

GoldLink Protocol Grant Bi-Weekly Update

Date: 07/25/2024

I. Executive Summary:

The team has successfully deployed rewards claiming and additional marketing information around the ARB rewards program supported by the GMX grant and shifted to increasing our growth efforts with a focus on exposure for the protocol and rewards program. Through a combination of marketing, outreach and business development we've been able to nearly double both lending deposits and borrow volume compared to the previous two week period.

a) Roadmap Progress

- Deployed rewards marketing and claiming on UI
- Over 2x growth in Borrow and Lending Volume compared to the previous 2-week period
- Shipped fixes to frontend to clarify borrow experience

b) Milestone/KPI Achievements

- Lending Deposits : \$900,715.16/ \$1,000,000
- Borrow Volume: \$269,835 / \$500,000

c) Dune Dashboards: https://dune.com/goldlink_protocol/goldlink-protocol

All metrics below represent the period of June 12 - July 25, 2024, and are compared to the previous 2-week period.

II. Current Progress:

- Lending Deposits: \$82,000 (+83.24%)
- Borrow Volume: \$140,873 (+150.6%)
- Daily Active Wallets: 5.46 (+5.5%)

III. Community Engagement:

- Twitter Spaces with GMX Team
- Spotlight in Crypto New Project Newsletter
- 66 New Followers (+83%)
- 24 New Discord Members (+100%)

IV. Partnerships and Collaborations:

- TVL dashboard now being tracked on Defillama
- Exploring partnerships with yield aggregators to create vault lending directing into GMX FRF strategy