**MARKETING STRATEGY FOR ALGORAND**

*Algorand Greenhouse Hack#1*

**ABSTRACT**

This marketing strategy for algorand is a project that is targeted towards acquiring developer degens and preparing Algorand’s blockchain for the future of NFTs.

The project aims to draw developer degens by hosting conferences, meet-ups and hackathons which focuses on the central theme of what the future of NFTs could be, while also getting insights that help Algorand prepare for the massive impact of NFTs.

**GOALS**

* Grow Algorand community by getting developer degens excited about the future of NFTs.
* Ensure Algorand stays at the fore of NFTs innovation.

**Reasons For Goals**

* Developer degens were chosen as the focus of this project, because without developers there are no crypto projects and this project needs degens that truly believe in crypto projects.
* NFTs are crucial because the future of NFTs could be like the evolution of the internet in the 1990s to the present. It is very likely, NFTs will be the instrument that tracks physical assets and makes them available online on the blockchain and Algorand should be prepared to be at the forefront of such revolutionary innovation.

**MESSAGE TO BE SENT**

The public ideas around NFTs are just a fraction of what NFTs could possibly become. Today they are associated with images of cute pixel cats and play to earn games, but as the future dawns, NFTs will grow beyond what they have been presently limited to.

The central theme of this project will be **NFTs beyond pictures: Buidling The NFTs of the future**. This project should bring together developers and crypto-enthusiasts alike that can spur the development of the what the future of NFTs could be on Algorand’s blockchain.

**REASONS FOR MESSAGE THEME**

NFTs will have a tremendous potential for good and bad, and the influence it will have on the daily experiences of people won’t go anywhere. It’s important we understand their consequences and tackle important ideas that may arise early, and create frameworks to handle issues arising from decentralized technologies, while speedily embracing the good they have to offer.

Example of NFTs being used in the future could be

* Platforms like search engines of today, but instead they allow the search of items existing in the physical world through their tokenized form on the blockchain as NFTs, this opens up a world of easily tracking the origin and ownership of an item, but also brings about issues of privacy and censorship as seen in the next point.
* Nefarious use of NFTs by authoritarian governments. If NFTs being linked with all physical assets gets passed as a law, assets having a digital form traceable on general or country wide government blockchains, could give governments more power to blacklist dissident citizens easily as all the assets on the blockchain will have an ownership id and therefore any transfer of such physical asset to a new owner will be recorded in the NFT and tracked by the government.
* Meta NFTs (linked NFTs) as the future of business models. Meta NFTs make systems that could allow for new NFTs to be built into existing NFTs, in essence they are chains of linked NFTs. For example a music producer using a music software could create a song that is linked to an NFT, and in turn the software would create an NFT, and append it to the songs’ NFT, this allows the music software to operate a business model where users can use the software for free at first and the music software owners get payments when the song gets sold as they’ve linked their bill as an NFT into the songs’ NFT. Meta NFTs could provide a better balanced Freemium business model between Free Open source models and Premium Paid models.  
  It’s important to note that Meta NFTs enable NFTs to act as a raw building blocks, on which other blocks can be built.

The project if well executed could bring in more ideas than mentioned above, it should prepare Algorand to optimize the blockchain stack for running such contracts and also standardizing newer possibilities of what NFTs can become while for Developer Degens, what the future of what NFTs have to offer, building right and understanding consequences.

**TARGET GROUP**

The targeted audience are developers, and any interested party who could bring insight towards the central theme- NFTs of the future.

**Channels To Be Used**

* Emails, and Social media platforms such as, Twitter, Discord, Medium, Reddit, Telegram.
* City billboards to kick-off conferences.
* Gitcoin, Devpost.

**COMPETITORS**

There are lots of blockchains out there, most, a copy of copies, with many not having an idea of what the future might be and not working on the evolution of current NFTs.

But then there is Lukso, with their NFT 2.0 protocols they are poised to take the future of NFTs to the next level with their LSP7 and LSP8 protocols and ERC725y storage contract.

**BENEFITS OF THE PROGRAM**

**WHAT ALGORAND GETS FROM THIS**

* It gives Algorand’s blockchain the opportunity to be the pioneers of the future, as it brings possibility of what the future of NFTs could be.
* The program brings crypto degens and opens door for Algorand to work along side with creative minds.
* Algorand could also retain really skilled developers.

**WHAT INTERESTED DEGENS GET FROM THIS**

* They get to be a part of building technologies for the future.
* They get to win prizes if they can submit top-notch projects.
* Developers could be retained to keep on working for Algorand

**BUDGET**

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| --- | --- |
| **Marketing Expense** | **Estimated Price** |
| Social media platforms | $25,000 |
| Email marketing | $20,000 |
| billboards | $21,000 |
| **Total** | **$66,000** |

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| --- | --- |
| **Event Expense** | **Estimated Price** |
| Event sponsorships (hackathons,devpost) | $600,000 |
| Conference | $200,000 |
| **Total** | **$800,000** |

**HOW SUCCESS WILL BE MEASURED**

* **Schedule**

Milestones should be set and checked at the end of every month to see if they were successful such as

1st month

- The advertisement on the various channels should have been carried out.

- The conferences and meet-ups that explains the ideas to interested candidates should have taken place.

2nd - 4th month

- the hackathon should have run it’s course.

5th month - 6th month

- The judges should have gone through all submitted projects, and picked out the best projects related to the theme of the hackathon.

7th month - 12th month

* - By the end of the year, implementation of the ideas should have been done or still in progress. We advise to build a third layer on Algorands blockchain that would be for just the implementation of NFTs (because algorand has a unique two-tiered blockchain structure). since it is a major aspect that developers would be developing on.
* **Turn up**

Since this project heavily depends on ideas from developers and crypto - enthusiast alike, a great turn up for the hackathon would be very necessary and can as well be used to measure success.

* **Project Budget**

Comparing the projected budget and the actual budget, and making sure it is close enough. If the money used exceeds the actual budget, the spending may be out of control by the end of the project. And in such case success will not be effectively measured.

* **Ideas on the table**

Success will be measured if algorand can get insightful ideas for the future of NFTs.