

## Review Circle

Slate | Paulo

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### Highlights of Plans/Goals and Their Actual Status (as of April 2025)

H1 2025 projections  **Review Circle Jul- Dec 2024 Half-Yearly Report**

- **Scaling the Expert Reviewer Program – : Completed ▾**

Notes: [ done a total 27 Domain Expert Reviewers were onboarded to the Review Circle]

- **Dual Reviewer System – : Delayed ▾**

we mentioned introduction of a dual-reviewer system which we haven't been able to implement yet but will be working towards it soon

- **Enhanced Reviewer Engagement(Upskilling reviewers) – : On Track ▾**

Notes:

Progressing upon it and are actively working to enhance review skills plus domain skills of reviewers by actively engaging with them regarding their reports and through courses assignments. We have worked upon the feedback loop system as well which is either done directly with the reviewer or in our calls

- **Operational Efficiency: –: On Track ▾**

Notes:

We have been working with operations very closely since the start of the year, adapting with the changes and also we have been working alongside them identifying bugs errors and also how we can improve our current ongoing process with the new updates which will be coming from the operations side

- **Round 5 –: Completed ▾**

Notes:

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We are still waiting for the Round 5 but we are prepared for it as we have a good group of reviewers who have carried out and experienced with the recent two iterations of RFP's and BGI NEXUS along with our old reviewers with multiple project experience.

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### Highlights: What's Going Well

- Onboarding of new Reviewers was completed
  - BGI NEXUS round reviews along with the RFP one's produced good outcomes
  - Since we are a big circle now, we have over 20 people each call :)
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### Challenges / What's Lagging

- We faced challenges in onboarding new reviewers even though it was completed
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### New or Emerging Activities

- Changing Review Circle Reports format adding more depth and options
  - Updating Reviewers info by getting the most updated information from them includes both new and old reviewers
  - Visual Representation of each process Review Circle Follows (payments, reports, bonus etc)
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### Focus Group

Vani | Tommy | Ubio

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#### Highlights of Plans/Goals and Actual Status (as of April 2025)

- **Continuing in our “sounding board” advisory role :** **On Track** ▾

**Notes: [brief reason[s] or explanations or rationale]** This is ongoing work, rather than a time-limited task that will ever be “completed” or “not completed”, so “on track” is probably the best descriptor.

We have continued in this “sounding board” role for Jan and Rafael, as always, covering discussions on a really wide range of issues, including payment structures, Circle leadership, awarded teams and proposal completion, ways of collecting anonymous feedback from the community, refining proposal milestones after a proposal is funded, milestone review quality, the idea of project reputation scores, and the idea of voting as “not the final decision” but a step in the process,

In our last report we said we would aim to undertake a similar role for other Circles on request - we have not done that exactly, but we did do it for BGI Nexus, to help them firm up details of their recent funding round.

- **Championing decentralisation across the Program:** **On Track** ▾

**Notes: [brief reason[s] or explanations or rationale]** Again, this is ongoing, core work, and is unlikely to ever be “finished”. But we are doing it, as planned - most of our discussions touch on decentralisation as an aim, and we do keep tabs on how decentralisation is playing out across DeepFunding. We’re thinking of creating a "State of the Ecosystem" report on Decentralisation In Deepfunding, to identify some of the questions that have arisen around it, in broad, zoomed-out terms, and examine where we feel DF currently stands in relation to decentralisation. This report could be regularly updated, and could invite input / comments from the community.

- **Change management.:** **Delayed** ▾

**Notes: [brief reason[s] or explanations or rationale]** We are a little behind in our plans to gather data (both quantitative and qualitative) to enable us to analyse whether the various changes in DeepFunding have worked, and how people felt about them. In particular, we planned in January to do this in relation to the changes to how Circles are paid. However, the implementation of this change was a little slower than expected, so we want to allow the change to settle in before we start seeking input on how people feel about it and analysing what effects it has had. We hope to do some work on this by June.

## DF H1 2025 Circles' Updates Report

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### Highlights: What's Going Well

- Work is in general going well. We particularly enjoyed our collaboration with BGI Nexus.
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### Challenges / What's Lagging

- In our role as “champions of decentralisation”, we have sometimes found centralised decisions being made before we are aware of it, so then we find ourselves trying to align this somehow with a decentralised approach, which has sometimes been tricky.
  - Our discussions, both in meetings and outside them, can be complex, wide-ranging, and sometimes confidential. However, it is important that we find ways to share at least some of what we are discussing with the wider community,. We of course do this to an extent in our monthly reporting - but perhaps we are not doing enough. We are considering pulling together some more detailed reporting on key issues.
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### New or Emerging Activities

None

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### Budget Note (if applicable)

At the time of our last report [Focus Group Jul- Dec 2024 Half-Yearly Report](#) we hadn't submitted funding requests for several months. That has now been rectified! We said that we would view our chosen approach of a monthly stipend as an experiment, and review how it was working - so, it is working very well for us, as it simplifies things and greatly reduces admin time.

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## Marketing Circle

Judith Williams | Andrea Reyes

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### Highlights of Plans/Goals and Their Actual Status (as of April 2025)

H1 2025 projections here [Marketing Circle Jul- Dec 2024 Half-Yearly Report](#)

- **Planned Activity or Goal 1 :Get the basics up and running with new circle members: SM posts, newsletter, blogs - To always keep people informed about what is going on, show what opportunities we offer and help people take advantage of those**

**Changed** ▾ **Completed** ▾ Delayed ▾ On Track ▾ Postponed ▾ Other ▾

**Notes:** We have regular Social Media Posts, newsletter, blogs, meeting recordings, education going out to our community, the goal of getting the Circle back up and running is successfully completed.

- **[Planned Activity or Goal 2] – Decide on how the circle should be run to give everyone creative freedom and encourage self-sufficient action-taking instead of being directed by coordinators**

**Changed** ▾ **Completed** ▾ Delayed ▾ On Track ▾ Postponed ▾ Other ▾

**Notes:** Getting there - some circle members already work autonomously while others need more guidance - currently a lot of help from the coordinators is needed in terms of coming up with content ideas. We're working on having self sufficient teams that can create content without much direction from the coordinators

- **[Planned Activity or Goal 3:Increase Community Engagement - more initiatives to let people connect authentically with each other and the brand**

**Changed** ▾ **Completed** ▾ Delayed ▾ On Track ▾ Postponed ▾ Other ▾

**Notes:** We launched our 'Community Engagement Initiatives' to increase engagement with the DF Brand. Our first initiatives have been launched and we are planning on launching new ones often or keep current ones running.

### Highlights: What's Going Well

- Our content output has increased steadily every month, there is a huge difference between January and April!
  - We have been adding new members regularly and found matching tasks for their skill sets. In December we only had 3 members and are now at +/- 15 members that contribute. We are also constantly improving our strategy for circle management and content strategy
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### Challenges / What's Lagging

- We still need more members as lots of members are already at capacity and tasks often get delayed.
  - Quality of content in some areas has room for improvement, sometimes sound too similar and could use more creativity - some members are still not fully familiar with our ecosystem, therefore it's difficult for them to write certain content pieces with detailed information
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### New or Emerging Activities

- Set up of the In-Person Event Framework in collaboration with Events and Dev Outreach Circle (starting phase)
  - Exploring tools for automation and easier content creation. We now have new Canva templates for faster graphic design and have explored several video creation tools e.g. Doodle video software and AI Avatar Video software to be able to create educational videos much faster
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## DF H1 2025 Circles' Updates Report

### Budget Note (if applicable)

- None
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### Operations Circle

Mayordefi | Ayo

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#### Highlights of Plans/Goals and Their Actual Status (as of April 2025)

H1 2025 Plans  Operations Circle Jul- Dec 2024 Half-Yearly Report

- Improved Operations System : On Track ▾ Completed ▾

**Notes:** Circle coordinators now have log in details to track, assess and measure circle outputs.

- Automations for Newly Awarded Team and Circle Members: Completed ▾  
Other ▾

**Notes:** One of our efforts towards improving the user experience of DF Operations, that phase completed for now, until of course new ideas.

- [Collaboration with Data Analytics Circle] On Track ▾

**Notes:** As a way to make data-driven decisions and improvement, we continue to collaborate with the Data Analytics Circle

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#### Highlights: What's Going Well

- Most of our plans are going well.

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#### Challenges / What's Lagging

- DF site automatic update

This is lagging; the operations system had taken a big chunk of our priorities.

**Reporting Period:** January 2025 – April 2025



## DF H1 2025 Circles' Updates Report

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### New or Emerging Activities

- New coordinator - Community-centric view of the operations Circle
  - New Circle - IT Circle emerging from the Operations Circle.
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### Events Circle

Rafael Cardoso | Priscilla Boakye

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#### Highlights of Plans/Goals and Actual Status (as of April 2025)

H1 2025 projections  **Events Circle Jul- Dec 2024 Half-Yearly Report**

- **Improvements to Townhall and Open All Hands :** **On Track** ▾

**Note:** One of our goals was to leverage our Townhall Feedback survey and start experimenting with new initiatives in our events, and new ways to do things based on this Feedback. From the Survey and Team discussions, we came up with several ideas for us to experiment with, and we've already started implementing several of these ideas. This includes Icebreakers, alternating hosts, and a process to contact and bring more awarded teams to the Deep Funding Townhall. We do plan to keep running these experiments to evaluate their potential impact, and keep slowly experimenting with other initiatives as well until the end of the half-year.

- **Selection and Onboarding of Community Hubs** **Completed** ▾

**Note:** We successfully launched our Community Hubs RFP at the beginning of the year, and we have 40 applications. We have successfully create processes to review all these applications and selected the Winners. We have as well create processes for onboarding these Hubs. While this as a lot of work and even more than expected things are working out well. We've started the onboarding of the Community Hubs, which we will finish before the end of the quarter, and there are already Hubs in Operations

- **Community Hub Management** **On Track** ▾

**Note:** Now with the Onboarded Hubs, we have processes related to the management of these Hubs and the support of the Hubs. These processes have started now with the onboarding and will be an ongoing process from now onwards until we have the Hubs. We are also working to refine and implement some of these Internal processes, namely related to review of the deliverable of the Hubs, and with the process for collecting and

## DF H1 2025 Circles' Updates Report

showcasing metrics.

- **Onboarding New Circle Members** Completed ▾

**Note:** As part of the growth in activities and responsibilities in the Events Circle. It was part of our plan to onboard 1 to 2 new Circle Members. This implied the creation of recruitment processes and onboarding processes, which we did. We went through an entire recruitment process, with several interviews, and we selected Mariam and Priscilla to become the two new Circle Members. Mariam and Priscilla have been successfully onboarded into Events Circle and are now contributing to the Circle.

- **Community Website Management** On Track ▾

**Note:** As expected, there has been the constant management of the Community Hub Website, and has expect, some of the responsibilities with the Community Hub website will start decreasing. Especially now, with AYO becoming the new Coordinator for the Operations Circle, some of the tasks will be moved there. However, we will still have tasks within the Community Hub website related with Events Management, so this task will keep being an ongoing part of the responsibility of the Events Circle and it will never be fully completed.

- **3 Circle Call** On Track ▾

**Note:** In the spirit of a stronger inter-collaboration between circles we have been having the 3 circle calls on a weekly basis as expected. This call has proven to be extremely useful for circle collaboration, and many times there are more topics to approach, decisions to be made and work to deliver than what we can get done in a single Circle call. From this call definitely a closer collaboration and alignment between the 3 circles as arised (Marketing, Events, Dev Outreach), and we've participated in common endeavours, such as promoting RFPs, promoting the BGI round of even the AI for peace challenge. In addition, to these efforts we've also been working on other relevant topics such as Live Events, which we want to experiment with this year. This has lead also to considerable work from the Events Circle in this topic, which while being promised has definitely a lot of complexities.

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- **Hosting Events** On Track ▾ Completed ▾

**Note:** We've been successfully hosting the Events, without skipping any of our predefined Events, namely the Open All Hands and the Townhall. Additionally, we've hosted the BGI round spotlight day, our first spotlight day as Events circle, where we had the chance to create new processes for this kind of Event, and test these processes and ideas out. We've also hosted other occasional events such as for example, the Half-Early report presentations hosted at the beginning of this year.

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### Highlights: What's Going Well

- Events engagement and attendance has been growing steadily, and that has been really positive. A huge shout out to the Community for being so active and so great. Hopefully we can keep growing together. Big congratulations to everyone from the Events Circle Team for stepping up to their responsibilities and making it their goal to make the events even more welcoming.
- We've been having a lot of work with the Community Hubs, but it's definitely been progressing very well. We've done a lot of work for the creation of the RFP and this framework, selection of the Hubs, onboarding of these Hubs into Deep Funding and also in terms of the processes Hubs and the Events Circle will have to follow. This is definitely a task with more responsibility and difficulty than the rest of our activities and responsibilities, however, we've been able so far to rise to the occasion.
- One thing that has been very positive, is that we have completed many of our plans and goals faster than expected. And what we have not yet completed, is because they are ongoing processes, that need to keep being delivered constantly. Namely, our main goals were related with testing improvements and changes to our Events, which are ongoing and will keep being delivered. Also with the recruitment and onboarding of new members to grow the Circle, which we have fully completed. Every member, is searching also for the best way they can contribute to the Events circle which is definitely remarkable.

### Challenges / What's Lagging

- As the Circle grow, there is definitely a bigger need to coordinate and delegate. There has definitely been a needed increase in the circle for communication, to make sure initiatives by members are aligned. This increase also comes from an effort, in delegation of tasks which is needed, but that also comes at a high price of more communication. In fact, a challenge you face as you grow is the process between delivering the task yourself or delegating it. This happens when many times, doing a task yourself when you have the knowledge and a clear vision is faster and efficiently than delegating. However, there needs to be a balance and effort to delegate, because only delegating the tasks will the new circle members learn how to deliver correctly in the future. However, this is definitely an investment of time that is hard to do and not always possible, because we have a lot of ongoing responsibilities, and finding the time besides delegating to also teach and correct some of the deliverables is definitely a challenge we need to learn how to navigate.
- Another Challenge is the Empowerment of Circle Members to carry out new tasks. While our new circle members are great, have an awesome spirit and have done great contributions we've noticed that some tasks require a lot of background knowledge. While it's easier to get Circle members involved in tasks related to the Events, as it requires less of a background knowledge, we have noticed it is harder to get involved in tasks related to the Community Hubs where a deeper understanding and background knowledge of what has been done is crucial to deliver results. As such, we need to definitely spend more time than we've accounted for in training our members and trying to provide them with the background knowledge necessary to give meaningful and efficient contributions, to some of the more complex topics we are currently managing.

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### New or Emerging Activities

- Change of Coordinators - An unexpected event, was the change of Coordinators in the Events Circle, with Ayo becoming coordinator for operations and leaving is role as Coordinator of the Events Circle. Recently, Priscilla has been promoted as coordinator

## DF H1 2025 Circles' Updates Report

for Events, and there is now a process of preparing Priscilla for these new responsibilities which was definitely not expected so soon, and will mean a little bit more work overall for the Circle.

- Dashboard with Analytics Circle - We've been approached by the Analytics to create a dashboard for analytics and to track analytics more publicly. This was unexpected but a very positive initiative, where we had the chance to involve the Data Analytics Circle into the Community Hubs process especially in what regards tracking and sharing metrics from these Hubs.
- Live Events Work - As part of the 3 circles, we've discuss experimenting with Live Events during this year. This has been an ongoing discussion, and due to the complexity of this topic, the Events circle engaged in the creation of documents, research and eventual processes we could follow. This definitely led to work we we're not expecting right now but to work that we would like to have done sometime in the future probably in the next half-yearly but that due to this opportunity we started carrying it out earlier.
- Some Processes within the Community Hubs - Community Hubs are a complex topic, and there were definitely some processes we we're not expecting to have to create. Namely processes related, to payments and agreements with the Hub, which we expected could leverage the existing operational systems from Deep Funding. However, due to specific context and needs from the hubs, we had to create new processes in many areas, namely related to review of milestones, payment process, agreements and information collection, metrics and bonus related processes. The creation of completely new processes has been more work than expected, and we still have processes that we're currently working on and refining, so this work should continue until the end of the year,
- Planning for more outgoing Events - Another opportunity with the onboarding of new circle members, where the new ideas these circle members brought with them. One for these ideas was the creation of more outgoing events. While we currently have 2 types of Events now, both the Townhall and Open All Hands are a bit more events for the existing community, or people who know enough about Deep Funding to consider becoming a community members. Well, thanks to our new circle members, we've been

## DF H1 2025 Circles' Updates Report

planning on how we can do more outgoing events, taking advantage of social platforms and searching to reach out people who are not yet community members and know very little about Deep Funding.

- Payment changes and discussions - The changes in the payment system from Deep Funding, namely regarding the 10/20 dolar rate, led to a lot of discussions on the Events Team. We've dove deep into what it means to us and what would be the best type of payment system for our operations. This lead to the creation of a proposal to the Deep Funding Team.
- New Task Management System - Currently, a task we're just starting is participating in the first pilot for the new task management system for Deep Funding. This is a new experimentation and learning process we will be going through and that will require some investment of time, until we are able to learn and operate smoothly as a Circle using this new task management system that will introduce the need to change some of our Internal processes.

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### Budget Note


- For the budget, there are not many updates, but we definitely feel like there is a need for better budget tracking tools for Circle Coordinators.
- We do have some new initiatives that we are involved in that we're not initially budgeted for, which might increase the costs a bit at the end of the half year, but to be honest, we don't have clear budget tracking information to analyse this as a Circle as of now.

## Developer Outreach

Ubio Obu

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### Highlights of Plans/Goals and Actual Status (as of April 2025)

H1 2025 projections  Dev Outreach Circle Jul- Dec 2024 Half-Yearly Report

- **Organise at least one hackathon** On Track ▾  
Note: We are going beyond just doing a hackathon but a duathlon, a combination of both ideathon and hackathon
  - **Partnership with potential stakeholders who will enable us achieve more of our goals** Changed ▾ On Track ▾  
Note: Afrilabs didnt go too well, they were more focused on money than partnership, however in this duathlon we partnered with some influencers to promote the program also the partnership with zero2ai for the onboarding cohort2.
  - **Scouts through Onboarders** On Track ▾  
Note: Onboarders completed their first cohort and currently going through the second cohort
  - **100+ developers** On Track ▾  
Note: The ideation, hackathon and onboarding cohort is geared towards this and we are currently on track to hit the 100+ target market
  - **DF-AI Dev Mentorship Program** Delayed ▾  
Note: A lot of other priorities taking our resources.
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## DF H1 2025 Circles' Updates Report

### Highlights: What's Going Well

- Doing a duathlon instead of just one hackathon was quite unexpected but exciting
  - Internal organization for hackathons and our capacity getting better, we did this duathlon which was more harder with lesser comparable time.
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### Challenges / What's Lagging

- We couldnt get the Deepfunding and Singularity Net to initially post about our Dualathon
  - The deepfunding community hackathon page has been slow, affecting us a lot, we had to go around using forms.
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### New or Emerging Activities

- AI For peace ideation and town hall for people in conflict prone areas
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### Budget Note (if applicable)

- None
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## Data Analytics

Oscar

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### Highlights of Plans/Goals and Actual Status (as of April 2025)

- **BGI Voting Analysis :** Completed ▾

**Notes:** Conducted comparative analysis of voting algorithms (ELO, Bradley-Terry, Z-score), presented findings, and contributed to improvements in decision-making models.

- **Web Analytics & User Insights :** On Track ▾

**Notes:** Tagging key events on deepfunding.io, analyzed user behavior, scroll depth, and traffic sources using GA4, including heatmaps and drop-off rates. Set up the GA4 property for Community.DeepFunding.ai and initiated event tagging to begin tracking user interactions and behavior across the community website.

- **Community Hub Metrics & Dashboard:** On Track ▾

**Notes:** Created KPI structure and templates; initial dashboard under development, pending data automation and regional feedback.

- **Task Categorization for All Circles :** Completed ▾

**Notes:** Developed framework to categorize tasks across all Circles, improving delegation, status tracking, and alignment with broader goals.

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## DF H1 2025 Circles' Updates Report

### Highlights: What's Going Well

- Getting deeper insights into analytics from deepfunding.ai
  - Quality Assurance on the website
  - Improved cross-team collaboration, especially with the Onboarding Circle, to support user journey mapping and usability testing.
  - Collaboration with onboarding circle in regards to usability testing
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### Challenges / What's Lagging

- None
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### New or Emerging Activities

- Begin segmenting users into groups such as AGI proposers, returning visitors, and general browsers to compare their engagement levels, return rates, and interactions with content like RFPs and proposal pages.
  - Conduct a comparative analysis of user engagement during different content release strategies
  - Usability testing to help identify friction points, validate design decisions, and improve the overall website experience by grounding changes in real user feedback and behavior, as emphasized in the document.
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### Onboarding Circle

Vani | Sucre | Love | Tobias

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#### Highlights of Plans/Goals and Their Actual Status (as of April 2025)

*Update on the progress of each planned activity, with short notes.*

- **Circle membership, and Circle applications:** **Changed** ▾

**Notes: [brief reason[s] or explanations or rationale]** Monica left the circle quite early on, so we wanted to onboard two new people for a total of 5. Ironically, given our role, we had real difficulties onboarding new people via the Circle Applications process - all 6 of the people we approached had applied so long ago that they were no longer interested. This gave us some really useful insights into how the process works (or doesn't!), and has helped us in the work we are currently doing on how the Circle applications process for new people could be improved.

In the meantime, we have welcomed Tobias as part of the Circle; but we are still looking for a 5th member, and would really like it to be someone from outside, who is completely new to DF, for the fresh insights they could bring.

- **Circle-by-circle - and descriptive, not prescriptive:** **On Track** ▾

**Notes: [brief reason[s] or explanations or rationale]** As planned, we have approached the different Circles and collected information on how they do their onboarding. It's given us some really interesting insights, and confirmed our view that different Circles \*do\* approach things in different ways. We're writing up a report on this, including ideas from the different Circles which other Circles might be inspired by and want to try.

- **User testing :** **On Track** ▾

**Notes: [brief reason[s] or explanations or rationale]** After noting that some proposers in the BGI Nexus funding round had faced challenges with the proposal submission process, and feeling that this could be a barrier to people onboarding to DF, we began a collaboration with Data Analytics Circle to conduct user testing of the process. Thanks to Operations Circle, we have a "dummy" version of the platform to use for testing. So far, we've conducted 3 test runs, uncovering some interesting sticking points, and we've handed these over to the Data Analytics circle; we plan to do some more in the next couple of weeks.

## DF H1 2025 Circles' Updates Report

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### Highlights: What's Going Well

- It's been great to collaborate with Data Analytics on user testing.
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### Challenges / What's Lagging

*Identify any issues or activities falling behind, and briefly explain why.*

- As a relatively new Circle, and a Circle that's working on an area that touches so much on everyone else's work, we are facing a bit of confusion about our role and scope. While we ourselves feel pretty clear what we do, and have shared this quite widely, there seem to be lots of other "takes" on our role from others, and we've found ourselves getting approached a lot to do various different tasks, so it can be tricky to enforce our remit and focus on the stuff that the Circle was created for.
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### New or Emerging Activities

- None
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### Budget Note (if applicable)

- Our spending has been lower than forecast, because we were assuming 5 people, and still only have 4.
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