Kraken Donation Application

## About Giveth

Giveth is using blockchain to reward and empower those who give to projects, to society, and to the world!

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.

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.

## Giveth Proposal

### Intro

Since our launch, we have onboarded over 1,600 projects, receiving over 15,000 donations with more than 4,200 unique donors that are actively participating on our incentive programs on our platform.

We want to make giving as accessible and simple across web3 as possible and the best way to achieve this is to join forces and enhance the experience for the users and projects in the space. Therefore we’d like to offer our DApp and help Kraken to build their very own charity arm on their platform. Many projects in the web3 space offer their charity platform, i.e. <https://binance.charity> or Coinbase (GiveCrypto), etc.

Our proposal is to fork Giveth DApp (donation application) and launch a new deployment with Kraken branding and point it to Kraken.charity/ (TBD) and offer it to Kraken including the same rewards and incentives as it’s offered on Giveth. That means projects on Kraken.charity can be verified by our team and any donor to a verified project on Kraken.charity is eligible to receive GIVbacks for every donation and use that to earn the same rewards when staking GIV. (Our qualifying measures for verification can be found here: <https://docs.giveth.io/dapps/projectVerification/>).

We're supporting quite many topical causes that I'm sure it's interesting for the Balancer team. One recent example is actually in this TW that went viral where Giveth is supporting Iranians in web3: <https://twitter.com/ameensol/status/1607876425419476992>

​Some of our other most funded projects are causes supporting universal basic income: <https://giveth.io/project/expedition-grundeinkommen>

or support for Ukrainians: <https://giveth.io/project/unchain-fund>

### Major pieces of our GIVeconomy

Below is a quick run-through of the major pieces of our ecosystem that can be offered on Kraken’s charity platform as well as we make progress and launch them:

**GIV** - A transferable ERC-20 token that lies at the heart of the future of giving (native to Mainnet). (LAUNCHED  )

**GIVbacks** - The entry point to the GIVeconomy. Donors to verified public goods projects get GIV tokens in return. This flips the script on tax deductible donation, creating a decentralized and borderless way of incentivizing donations. (LAUNCHED  )

**GIVpower** - Donors can lock their GIV tokens for GIVpower and use them to boost/curate projects on the platform. Projects with more GIVpower are ranked higher and in turn, their donors are rewarded with more GIVbacks. Locking is live, boosting is fully developed and being tested now, it should roll out in an upcoming release (LAUNCHED )

**GIVfi** - Latent donations on the platform can be used to generate a low-risk yield while waiting to be disbursed. This yield is to support the GIV token holders, and a portion is given to the projects themselves (“GIVdowments”), enabling nonprofits or anyone to have a defi endowment. (PHASED ROLL OUT - 2023)

**GIVmatching** - Top-ranked public goods and for-good projects on the platform will have the opportunity to have their donations matched via a collectively funded matching pool. We are collecting funds for the matching pool at donation.eth and plan to work with the (Gitcoin) Grants 2.0 system when it is released (Q2 2023).

**GURVES** - The holy grail of public goods funding. Kraken.charity projects can evolve into DAOs with their own micro-economies collateralized by GIV in a bonding curve. This is still very much in the research phase in partnership with Commons Stack, but is the Giveth endgame, turning the donation platform into an investment platform. (TBA)

### Our team

Core team consisting of 9 and 50+ Giveth contributors of well-known names in the space.

Our team is structured: DAO and governance, communications & marketing, GIVeconomy, verification team, development & design

Griff Green is co-founder of Giveth, Commons Stack, Trusted Seed, Praise & dappnode. Community manager for TheDAO, led the crisis response effort for TheDAO Hack and first Parity Multisig Hack from every angle, co-founder of the White Hat Group and led the creation of Token Engineering Commons. Advisor for PolygonID, PolygonHermez, brightID, Doingud, and steward for Gitcoin, ENS & Optimism.

### Our request

It has always been our vision to offer our DApp as a whitelabel project to our partner projects with whom our mission aligns. We believe DeFi protocols such as Kraken provide a great opportunity for their community who want to engage in supporting their favorite causes, earn rewards and continue boosting public goods and other nonprofits in a simple way. Giveth would offer this platform in a rebranded fashion to make it more native to Kraken and its community for ease of use.

When it comes to the development work for this project, we estimate that in order to deliver a rewritten DApp, 2.5 months of development is required.

Kraken will be able to benefit from all GIVeconomy projects described above as we launch them, such as GIVpower, GIVfi and Gurves.

We are requesting a grant of 80k USD to rewrite and deliver a functional Kraken-branded DApp.

Once the platform is successfully launched, we would implement a monthly management and maintenance fee of 3000 USD or other stable currencies.

The process of Whitelabeling Giveth platform into Kraken package would include:

1. Upkeep and maintenance of the DApp for Kraken.
2. Managing and allocation of GIVbacks.
3. Adding all the GIVeconomy elements including GIVpower, GIVfi, etc.
4. Verification and onboarding of projects onto Kraken donation application (we have our verification team who is manually checking and assuring the credibility of the projects applying on the platform).

Here’s a rough breakdown of the development:

Product (duration: 1 month):

* New template for Kraken adapting with Kraken brand identity and visuals
* Revise user-flows to Kraken-specific user journey

Back-end (duration: 1 month, dependant on front-end requirement):

* Amendments of Kraken new user flows

Front-end:

* Apply new design (template)

Test and Launch (2 weeks)

Partnership announcement post (1 month):

* Social Media - Share on Discord - Post on Discourse
* Newsletter w/ Partnership announcement
* Partner Spotlight, ie.: Twitter spaces
* Partner use case blog post and/or TW thread
* Co-education demo/Tutorial repos (on Kraken or Youtube)

### Useful links

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/>

### Contact:

Yass

Email: [yass@giveth.io](mailto:yass@giveth.io)

Telegram: [@yass92](https://gov.optimism.io/u/yass92)

Discord: Yass#3392