

BanklessDAO's Global Education and Onboarding Campaign for Arbitrum

Non-Constitutional

Squad: [DAOStewards](#)

Abstract

Fueling financial sovereignty is the core idea behind the bankless movement.

This proposal presents a 12 month engagement with [BanklessDAO](#) for a global onboarding and education campaign for the Arbitrum ecosystem and requests 1,818,630 ARB.

Motivation

BanklessDAO is a pivotal platform where people learn “how to DAO” through experiential learning. The DAO makes it easy for people to get involved in crypto and learn how to use different dApps and tools. Many become builders, ecosystem contributors, and find full-time jobs.

One example is [@AnaTech.eth](#); she first joined crypto through BanklessDAO, where she learned ‘How to DAO’ and was inspired to work full-time in crypto. Today Ana works full time with the Arbitrum Foundation

and is a clear example of how BanklessDAO helps onboard people from all around the world to crypto. You can find her testimonial [here](#). Similarly, we have helped people find full-time jobs at Uniswap, Polygon, Lido, Thrivecoin, Aragon, Collab.Land, and Post.Tech [\[reference\]](#). Here are [testimonials](#) from six other people who learned how to DAO at BanklessDAO and went on to start their own companies or found jobs in crypto.

For over two years, BanklessDAO has been creating crypto educational content and has helped hundreds of people like Anatech to go full-time crypto. The [vision](#) of the DAO is to live in a world where anyone with an internet connection has access to the financial tools needed to achieve financial independence, and we want to work with value-aligned partners such as Arbitrum DAO to further our respective visions.

Rationale

This proposal aims to share the Arbitrum DAO values of Ethereum-aligned, socially inclusive, technically inclusive, and user-focused

with the broader crypto community. By taking those new to crypto on a streamlined journey from their first touchpoint with Arbitrum, to training them on how to DAO, and finally helping them find their place in the Arbitrum ecosystem, we aim to create a place for people from all walks of life to learn and benefit from the growing L2 tech stack.

Specifications

To structure the campaign we have identified three ‘user personas’

relevant to the Arbitrum ecosystem. The campaign strategy is to attract → engage → onboard

, a results-focused framework which has [proven successful](#) within BanklessDAO. As our proof of work, we recently [delivered a comprehensive 10 week campaign](#) for Optimism focused on education and onboarding.

While all three parts of the strategy will be delivered concurrently throughout the year, we have provided a walk-through below which will help the reader understand all the elements involved in the campaign.

User Personas

Persona

Background

Goals

Challenges

Tech-Savvy Tim

A software developer with an interest in blockchain technology, familiar with the basics of Ethereum but looking for scalable solutions.

Wants to develop dApps with lower gas costs and higher throughput.

Needs to understand the specifics of L2 solutions and find a community to foster his development skills.

Crypto-Curious Carrie

A recent finance graduate who has been following the rise of DeFi and is intrigued by the possibilities of decentralized finance.

Wishes to explore DeFi platforms to apply her financial knowledge and eventually contribute to governance and operations within the ecosystem.

Seeks comprehensive education on DeFi and the Arbitrum platform, as well as guidance on how to transition from a traditional finance role to a DeFi-centric career

Gamer Gary

Gary is an avid gamer with a passion for online multiplayer games. He has heard about blockchain gaming and is intrigued by the idea of truly owning in-game assets and earning while playing.

To discover and play blockchain-based games that offer a decentralized gaming experience and the opportunity for play-to-earn mechanics.

Limited knowledge of how blockchain technology integrates with gaming and how to start playing and earning in the space.

Onboarding Journey

Tech-Savvy Tim

Crypto-Curious Carrie

Gamer Gary

Attraction

Discovers Arbitrum through multilingual social media posts and technical content shared on developer forums.

Attends a global onboarding event hosted by BanklessDAO and learns about the potential of Arbitrum in transforming finance.

Gary stumbles upon a visually captivating post on social media about a new blockchain game launched on Arbitrum. He watches a teaser trailer of the game on YouTube, which showcases the unique features and in-game assets that can be owned as NFTs.

Engagement

Regularly reads newsletters on Layer 2 technology, watches interviews with Arbitrum developers, and joins technical meetups to connect with like-minded individuals.

Subscribes to multilingual newsletters discussing DeFi on Layer 2s, engages with educational YouTube content, and participates in social meetups to learn from community experts.

Gary follows the game's social media channels and joins their Discord server. He engages with content that explains the benefits of gaming on Arbitrum, such as low transaction fees and fast finality. He participates in online gaming events and discussions, connecting with other gamers and developers in the Arbitrum gaming ecosystem.

Onboarding

Enrolls in multilingual Bankless Academy courses focused on building dApps on Arbitrum, starts experimenting with DAO contributions, and attends DAO onboarding cohorts.

Completes advanced courses on DeFi and Arbitrum from Bankless Academy, contributes to Gitcoin rounds to support community projects, and actively participates in Arbitrum DAO governance.

Playing:

Starts playing the game using a step-by-step guide provided by BanklessDAO, making his first in-game transactions on Arbitrum. Earning:

Learns about play-to-earn mechanisms and starts earning in-game currency or NFTs, which he can trade on the Arbitrum network. Contributing:

As Gary becomes more skilled, he participates in beta testing new games, providing feedback, and even starts streaming his gameplay, helping onboard more gamers to Arbitrum.

Outline of Campaign Deliverables

[

Screenshot 2023-11-17 at 12.37.35

1254×398 61.8 KB

](https://global.discourse-cdn.com/standard17/uploads/arbitrum1/original/2X/8/8df60aa47db7876fd154ea662177affd51a5c8bf.png)

Attract

The 'attract' component of the strategy focuses on visually attractive, bite-sized content for new people to become interested in crypto as well as in-person onboarding events for the personal touch. This attraction is done via BanklessDAO's social media channels in 10 languages as well as [ongoing events](#) coordinated with our partners.

- Multilingual [Social Media](#)
- [Global events](#) by BanklessDAO
- Onboarding events with our education partners.

Onboarding event partners include:

- [@lbsblockchain](#) [\[link\]](#)
- [Criptocuriosas](#) [\[link\]](#)
- web3beach [\[link\]](#)

Key performance indicators include:

- Social media posts in each language
- Onboarding events in each country
- Video interviews from participants

Engage

Once a person is interested in crypto, they are directed to engage with more regular written or audio-visual content as well as attend social meetups. The DAO has a broad spectrum of newsletters and YouTube playlists to choose from as well as courses on crypto basics by Bankless Academy.

For the scope of this proposal we want to limit the deliverables to the following categories:

- Multilingual Newsletters on Layer 2s [eg: [here](#)]
- Multilingual written content as educational blog posts [eg: [here](#)]
- Multilingual Youtube videos on beginner-friendly content [eg: [here](#)]
- YouTube videos of interviews with builders on Arbitrum [eg: [here](#)]

Key performance indicators:

- Number of newsletters in each language
- Number of YouTube videos

- Number of interviews

Onboard

Once the individual is regularly engaged with the content, we will have more advanced content and educational courses ready to help this person become a crypto native, as well as giving them the experience of DAO life by incentivizing folks to 'learn how to DAO' by participating in the onboarding journey offered by BanklessDAO.

For the scope of this proposal we want to limit the deliverables to the following categories:

- Multi-lingual Academy lessons on Arbitrum [eg: [here](#)]
- DAO onboarding via education cohorts run by guilds

Onboarding Flow

Prerequisites

- The new member has already attended one or more IRL event
- Reads about crypto content via various channels offered by the DAO
- Has done more than one course by Bankless Academy

Persona Specific 'How-to' Sessions

Tech-Savvy Tim

- How to Deploy a Smart Contract on Arbitrum
- How to Interact with Arbitrum's Layer 2 Smart Contracts
- How to Optimize Solidity Code for Arbitrum
- How to Contribute to Arbitrum's Open-Source Projects
- How to Implement Cross-Chain Compatibility with Arbitrum
- How to Develop a dApp on Arbitrum
- How to Secure Your Smart Contracts
- How to Test and Deploy Arbitrum Bridges
- How to Participate in Arbitrum's Developer Community

Crypto-Curious Carrie

- How to Analyze and Choose DeFi Projects on Arbitrum
- How to Optimize Yield Farming Strategies on Arbitrum
- How to Use Arbitrum for Cross-Chain Transactions
- How to Leverage Arbitrum for Low-Risk Investments
- How to Manage and Secure Your Crypto Portfolio on Arbitrum
- How to Contribute to Arbitrum Grants Program
- How to Navigate Arbitrum's Financial Education Courses
- How to Network and Collaborate in DeFi Finance on Arbitrum
- How to Stay Informed on Regulatory Developments in DeFi
- How to Apply for Leadership Roles in DeFi Projects on Arbitrum

Gamer Gary

- How to Get Started with Blockchain Gaming on Arbitrum

- Exploring Play-to-Earn Mechanisms in Blockchain Games
- How to Join Gaming Communities on Arbitrum
- How to Beta Test New Games on Arbitrum
- How to Stream Your Gameplay on Arbitrum
- How to Start Your Own Gaming Project on Arbitrum

Based on their interests and understanding of the different things which people have learned in the how-to sessions, people can choose to participate in one or more guilds according to their interests.

- Guilds have weekly syncs for new members to join and engage in ongoing projects.
- Get onboarded to specific projects related to the guild by talking with a dedicated talent coordinator.
- By working with projects, contributors can iteratively improve their skills and add value to the DAO and ecosystem.

Key performance indicators:

- Number of lessons produced
- Number of active education cohorts in guilds

Measure of Success:

- Number of Academy badges minted
- Number of active members as part of education cohorts in BanklessDAO guilds
- Number of transactions on Arbitrum
- Number of testimonials highlighting success stories of going full-time crypto

Steps to Implement

Content Milestones

Milestones

Social Media Content [Multilingual]

Written content [Multilingual]

AV content [English]

Onboarding events [Global]

Q1

144

66

6

12

Q2

144

66

6

13

Q3

144

66

6

12

Q4

144

66

6

13

Milestones for Academy Lessons:

Lesson

Milestones

Timeline

Lesson 1: Intro to Arbitrum

1:

Beta test of English lesson

Q2 2024

2:

English lesson deployed

Q2 2024

3:

Marketing campaign delivered via Bankless Academy & BanklessDAO (Twitter & Newsletters)

Q2 2024

4:

5x multilingual lessons deployed

Q2 2024

Lesson 2: Layer 2 Validators (ft. BOLD)

1:

Beta test of English lesson

Q2 2024

2:

English lesson deployed

Q2 2024

3:

Marketing campaign delivered via Bankless Academy & BanklessDAO (Twitter & Newsletters)

Q2 2024

4:

5x multilingual lessons deployed

Q3 2024

'How-to' Session Milestones

Devs

Finance

Gamers

Q1

6

7

5

Q2

6

7

5

Q3

6

7

5

Q4

6

7

5

Team & Contributors:

More than 100 contributors from BanklessDAO and our education partners will be involved in delivering this program. If this proposal is approved, we will select two campaign managers within the DAO who will oversee execution and reporting of the campaign.

Meanwhile, we will continue to be active delegates in the Arbitrum DAO as can be verified by our delegation thread [here](#).

Management of Funds:

We suggest creating a 2 of 3 multi-sig with DAOstewards and two other delegates. If you are interested in being on the multi-sig please reply below.

Timeline

[Here](#) is an example of the content calendar that we use to do this kind of work with our partners. The actual topics might

vary depending on inputs from the community as well as upcoming developments in the ecosystem.

Overall Cost

Item	Quantity	Cost in ARB
Multilingual Marketing Campaign	650	111,650
Multilingual Written Content	286	302,500
Multilingual Academy Course	2	77,000
Podcast	22	121,000
Events	50	147,400
Onboarding via Guilds and 'How-to' Sessions	85	783,750
Strategic Coordination Personnel	2	110,000
Buffer	10%	165,330
Total		1,818,630

References:

[Bankless Publishing](#) , [Bankless Academy](#), [Bankless Africa](#), [Japanese](#), [Chinese](#), [Spanish](#), [Turkish](#), [Bengali](#), [Malayalam](#), [Ukrainian](#), [Serbo-croatian](#), [Hungarian](#), [Tamil](#)

Next Steps:

- 1. Join our Community Call on Friday 24th Nov at 17 UTC to discuss this with the community [[invite link](#)]

2. Join a dedicated feedback space via Google meet on 27th Nov at 17:30 UTC [<https://meet.google.com/ycp-twbm-xnz>]
3. Join a dedicated Twitter space on 29th Nov at 17 UTC [[link](#)]
4. Drop your feedback below