Town Hall #61
July 6th, 2020
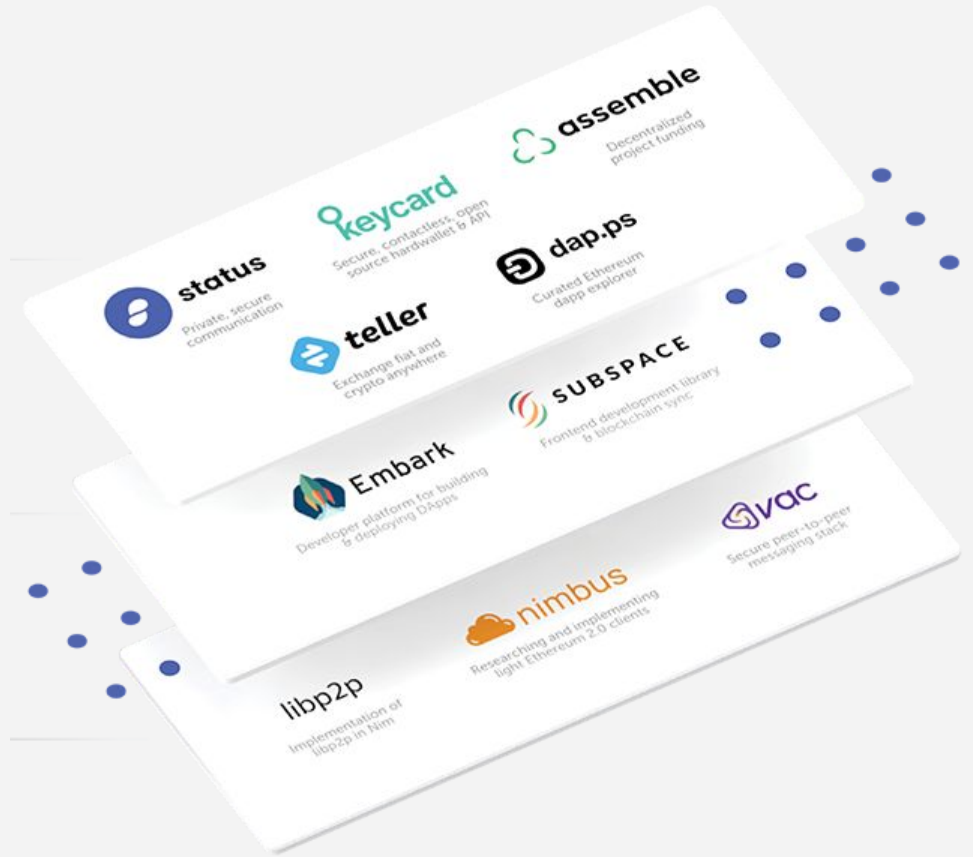
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Slate Star Codex & Pseudonymity

People Ops

People Ops

Finance

- Finance Manager

Research

- Protocol Engineer (comms)
- Distributed Networking Engineer (cache)

Nimbus

- Tech Writer

Legal

- Legal Counsel

Core

Core

Last week(s)
- Keycard released
- 1.4.1 wrapped up for release
- Implementation Notifications on iOS, mentions, emojis, audio messages
- Quo components in app 💙

Planned releases
V1.4.1 - bug fixes and UX improvements
V1.5 Images, Mentions, Emoji reactions, Audio messages

What's next?
- Check weekly on https://discuss.status.im/t/product-planning-updates
- Referral program
- Expand public chat categories
- More contact management: Add contacts, invite friends
- Remove multiaccounts
- Url unfurling and secure handling
- Tribute to Talk
- Disappearing messages

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Growth and retention

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Status App Growth and Retention

What we measure
- DAU = Daily Active Users, as measured by using the app
- Retention rate = proportion of people who stick around after N days
- Complementary metrics can be used

Our goal
- Grow DAU significantly (organic + performance marketing)
  - On a week to week basis
- Increase retention rate significantly (product/market fit)
  - A new user is significantly more costly to acquire than retaining an old one
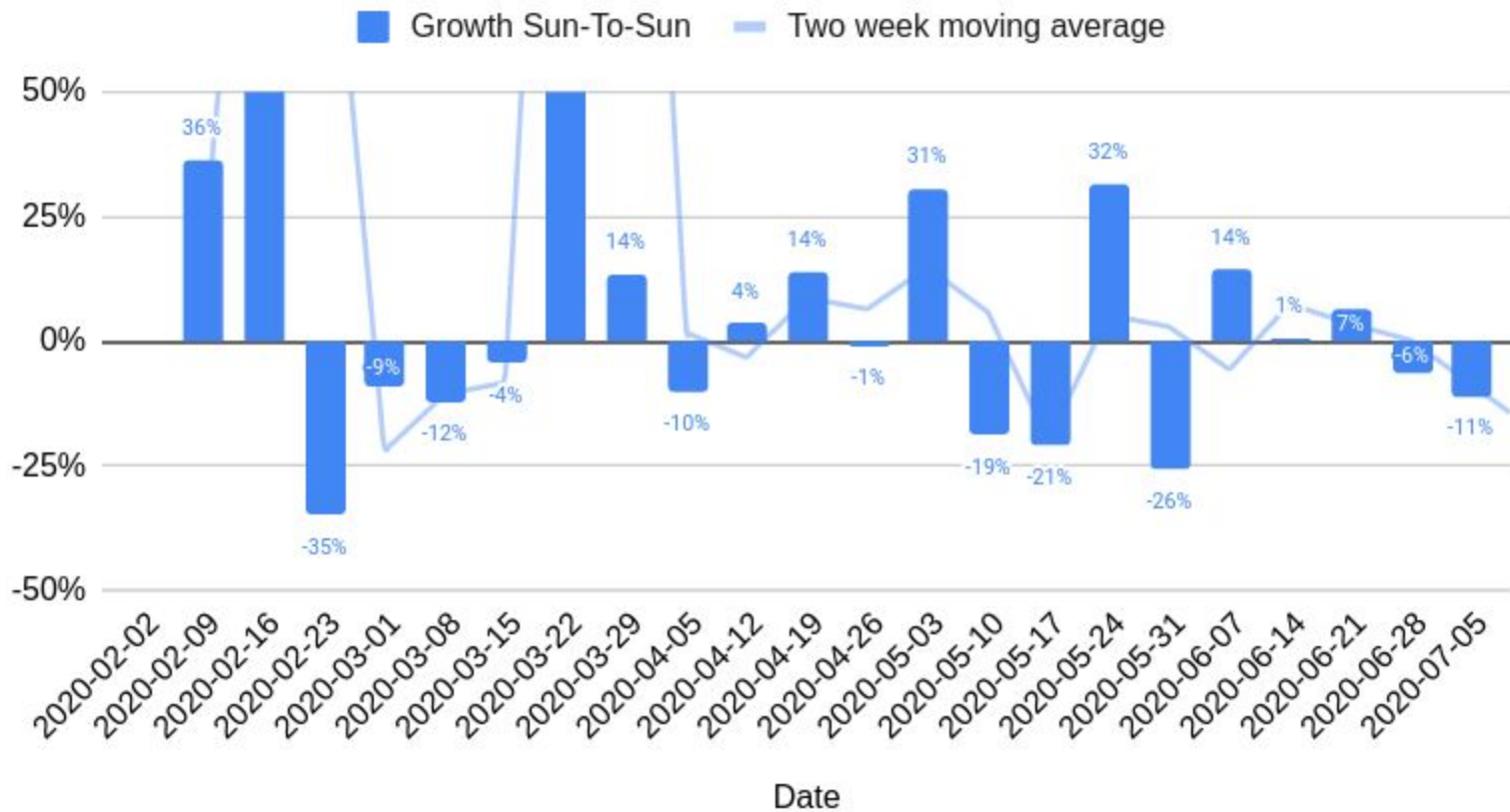 - Messengers should have very high retention rates

How you can contribute
- Join the conversation in Discuss https://discuss.status.im/t/user-growth-and-retention/1782
- Improve our week-to-week growth rate
- Improve our retention rate

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DAU and Growth Sun-To-Sun

■ Growth Sun-To-Sun   —— Two week moving average

36%

-35%

-9%

-12%

-4%

14%

-10%

4%

14%

-1%

31%

-19%

-21%

32%

-26%

14%

1%

7%

-6%

-11%

Date

Weekly Cohorts: Peer Retention
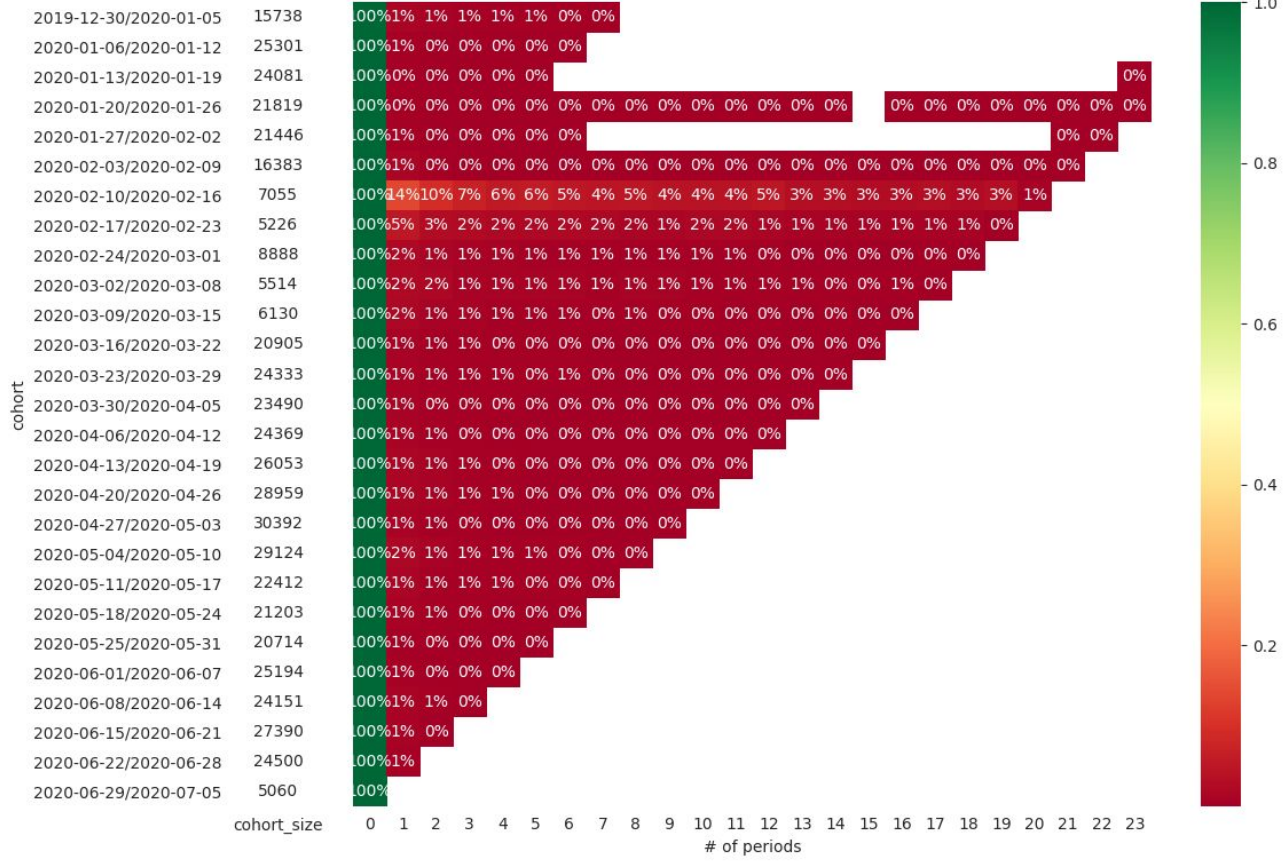
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Distribution of number of days per peers excluding 20 days
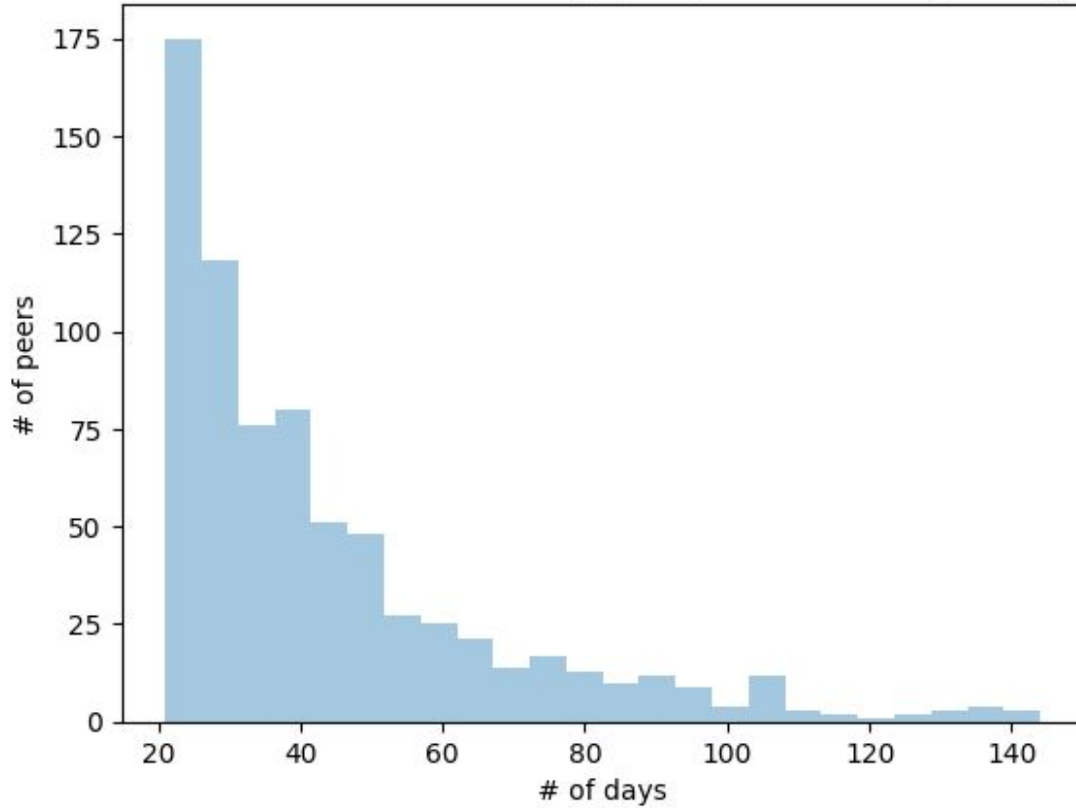
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Vac - Waku v2

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Waku v2 Kick Off

Waku v2 - more scalable and less fragile
- Now: Track 1 - Move to libp2p
- Later
  - Track 2 - Better routing
  - Track 3 - Accounting and user-run nodes
- Vac project, but cross-team effort
  - Stakeholders from Vac/Stimbus/Core/Desktop/Nimbus
  - Team: Vitaliy, Samuel, Oskar, Kim, Iuri, Dean (reverse alphabetical order)

Track 1 - Move to libp2p
- Purpose: Enable track 2 and 3, hooking into ecosystem, better security, running in browser, etc
- Move to PubSub (FloodSub initially)
- Simplify protocol, make it thinner
- Integrate with Stimbus (and Core/Desktop)
- This week
  - Drafting Waku v2 spec (O); sketch out smaller API (K); sketching out status-waku module (S&V); waku v2 historic message API (D)
- See https://vac.dev/waku-v2-plan for more

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Security and Infrastructure

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Infrastructure

Fleet
- Fixed retention of envelope backups infra-eth-cluster#f9cc9fd7
- Deployed a host with gorush for iOS notifications infra-misc#36
- Dropped the unused Conan host infra-misc#173b685e

App
- CI build process for Status Desktop client nim-status-client#335
- Removed obsolete references to desktop from site and repo
  - status-react#10901 & status.im#532
- Created documentation about MacOS keychain creation
- Implemented separate iOS PR builds with Gheorghe
  - [#10867](#10867) & [#10907](#10907) & status-react-jenkins#10

Misc
- Rebased our Matterbridge fork to fix Slack matterbridge#b60437d1
- Optimized vacuuming of envelopes DB infra-eth-cluster#31
- Deployed NTP to all server infra-role-bootstrap#45b0db9d
- Scripted extracting peer data from ES cluster infra-utils#0a5c14a8

Upgrades
- Ubuntu `18.04` to `20.04`
  - infra-misc#37
- Xcode `11.4.1` to `11.5`
  - infra-ci#20
- Nix `2.3.4` to `2.3.6`
  - infra-ci#e83059ef
- Netdata `1.20.0` to `1.23.0`
  - bootstrap#a15ff108
- Prometheus `2.15` to `2.19`
  - infra-hq#2dfe45b8
- Grafana `6.5.1` to `7.0.4`
  - infra-hq#7f0bb21d

Bridged
- `#defi`
- `#audit` with Slack

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Marketing

V1.4 & Keycard Launch

- **Coindesk** https://www.coindesk.com/status-keycard-now-works-with-android-mobile-devices
- **Yahoo Finance** https://finance.yahoo.com/news/status-keycard-now-works-android-181632024.html
- **Nasdaq** https://finance.yahoo.com/news/status-keycard-now-works-android-181632024.html
- **CoinTelegraph**
  https://cointelegraph.com/news/contactless-nfc-hardware-wallet-authorizes-crypto-transactions-with-a-tap
- **CoinTelgraph ES**
  https://es.cointelegraph.com/news/contactless-nfc-hardware-wallet-authorizes-crypto-transactions-with-a-tap
- **CryptoNews**
  https://cointelegraph.com/news/contactless-nfc-hardware-wallet-authorizes-crypto-transactions-with-a-tap
- **Investing.com TR**
  https://tr.investing.com/news/cryptocurrency-news/artk-kripto-slemlerinizi-bir-dokunusla-yapabilirsiniz-197748
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Instagram https://www.instagram.com/status.im/

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Upcoming

LatAm
- Eduardo & Alan joined team
- Press Releases this month to introduces Status in the region
- Influencer negotiations in BR & ARG
- Local exchange content collaboration
- Udemy course creation

Attribution
- Referral system metrics/KPIs
- CPA-based app campaigns
- Adwords evergreen app campaigns (new acct.)

Chat Bot
- Alek & Simon, working on an MVP of a chatbot to improve Status App retention

Brand
- Principles Dapp
- Content
- Hackathon

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Keycard

Keycard sales

- **Launched 12 days ago** 🛒
  - 66 cards sold in 47 orders
  - 1.9k$ turnover
  - 800 store sessions
- **Waiting for customer feedback soon** 👀
  - Cards are shipped through post, they haven't reached their customers yet for the most part
- **934 cards left in stock** 🏭
  - Manufacturing a batch has 2 month lead time
  - Working on preparing manufacturing of the next lot now
- **Working on a express shipment option** ✉️
  - Standard free shipment (current) : free - 2-3 weeks
  - Express : 10-15$ - 2-3 days

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Status Pay

- **All discussions leading to choose optimistic rollups** 💪
  - Complexity & time to development
  - Easy migration of L1 EVM contracts to L2
- **Strategy** 🧐
  - Lead time and delivery over support of privacy
  - Our own network rather than an existing one
- **Ongoing discussions**
  - Finality of transactions
  - Economics/incentives with SNT for operators and merchants
  - Level of decentralization
  - Exact user stories
- **Next steps** 🛠️
  - Will have a playground based on https://nutberry.github.io/ in the coming two weeks
  - Evaluating other frameworks (Optimism, Arbitrum) for Status Pay
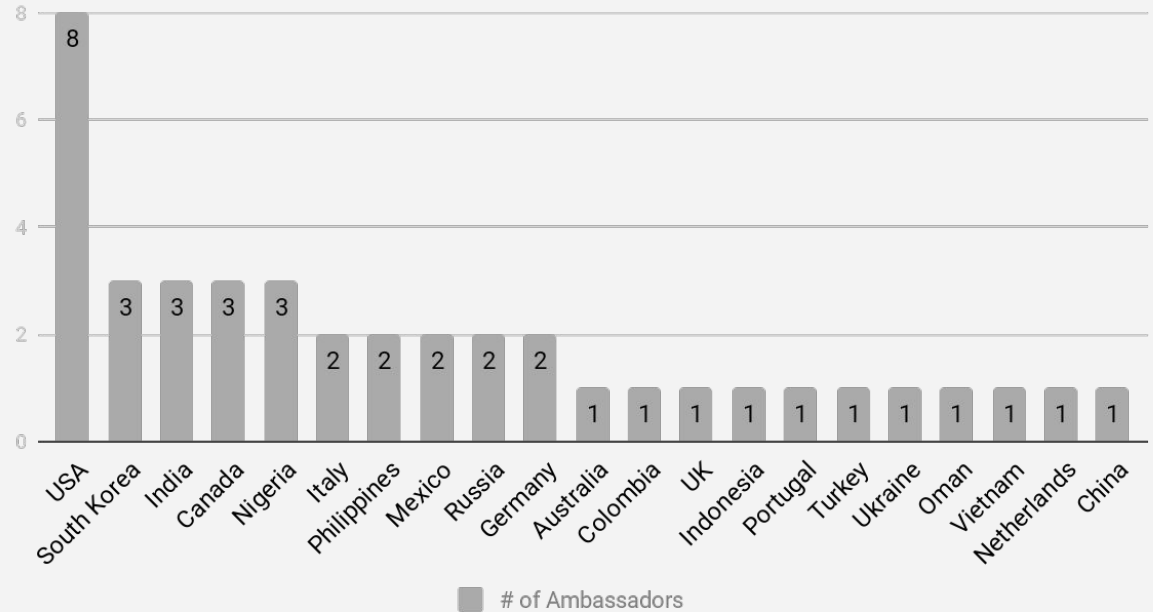
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Ambassadors

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Q2 2020 Status Ambassadors

Ambassadors count

- 41 ambassadors from 21 countries

    - Received 58 applications in Q2

    - Ambassadors who are not active for more than 60 days could be pruned

    - 11 new ambassadors & 2 ambassador candidates

The number of ambassadors by country

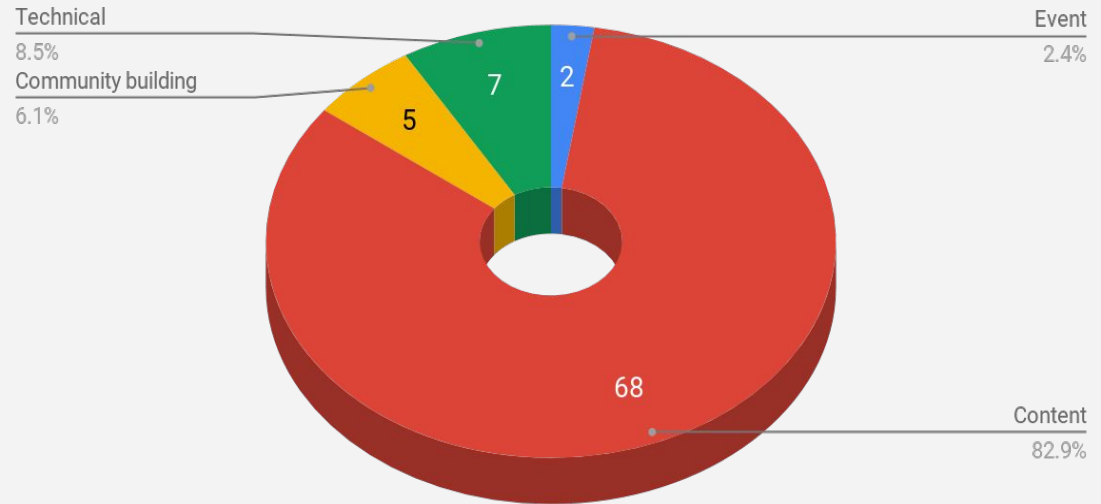# of Ambassadors

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Q2 2020 Ambassador Tasks by Working Groups

Completed Tasks by working groups

- 82 tasks in total
  (57 in Q1 2020)

  - Events: 2

  - Content: 68

  - Community Building: 5

  - Technical: 7

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Completed tasks by category

Technical
8.5%

Community building
6.1%

Event
2.4%

7

5

2

68

Content
82.9%

Status Translations
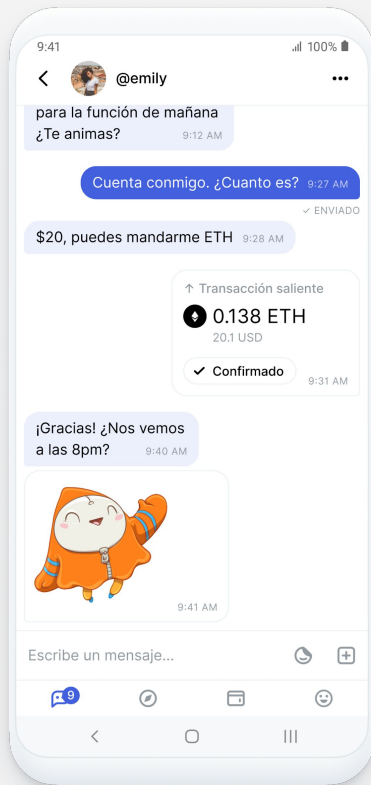
Supported Languages	
Languages	Progress
Chinese (Simplified)	100%
Chinese (Traditional)	99%
Korean	100%
Spanish	99%
French	96%
Italian	99%
Indonesian	99%
Filipino	99%
Arabic	94%

Supported Languages	
Languages	Progress
Russian	96%
Brazilian Portuguese	99%
German	99%
Turkish	99%

Supports **13** languages

Status-react repo: code

Source: https://translate.status.im/

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Q3 2020 Focuses

- **Having more ambassadors from LatAm**
  - Promoting the ambassador program
  - Localized content for LatAm ambassadors
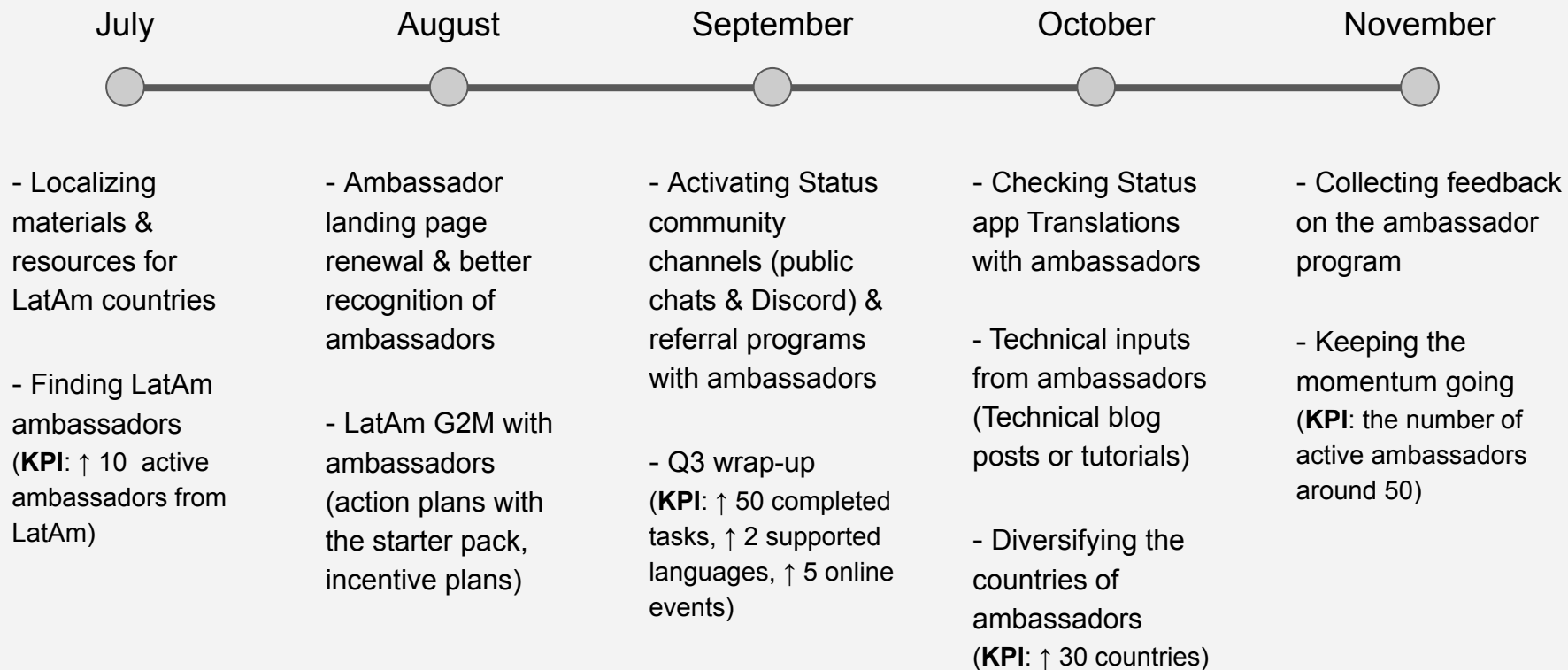
- **Better incentive systems for being Status ambassadors**
  - Public recognition on websites and social channels
  - Refining the SNT reward system

- **Focusing on online events**
  - Webinars, virtual events, etc.

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Ambassador Program Roadmap

July — August — September — October — November

July
- Localizing materials & resources for LatAm countries

- Finding LatAm ambassadors (**KPI**: ↑ 10 active ambassadors from LatAm)

August
- Ambassador landing page renewal & better recognition of ambassadors

- LatAm G2M with ambassadors (action plans with the starter pack, incentive plans)

September
- Activating Status community channels (public chats & Discord) & referral programs with ambassadors

- Q3 wrap-up (**KPI**: ↑ 50 completed tasks, ↑ 2 supported languages, ↑ 5 online events)

October
- Checking Status app Translations with ambassadors

- Technical inputs from ambassadors (Technical blog posts or tutorials)

- Diversifying the countries of ambassadors (**KPI**: ↑ 30 countries)

November
- Collecting feedback on the ambassador program

- Keeping the momentum going (**KPI**: the number of active ambassadors around 50)

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Q&A

Ask questions in Status at #status-townhall-questions

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Thanks!

Next Town Hall: 20th July

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