TLDR:

- Making sure protocols receiving growth incentives are easily discoverable

, and ideally, making this discovery simple and accessible for users.

- [Open Call](#): Apr 19, 2024 5:00PM UTC
- Ask of the reader:

Respond with your thoughts on the potential solutions

- Main question:

How do we ensure users can effectively and easily discover what is happening during the Incentive programs?

Background

As LTIPP and STIP.b move through Snapshot/Tally and into compliance, 404 DAO has had a couple conversations with workstream members and other Arbitrum ecosystem stakeholders, such as [@AlexLumley](#) and [@BlueClarity](#), around the implementation of incentives to ensure a successful rollout.

From our discussions, one critical issue continues to resurface: making sure protocols receiving these incentives are easily discoverable. And ideally, making this discovery simple and accessible for users.

In a span of a couple months, there will be 100+ protocols that will distribute upwards of $60-80 million of ARB in incentives. Throughout the Arbitrum ecosystem, there will be an abundance of new engagement opportunities, but how do we ensure the right users can effectively discover what is happening?

With STIP, little to no adjacent marketing or communication was administered to supplement the incentive rollout, let alone a central base for users to know where incentives are being offered and how to earn them. Compared to other ecosystems, this is a major gap in Arbitrum's overall execution strategy and we believe there needs to be action taken to ensure successful engagement of the programs.

Potential Solutions

At bare minimum, there needs to be some sort of incentive hub, a home base of sorts (ex [Base's Onchain Summer](#)), for users to discover the protocols offering incentives.

Some potential ideas on what this could look like:

A. Page on the Arbitrum Foundation website

- Ex. Something like the [Portal](#) or an additional section on the portal
- Pros
- High visibility
- Ideal for branding cohesion + ecosystem discovery
- Simple and intuitive for end user
- Can serve as a POC for long term programs
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- Ideal for branding cohesion + ecosystem discovery
- Simple and intuitive for end user
- Can serve as a POC for long term programs
- Cons
- Is this feasible given the short timeline?
- Does the Foundation have the available resources?
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- Does the Foundation have the available resources?

B. custom, community created Incentives Program website

- Pros
- Increased customization
- Managed directly by contributors in the Arbitrum DAO
- Can also serve as a POC for long term programs
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- Managed directly by contributors in the Arbitrum DAO
- Can also serve as a POC for long term programs
- Cons
- Unknown cost and timeline
- Higher execution risk given tight timeline
- Potentially low visibility if not distributed correctly across content channels
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- Higher execution risk given tight timeline
- Potentially low visibility if not distributed correctly across content channels

C. Dedicated incentive program Notion hub

- Pros
- Managed directly by contributors in the Arbitrum DAO
- Lower execution risk
- Managed directly by contributors in the Arbitrum DAO
- Lower execution risk
- Cons
- Limited customization and visibility
- Not suited as a long-term solution
- Limited customization and visibility
- Not suited as a long-term solution

These are just a couple of options pulled together from an initial brainstorm. Implementation could be one of these or a combination of other explored/unexplored options.

Next Steps

Given the start of incentive distribution (mid-May) is less than a month out, we are presenting this RFC with urgency, hoping to receive ample feedback by early next week.

Open Call:

Additionally, we will be hosting an open community call tomorrow, April 19th, at 5PM UTC, to discuss potential ideas around enhancing discoverability and distribution of the incentive programs in addition to the other marketing needs of funded projects in STIP.b & LTIPP

Can't make the call? Book a time:

For those unable to make the community call, 404 DAO is also opening up its calendar next week to take calls with protocols, delegates, and any other relevant parties to gather feedback and determine next steps forward.

To book a time, please use this link.