

Summary

Aave Labs is pleased to announce an event grant proposal. This proposal includes participation in key ecosystem initiatives at EthCC, Devcon, and ETHGlobal among other events.

Goals: helping to reinforce Aave Protocol's unique and positive culture, share technical knowledge, and attract new community members. These initiatives are aimed at helping to continue the expansion of the DeFi ecosystem by showcasing Aave Protocol's core values.

Background

Aave Protocol has consistently been at the forefront of DeFi innovation with pioneering features. With a strong emphasis on security, usability, and composability, Aave has amassed a vibrant and engaged community of developers, users, contributors, and stakeholders.

Although the Aave Protocol has emerged as a leader within DeFi, the sector at large is still in its nascent stages. To nurture the expansion of the communities, it's important to stay engaged and visible. For the events proposal from the DAO for 2024, Aave Labs wants to concentrate on proposing fewer but higher-quality events to maximize impact. To achieve this, we would like to aim for high production standards for EthCC, Devcon, hackathons, rAAVEs and smaller events to ensure the highest possible standards and effectiveness of each event.

Overview

Aave Labs is requesting a grant for \$850,000 paid in GHO for events for the remainder of 2024:

1. Hackathons & Bounties:

We want to encourage developers to build on Aave Protocol, as well as GHO. These hackathons not only provide a platform for the Aave community to connect with talented developers in both web3 and web2, and to remain visible and competitive in a growing industry, but also lead to the creation of innovative DeFi projects that enhance the Aave ecosystem. We propose to sponsor three ETHGlobal hackathons in Q3 and Q4.

1. Side Events:

Hosting side events alongside major conferences is an opportunity to increase community awareness, foster connections, and share technical knowledge and industry insights. Typically featuring panels, workshops, and discussions led by industry experts, side events are designed to strengthen awareness of Aave and GHO technology among strategic audiences, reach new target audiences, and ensure Aave and GHO remain top-of-mind within and outside the community. Crucially, side events are where Aave is able to show commitment to inclusivity and diversity in the web3 ecosystem by tapping into new communities and audiences, such as SheFi, which is educating cohorts of +1000 women and includes Aave in the curriculum.

1. Merch:

Aave Labs seeks to create highly coveted Aave and GHO branded merchandise to distribute at events, as part of community engagement and awareness-building efforts as well as to proliferate the ghost. Aave Labs will continue to push for the use of sustainable materials and creation of merch people actually wear, use, and love.

1. Continuation of GHO Pass:

We are proposing the second iteration of the GHO Pass, an initiative aimed at demonstrating the technological capabilities and user value of the GHO technology. Last year, the first iteration of GHO Pass was launched as an initiative aimed at fostering greater GHO adoption. This experimental initiative generated 30,000 GHO to the DAO treasury, and an increase in GHO holders by ~40%. This year's iteration of GHO Pass is planning to offer early access to rAAVE tickets, drink credits, exclusive merchandise, and other perks, with all revenue generated funneled to the Aave DAO.

1. rAAVE:

To celebrate the community's welcoming culture, we plan to host two more editions of the flagship rAAVE event. Throughout the past years rAAVE has positioned itself to be the most sought after event in the ecosystem. They foster community spirit and create memorable experiences. We will integrate the GHO Pass for ticketing logistics and manage press relations and social media to maximize awareness and inclusion. This year's events will be hosted at ETHCC in Brussels and Devcon in Bangkok. To mitigate some costs for rAAVE, we are planning to potentially obtain co-sponsorship with current or potentially new partners for the Aave ecosystem. Due to the event's high visibility, it is crucial that if co-sponsorship is obtained, the selected partners are aligned with the Aave Community and this is conducted in a balanced manner.

1. Open Finance Day Brussels:

In partnership with Chainlink, Uniswap, and Aptos we would host an Open DeFi Day for talks, networking, and light bites during EthCC week. Talks will include members of those communities, Aave Labs, and Aave DAO community members.

Activations Overview:

Name

Date

Details

rAAVE

July & Nov TBD

During the weeks of EthCC & Devcon. rAAVE brings the community together, helping to strengthen Aave's culture and differentiate Aave's ecosystem. The plan is to host two rAAVEs during the course of this proposal.

Open Finance Day

July 9

In partnership with Chainlink, Uniswap, and Aptos we would host an Open DeFi Day for talks, networking, and light bites during EthCC week. Talks will include members of those communities, Aave Labs, and Aave DAO community members.

ETHGlobal hackathons

2024

Sponsorship of four ETHGlobal hackathons, focusing on quality developers.

Devcon

Nov 12 -15

This will be the event of the year in the Ethereum community. Hosted by the Ethereum Foundation, this event will be one of the most attended web3 events of 2024.

Side Events

Q4

Side events currently being considered include: SheFi Summit (Brussels, Singapore, Bangkok), DeFi Security Summit by Certora during Devcon, Stable Summit Brussels. Funds from any side events that are not confirmed will be rolled over to the next potential side event.

The majority of the grant will be used to create an impactful presence during Devcon, ETHGlobal hackathons and rAAVE. These events are pivotal to help drive developers to build and utilize GHO within the wider community. Devcon week will be the marquee event of the year.

After covering the aforementioned main sponsorships, any remaining budget will be directed towards side events related to the security of DeFi and smart contract technology. Any excess funds from this grant will be rolled over to be used for events during Q1 2025.

The proposed budget is in line with previous spending for similar events and covers four major events and side events, including Devcon – one of the most important events of the year for the Ethereum community. A recap on last year's events was posted to governance last December, [here](#).

Aave Labs shall cover all travel expenses for its team members, and this proposal does not request any funds for these expenses, or include any compensation for Aave Labs' work.

Next Steps

- Get community feedback on TEMP CHECK
- Snapshot vote
- If Snapshot is successful, then move to AIP

Conclusion

We believe that the proposed one-off budget allocation of \$850,000 paid in GHO for activations and events for the remainder of 2024 will not only help enrich the Aave Protocol ecosystem, but will foster innovation, inclusivity, and recognition.

We look forward to the DAO's support for this proposal for these events during 2024.