

TL,DR.

WakeUp Labs is a studio offering advanced development services to EVM-Compatible Chains, DAOs, and businesses. This summary provides a brief overview of the company, to later provide a timeline of contributions to Arbitrum, with continuous updates.

Intention.

This first entry will introduce WakeUp, detailing its history, track record, intentions, and team composition. However, it aims to be the initial post in an ever-evolving thread, where all significant interactions with Arbitrum will be added. This approach seeks to offer greater transparency and traceability to the activities carried out. Since WakeUp is a company, it must adhere to NDAs, compliance, and other legal obligations; therefore, it reserves the right to choose what to share in this thread.

What's Wake Up Labs.

WakeUp Labs is a software development studio dedicated to advancing decentralized technology and scaling Ethereum. We specialize in delivering cutting-edge development services to EVM-Compatible chains, DAOs, and businesses entering the blockchain space. Since our inception in 2022, our team has led the charge in innovation within the sector.

WakeUp Labs had established itself as a well known player in the LATAM ecosystem, providing a comprehensive suite of development services including Product Discovery, Product Design, and Software Implementation. Our goal is to address and overcome the challenges our clients face.

Our extensive development expertise, combined with a commitment to excellence, has empowered our clients to achieve significant revenue growth, secure investment rounds, reduce costs, and enhance their overall performance.

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History, Track Record and Team composition.

Since 2022, WakeUp has been actively participating in the ecosystem, conducting workshops for developers both online and in person, attending international conferences, and lending its significant technical expertise to the community.

Besides, in 2024, WakeUp has provided its services to at least 45 clients, with 4 based in Spain, 7 in the US, and the remaining majority from Latin America.

Among these collaborations are:

- An AAVE fork, known for its complexity.
- End-user projects, abstracting the complexity of Blockchain, such as Win Investments.
- Contributions to well-recognized ecosystem projects like DAIMO.
- Innovative projects involving the tokenization of real-world assets and video games, such as Mokens League.
- Healthcare Industry Projects like Group Dalt.
- Optimism: RFG-1.

Our ambition drives us to extend our influence further, aiming to deliver substantial value through our technical solutions.

Our active participation in conferences, close collaboration with DAOs, and engagement with stakeholders across various projects underscore our commitment. Furthermore, we are dedicated to keeping pace with the evolving demands of emerging technologies, such as Arbitrum's ecosystem, ensuring that our services remain at the forefront of the industry's needs.

Our team consists of 3 founders with extensive experience in the ecosystem:

- Milton Berman, co-founder and CEO, brings extensive experience as a CTO in a decentralized identity project supported by IDB Lab and Bitcoin NGO. He has also worked as a Product Owner at Rootstock blockchain and as a CTO in a mobile game studio company. With a background in working with large corporations, Milton possesses the

technical expertise and strategic vision necessary to drive the success of our project.

- Maximiliano del Hoyo, co-founder and CBDO, has a diverse background in software and finance. His previous experience at notable companies like Microsoft and Nestle provides him with the necessary knowledge and network to navigate the intersection of technology and business, ensuring the effective achievement of the project's goals.
- Gonzalo Silman, co-founder and COO, possesses a unique blend of expertise in economics (former university professor), finance, and entrepreneurial experience in creating gaming products for LATAM communities. This diverse background brings a fresh perspective and innovative thinking to our project, enabling us to understand user needs and craft tailored solutions that resonate with our target audience.

We also have a world-class technical and communication team.

WakeUp boasts a dedicated full-time team of seven developers, each a university graduate with degrees in engineering and boasting at least seven years of development experience. We also have one dedicated product designer and one dedicated communication professional.

Our team includes:

- Two Solidity experts who have previously worked at INTEL and have been part of SideChains development teams since 2018.
- Five more full-stack developers.
- One Product Designer with more than 10 years of experience.
- On the communications front, Jess, holding a degree in Communication Sciences from the University of Buenos Aires, is currently furthering her education as an MBA student, with more than 7 years in the industry.

In addition to our team, we collaborate with Strategic Partners who bring their expertise in design, project management, and specific areas of software development to enhance our capabilities and deliver comprehensive solutions.

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What's next

WakeUp is committed to strengthening its ties with Ethereum aligned chains. We plan to leverage our expertise by actively participating and sharing our technical insights in forums, thus progressively enhancing our technical capabilities.