

[

UniswapBanner1

3840×2160 879 KB

](https://global.discourse-cdn.com/flex016/uploads/uniswap1/original/2X/b/b8b03a35919d77a4e9fcb21c6189ec984edf7ba0.jpeg)

RFC - Growing Uniswap through Incentives, Distribution, and Co-Marketing

Introduction

Purpose

In recent months, we've actively engaged dozens of Uniswap stakeholders, gathering diverse perspectives from across the ecosystem. This process helped us pinpoint key areas for improvement, specifically in securing and distributing grants/incentives, and co-marketing them with chains and ecosystem partners. The purpose of this forum post is to address these areas for improvement and initiate a qualitative discussion around a high-level plan of action.

Authors

AlphaGrowth and our sister company ReservoirDAO are DAO service providers primarily working in the realm of DeFi growth through securing grants, growth-marketing, and DeFi Operations. Our marquee partner is Compound.Finance, where we run all things growth, business development and marketing for the DAO.

(Co-authors for Uniswap Ecosystem Incentives Initiative section)

[@PGov](#) is a long time community member and delegate who has worked across various committees and grant programs in Uniswap and across Defi.

[@AranaDigital](#) members have been involved in Uniswap DAO for the past 2.5 years, having participated as active delegates and contributors through multiple working groups.

How we got here

Over the last few cycles, we cut our teeth in the world of grants, go-to-market, tokenomics, and ecosystem growth. We've helped dozens of projects go multichain. Throughout this process, members of Compound DAO encouraged us to design and implement a comprehensive growth program to address stagnation in the protocol. As of today, we lead growth for Compound.Finance. Some wins at Compound include securing nearly \$4M in incentives for Compound users, the launch of 7 new markets and 30+ new collateral assets, and a TVL growth of over \$400M. [Here](#) is the most recent quarterly report of our Growth program at Compound. For a comprehensive view of AlphaGrowth-led Compound Growth Program, check out this [Dune Dashboard](#).

Why we're here

Both decentralization and regulatory uncertainty have hindered growth in all corners of DeFi. We, like many members of the community, see Uniswap as a pioneer with great power. Without an organized forward trajectory of pioneers like Uniswap and Compound, we risk seeing the industry spin its wheels.

Uniswap has done a tremendous job setting the gold standard for how we trade assets on-chain. The Uniswap product, brand, and community are some of the strongest in DeFi.

We are here because we believe that Uniswap will be the liquidity layer of the internet; and we want to help get it and keep it there.

Co-contributors

This post was guided by the opinions of numerous Uniswap delegates, each bringing their own perspectives and expertise. A special thanks to the following delegates* for taking the time to help guide and narrow down the scope of this program:

Cole, 404DAO

| Cam, Consensys

| Gab, She.256

| Alex, FranklinDAO
Derrick and Tommy, CalBlockchain
| Darren, Blockworks Research
Mineso and Mateo, Michigan Blockchain
| Renzo and Hugo, ChicagoDAO
Kevin, BlockchainCU
| Jordan, Index Coop
| Erick, Blockchain Education Network
Ross, a16z
| Getty, Oku & GFX Labs
| Tnorm and Matt, Gauntlet
| Dennison, Tally
Callen, Wintermute
| Raffaello, Arrakis
| Doo, StableLab
| Krzysztof, L2BEAT
Coltron, Karpatkey
| Thanos, Keyrock
|

*Disclaimer: The perspectives and expertise shared by the delegates listed above are their own, and their participation in guiding this initial post does not

indicate endorsement or support for its content.

What's the problem?

We're leaving incentives on the table.

Tons of grants and incentives have been left on the table. Without a team dedicated to securing and effectively distributing these funds, valuable opportunities for growth and user acquisition are being missed out on. Here are some concrete examples:

- Optimism Grants Council: Potential to secure ~\$1 million each year in incentives for Uniswap users
- Scroll: Recently closed applications to a grants program awarding six figures to ecosystem projects
- Other chains like Taiko, Mantle, Rootstock, Boba, and Linea offer incentives that Uniswap is eligible for but not is taking full advantage of.
- Projects including Circle (USDC) have spoken to us about ways to incentivize usership, but channels for doing so are currently unclear to them.

[

1600×900 202 KB

](<https://global.discourse-cdn.com/flex016/uploads/uniswap1/original/2X/5/518abfa1ce8d182303490ee9370cbfc87998b367.jpeg>)

*These potential incentive partners are listed here based on previous incentive issuance

Opportunities are lacking coverage; growth is beginning to stagnate

Uniswap, despite its status as a leading DeFi protocol, risks falling into complacency by relying too heavily on its reputation and existing user base. The assumption that Uniswap will continue to dominate without active outreach and promotion is dangerous. Recent data show a relative downturn in the number of new users interacting with Uniswap:

[

1600x281 43 KB

](https://global.discourse-cdn.com/flex016/uploads/uniswap1/original/2X/4/48bfef08762ef9659ade420c514df7fb6cbb6cba.png)

Source: <https://dune.com/queries/2466255/4056861>

Neglecting ecosystem partners and their offerings

Partners and builders within the Uniswap ecosystem are facing challenges in engaging and sharing opportunities with the Uniswap community. Teams like Oku are often marketing new deployments, opportunities, and feature updates on their own—efforts that could be amplified by the Uniswap ecosystem if a mechanism were in place. At present, the lack of a standardized process for co-marketing initiatives is causing missed opportunities for organic growth. If Bunni, a layer on top of Uniswap, wants to offer \$1M of incentives to specific Uniswap pools, what's the best way for them to share this with the Uniswap community? Uniswap is missing a place for ecosystem partners to engage, cross-pollinate, and share opportunities with users.

Additionally, the Onboarding Package referred to [here](#) offers network partners tremendous value. However, many chains are unaware that this opportunity exists. Currently, no outbound team is promoting the Onboarding Package and inviting chains to apply. The latest UAC report mentioned that the current impact of programs like the URGP can also be increased if the DAO were to establish a marketing team:

[Uniswap Accountability Committee \(UAC\): Season 2 Report](#)

It may be worth considering a marketing group for the DAO to more reliably and freely communicate campaigns, events, and proposals to the broader DeFi community. The Uniswap Labs and Uniswap Foundation social accounts don't tend to advertise many of these programs. Bypassing such approval may prove valuable.

Why do these problems matter?

Why secure incentives?

Econ 101: People respond to incentives. If we don't secure these incentives for Uniswap users, other more growth-oriented DEXes will. Without this additional firepower, it will be increasingly difficult to retain and grow the Uniswap protocol and user base. Many DEX teams on L2s collaborate directly with core ecosystem teams to secure these incentives. If we don't run this race, we will continue losing market share.

Why market opportunities?

Simply put, DeFi users must be aware of opportunities if they are to capitalize on them. If Uniswap launches on a new chain, there needs to be a greater marketing push so that the incentives are effectively utilized. Additionally, without distribution, only power users and insiders will have visibility into these opportunities. Finally, ecosystems will be much more willing to offer us incentives if we plan on shouting the opportunities from the rooftops.

Beyond marketing these opportunities to users, marketing opportunities (like the Onboarding Package) to chains will make them far more likely to offer Uniswap users reciprocal incentivization.

Why highlight and co-market with ecosystem partners?

When we co-market, we not only increase visibility for our initiatives but also strengthen the loyalty of key partners. By highlighting partner contributions and opportunities, we create a virtuous cycle where partners are incentivized to do and offer even more to the ecosystem. Co-marketing is another way of showing appreciation to the Uniswap Ecosystem's talented contributors. Many of these partners have opportunities and incentives for Uniswap users to capitalize on. In addition to Oku, projects built on top of Uniswap, such as hook builders, are seeking a clear co-marketing channel. By neglecting our ecosystem partners, we're missing out on opportunities that drive value, contribution, loyalty, and organic growth around V4 and beyond.

What solutions do we propose?

Uniswap Ecosystem Incentives Initiative (UEII)

Let's dive deeper into the program teased by [@PGov](#) and [@AbdullahUmar](#) from the Metagovernance team earlier this week.

([Forum Post](#)) To distribute the most value to Uniswap users, when it comes to sourcing incentives, we propose leveraging our dedicated team to help the Metagov team. This outbound initiative will include members of the AlphaGrowth, PGov, and Arana teams, focusing on securing grants and incentives for the DAO and Uniswap users.

The initial focus will be on [chains where Uniswap is currently deployed](#), capitalizing on the lower-hanging fruit. Depending on the goals of the issuing partners, these grants and incentives can be distributed in several ways: allocated to liquidity providers on specific chains / liquidity pools (e.g., stablecoins, LSTs, LRTs), used to subsidize transaction costs and trading fees, or directed toward other creative initiatives.

When reaching out to prospective chains, we'll leverage our experience, the existing DAO programs like the Onboarding Package, and we'll collaborate with the Metagov team (currently the UADP) to strengthen our pitch.

Oftentimes these grants require KYC/KYB, which we'll handle through ReservoirDAO, AlphaGrowth's sister company DAO LLC in the Marshall Islands. This is how we've successfully claimed and distributed incentives for Compound. We're fully doxed and ready to facilitate the process. We'll provide the infrastructure to make it even easier to secure incentives.

A dedicated team to market incentives and opportunities

To ensure these opportunities and incentives are shared far and wide, we propose leveraging our growth-marketing team. As we secure these grants and incentives, our mission is to strategically promote and distribute this alpha across the DeFi space, increasing TVL, volume, and activity on Uniswap.

Based on the success we've had running campaigns around the distribution of millions in incentives to Compound users, the primary marketing channel we recommend is Twitter. Promoting engaging content will help mitigate the cold-start problem. Additionally, ensuring visibility on industry-leading platforms such as CoinMarketCap and CoinGecko will keep Uniswap top-of-mind for ideal audiences. If there are other channels that the DAO would like to see activated, we are more than happy to entertain these options.

Our team will work closely with the Accountability Committee, Oku and others to identify the best opportunities to prioritize the roadmap of future Uniswap deployments. Over the past year, for instance, the DAO has approved the deployment of Uni V3 on over a dozen EVMs, but there has never been a DAO-led push to ensure that individuals outside of the DAO are aware of these deployments. We will act as that bridge between the DAO and the broader DeFi community.

A dedicated program to vet and highlight ecosystem partners

In order to offer reciprocity to partners and opportunities to users, we're proposing the creation of a program dedicated to highlighting the most exciting and valuable opportunities within the Uniswap ecosystem, especially with Uni V4 hooks. Partners can apply to this program for co-marketing / promotion, and our team will review, qualify, and KYB each opportunity (to prevent any bad actors from being promoted). If the partner's application meets the requirements of the review committee (and the team passes KYB), the opportunity will be greenlit for our marketing team to promote.

The review committee will consist of several members who will first establish the criteria for what qualifies as worthy of co-marketing. Once the criteria are set, the team will meet weekly to vote on co-marketing opportunities from various partner applications. The goal is to highlight opportunities in the Uniswap ecosystem, particularly with the launch of V4 hooks and teams offering user incentives. While AlphaGrowth will handle the admin work, KYB, promotion, and distribution, having a diverse group of quality voices on the review committee is optimal. If an application has a majority vote and quorum, it will be advanced to the marketing team for promotion.

Here are some DAO members who have verbally committed interest in being a part of this proposed co-marketing review committee:

[@Juanbug](#) | Governance, PGov

[@AbdullahUmar](#) | Governance, Arana Digital

[@Cole_404](#) | Governance, 404 DAO

[@Pennblockchain](#) | Governance, FranklinDAO

[@Zeebradoom](#) | Governance, CalBlockchain

[@Hugob](#) | Governance, ChicagoDAO

[@Michiganblockchain](#) | Governance, Michigan

We are also more than happy to hold an election to decentralize the creation of this review team.

Reporting

To maximize transparency, efficacy and attribution of these programs, we will regularly analyze and report campaign

success metrics. Some of these metrics include engagement rates, TVL growth, trading volume, daily/monthly active users, and new wallets created.

We will post quarterly progress reports on the forum to ensure the Uniswap community is in the loop and that our efforts are public.

What's the rationale for these solutions?

We know that people respond to incentives

We've done it several times now. Our team has secured around \$4M in grants and incentives for Compound.Finance users alone. In addition to Compound, we've helped numerous DeFi projects secure grants from a variety of ecosystems. We've been on both side of the equation; over the past few years, we also helped deploy millions in grants and incentives on behalf of the Aurora and Kava ecosystems. These incentives onboarded dozens of DeFi protocols and several hundred million in TVL. We learned what works, and more importantly, what doesn't.

The primary rationale behind this strategy is based on our success at Compound, where our approach to grants and co-marketing has driven significant growth. At Compound, we've secured and deployed nearly \$4M in incentives and expanded into seven new markets. This resulted in significant TVL growth across multiple chains, including a jump from \$51M to \$200M million on Arbitrum alone. Based on our tried and true methods at Compound and elsewhere, we're confident that Uniswap users will benefit greatly from this same playbook.

If we don't talk about it, it won't be heard

As we (and other partners) create valuable opportunities, it's important that we make DeFi aware of them. Without awareness, there's little chance of action. It's crucial to run campaigns that spread the word. Another successful example of this playbook was focused on users transitioning from bridged USDC.e to native USDC. We secured the incentives, incentivized an action, marketed the opportunity, and saw active wallets jump 4.5x over the course of a few months.

Ecosystem partners deserve a chance in the spotlight

When speaking with several partners throughout the Uniswap Ecosystem, we learned that there is no easy way for them to cross-pollinate their communities and offerings with Uniswap users. These contributors are actively seeking more channels to reach the Uniswap community. Highlighting partners will give them even more reason to build, engage, and incentivize on Uniswap.

What are the high level steps for implementation?

1. Securing incentives (UEII)

1. Identifying existing opportunities.

We've been aggregating grants programs for several years. We've been on both sides of the equation, and we now know what is looked for in each applicant. Since we already have our finger on the pulse of these 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 a one-off incentive program. We have already received positive feedback from several of these chains looking to play ball and incentivize liquidity.

1. Creating new opportunities.

In many cases, blockchain ecosystems have funds specifically set aside to incentivize user engagement, but these opportunities might not always be publicly announced through formal grants programs. To unlock these opportunities, we will leverage our relationships with various ecosystems. We'll find mutually beneficial ways to incentivize activity on their chains via Uniswap.

1. KYC/KYB.

Many of these grants require KYC/KYB, which will be done through ReservoirDAO, our DAO LLC in the Marshall Islands. This DAO LLC is how we have claimed and distributed incentives for Compound. We are fully doxed and happy to facilitate this process.

1. Incentive Distribution.

Distribution is currently done by the UAC and as we secure these grants, we will work with them to optimize distribution.

2. Marketing incentives

1. Create socials.

Establish Twitter account (@GrowUniswap

already secured)

1. Ad approval.

Whitelist account for promotion

1. Collaboration and content creation.

Work with incentives team / issuing ecosystem to create content, graphics, and narratives

1. Push campaigns.

Run ads to share incentive opportunities with the community

1. Reporting and attribution.

Analyze and report efficacy of each campaign

3. Co-marketing partners program

1. Landing page.

Creation of a landing page that hosts the application process and qualification criteria for the co-marketing program

1. Application.

Together with the oversight committee, we'll determine the criteria for an eligible ecosystem partner

1. KYB.

We will leverage Provenance for all necessary KYB

1. Review process.

The committee will review each application and qualify each applicant based on the predetermined criteria

1. Promote to the marketing team.

Once approved, the partner will be highlighted by the dedicated marketing team. In addition to the regular marketing of incentive opportunities, we will aim for at least one qualified co-marketing event per week.

What's next?

The intention of this forum post is to simply kick off the conversation around some tried and true solutions that will prevent stagnation. As the conversation with the community progresses, we will nail down more of the quantitative pieces such as KPIs and budget requests.

We strongly believe that these initiatives will significantly benefit the Uniswap DAO, brand and user experience. We look forward to the community's feedback and support for this growth program.