Introduction:

As a member of the metagovernance team ([UADP](#)) with [@AbdullahUmar](#), we are interested in working with [@alphagrowth](#) to increase our presence and engagement with the target chains that Uniswap is currently deployed on.

Over the past six months, Uniswap has incentivized over a dozen v3 deployments on compatible L1 and L2 EVM chains with over $5M of UNI tokens. In addition to bolstering liquidity and utilization of Uniswap across these chains, the allocated incentives have brought in thousands of unique addresses and users to the respective chains. Furthermore, participating in the governance of Arbitrum, and other target chains soon, through the UADP show the DAO's willingness to engage and devote resources to the combined growth of both of our communities. Now, with the conclusion of our first ecosystem grant from Arbitrum, we are expressing our intention to expand our incentives initiative to other chains and deepen our relationships within those communities.

Background:

- Uniswap has voted to incentivize over a dozen deployments across various chains. Deployed incentives and chains are listed [here](#).

- Uniswap was a recipient of the initial Arbitrum airdrop, and with ~25% of the funds, a metagovernance program was started on Arbitrum. The voting rationale of the program is [here](#); the program has gained delegation since and maintained 100% voting rate.

- The metagovernance team, UADP ([@Juanbug](#), [@AbdullahUmar](#)), applied for the Arbitrum long term incentives pilot program. More info [here](#).

- Uniswap received a grant of 1,000,000 ARB tokens. To show alignment, a matching incentives discussion was also started for Uniswap and [$750,000 of UNI was approved.](#)

- The UADP then worked with [@Gauntlet](#) to distribute these tokens over 12 weeks, concluding recently in September. An in-depth report on the efficacy of this program will soon be delivered by the Gauntlet team.

Going forward:

With the success of the initial trial grant application on Arbitrum, we believe now is the time to move forward with expanding these initiatives. Many of the chains that Uniswap is deployed on administer tens of millions of dollars in grants, often without enough worthy applicants. We also believe that an additional level of alignment can be achieved with target chains if the DAO is able to hold a stake in their governance tokens. A vehicle like the UADP has proven successful in participating in Arbitrum governance, and such a setup extrapolated to other EVMs will be beneficial as well as the likelihood of attaining grants and sustaining reciprocating relationships is only increased if the DAO becomes an active participant.

Grant Applications:

We are interested in replicating what we did at Arbitrum, across the other deployments of Uniswap. This will be a much more intense venture, and are asking the community for feedback on what and where to focus. We believe this is a great opportunity to work closely with the AlphaGrowth team. They have been exploring ways of marketing the DAO in the broader ecosystem and have shown success running this playbook on Compound.

[@alphagrowth](#) is a DeFi and DAO service provider primarily working in the realm of growth through securing grants, growth-marketing, and Defi Operations. Today, they run all growth, business development, and marketing efforts for the Compound.Finance protocol. AlphaGrowth's achievements at Compound include securing nearly $4 million in incentives for Compound users, launching 7 new markets and over 30 collateral assets, and driving a TVL increase of more than $400 million ([Quarterly Report](#)).

Together with AlphaGrowth, some areas we want to focus on are:

- Identifying existing opportunities

- To boost our current efforts, AlphaGrowth has been involved in grants programs for several years. Since they already have their finger on the pulse of so many grants programs, identifying these opportunities for Uniswap will be a simple activation. We will submit applications for Uniswap early and often. Additionally, we will engage all of Uniswap's existing blockchain ecosystem partners to explore their appetite for one-off incentive programs.

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- KYC/KYB

- Many grants/incentives require KYC/KYB. We can utilize ReservoirDAO, AlphaGrowth's sister company, a DAO LLC in the Marshall Islands. This DAO LLC is how they have claimed and distributed incentives for Compound. Everyone is doxed and happy to facilitate this process.

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- Incentive Distribution

- Once we've secured the grants, we will distribute the incentives through various Uniswap partners. For our grant prior from Arbitrum, we used Gauntlet and Merkl. To distribute incentives at Compound, AlphaGrowth had great success using just Merkl and OKX. In addition to using these tried and true partners previously mentioned, we will identify the most effective distribution partners for Uniswap incentives.

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- Marketing

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Working together on these pieces, we are confident we will have sufficient coverage and bandwidth to manage the chains

Expanded Metagovernance:

Currently, Uniswap has only received self-delegation from Arbitrum as a part of the UADP team. In the future, this is an avenue that we are actively exploring to deepen our relationship with other teams. Being delegates builds trust from within and strengthens any grant application we submit. We will continue to look for good opportunities to become involved with other chains where Uniswap is deployed and even consider other complimentary communities if relevant.

Next Steps:

We want to start a discussion around the interest and scope of our plan. We can continue in our current state or scale up and appropriately cover these many bustling ecosystems. Namely, we would like to nail down the size and focus of this initiative. In the coming weeks, we will incorporate general feedback and ideas before moving forward with a full plan and budget.

We will receive suggestions across a multitude of scopes with an ultimate goal of reaching community consensus on an execution plan. Thank you everyone for your time and we look forward to everyone's opinions!