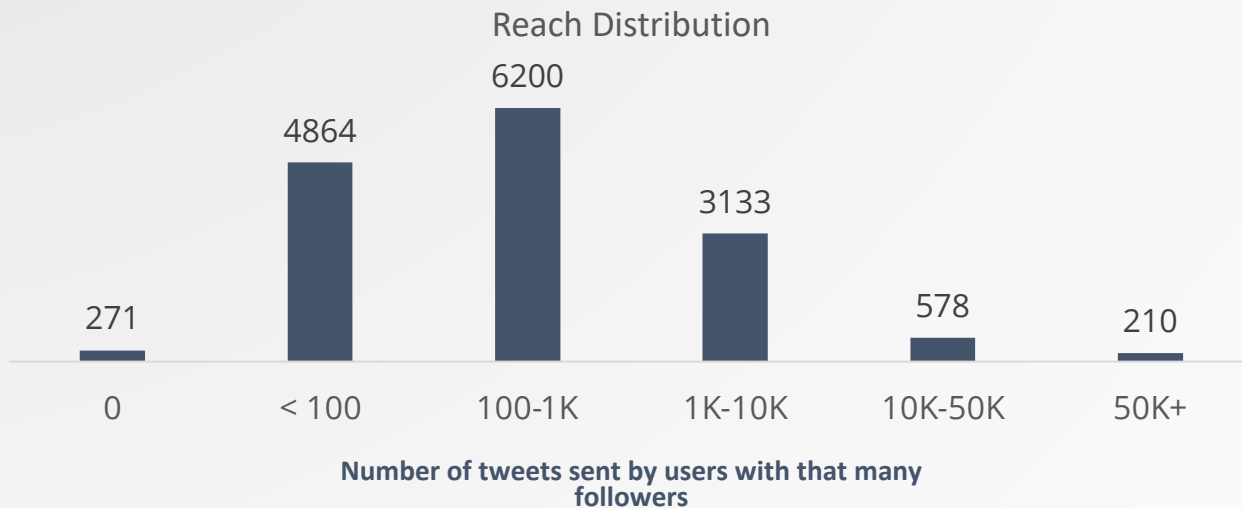
- › ETC Cooperative follower Segmentation and analytics by TweepMap



# Collected KPIs and Metrics

## Tweet Distribution and Engagement

- › Tweepsmat and FollowerWonk can provide in depth reports surrounding various metrics such as: user engagement, follower segmentation, top followers, hashtags and keywords, recommended times to post followers in various regions, .
- › The link below, shows the most recent report on only a portion of the ETC Cooperative's content.
- › <https://tweepsmat.com/hashtag/25F72D860517D3>



Finance

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# Finance

## Expenditures in \$US

	Mar 2021 Actual	Mar 2021 Budget	Variance \$ Mar 2021 vs Mar 2021 Budget	Mar 2020 Actual	Variance \$ Mar 2021 vs Mar 2020
Overhead & Management	\$16,975	\$22,065	\$(5,090)	\$18,030	\$(1,055)
Development	\$15,028	\$40,000	\$(24,972)	\$15,172	\$(143)
Protocol	\$10,000	\$20,000	\$(10,000)	\$0	\$10,000
Comms & Marketing	\$4,167	\$4,304	\$(138)	\$5,086	\$(919)
Finance	\$16,420	\$16,545	\$(125)	\$2,076	\$14,344
Infrastructure	\$0	\$3,600	\$(3,600)	\$0	\$0
Partnerships	\$0	\$0	\$0	\$0	\$0
ETC Summit	\$0	\$0	\$0	\$0	\$0
<b>Total Expenditures</b>	<b>\$62,590</b>	<b>\$106,514</b>	<b>\$(43,924)</b>	<b>\$40,363</b>	<b>\$22,227</b>
<i>Non-cash Items</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>	<i>\$0</i>
<b>Total Operating Expenses</b>	<b>\$62,590</b>	<b>\$106,514</b>	<b>\$(43,924)</b>	<b>\$40,363</b>	<b>\$22,227</b>

- › March 2021 actual costs were significantly lower than budget, mainly due to the timing of development work. In March 2020, all non essential expenditures were delayed or deferred, due to the uncertainty surrounding Covid-19.



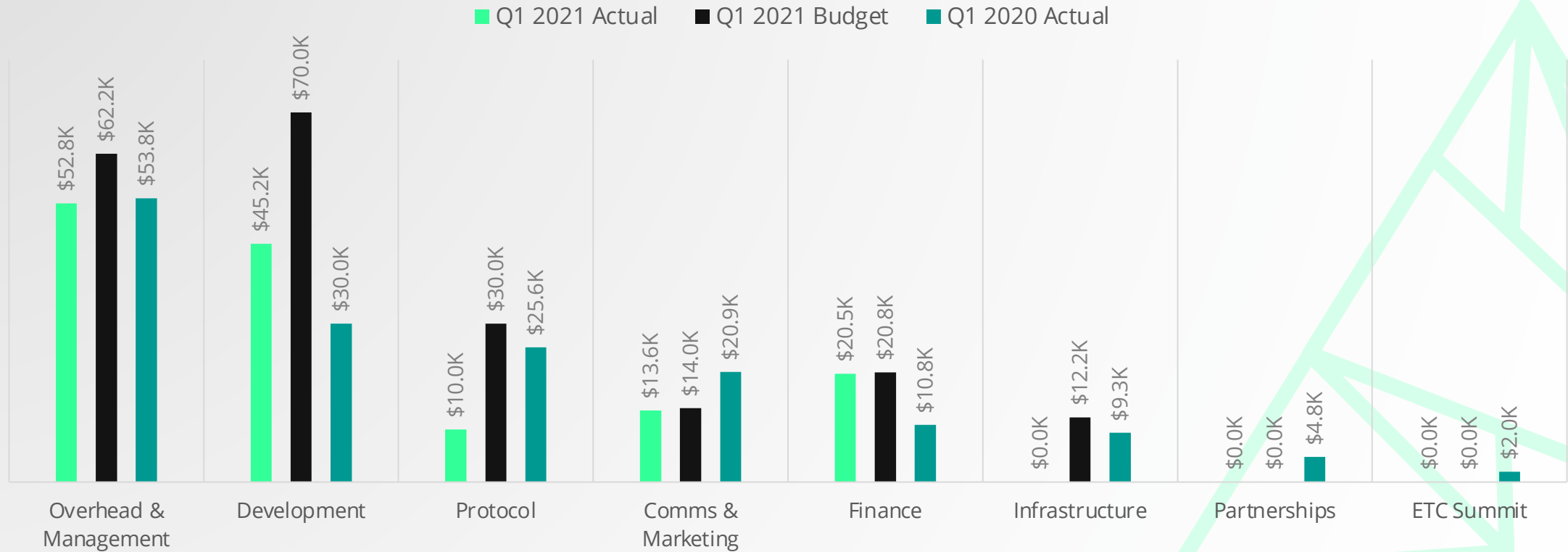
# Finance

## Expenditures in \$US

	Q1 2021 Actual	Q1 2021 Budget	Variance \$ Q1 2021 vs Q1 2021 Budget	Q1 2020 Actual	Variance \$ Q1 2021 vs Q1 2020
<b>Overhead &amp; Management</b>	\$52,769	\$62,211	\$(9,442)	\$53,784	\$(1,015)
<b>Development</b>	\$45,170	\$70,000	\$(24,830)	\$30,000	\$15,170
<b>Protocol</b>	\$10,000	\$30,000	\$(20,000)	\$25,550	\$(15,550)
<b>Comms &amp; Marketing</b>	\$13,569	\$14,013	\$(443)	\$20,887	\$(7,318)
<b>Finance</b>	\$20,511	\$20,795	\$(284)	\$10,845	\$9,666
<b>Infrastructure</b>	\$0	\$12,200	\$(12,200)	\$9,335	\$(9,335)
<b>Partnerships</b>	\$0	\$0	\$0	\$4,792	\$(4,792)
<b>ETC Summit</b>	\$0	\$0	\$0	\$1,978	\$(1,978)
<b>Total Expenditures</b>	<b>\$142,018</b>	<b>\$209,218</b>	<b>\$(67,200)</b>	<b>\$157,170</b>	<b>\$(15,152)</b>
<i>Non-cash Items</i>	\$0	\$0	\$0	\$16,629	\$(16,629)
<b>Total Operating Expenses</b>	<b>\$142,018</b>	<b>\$209,218</b>	<b>\$(67,200)</b>	<b>\$173,799</b>	<b>\$(31,781)</b>

- › YTD expenses are lower than budget, because most of the spending on protocol and infrastructure has not yet commenced. The main variances compared to 2020 relate to headcount, timing of development work and finance compliance costs, that were recognized in a different period.
- › Non-cash items from 2020 consist of the loss on sale of ETC, FX gain/loss, and bad debt expense.

# Finance



- › YTD expenses are lower than budget, because most of the spending on protocol and infrastructure has not yet commenced. The main variances compared to 2020 relate to headcount, timing of development work and finance compliance costs, that were recognized in a different period.
- › Non-cash items from 2020 consist of the loss on sale of ETC, FX gain/loss, and bad debt expense.

# Finance

## Net (Loss)/Income in \$US

	Mar 2021 Actual	Mar 2021 Budget	Mar 2020 Actual
<b>Income</b>	\$126,590	\$59,718	\$109,973
<b>Operating Expenses</b>	\$62,590	\$106,514	\$40,363
<b>Net (Loss)/Income</b>	\$64,001	\$(46,796)	\$69,611
<i>Non-cash items</i>	\$0	\$0	\$0
<b>Adjusted Net Income</b>	<b>\$64,001</b>	<b>\$(46,796)</b>	<b>\$69,611</b>

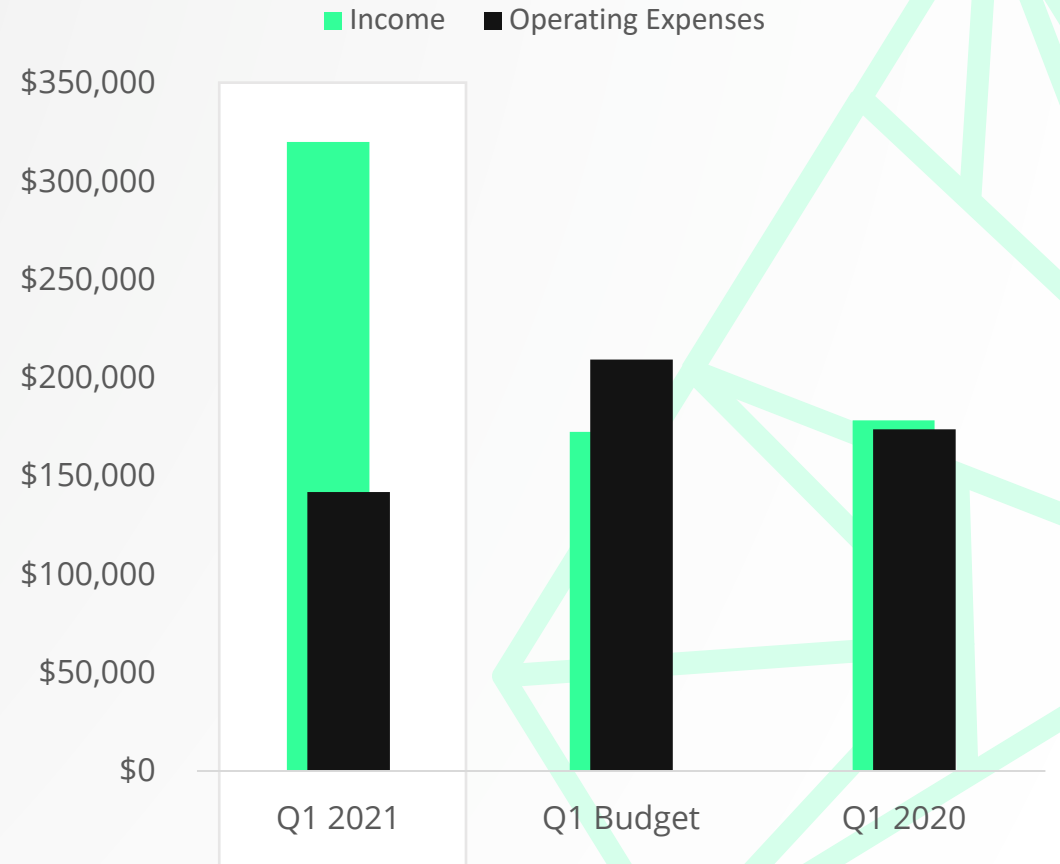
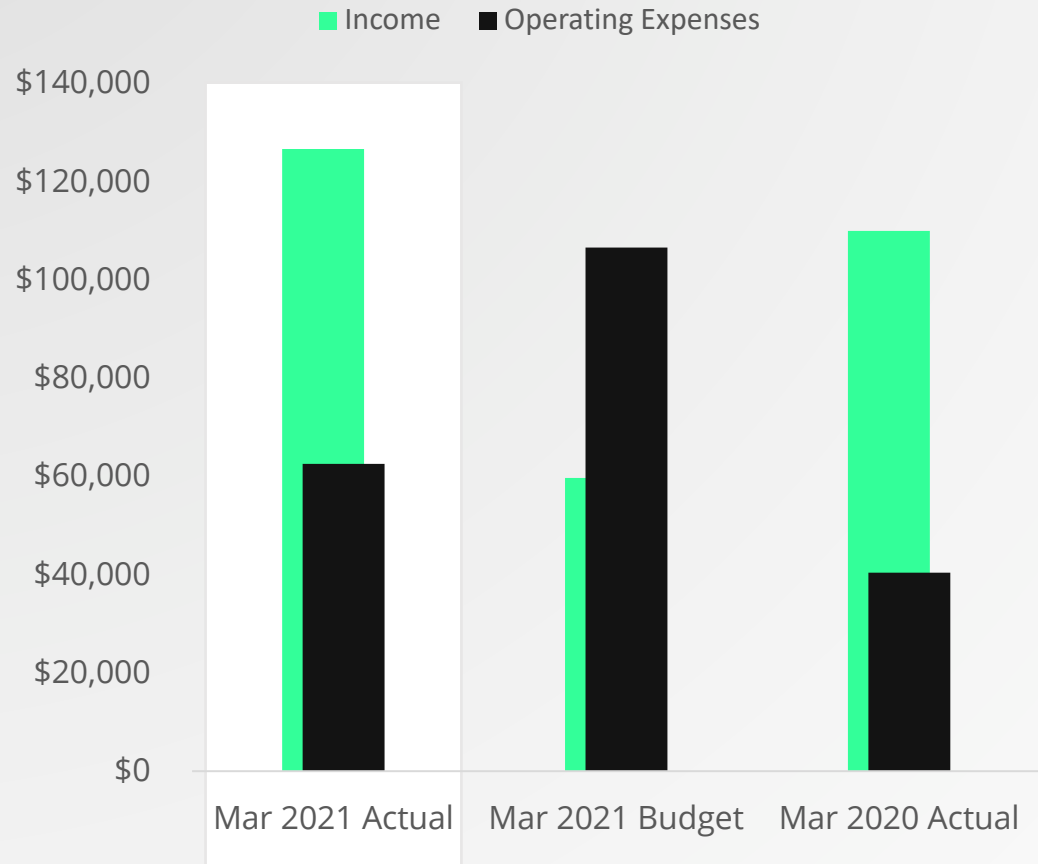
## Net (Loss)/Income in \$US

	Q1 2021	Q1 Budget	Q1 2020
<b>Income</b>	\$320,201	\$172,474	\$178,591
<b>Operating Expenses</b>	\$142,018	\$209,218	\$173,799
<b>Net (Loss)/Income</b>	\$178,182	\$(36,744)	\$4,792
<i>Non-cash items</i>	\$0	\$0	\$16,629
<b>Adjusted Net Income</b>	<b>\$178,182</b>	<b>\$(36,744)</b>	<b>\$21,421</b>

- › Net Income for the period was significantly higher than budget and slightly lower than 2020. The variance with budget can be partially attributed to the higher ETC price in 2021, which is correlated to the ETC Fees received from Grayscale, as well as lower cash-costs YTD. Budgeting was on the conservative side with revenue, due to changing and volatile prices. The variance with 2020, is due to higher operating expenses, as expenses were slashed in March 2020, due to Covid-19.
- › As at March 31, 2021, the ETC Coop held 8,163 ETC.

# Finance

Net (Loss)/Income in \$US



# Finances

## Financial Positions in \$US

	31-Mar-21	31-Dec-20	31-Dec-19	31-Dec-18	31-Dec-17
<b>Assets</b>					
Cash & Cash Equivalents	\$416,965	\$303,313	\$146,318	\$530,268	\$0
ETC (at book value) <sup>1</sup>	\$78,115	\$78,115	\$154,363	\$154,363	\$0
Accounts Receivable	\$0	\$0	\$12,057	\$7,057	\$0
Due from Grayscale	\$115,361	\$51,914	\$18,808	\$(6,729)	\$371,505
Prepaid Expenses & Deposits	\$0	\$0	\$2,250	\$0	\$0
<b>Total Assets</b>	<b>\$610,440</b>	<b>\$433,341</b>	<b>\$333,796</b>	<b>\$684,960</b>	<b>\$371,505</b>
<b>Liabilities</b>					
Accounts Payable & Accrued Liabilities	\$17,424	\$18,507	\$44,393	\$20,305	\$0
Due to Grayscale	\$0	\$0	\$(1,000)	\$3,022	\$131,864
<b>Total Liabilities</b>	<b>\$17,424</b>	<b>\$18,507</b>	<b>\$43,393</b>	<b>\$23,328</b>	<b>\$131,864</b>
<b>Equity</b>					
Retained Earnings	\$414,834	\$290,403	\$661,632	\$239,640	\$0
Net Income/(Loss) for the year	\$178,182	\$124,431	\$(371,229)	\$421,992	\$239,640
<b>Total Equity</b>	<b>\$593,016</b>	<b>\$414,834</b>	<b>\$290,403</b>	<b>\$661,632</b>	<b>\$239,640</b>
<b>Total Liabilities &amp; Equity</b>	<b>\$610,440</b>	<b>\$433,341</b>	<b>\$333,796</b>	<b>\$684,960</b>	<b>\$371,505</b>
ETC at Market Value <sup>1</sup>	\$114,935	\$46,284	\$72,540	\$81,430	\$0
<b>Liquid assets<sup>2</sup></b>	<b>\$531,899</b>	<b>\$349,597</b>	<b>\$218,858</b>	<b>\$611,698</b>	<b>\$0</b>

<sup>1</sup>Book value is the value when the ETC was originally purchased. Market value is the value at the end of the reporting period (prices from Yahoo finance)

<sup>2</sup>Liquid assets consists of Cash & Cash equivalents plus ETC at market value.

- › There have been no significantly changes in the balance sheet from December 31, 2020.
- › Accounts payable and accrued liabilities consist of some staffing costs, as well as Infrastructure hosted services for multiple vendors.
- › ETC at Market value has increased significantly, due to rising crypto prices, however prices remain very volatile



ETC  
Cooperative