



Spain's Growth Proposal

by Heavy Duty Builders

This proposal, presented by Heavy Duty Builders, outlines a strategic initiative to establish a distinct Solana blockchain community in Spain. Recognizing Spain's position as the third highest in cryptocurrency adoption among Western European countries last year¹, this initiative aims to promote the Solana ecosystem and create a community with a unique identity and concepts.

Objectives

- Understand the Spanish crypto market.
- Foster a positive environment to establish a Spain-based Solana community.
- Increase the presence of the Solana ecosystem in the region.

Overview

STARTING DATE ²	DURATION	TEAM
Any date between Q2 and Q3 2024.	6 month.	<ul style="list-style-type: none">→ 1 Graphic Designer.→ 1 Marketing Specialist Lead.→ 1 Marketing Specialist.→ 2 Community Manager.→ 1 Photographer/Filmmaker.→ 1 Content Editor.

¹ Chainalysis. (Oct, 2023). *The 2023 Geography of Cryptocurrency Report: Everything you need to know about regional trends in crypto adoption*. Source: <https://go.chainalysis.com/geography-of-cryptocurrency-2023.html>

² Dates mentioned are currently unconfirmed and are therefore subject to change.



Timeline

MONTH	ACTIVITIES
1st	<ul style="list-style-type: none">● In-depth study of the Spanish market related to web3 technology, crypto assets, and crypto legislation.● Find and hire legal and accounting support.● Design of the branding for the Spain-based Solana community.
2nd	<ul style="list-style-type: none">● Design of the marketing strategy which includes content, graphics, and overall coordination for the Solana community in the country.● Design of a website that includes UI, graphics, and copywriting for the community.
3rd	<ul style="list-style-type: none">● Preparing the launching campaign for the community.● Development and deployment of the website● Creation of social media profiles of the community.
4th	<ul style="list-style-type: none">● Marketing and promotion of the launching event for the Solana community.● Contact current and new local media partners to increase the promotion's reach.● Beginning of the organization for the launching event.
5th	<ul style="list-style-type: none">● Proceed with the marketing strategy and media promotion of the launching event.● The launching event's organization continues.
6th	<ul style="list-style-type: none">● Execution of the launching event for the Spain-based Solana community in Madrid.● Marketing campaign closure.● Results report.● Recommendations for the next 12 months.



The following activities would be recurrent during the 6 months:

- Connect with Solana ecosystem partners.
- Strengthen current local partnerships.
- Connect with possible partners and tech influencers in the country.
- Look for partnerships with tech communities and universities.
- Connect with VCs and tech companies.
- On-site tech workshops for developers.
- Online tech workshops for developers.
- Creation of educational videos in Spanish about Solana.

Key Performance Indicators (KPIs)

- # Number of mentions in media outlets (after the strategy is implemented in 2024).
- # Number of followers on X.com (in the new account of the Spain-based Solana community).
- # Number of members in Telegram (in the new group of the Spain-based Solana community).
- # Number of community members in Discord (in the new channel of the Spain-based Solana community).
- # Number of partnerships with tech communities.
- # Number of university students in the community.
- # Number of media partners.
- # Number of local VCs looking to fund Solana projects in Spain.
- # Number of Hackathon participants from Spain.



Budget³

Please note that future extra charges might apply as the proposal develops.

DESCRIPTION	PRICE (USDC)
Heavy Duty Builders - Spain's Growth Proposal 2024	\$120.000,00
TOTAL	

Milestones

- **Upfront Payment:** \$40,000 USDC
- **Milestone 1:** \$40,000 USDC due upon verification of completion (3 months after upfront payment. Expected Completion Date: TBD)
- **Milestone 2:** \$40,000 USDC due upon verification of completion (6 months after upfront payment. Expected Completion Date: TBD)

Grant completion date (6 months after upfront payment is received): TBD.

³ For a detailed version of the budget, please go to the next page.



Detailed Budget

SOLANA SPAIN COMMUNITY	PRICE (USDC)
Core-team ⁴	\$90.000,00
Website Development	\$15.000,00
Educational Videos	\$5.000,00
IRL Dev Workshops	\$10.000,00
TOTAL	\$120.000,00

⁴ For the breakdown version of the core-team budget, please go to the next page.



Core-Team Budget

CORE-TEAM	Hourly rate	Quantity	1M	2M	3M	4M	5M	6M	PRICE (USDC)
Graphic designer	\$25,00	1	\$3.000,00	\$3.000,00	\$3.000,00	\$3.000,00	\$3.000,00	\$3.400,00	\$18.400,00
Marketing Specialists Lead	\$30,00	1	\$4.800,00	\$4.800,00	\$4.800,00	\$4.800,00	\$4.800,00	\$4.800,00	\$28.800,00
Marketing Specialists	\$15,00	1	\$2.400,00	\$2.400,00	\$2.400,00	\$2.400,00	\$2.400,00	\$2.400,00	\$14.400,00
Community Manager	\$7,50	2	\$2.400,00	\$2.400,00	\$2.400,00	\$2.400,00	\$2.400,00	\$2.400,00	\$14.400,00
Photographer/Filmmaker	\$50,00	1	\$1.000,00	\$1.000,00	\$1.000,00	\$1.000,00	\$1.000,00	\$2.000,00	\$7.000,00
Content Editor	\$50,00	1	\$1.000,00	\$1.000,00	\$1.000,00	\$1.000,00	\$1.000,00	\$2.000,00	\$7.000,00
TOTAL			\$14.600,00	\$14.600,00	\$14.600,00	\$14.600,00	\$14.600,00	\$17.000,00	\$90.000,00