



# Vyper Roadmap

## Growth & Funding



# Vyper at a Glance

**\$4.1b**

Total Value Locked  
in Vyper Contracts

**2<sup>nd</sup>**

Most popular EVM language

**10**

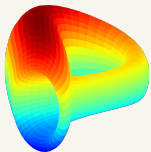
New Vyper contracts  
deployed every day

**100+**

Contributors on Github



# They use Vyper



Curve



Frax



Lido



Perpetual  
Protocol



Velodrome



Yearn



Sorella Labs



# Vision

- ▶ Despite a growing user base and adoption by major DeFi protocols, **Vyper contracts account for less than 1% of all new contract deployments.**
- ▶ We want to bring this number to **50% by 2028.**
- ▶ This is the only path to achieve language diversity on Ethereum.



# User Acquisition Pathways

1

## Converting Developers

- ▶ Experienced Solidity developers switching to Vyper for their next project
- ▶ Protocols written in Solidity adding new contracts written in Vyper

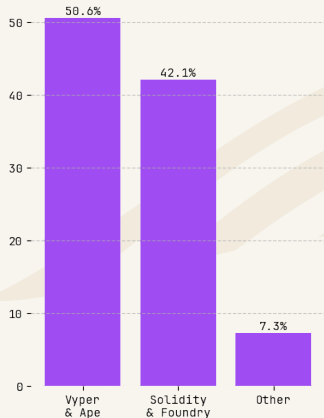
2

## Onboarding Developers

- ▶ Bringing experienced Web2 developers to Web3
- ▶ Becoming the language of choice for all beginner Web3 developers

# Converting Developers

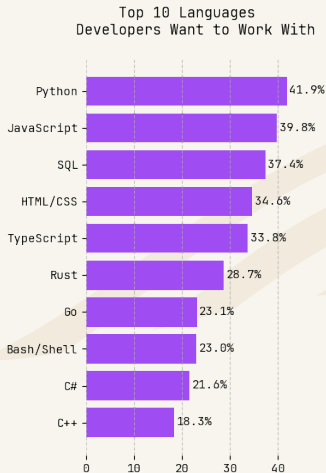
If you had to start a whole project from scratch today, would you go with:



Source: [twitter.com/0xKoga/status/1805524364948893756](https://twitter.com/0xKoga/status/1805524364948893756)

- ▶ 12% of Solidity developers already also use Vyper (Solidity dev survey 2023)
- ▶ Majority of polled developers would pick Vyper over Solidity for their next project
- ▶ Protocols won't rewrite their codebase in Vyper, but are open to having mixed codebases (Lido, Frax, Velodrome) adding Vyper contracts for new features

# Onboarding Developers



Source: StackOverflow Developer Survey (2024)

- ▶ Leverage popularity and familiarity of Python among developers
- ▶ Make Vyper's safety-first design a selling point for beginners
- ▶ Offer the best developer experience in Web3 with superior tooling, support and integrations



# KPIs

1

## Deployments

- Proportion of new contracts deployed
- Total number of contracts deployed

2

## TVL

- Total USD amount secured in Vyper contracts as % of total crypto TVL

3

## Github

- Github stars for the vyperlang repos
- Number of new contributors
- Number of repos with Vyper code

4

## Online Presence

- Social media mentions
- Engagement metrics for Vyper X account
- Unique visitors to website



# Adoption Bottlenecks

We have started surveying developers to understand what prevents them from using Vyper. The reasons expressed are **rarely technical** but instead fall into 2 major categories:

## ▶ Lack of Awareness

User has never heard of Vyper. User has heard about it but never tried or looked into it. User is unaware of many of the most recent features. User could not find good tutorials

## ▶ Inertia/Reluctance

User is unwilling to change current workflow/setup. User trusts Solidity because it is the standard. Colleagues/boss do not want to use Vyper

We believe these can be solved with **better outreach and communication.**



# Action Plan

1

## Outreach Hires

- Hire a Developer Relations person
- Hire a Business Developer
- Hire community facing roles

2

## Communications

- Increased social media presence
- Increase visibility in web3 media
- Improve, regularly update and promote official Vyper website

3

## Developer Engagement

- Ensure presence at major Ethereum events
- Partnerships with L2s for Hackathons
- Vyper-focused contests

4

## Developer Experience

- Allocate budget to ecosystem tooling
- Help tooling projects secure funding
- Improve documentation and tutorials



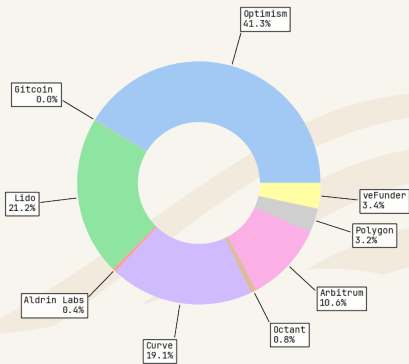
# Funding

- ▶ Acquiring users is **costly** and requires funding
- ▶ We see two main sources of funding for Vyper: **grant funding** (secured with no obligation for the team to provide anything in exchange) and **commercial funding** (requiring the team to produce a service or product in exchange)
- ▶ While we are planning for the eventuality of having to offer commercial services, we currently **favor and prioritize grants** as they make it easier to preserve the neutrality of the language



# Funding Sources (Grants)

Vyper Funding Sources (H2 2024)



- ▶ Sustainable grant funding is **diversified funding**. We seek to increase our sources of funding to avoid relying on any single funder.
- ▶ We are working to establish relationships and trust with funders to ensure more consistent and sizeable funding in the future
- ▶ Protocols using the language have been major funders. Increasing Vyper adoption helps ensure sustainable funding



# Targeted Grants

1

## Public Goods Funding

Optimism RPGF, Octant, Gitcoin, EF, ENS, VeFunder, Giveth, Dev Tooling Guild

2

## L2 Ecosystem Grants

Arbitrum, Optimism, Polygon, Scroll, Sonic Labs, Manta, Taiko

3

## Protocols (Rev Share/Grants)

Curve, Lido, Yearn, Frax, Aldrin Labs, Drips

4

## Non-web3 Grants

Academic Grants for R&D, Python Foundation

5

## Direct Donations

Benevity, Llamas NFT, Developers, KOLs



# Funding Sources (Commercial)

1

## Consulting

Code reviews, personalized assistance, advice on best practices, introductions to builders & auditors

2

## Tooling Licensing

Introduce a freemium model for current (Titanoboa) or future (shadow events, debugger) tooling developed by the team

3

## Paid Partnerships

Protocols or L2s give funding in exchange for accelerated support of their chain and visibility (in docs, site & socials)

4

## Token Allocations

Negotiate allocations from new protocols building with Vyper in exchange for assistance and/or promotion