

Reficio | Rebuild Algorand

The Revolutionary Marketing Proposals

Proposed By:

Ishaaq Ziyen

For

The Algorand GreenHouse Hackathon 2

The Algorand logo is centered on a dark blue background with a complex network of glowing white and light blue lines and dots, resembling a digital or blockchain network. The logo itself is white and features a stylized 'A' followed by the word 'lgorand' in a sans-serif font.

Algorand

Contents

1. What is Algorand?	3
2. Why Relicio?	4
3. Proposals.	5
3.1 Quests.	5
3.2 Partnerships.	7
3.3 Learn And Earn Incentives.	7
3.4 KOL Influencing.	8
4. Feasibility Checks.	10
5. Conclusion.	11

1. What is Algorand?

Algorand is an autonomous, decentralised blockchain known for supporting a wide range of applications.

The Algorand mainnet went live in **June 2019**, and the blockchain is capable of handling almost **1 million transactions** per day.

The blockchain uses Pure Proof-of-stake as its consensus algorithm.

Algorand has and currently, **70%** of the supply is in circulation, and Algorand's Ticker is **ALGO**

2. Why Relicio?

Relicio is a revolutionary set of marketing proposals that we believe will bring back confidence towards Algorand, just like the good old days.

This set of proposals was composed of my experience in the industry coming back from 2017.

Relicio means Rebuild in Latin, So It's time we build algorand together.

Now, Into the deep dive.

3. Proposals.

Here we go into detail for each proposal which is proposed.

3.1 Quests.

This is a set of social media tasks, which will be hosted on **Twitter**,

The target is spreading the news related to Algorand and paying users for fulfilling certain requirements.

Those requirements are as follows.

1. The Twitter account should be at least 6 Months old.
2. The post should have at least 6 favourites and 6 retweets for the claim button to be enabled.

Here's how the Quest is programmed.

1. Algorand announces that the Twitter task is going live within a certain period.
2. The task starts as scheduled.
3. The users start sharing the news by retweeting and favouriting their tweets.
4. They are rewarded after the completion of their tasks.

Note: It's essential to implement an antibot mechanism to prevent loot hunting.

Also, users are paid out on a first come, First served basis until the total allocation of the prize pool is fulfilled or the time-lapse has been reached (whichever comes first)

Example:

Assuming there are 10,000 ALGO tokens for the event, and there are slots for 100,000 Users, each eligible user receives 0.1 ALGO.

Conceptual Diagram of the Quest

**POST TO BE
SHARED**

Address

3.2 Partnerships.

Partnerships are strategic techniques which the Algorand team can use in order to promote the blockchain.

They can be in form of brochures, Merchandise provided for sports teams and sponsoring events such as hackathons and physical or virtual crypto events.

3.3 Learn And Earn Incentives.

This is one of the best incentives which can be used to educate the community along with rewarding them for their work.

In order to proceed, The Algorand team will prepare a set of video series with pre-determined questions, where users get up to 3 times to retry the quiz and users who achieve a score of 100% receive their prize.

It is essential to create a web3 app, where users sign in with their wallets (Pera, MyAlgo or Ledger) and will have to complete KYC, in order to comply with international regulations and to prevent spamming the program from loot hunters.

***This Incentive should also be on a First Come, first serve basis until the allocated prize pool is exhausted.

3.4 Advertising.

We will Advertise Algorand on different platforms such as LiveCoinWatch, CoinMarketCap and Coingecko.

In addition, we can provide token grants for users to redeem via Coinmarketcap diamonds, Coingecko candles or any equivalent program.

In addition, we can sponsor articles so the project will stand out among the competitors.

This will make Algorand much more visible to potential developers and users.

3.4 KOL Influencing.

The Algorand foundation will release a Typeform in which every user can submit their info in order to qualify for the KOL program.

Qualified users will be given the chance to get Algorand to sponsor their Podcasts, and they will be also compensated by getting exclusive merch, exclusive access to algorand related events and a special commemorative NFT minted on the Algorand blockchain.

These users will build and prepare required content for all major social media platforms including Twitter, YouTube and Instagram, From Threads to Infographics.

3.5 Exclusive Shop.

The Algorand foundation will launch an exclusive shop where project lovers can buy exclusive Algorand Merchandise, Memorial Magazines and all other exclusive things around Algorand.

Users should be able to pay via ALGO or Major cards per their requirements and availability depending on the country.

4. Feasibility Checks.

1. It is necessary to go through required testing on software before deploying them on the mainnet which is being used by the public.
2. Go through legal checks to see whether these proposals are clearly stated to be conducted legally.
3. Block countries where most of the spamming and bot-type users are founded to make these tasks to be fair for everyone.
4. Block users who attempt to do KYC-related procedures via their same legal name across different documents.

5. Conclusion.

This concludes the set of proposals which were proposed under the theme, Reficio | Rebuild Algorand.

We hope these will fulfil the Algorand foundations' requirement in regard to a set of marketing proposals and will bring glory and prosperity back towards the Algorand Ecosystem.