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**CGP-0070**

**GIVETH CELO**

**Goal**

Giveth is incredibly aligned with Celo in using web3 to evolve our coordination around Public Goods! Our community is focused on Building the Future of Giving using blockchain technology. Our intention is to support and reward the funding of public goods by creating open, transparent and free access to the revolutionary funding opportunities available within the Ethereum ecosystem.

We would like to add our Donation Application (https://giveth.io) to the Celo chain so that every project on Giveth can raise funds with Celo. On our DApp, 100% of donations go directly to the project and Donors to verified projects are rewarded with GIVbacks. Making a project to raise funds with Giveth is simple and permissionless, however to be part of the GIVbacks program and reward your donors with GIV, projects have to submit an application for our verification team to review to ensure they are truly a Public Goods project.

The GIVeconomy is what really sets us apart from just being another donation application, below is a quick run-through of the major pieces of our ecosystem.

**Amount Requested**

20k USD for development and 400k $CELO to create an LP against GIV to allow GIV to have a secondary market on Celo.

**Areas of Focus**

**1. Onboarding projects on Celo**

Giveth can bring hundreds of already verified Public Goods projects to the Celo network.  
We can enable projects on Giveth to raise funds on Celo and any donation to verified projects on Celo would get up to 80% of their donation back in GIV tokens through our GIVbacks program.   
  
Learn more about GIVbacks here:   
  
<https://medium.com/giveth/what-if-giving-gave-back-using-web3-to-evolve-philanthropy-a8500b7636ce>

Giveth enables anyone working to produce public goods to raise funds with crypto, hopefully soon that will also be with funds on Celo!

But this is just the beginning. Giveth hopes to help projects evolve past donations and sacrifice. Public goods are not just a feel-good, heartwarming act of kindness. They are a $25 Trillion global industry, and in our opinion the most overlooked web3 opportunity. We have the opportunity to disrupt this sector with web3 tooling & Giveth is positioned to lead the way. Check out this [awesome video](https://www.youtube.com/watch?v=DBGoX7DON54) from Devcon with Griff describing this opportunity at length.

We would also like to incentivize verified projects to onboard to Celo by giving the first 300 verified projects that onboard 200 Celo. This would take 60k CELO, 100% would be given to reputable projects making the world a better place.

**2. Joint LP GIV & CELO**

This is a major milestone for both Giveth and Celo. To allow GIV to have a secondary market on Celo, we’d need to create a sizable LP with CELO. Therefore we’d like to ask for 400K CELO to create an LP against GIV. This CELO will not be sold, it will simply be held in a multisig and held for perpetuity.

The intention is to create a win-win partnership where both projects get the benefit of extra liquidity on Mainnet, and we do not have to sell any CELO. If people prefer CELO rewards to GIV rewards, they can trade the GIV for CELO.

Assuming prices stay stable, this distribution approach would create demand for CELO instead of sell pressure.

**3. Marketing and building awareness**

We have a talented team who is managing and coordinating initiatives ranging from Twitter with +11k followers, blogs, podcasts and other channels. With this joint partnership we would engage in following types of marketing:

* Digital & social media partner promotion (Twitter and wherever else applicable)
* Newsletter and/or email campaign announcing Celo as a partner.
* Engagement (Retweets, likes and quotes) to Giveth’s posts announcing Celo partnership.
* Announcement on Giveth and Celo Discord (community discord channel)
* Announcement on Celo Telegram channel (if applicable)
* Partner listing, Celo presence on Giveth website and vice versa
* Events organization (do a partnership). Giveth is an active participant in multiple web3.0 events across the world and we’d be eager to plan or organize joint events with our partners to raise awareness in donating to public goods and impact projects in the space. Specifically we are organizing the Impact Track at ETHDenver this year.

**Funding milestones**

Primarily we’d like to ask for 400K CELO to create an LP against GIV to allow GIV to have a secondary market on Celo. We’d also like to request a grant of 20k USD to support part of the development work for this project based on the technical roadmap outlined below.

| **No.** | **Milestone Description** | **Duration (weeks)** | **Cost (USD)** | **Measurement of success to release payment** |
| --- | --- | --- | --- | --- |
| 1 | **Front End**  Add Celo to the project page and verification flow  Add Celo to web3-react config  Add Celo to the donations table in the project page  Find a way to fetch Celo token prices  Celo modal on the donation page | 3 | 11,900  Funding requested from Celo | Functional Front-end flow and usability |
| 2 | **Back End**  Rewrite donation verification to include Celo  Create a GIVbacks Token List for Celo | 2.5 | 8,400  Funding requested from Celo | Fully functional chain, can onboard test pilot projects |
| 3 | **Product**  Revise the switch network user flow (design included)  Work with the Comms team to promote the launch  Onboard our projects to Celo |  | (8,100) Funded by Giveth | Social media push, Comms announcement, podcasts, blog, project bribes |
|  | **TOTAL** | **8** | **$20,300** |  |
| **+** | **$Celo LP against $GIV** | **NA** | **400k $CELO** | To allow GIV to have a secondary market on Celo, we’d need to create a sizable LP with Celo. Therefore we’d like to ask for 400K Celo to create an LP against GIV.  This Celo will not be sold, it will simply be held in a multisig for perpetuity. |
| **+** | **Bribing projects to onboard Celo** | **N/A** | **60K CELO** | We would incentivize verified projects to onboard to Celo by giving the first 300 verified projects that onboard 200 CELO.  This would take 60k CELO, 100% would be given to reputable projects making the world a better place. |

# Success Criteria

| Metric | Month 0-3 | Month 3-6 | Month 6-9 | Month 9-12 | Month 12-24 |
| --- | --- | --- | --- | --- | --- |
| **# of projects** | 60 | 672 | 1,103 | 1,352 | 9,213 |
| **# of donations** | 72 | 806 | 1324 | 1622 | 11,056 |
| **amount of donations (USD)** | 21,600 | 157,680 | 99,302 | 121,649 | 829,211 |
| **Amount of GIVbacks (50% of the donated amount)** | 12,960 | 94,608 | 59,581 | 72,989 | 497,527 |
| Project feedback | Our verification team collects ongoing feedback to improve the experience on Celo |  |  |  |  |

Calculations are accessible here: <https://docs.google.com/spreadsheets/d/1aa4zRZUCE8TpBinUcJGXMVKjDdTrjtiC8HSKn3YSltA/edit?usp=sharing>

**Transparency and measurement**

We will measure the success of this project by number of projects onboarded on Celo and creating a bigger demand for Celo which is measured and produced during our weekly DAO calls as well as on our dashboards.

So far we have more than 1,600 projects registered on Giveth, over 14,500 donations with + 4,200 unique donors who are actively contributing on our platform: <https://analytics-dashboard-blue.vercel.app/>

**Useful links**[**Giveth Analytics Dashboard**](https://analytics-dashboard-blue.vercel.app/)

Website: <https://giveth.io/>

Discord: [Discord](https://discord.gg/Nj9zM9Dq)

Twitter: <https://twitter.com/Givethio>

Youtube: [The Biggest Web3 Opportunity That No One Is Talking About](https://www.youtube.com/watch?v=DBGoX7DON54&ab_channel=EthereumFoundation)

Presentations

Deck: <https://giveth.io/deck/>