

Problem

LDO is currently only available on Defi platforms like Uniswap with ETH gas fees continue to rise making it hard for retail investors to get in early and invest in LDO. If we are to promote inclusion and providing equal opportunity to all investors, then we should provide an easy and cheap way to invest in LDO. Popular centralized exchanges are the main gateway to new and existing users due to their onboarding and relatively low fees compared to defi.

Proposal

Use some of the marketing budget or reserve to make a deal with a popular exchange like Binance, OKex or Kraken to list the LDO token on their platform. This will make it easier for people to invest in LDO and more fair.

As a bonus, LDO will gain even more popularity as regular folks will be able to purchase it from the exchange without having to worry about eth gas fees. We all know the gas fees will continue to be a problem until eth2 rolls out and maybe even then people might start using eth less due to its upcoming deflationary properties.

The downsides are that it might bring more attention than the team can handle along with more volatility, however, I think this is still worth considering. Happy to discuss further.