



Executive Summary

Why Oregon Blockchain Group?

The question rang in my ear every day since I became Director of Communication in 2022 until I became the incumbent president of OBG. The answer: we must seek improvement incessantly and constantly with the systems we subject ourselves to.

What Is Our Objective?

Utilizing that answer, Oregon Blockchain Groups objective is to educate students about blockchain to achieve more aligned systems. While doing so, we aspire to become the top university blockchain group across the nation. To achieve these goals, we needed a new value proposition for companies and students we call Salvo.

How Did We Plan On Executing?

One Word: Salvo. A Salvo is a series of aggressive acts. Our Salvo contains six strategies:

- Social Media
- On Campus Events
- Dorm DAO Investment Fund
- Consulting
- Node Operation
- Education

We're here to tell you we've completed Salvo Part One, and I don't think you are ready for what we've done in 9 weeks. If you'd like to know more, continue reading.

Salvo,
Robert Burkhart





Salvo Schedule

Week 1:

- Blockchain 202 - Outline of Class 1 - [Dhru Patel](#)
- Outline of on-campus Blockchain Event - [Austin Mello](#)
- Watch the MIT intro to blockchain course - [Jordan Brewer & Owen Beedle](#)
- Blockchain 201 - Outline of Class 1 - [Richie Dorjgurkhem](#)
- Communicate with WIB and formalize a date to speak. Work with Deborah Simpier to form a pitch. - [Maria Prestidge](#)
- Weekly posts - [Maria Prestidge](#)

Week 2:

- Blockchain 202 - Draft of Class 1 slides - [Dhru Patel](#)
- Planning for on-campus Blockchain Event - [Austin Mello](#)
- Write up on how we should change the current education program - [Jordan Brewer & Owen Beedle](#)
- Blockchain 201 - Draft of Class 1 Slides - [Richie Dorjgurkhem](#)
- Weekly posts - [Maria Prestidge](#)
- Twitter Space - [Bobby Burkhart & Maria Prestidge](#)

Week 3:

- Blockchain 202 - Outline of Class 2 - [Dhru Patel & Bobby Burkhart](#)
- Planning for on-campus Blockchain Event - [Austin Mello](#)
- Outline of Education Program changes - [Jordan Brewer & Owen Beedle](#)
- Blockchain 201 - Outline of Class 3 - [Lucas Davidson](#)
- Slides of presentation with Deborah Simpier - [Maria Prestidge](#)
- Weekly posts - [Maria Prestidge](#)
- Graphic for Signage – Bobby Burkhart
- Draft graphic for Ripple X OBG – Bobby burkhart
- Social promotion - Bobby Burkhart

Week 4:

- Blockchain 202 - Draft of Class 2 slides - [Dhru Patel & Bobby Burkhart](#)
- Education Meeting Pre-Approval #1 from other managers - [Jordan Brewer & Owen Beedle](#)
- Draft of Class 3 Slides - [Lucas Davidson](#)
- Blockchain 201 - Outline for Pitch #1 - [Richie Dorjgurkhem & Bobby Burkhart](#)
- Weekly posts - [Maria Prestidge](#)
- Outline of WIB meeting
- Twitter Space - [Bobby Burkhart & Maria Prestidge](#)

Week 5:

- Blockchain 202 - Outline of Class 3- [Bobby Burkhart](#)
- Rennies - [Austin Mello](#)
- General Education Meeting #1 - [Jordan Brewer & Owen Beedle](#)
- Education Meeting Pre-Approval #2 from other managers - [Jordan Brewer & Owen Beedle](#)

- Blockchain 201 - Outline of Class 4 - [Bobby Burkhart](#)
- Outline of presentation with Deborah Simpier - [Maria Prestidge](#)
- Weekly posts - [Maria Prestidge](#)
- Blockchain 201: DeFi Ed Program outline for Decentralized Exchanges - [Austin Mello](#)
- OBG social reach out to rennies for the 25th
- Speak to Debi about Bill and [Tims](#) purchase

Week 6:

- Present presentation to WIB with Deborah Simpier and mention the On-Campus blockchain event taking place that week - [Maria Prestidge](#)
- Pitch #1
- On Campus Blockchain Event takes place - [Austin Mello](#)
- Blockchain 202 - Draft of Class 3 slides- [Bobby Burkhart](#)
- General Education Meeting #2 - [Jordan Brewer & Owen Beedle](#)
- Education Meeting Pre-Approval #3 from other managers - [Jordan Brewer & Owen Beedle](#)
- Blockchain 201 - Draft of Class 4 Slides - [Bobby Burkhart](#)
- Weekly posts - [Maria Prestidge](#)
- Twitter Space - [Bobby Burkhart & Maria Prestidge](#)

Week 7:

- Blockchain 202 - Outline of Class 4 - [Dhru Patel](#)
- Blockchain 201: DeFi Ed Program draft slides for Decentralized Exchanges - [Austin Mello](#)
- Outline for Pitch #2
- General Education Meeting #3 - [Jordan Brewer & Owen Beedle](#)
- Education Meeting Pre-Approval #4 from other managers - [Jordan Brewer & Owen Beedle](#)
- Blockchain 201 - Outline of Class 5 - [Richie Dorjgurkhem](#)
- Weekly posts - [Maria Prestidge](#)

Week 8:

- Blockchain 202 - Draft of Class 4 slides - [Dhru Patel](#)
- OBG social takes place - [Austin Mello](#)
- General Education Meeting #4 - [Jordan Brewer & Owen Beedle](#)
- Education Meeting Pre-Approval #5 from other managers - [Jordan Brewer & Owen Beedle](#)
- Blockchain 201 - Draft of Class 5 Slides - [Richie Dorjgurkhem & Bobby Burkhart](#)
- Outline for Team Fund Report
- Weekly posts - [Maria Prestidge](#)
- Pitch #2
- Outline for Pitch #3
- Twitter Space - [Bobby Burkhart & Maria Prestidge](#)
- Print fliers and best analyst card
- OBG social takes place

Week 9:

- Blockchain 202 - Outline of Class 5 & Draft of Class 5 slides - [Izik Butts](#)

We began the term with a daunting amount of work. I always allow others to set their own limits for themselves, and I was confident in my management and members ability to achieve this schedule. I told them it would be challenging and a hell of a lot of work, yet, all the same, they fucking did it.





Social Media

Led by Maria Prestidge, our Social Media soared to new heights. We produced short-form content experimenting with different formats and styles. We executed on Twitter spaces. We posted 4 times a week consecutively for 9 weeks.



You will find no other Blockchain Group across the states that are posting content like us, information pieces like us, and doing all of it consistently like us. Social Media is the most important role for OBG as it is up to Maria Prestidge to tell the story of the group.

Social Media Goals For Salvo Part One:

- ~~30,000 engagements across all social media~~

Maria Prestidge overshot the goal by 7,000 engagements ending the term with 37,000 engagements, up 100% from when I was Director of Communications.

On Campus Events

Led by Austin Mello, we held a Ripple Event this term to thank them for their generous donation to our group. What this was really about though was testing to see how we executed an event on a small scale with the intent to expand dramatically.





Dorm DAO

Dorm DAO is under the leadership of Richie Dorjgurkhem, who successfully led three teams to produce 3 written outlines and 3 pitch slide decks. Topping it off with a cherry, Richie Dorjgurkhem made the Dorm Dao Spring Fund Report.



Our 25 ETH fund was provided by Zack Rosenblatt and Steve Mckeon, who work together on Collab Currency, a seed-stage venture capital firm. They have an ingenious plan to roll out Dorm DAO to the top university blockchain groups across the U.S. to recruit upcoming talent. We were fortunate enough to be their beta testers and the first university group to have a fund this large. Our members, management, and I owe gratitude to both of them.

Pitches

Ronin Slide Deck: [Link](#)

Ronin Written Deck: [Link](#)

Hook Slide Deck: [Link](#)

Hook Written Deck: [Link](#)

Lukso Slide Deck: [Link](#)

Lukso Written Deck: [Link](#)

Fund Report

Dorm DAO Spring Fund Report: [Link](#)

Dorm DAO Goals For Salvo Part One:

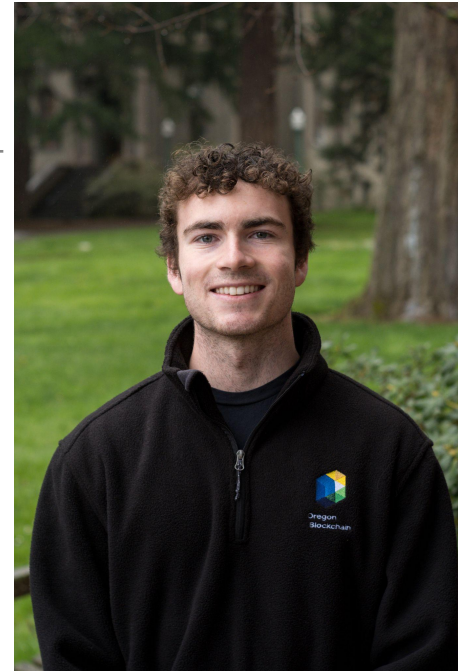
- Three pitches for the term
- Fund report for the term
- Outperform the market by 15% annually





Consulting

Led by Brian Gilmore and Arya Krishnagiri, we had our first client this term. I put together this dream team halfway through the term and said we have 3 weeks to execute on this. Brian Gilmore and Arya Krishnagiri did not complain they got to work. Together they lead a team of 7 people to accomplish the hook consulting work on time. Hook was very impressed with their work and desired to work with us again.



Consulting Deck

Hook.xyz Protocol Deck: [Link](#)

Consulting Goals For Salvo Part One:

- ~~Onboard One Client~~
- ~~Execute For Client~~
- ~~Onboard More Clients For Next Term~~





Node Operation

I single handily led this strategy for Salvo. I created the most in-depth [outline](#) on how to start up a validator and got OBG a \$5,000 dollar delegation. I also worked closely with Eli Pearson, the Chief of Staff of Lit Protocol, to operate a node for their incentivized testnet. I'm working on getting the incentivized testnet node up as I type this.



Chains We Validate ON

Gravity Bridge Protocol: [Link](#)

Lit Protocol: no link yet

Node Operation Goals For Salvo Part One:

- Secure \$10,000 in assets by EOY
- Run three validators by EOY





Education Blockchain 101

Led by Jordan Brewer and Owen Beedle, we decided that the education program needed to be improved. The reason behind this choice is that if we are to provide more value to digital asset/blockchain companies, we then must have educated members. As members gain knowledge, they become more valuable to external companies and internal OBG work. As we educate them, more companies come, and as more companies come, more people want to be educated. We call this our education flywheel.



Blockchain 101 Course Curriculum

Class 1: [Link](#)

Class 2: [Link](#)

Class 3: [Link](#)

Class 4: [Link](#)

Class 5: [Link](#)



Education Blockchain 101 Goals For Salvo Part One:

- Reinvent and improve our base education program from scratch





Education Blockchain 201

Led by myself, Richie Dorjgurkhem, Lucas Davidson, and Austin Mello, the point of this upper-division blockchain course is to educate business students on everything to do with Decentralized Finance. We want to have the best pitches to Dorm DAO, and to do that, we have to educate our member base. Blockchain 201 is our attempt to do so.

Blockchain 201 Course Curriculum

Class 1: NA

Class 2: [Link](#)

Class 3: [Link](#)

Class 4: NA

Education Blockchain 201 Goals For Salvo Part One:

- ~~Invent a new Blockchain education program to bring more value to business members~~





Education Blockchain 202

Led by Dhru Patel, myself, and Izik Butts, this upper-division blockchain course is meant to teach students how to operate nodes and query/interpret blockchain data. Dhru Patel executed brilliantly with the most in-depth curriculum I've ever seen put in one spot. Izik Butts did outstanding work creating a curriculum to teach students how to query and interpret states. I wrote the node operation parts for the course. The intent of Blockchain 202 is to create a data analytics arm of OBG to provide content for Consulting and Fund Pitches.



Blockchain 202 Course Curriculum

Class 1: [Link](#)

Class 2: [Link](#)

Class 3: [Link](#)

Class 4: [Link](#)

Class 5: [Link](#)

Education Blockchain 202 Goals For Salvo Part One:

- ~~Invent a new Blockchain education program to bring more value to Computer Science members~~





If you are interested in donating to fund OBGs efforts directions are below

In nine weeks the team executed on Salvo to make Oregon Blockchain Group one of the top clubs across the states in what took the other groups years.

It is time to blow all of them out of the water with Salvo part Deux.

It is time for people to start to notice the OBG!

Salvo,
Robert



SALVO



Donation Directions

- 1) Head to [Link](#)
- 2) Click "Give Now" button
- 3) Click "I want to view additional"

DESIGNATIONS *

Students in Crisis Fund <input type="radio"/>	President's Success Fund <input type="radio"/>
General Scholarship Funds <input type="radio"/>	PathwayOregon Scholarship Program <input type="radio"/>
Portland Internship Experience <input type="radio"/>	I want to view additional options <input type="radio"/>

- 4) Scroll down and choose other
- 5) Enter dollar amount
- 6) Specify location in box with:
 - a) "8163 OR Blockchain LCB for Entrepreneurship"
- 7) Complete Form

