Ecosystem Development Best Practices, and why we need to start with builders first

Nine

Co-Founder - **<> SYMMETRY**

What is Ecosystem Building?

Chains/Ecosystems are two-sided marketplace

Ecosystem = Users + Builders

An ecosystem needs to onboard both supply (apps/builders) AND demand (users)

at strategic timings simultaneously – succeeding in only either one will not work

Basically a chicken and egg problem

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Why should chains start with builders, not users?

Users will come there are Flagship Apps: net-new apps that they would like to use which is unique and is not available on other chains

These Flagship Apps would then define the chain identity

But how do we go about onboarding these great app builders?

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What do builders actually want?

Builders want to onboard more users at lower CAC

So chains can either:

1. help builders onboard more users directly

2. Give builders more resources so they can do more

⇒Lower CAC for them

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How can L2s help Apps onboard more users at lower CAC?

1. **Onboard new users/liquidity** onto the chain directly
   a. E.g. Mantle fBTC partnership with Antalpha to bring more BTC from bitcoin miners on chain
2. **Directed campaigns**
   a. E.g. Linea Park, Blast Season 2

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How can chains support builders?

2 Approaches

1. Curation: work closely with select teams

2. Education: focus on builder education and onboarding inclusively

Important to transition as your ecosystem 'matures' (i.e. from Pre-TGE to post-TGE and beyond)

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What are some creative tactics?

1. **Scout Programme** (pioneered by Mantle, inspired by AWS)

2. **Trickle-down incentives** (e.g. Blast Big Bang competition)

3. **Retroactive programmes** (e.g. Optimism RPGF, Zircuit Build-to-Earn)

What if my chain is Pre-TGE? How can I fund these apps without a token?

Partner up with VCs to setup tokenless ecosystem fund structure

 e.g. Linea Ecosystem Investment Alliance (investors invest in Linea ecosystem projects in a syndicate-like manner), Mantle Ecosystem Fund (for each project, VCs within the fund commits to matching the investment from Mantle's own fund)

Curate deals and help projects fundraise from VCs within your network in a systematic manner (Monad and Berachain are successful examples of this approach)

What about SEA? How do we penetrate this region?

Localisation: is key to attract and acquire builders given differences in language, culture, values, etc

Continuation: builder mindshare is filled with outside noise; how do you maintain the spotlight?

Due Diligence: Allocate time for proper due diligence on local partners (i.e. best to find out more info about local players in each market before committing to one)

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Devil is in the detail

Ecosystem development is multidisciplinary challenge of:

- dev rel
- Marketing
- Ecosystem
- Events
- Fundraising

You need cross-functional teams who constantly iterate

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Thank you!

Twitter: Nine_0x9
Telegram: @nineninth