

The background of the image is a complex, abstract graphic design. It features a black background with white, wavy, organic lines that resemble topographical contours or liquid splashes. Interspersed among these lines are areas filled with a halftone dot pattern, creating a sense of depth and texture. The overall aesthetic is modern and artistic, with a strong contrast between black and white.

# **KUBI INITIATIVES: METAMORPHOSIS**

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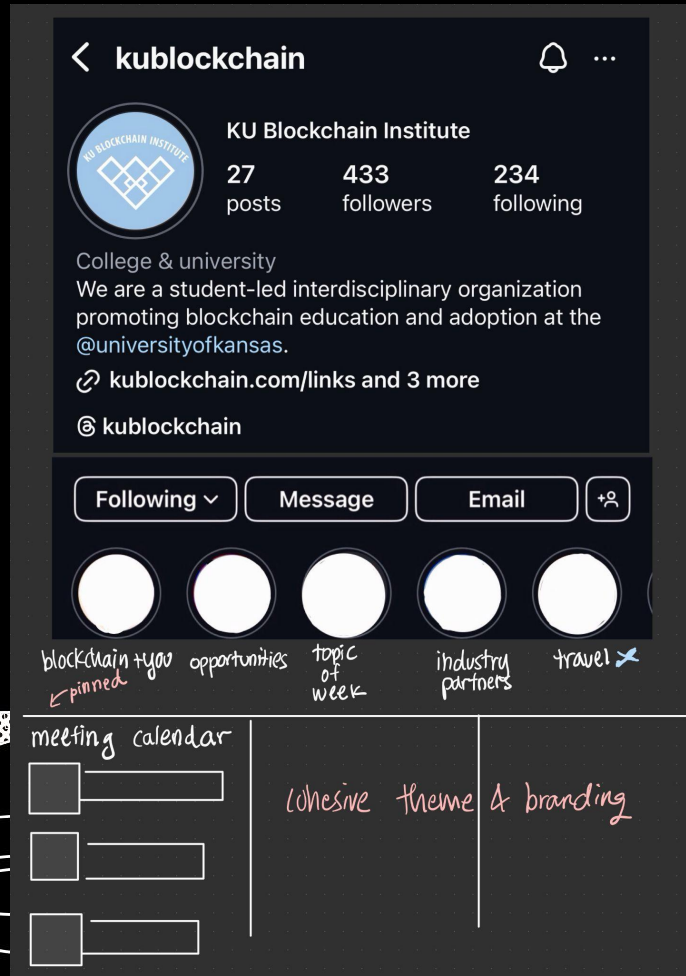
01

**MARKETING**

# 12 Week Marketing Plan

| Week | Theme                  | Post 1 (Educational)  | Post 2 (Event/Community)                |
|------|------------------------|---|---|
| 1    | Welcome to KUBI        | Intro to Blockchain 101 (carousel)  | Meet the Team (photos + quick bios)     |
| 2    | Use-Cases<br>Spotlight | "How Blockchain Helps Journalism"   | BlockTalk & Breakfast Recap             |
| 3    | DAO Week               | Infographic: What is a DAO?   | Behind the Scenes: DAO Voting in Action |
| 4    | Industry Collabs       | Feature: KU x Pinata or ICP   | Upcoming: Builders of Tomorrow Bootcamp |
| 5    | KU Vault<br>Awareness  | KU Innovation Vault Explainer   | Community Feedback Call (poll)          |
| 6    | Smart Contracts        | Infographic: How they work (Micah's concert example)  | IG Live Teaser with guest               |
| 7    | Community<br>Culture   | Member of the Month   | "Why I Joined KUBI" quote series        |
| 8    | Event Hype Week        | Hackathon Prize Track Sn  Peek | Swipe Up to Register                    |
| 9    | Bootcamp Focus         | Bootcamp Skills Breakdown   | Live Q&A Recap                          |
| 10   | Final Countdown        | Hackathon Do's & Don'ts   | Team Spotlight                          |
| 11   | Hackathon Wrap         | Event Highlights Reel   | Winning Project Recap                   |
| 12   | Reflect & Grow         | Poll: What do you want next?  | Thank You Post                          |

# INSTA FEED DEMO



# WHAT IS KU BLOCKCHAIN INSTITUTE?

## OUR MISSION

To inform and empower students passionate about blockchain technology.

## WHO?

Ambitious KU students of all majors interested in blockchain and Web3

## WHY JOIN?

- Weekly meetings and workshops
- Hands-on technical projects
- Hackathons to build your portfolio

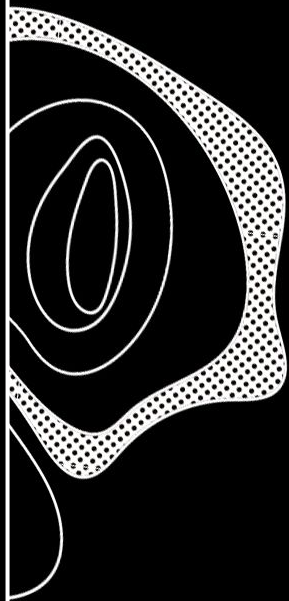
**LEARN MORE & GET INVOLVED →**

**KU BLOCKCHAIN INSTITUTE**

# Impact Tracking & KPIs

| Goal                          | Metric                             | Tools                     |
|-------------------------------|------------------------------------|---------------------------|
| Increase Instagram Engagement | +40% likes, comments, shares       | Instagram Insights        |
| Boost Membership Inquiries    | # DMs / Link clicks to website     | Linktree / IG DMs         |
| Event Attendance              | RSVP tracking / QR scans           | Google Forms / QR data    |
| Educational Impact            | Quiz completions & story reactions | Instagram story analytics |
| Community Growth              | Follower count                     | Instagram                 |

# FLYERS



## BLOCKCHAIN BEYOND BORDERS THE GLOBAL REVOLUTION

A LIVE BLOCKCHAIN EXPERIENCE • ONE NIGHT ONLY

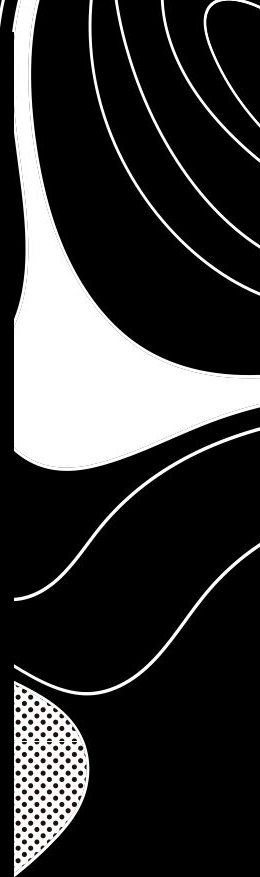


**Thursday, APRIL 25, 2025**

**6:00 PM – 8:00 PM**

**LEARNED HALL, ROOM 3151**

- Panel with global blockchain leaders
- Live demos of blockchain tech in action
- Free food & networking after



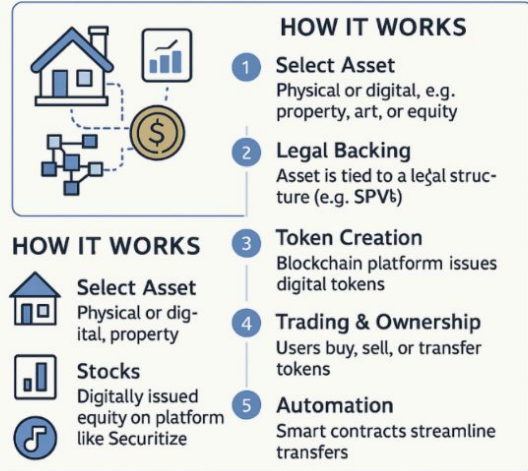


02

**EDUCATION**

# Tokenization of Assets

How blockchain turns real-world assets into tradable digital tokens



## HOW IT WORKS

- Select Asset**  
Physical or digital, property
- Stocks**  
Digitally issued equity on platform like Securitize
- 

## BENEFITS

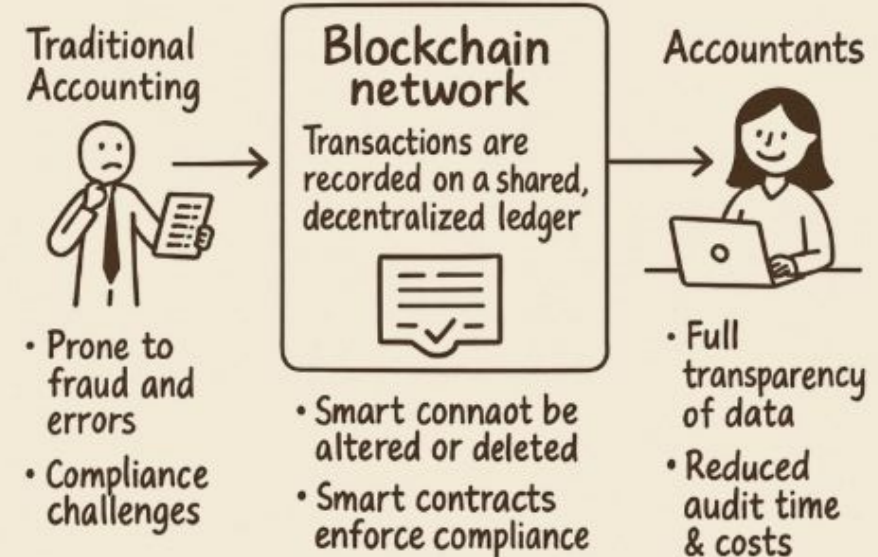
- Liquidity**  
Trade traditionally illiquid assets 24/7
- Accessibility**  
Fractional ownership lowers entry barriers
- Security**  
Transactions recorded immutably

## CHALLENGES & CONSIDERATIONS

- Regulatory Compliance**  
Laws vary by jurisdiction
- Tech Integration**  
Platforms must work with legal systems
- Investor Protections**  
Safeguards must be built-in

# Blockchain in Accounting & Auditing

Transparent, immutable financial records & automated compliance



## The Problem:

- KU is a top R1 research institution, but IP concerns hinder collaboration and rapid innovation.
- Existing IP protection methods are **complex, costly, and inaccessible**, especially for students.
- A modern, **transparent, and accessible** solution is needed to encourage innovation.

## The Solution – KU Innovation Vault:

- A **blockchain-secured** ecosystem to **protect intellectual assets**.
- Ensures **secure collaboration** and **proof of precedence** for research.
- Acts as a **decentralized framework**, not just a repository.
- Designed to **foster trust and accelerate innovation** at KU.

# How It Works:

- **Web3 Submission** – Researchers submit ideas via a Jayhawk-branded portal.
- **Blockchain Timestamping** – Research is hashed, stored on IPFS, and recorded on **Polygon** for proof of precedence.
- **Verifiable Ownership** – Researchers get a **tamper-proof certificate** linked to their **decentralized identity (DID)**.
- **Recognition & Incentives** – **NFT rewards & leaderboards** encourage engagement.

## Key Benefits:

- **Speeds Up Research** – Easier IP protection leads to more **publications, patents, and grants**.
- **Attracts Top Talent** – Showcases KU's **commitment to secure, modern innovation**.
- **Boosts Commercialization** – Simplifies **IP licensing** for research-based ventures.
- **Trust & Security** – **Blockchain ensures data integrity** without intermediaries.
- **Empowers Students** – Hands-on **Web3 experience** connects students to **Quasm, ICP Hubs, and Paris Blockchain Week**.

## **A Strategic Choice for KU's Future:**

- Aligns with KU's focus on **innovation, research, and student empowerment**.
- Creates a **decentralized, transparent IP protection system** to attract talent and drive discoveries.

## **Strategic Next Steps:**

1. **User-Centric Design & Security** – Engage researchers to tailor the system and **address vulnerabilities**.
2. **Iterative Development & Smart Contract Audits** – **Phased rollout** with rigorous **security checks**.
3. **Inclusive Onboarding & Training** – Provide **training & support** for seamless adoption.

## **KU Innovation Vault:**

**Secure Ideas. Spark Discovery. Empower Jayhawks for a Decentralized Future.**



# 03

**FINANCES**

## Proposal:

We seek Ripple's support of \$45,000 over two years to expand our initiatives.

# Finance - Proposed Initiatives and Funding Request

1. **"Builders of Tomorrow" Bootcamp Series (twice a year) - \$12,000**
  - Covers workshop materials, software licenses, cloud resources, refreshments, venue reservations, and marketing.
    - Expected returns include \$1,000 annually from registration fees and \$1,500 from local tech company sponsorships.
2. **Annual Blockchain Hackathon - "Code for Impact" - \$10,000**
  - The 24-hour Spring hackathon, with 50-75 participants, will feature three blockchain challenge tracks.
    - Expected returns include \$2,000 from local business sponsorships and \$500 from registration fees.

# Finance - Proposed Initiatives and Funding Request

## 1. **Strategic Industry Partnerships - \$8,000**

- Support industry speaker series, networking events, and partnership materials. This will include quarterly speakers, semi-annual events, and a digital resource library.

- Expected returns include \$1,500 from partner-sponsored events and \$500 from alumni donations.

## 2. **Kansas Blockchain Fellowship - \$15,000**

- For student stipends, project materials, and conference opportunities.

- Expected returns include \$1,000 from workshops and potential research grant funding.

# Expected Outcomes and Measurement

With Ripple's support of **\$45,000 over two years**, KUBI will foster an environment where students gain real-world blockchain skills, collaborate on impactful projects, and contribute to the broader blockchain ecosystem. We will track:

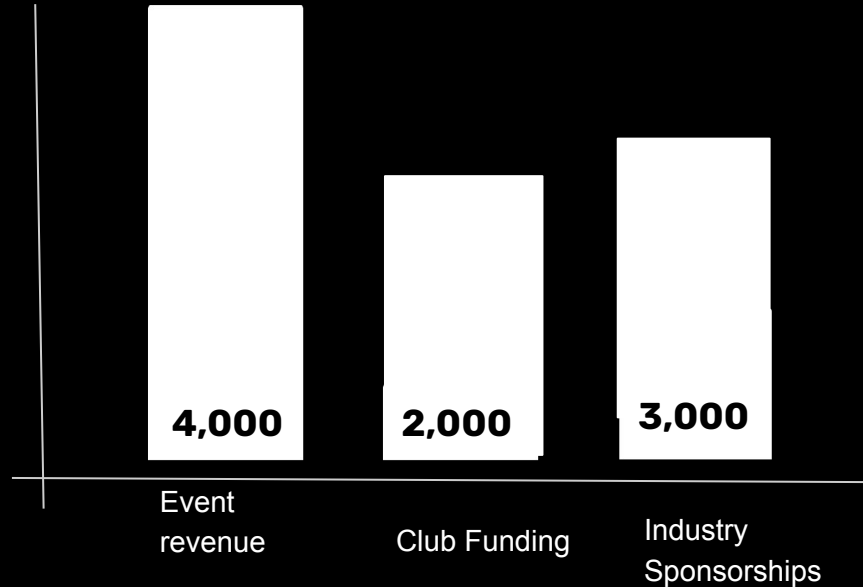
## Quantitative Metrics:

| Expected Outcomes & Measurement | Metrics   |
|---------------------------------|---|
| Increase in KUBI Membership     | 50% increase in membership (from 120 to 180+ members)                           |
| Increase in Student Engagement  | 40% increase in engagement with blockchain-related events                       |
| Launch of KU Innovation Vault   | Launch successfully benefiting 30+ student research initiatives annually        |
| Direct Financial Returns        | Generate \$9,000 in direct financial returns over two years (20% of investment) |

# Self sustainability Plan

By Year 2, we project that KUBI initiatives will be partially self-sustaining through:

This funding from Ripple will enable us to build a foundation for long-term club sustainability while immediately expanding our impact on blockchain education at KU.



**THANK YOU**

