Note:

This proposal is a revised version of our initial draft shared for discussion on November 30th. In reality, it represents the 3rd proposal after incorporating valuable feedback from community members and key delegates. Below are the links attached for previous proposals.

1st Proposal (June 2024):

[Proposal Link](#)

- Outcome:

Failed in Snapshot voting

- Community Feedback:

Lacked clear KPIs and a detailed budget breakdown.

2nd Proposal (November 2024, RFC):

[Proposal Link](#)

- Community Feedback:

Its scope and deliverables were deemed too broad. The feedback emphasized the need to narrow the focus, streamline the deliverables, and

reduce the budget. Emphasis was placed on prioritizing content quality and platform maintenance.

We believe the feedback have played a crucial role in refining our approach and finding the key strategic way for establishing ArbitrumHub as a robust Platform.

Key Resources:

- ArbitrumHub Platform:

[Visit Platform](#)

- ArbitrumHub Research Document:

[View Document](#) (Note:

This file is large and may take some time to load. We appreciate your patience.)

- GitHub Open-Source Code:

[Access Code](#)

- Looker Studio Link (for Tracking Platform Analytics):

[View Analytics](#)

Things to Consider While Analyzing the Platform:

Please note that some information on the platform may not always be entirely accurate or up-to-date, primarily due to resource constraints. From the past year, we have independently built, managed and maintained the platform using the resources at our disposal. Despite these limitations, we strive to provide the most accurate and updated information, deploying any additional resources to improve its quality.

We encourage you to view this platform as a proof of concept

for what we aim to achieve. Imagine the possibilities we could unlock with dedicated support and resources from the DAO. The DAO support would enable us to significantly enhance this platform and fully realize its potential.

DAO Feedback Addressed

Based on feedback from the DAO, we are considering carrying ArbitrumHub as a pilot for the first year with a limited scope. The core focus will be on addressing content needs and refining the platform based on community feedback, DAO needs while utilizing minimal resources.

Key Changes:

- Core Focus on Platform Maintenance:

Prioritizing ongoing platform maintenance and updates over expansion.

- Reduced Fragmentation:

We are adopting a focused approach to streamline efforts and consolidate resources, ensuring a strong foundation for ArbitrumHub.

- Minimal Resources:

Operating with a minimal resource allocation to ensure efficient use of funds and focus on core needs.

MSS Setup for Fund Request:

- Quarterly Fund Withdrawals:

Funds will be withdrawn on a quarterly basis from the MSS.

- Initiative Termination Clause:

The initiative may be stopped if the DAO reaches a consensus that the proposed value is not being delivered at any point.

Comparison Between Foundation site and ArbitrumHub:

The Foundation is one of the bodies of the Arbitrum DAO, focused primarily on providing specific information aimed at builders. Their goal is to make the Arbitrum blockchain more efficient. The Foundation's target audience includes developers and builders, with an emphasis on onboarding them to the Arbitrum ecosystem.

In contrast, ArbitrumHub provides a comprehensive overview of all Arbitrum DAO initiatives, including governance and various ecosystem activities. Our target audience includes individuals involved in governance, Web3 service organizations, strategists, and community members from arbitrum and other DAOs, as well as anyone interested in understanding what Arbitrum has to offer.

Additionally, ArbitrumHub serves as a platform to showcase community initiatives on a single platform, ensuring better visibility and reach. For instance, the Community Hub serves as a space to highlight community-driven contributions— something that is currently lacking within the Arbitrum ecosystem. ArbitrumHub is fulfilling this need by providing a dedicated space for these initiatives and enhancing the accessibility to everyone.

While we acknowledge that the Foundation's website is effective in its purpose, we recognize that the Foundation has a distinct goal and target audience. The Foundation's internal focus is on improving the Arbitrum blockchain for builders, while their external focus revolves around onboarding builders to the Arbitrum blockchain and presenting relevant information accordingly.

Foundation Focus:

- Internal Focus:

Enhancing the Arbitrum blockchain for builders.

- External Focus:

Onboarding builders to the Arbitrum blockchain, with information presented in a way that caters specifically to their needs.

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Note:

The image above represents the bi-annual progress report, highlighting the scope and target audience of the Arbitrum Foundation. It illustrates how ArbitrumHub complements the Foundation's efforts rather than duplicating them. In fact, ArbitrumHub has previously been utilized by the Foundation to showcase various grant programs and accepted projects. ArbitrumHub aims to serve as a comprehensive, one-stop solution for all things arbitrum. The ArbitrumHub team is committed to collaborating with the Foundation and the leaders of various community initiatives to ensure its relevance across all verticals within the Arbitrum ecosystem.

Source:

ArbitrumHub Focus:

- Internal Focus:

Providing a comprehensive overview of all Arbitrum DAO initiatives, governance, and ecosystem activities, with a strong emphasis on platform maintenance and refinement based on community feedback.

- External Focus:

Engaging a broad audience, including governance participants, Web3 organizations, strategists, and community members from other DAOs, by offering insights into what the Arbitrum ecosystem has to offer. Additionally, ArbitrumHub serves as a platform for showcasing community-driven projects and initiatives to enhance visibility and foster collaboration.

Please check out the [Community Hub](#) | [Programs Section](#).

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1. Abstract

The ArbitrumHub project emerged from over a year of active involvement in the Arbitrum ecosystem, during which we identified a critical need for a unified platform for ArbitrumDAO. Through extensive community engagement, research, and participation in DAO meetings, it became evident that new members, centralized organizations, participants from other DAOs, and young enthusiasts lacked a single point of reference for all developments and initiatives within the ecosystem. To address this gap, we began laying the foundation of ArbitrumHub 1+ year ago. With dedicated research, collaboration with key stakeholders, and a project team committed to design, development, and iteration, ArbitrumHub has evolved into a comprehensive resource at arbitrumhub.io.

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2. Motivation

ArbitrumHub was created to address the critical need for a centralized resource hub within the ArbitrumDAO community. As the ecosystem expands, it becomes increasingly challenging to stay informed and connected. ArbitrumHub simplifies this process by offering a single, reliable source of essential information, structured in a way that is both accessible and comprehensive.

ArbitrumHub aspires to become the community's go-to destination for vital insights into ArbitrumDAO and its ongoing initiatives. By maintaining a unified platform, we ensure community members and external participants have access to updates, meeting details, and opportunities to engage with the ecosystem. This approach not only strengthens community involvement but also fosters a more informed and engaged Arbitrum ecosystem.

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3. Rationale for DAO Approval

ArbitrumHub serves as the essential first point of contact for existing and new users in the Arbitrum ecosystem, consolidating scattered information and providing a continuously updated resource. Given the importance of this platform in fostering ecosystem cohesion and accessibility, we are seeking DAO approval to formalize ArbitrumHub's role within the ArbitrumDAO structure.

Securing DAO support would allow us to designate ArbitrumHub as a DAO-backed platform, which we can publicly display in the About section on [ArbitrumHub.io,](ArbitrumHub.io) reinforcing its credibility and trust within the ecosystem. Formal approval would also enable a closer working relationship with DAO program managers and delegates, establishing an ongoing feedback loop and creating a foundation for designing and implementing effective Standard Operating Procedures (SOPs) with key stakeholders. This formalized connection ensures that ArbitrumHub remains aligned with the DAO's strategic objectives, enhancing the platform's long-term impact and value to the Arbitrum ecosystem.

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4. Key Uses of ArbitrumHub

ArbitrumHub is a centralized and open-source platform designed to streamline user access to essential resources, real-time updates, and community engagement within the Arbitrum ecosystem. It addresses the need for a unified, easily navigable platform for new and existing users. Key functionalities include:

a. Real-Time Updates

Integrates the latest news and developments within the Arbitrum ecosystem, ensuring users have timely access to important updates.

b. Community Interaction and Events

Keeps the community informed about upcoming meetups, workshops, and events, promoting active participation and engagement.

c. Centralized Support and Resources

Provides dedicated support for platform-related queries and aggregates essential resources, such as developer tools and grant information, in one location.

d. Enhanced Visibility and Engagement

Leverages social media and newsletters to increase visibility and user engagement, keeping the community informed and involved.

e. Community Participation

Encourages active participation by offering educational resources, events, and opportunities for contribution, fostering ongoing community involvement.

f. Ambassador Program Highlights

Acts as a central directory for ambassador activities, allowing easy management and access to ambassador-related initiatives.

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ArbitrumHub fills a crucial gap within the ArbitrumDAO by providing a centralized, up-to-date platform that simplifies onboarding and keeps users engaged. Initially, our team faced difficulties in accessing the necessary information to fully participate in the ecosystem, a challenge that many users encounter. ArbitrumHub eliminates these barriers, offering a seamless experience that will help attract and retain new members while fostering the continued growth of the ArbitrumDAO.

5. KPI and SOP Implementation

We have conducted extensive research to establish refined Key Performance Indicators (KPIs) and Standard Operating Procedures (SOPs) to ensure that ArbitrumHub operates at peak efficiency while fostering community engagement. Based

on feedback received from our initial draft shared on November 30th, we have streamlined resources towards platform maintenance, and effectively reduced the overall budget. This approach not only enhances the platform's operational efficiency but also ensures that community needs are continuously addressed and prioritized.

Key Performance Indicators (KPIs)

Core Focus

Our primary focus will be the maintenance and optimization of the platform, ensuring it serves the needs of the defined target audience. To achieve this, we will focus on the following initiatives:

1. Content Updates and Enhancements

- Objective:

Ensure regular and timely content updates to keep the Arbitrum Hub informative, relevant, and aligned with community needs. Focus on maintaining consistency and delivering planned enhancements as outlined in the roadmap.

- Deliverable:

Publish weekly content updates and provide a quarterly progress report summarizing updates and enhancements implemented.

2. Bi-Weekly Newsletter Delivery

- Objective:

Keep the registered community informed about platform developments and opportunities through regular updates.

- Deliverable:

Deliver 26 newsletters per year

, providing valuable insights and announcements.

3. Social Media Updates

- Objective:

Foster community engagement and enhance platform visibility through consistent management of a Arbitrumhub's dedicated 'X' account and collaboration with different program initiatives.

- Deliverable:

Publish 5 original posts per week

, maintaining audience engagement while ensuring content quality and relevance.

4. Quarterly Platform Audit Report

- Objective:

Conduct comprehensive audits of platform updates, including code modifications, content accuracy, design changes, sitemap adjustments, and other enhancements.

- Deliverable:

Submit four quarterly audit reports

to the DAO, providing a detailed assessment of platform performance and updates.

5. Open-Source GitHub Code

- Objective:

Enhance community collaboration and ensure transparency by making the platform's development work accessible.

- Deliverable:

Maintain a well-documented, up-to-date GitHub repository that reflects all platform updates and development activities.

6. User Analytics Dashboard

- Objective:

Monitor user activity and behavior using a dedicated analytics dashboard to gather actionable insights.

- Tool:

Utilize Looker Studio

to host the Arbitrum Hub Analytics Dashboard

for real-time user analytics.

7. User Engagement and Platform Utility

- Objective:

One of the key winning factors is to measure platform usage and utility through user activity trends and monthly survey reports, which will help assess satisfaction and identify areas for improvement…

- Deliverable:

Submit quarterly user engagement reports, including metrics such as active users, session durations, and survey feedback analysis, with recommendations for enhancements.

8. Platform Enhancements

- Objective:

Continuously improve user experience by integrating new sections and initiatives based on research findings or specific requests.

- Process:

Follow SOP(b)

for a standardized approach to assessing and implementing updates.

9. Content and Meeting Archive Management

- Objective:

Maintain a central comprehensive repository of all meeting information, including recordings and critical strategic reports, such as the Monthly Token Flow Report.

- Inclusion:

Document and incorporate these records as part of the Quarterly Platform Audit Report

, ensuring transparency and easy accessibility for stakeholders.

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Key Performance Indicators

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These KPIs aim to ensure the platform's effective maintenance, continuous improvement, and community engagement while meeting the expectations of the DAO.

Standard Operating Procedures (SOPs)

The SOPs ensure consistent platform updates, efficient enhancements, and data-driven improvements to maintain accuracy, relevance, and user engagement.

SOP(a): Quarterly Program Review Check-ins

Deliverables:

4 Quarterly Check-ins from each DAO Initiative

Objective

To ensure the accuracy and relevance of information on program-specific pages through quarterly content reviews with designated program managers.

Procedure

1. Quarterly Review Initiation

Send a formal request to the designated program manager(s) each quarter using approved communication channels.

1. Content Verification

Confirm all information is up-to-date, accurate, and aligned with current program objectives.

1. Follow-up and Confirmation

If there is no response within 5 business days, send a reminder. Log the interaction and resulting actions.

Reporting

Summarize outcomes in the quarterly Platform Audit Report, detailing updates implemented or outstanding verification tasks.

SOP(b): Platform Enhancements Based on Research/Requests

Deliverables:

As Required, Based on Research/Requests

Objective

To systematically manage and implement new sections and initiatives based on internal research findings or community requests.

Procedure

1. Request & Research Gathering

Collect enhancement requests and categorize by priority, impact, and feasibility.

1. Initial Assessment and Feasibility Analysis

Assess technical requirements, resource availability, and alignment with platform objectives.

1. Approval Process

Present prioritized enhancements to stakeholders for approval.

1. Implementation and Integration

Work with relevant teams to implement approved changes.

Documentation and Reporting

Document each enhancement and include a summary in the Quarterly Platform Audit Report.

SOP(c): Quarterly Platform Analytics Reporting and Iteration

Deliverables:

4 Quarterly Platform Analytics Reports

Objective

To generate insights into platform user behavior and interactions, enabling data-driven iterations to enhance user experience and engagement.

Procedure

1. Data Collection and Dashboard Monitoring

Continuously collect data on user interactions via the Analytics Dashboard.

1. Quarterly Analysis

Conduct detailed analysis, identifying trends and friction points.

1. Report Preparation

Prepare formal reports summarizing findings and recommendations for improvements.

Action Plan and Implementation

1. Action Plan Development

Develop an action plan based on findings with specific changes.

1. Stakeholder Review and Approval

Present the action plan for feedback and approval.

1. Implementation

Implement approved changes, ensuring alignment with platform objectives.

1. Documentation and Follow-Up

Document all changes and include a summary of actions and progress in the Quarterly Analytics Report.

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Wisdom Behind Every Design Element

Every design element on the platform has been meticulously crafted to serve both functional and strategic objectives. These thoughtful choices ensure a seamless user experience while advancing the platform's overarching mission.

Inclusion of Links to Forum, Snapshot, and Tally for Approved Programs

This design feature, though seemingly minor, is fundamental to fostering user engagement and promoting education. It addresses several critical objectives:

a. Streamlined navigation Experience

- Objective:

Enable users to engage directly with the main source of information, bridging the gap between theory and practice.

- Impact:

By navigating main sources of every information—discussion, voting, and implementation—users gain an immersive understanding of governance processes.

b. Enhanced Learning and Accessibility

- Objective:

Provide an interactive learning experience, empowering users to comprehend the mechanics of DAO operations intuitively.

- Target Audience:

This feature is particularly valuable for users new to decentralized systems, enabling their transition from passive observers to active participants.

- Outcome:

Simplifying complex functionalities lowers entry barriers, fostering broader community involvement.

c. Attracting Larger Organizations and Firms

- Objective:

Demystify DAO governance processes for organizations, studios, and firms that possess the resources and expertise to make significant contributions.

- Strategy:

Present the proposal lifecycle transparently to serve as an onboarding tool for these stakeholders.

- Impact:

Builds trust and encourages participation from high-value contributors, enriching the DAO ecosystem.

Strategic Benefits of This Design Choice

By integrating these source-of-information into the platform:

1. Transparency is Enhanced:

Users can observe and participate in decision-making processes, reinforcing trust in the DAO's operations.

1. Participation is Encouraged:

Simplifying governance mechanisms empowers users to engage confidently and meaningfully.

1. Broader Appeal:

The design attracts a diverse audience, including novice users and resource-rich organizations, thereby expanding the DAO's influence and reach.

Expert Perspective

From a user experience standpoint, this approach exemplifies design excellence by harmonizing education, accessibility, and functionality. Emphasizing interaction transforms users into active contributors, creating a virtuous cycle of engagement and value creation. This ensures the platform remains a dynamic and inclusive ecosystem, poised to support the DAO's long-term success.

For more insights and examples, please explore the platform.

Comprehensive Cost Breakdown for ArbitrumHub Initiative

Our approach for the upcoming year centers solely on platform maintenance

and satisfying the defined target audiences

, ensuring that all efforts are concentrated on these core objectives. By avoiding a fragmented approach and streamlining operations, we've significantly reduced the budget required to carry out the platform's operations. This strategic focus allows us to maximize efficiency and ensure that every resource is directly aligned with platform stability and user engagement.

This clear, purpose-driven approach to resource allocation and budget management allows us to deliver consistent and impactful results while maintaining a sustainable operational cost structure for the year.

Here's a clearer breakdown of the Arbitrumhub's team roles, responsibilities and their associated costs, including the total cost for the entire year:

Role	Price (Hourly)	Daily Average Hours	Weekly Hours (5 working days)	Monthly Hours	Monthly Price	Description
Research	$50	4	20	80	$4,000	Responsible for exploring the Arbitrum ecosystem, monitoring user engagement via Looker Studio Analytics, staying updated on developments within various DAO initiatives and the broader Arbitrum ecosystem, and creating detailed reports to be provided for copywriting.
Copywriting	$60	6	30	120	$7,200	Analyzing content, creating headlines, descriptions, and presenting well-formatted web content, social media posts content and newsletter's.
Design (part-time and minimal)	$60	2	10	40	$2,400	Designing web components, infographics, and custom elements, creating new pages or enhancing existing ones for DAO initiatives, and producing graphics for social media and blog posts.
Development (part-time and minimal)	$60	2	10	40	$2,400	Managing open-source code on GitHub, implementing new features as per needs, updating platform content, troubleshooting errors, and actively engaging with the community.

PM & Communication

$80

2

10

40

$3,200

Managing daily platform operations, communication with a focus on optimizing team efforts and ensuring smooth progress.

Total Monthly

: $19,200

Yearly Breakdown:

- Total Monthly Price

: $19,200

- Quaterly Price

: $57,600

- Total Yearly Price

: $230,400

At the time of the proposal, the requested amount will be fully converted to $ARB, with the budget and quarterly withdrawals specified in $ARB tokens.

Any additional costs, such as hosting or tools, will be covered by the ArbitrumHub's team during this pilot year. We are committed to the platform's growth and its relevance in the Arbitrum ecosystem.

Notes:

- This breakdown includes the minimal industry per-hour cost for expert talent, optimized to reduce the hourly commitment of each role while focusing on platform maintenance.

- The resource allocation and hours have been adjusted based on DAO feedback to ensure efficiency, execution quality, and an appropriate balance of responsibilities for each role.

- The budget has also been reduced significantly considering the first year being arbitrumhub's pilot to build the strong ground on its relevance and usecases.

Retroactive Funding

We would like to highlight that we have been diligently working on and building this platform over the past year at our own discretion with early starter-grant support from pL labs back in jan-feb 2024. Given the effort and commitment invested for past months at our own discretion, we believe it is reasonable to seek retroactive compensation for the work completed thus far.

We respectfully request a minimum of $40k USD

as retroactive funding for over 10+ months of dedicated work

. This request is entirely optional and subject to the discretion of the DAO.

Should the DAO recognize and appreciate our contributions, we would be sincerely grateful. However, if the DAO decides otherwise, we fully understand and respect the decision, acknowledging the dynamics and priorities of the DAO landscape.

Feedback Mechanism and Success Metrics

Feedback Mechanism

To foster continuous improvement and maintain alignment with community/DAO expectations, we have implemented a

structured feedback mechanism integrated into our operational processes. This mechanism ensures that insights from users, stakeholders, and the broader community are systematically collected, evaluated, and acted upon.

1. Community Engagement & Open Collaboration

2. Open Source Accessibility

: open-source GitHub code is public for community contributions.

- Social Media Outreach

: Active Twitter engagement (5 posts/week) to gather feedback.

- Usecases

: One of the key winning factors is to measure platform usage and utility through user activity trends and monthly survey reports, which will help assess satisfaction and identify areas for improvement…

1. Open Source Accessibility

: open-source GitHub code is public for community contributions.

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: Active Twitter engagement (5 posts/week) to gather feedback.

1. Usecases

: One of the key winning factors is to measure platform usage and utility through user activity trends and monthly survey reports, which will help assess satisfaction and identify areas for improvement…

1. Quarterly Check-ins & Feedback Loops

2. Quarterly Program Reviews

: Program-specific content and feedback are reviewed quarterly. (SOP(a)).

1. Quarterly Program Reviews

: Program-specific content and feedback are reviewed quarterly. (SOP(a)).

1. Platform Analytics & User Behavior Insights

2. User Analytics Dashboard

: Real-time user engagement insights on Looker Studio.

- Quarterly Analytics Reports

: Trends and action plans for improvement (SOP(c)).

1. User Analytics Dashboard

: Real-time user engagement insights on Looker Studio.

1. Quarterly Analytics Reports

: Trends and action plans for improvement (SOP(c)).

1. Enhancements Based on Requests

2. Requests Evaluation

: Community/DAO requests are prioritized and implemented after review (SOP(b)).

1. Requests Evaluation

: Community/DAO requests are prioritized and implemented after review (SOP(b)).

Success Metrics

The success of ArbitrumHub is evaluated using clearly defined metrics that align with the platform's objectives. These metrics are linked to the KPIs and operational SOPs, ensuring measurable outcomes and accountability.

Performance Indicators

1. Content Accuracy & Timeliness

: Core focus on platform maintenance and content prevents fragmentation, ensuring that the information is both current and relevant.

1. User Engagement & Retention

: Tracked via User Analytics Dashboard, with quarterly reports (SOP(c)).

1. Platform Growth & Enhancement

: Measured by new initiatives based on research/community requests (SOP(b)).

1. Community Involvement

: Increased contributions on GitHub.

1. Communication & Outreach

: 26 newsletters annually; active social media presence (5 posts/week).

These mechanisms ensure ArbitrumHub operates effectively, adapts to user needs, and fosters a transparent, collaborative environment.

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Key Revisions Based on Feedback:

- Focus on Platform Maintenance and information accuracy

:

Dedicated efforts on platform upkeep for the entire year, avoiding fragmentation.

- Reduced Fragmentation

: Prioritized a focused approach to consolidate resources and streamline efforts, ensuring a solid foundation for ArbitrumHub.

- Revised Role Hours

:

Streamlined hours per role, focusing on platform maintenance based on DAO feedback.

- Revised Budget

:

Optimized budget with clear justification for every expenditure.

- Defined Target Audiences

:

Focused efforts on meeting the needs of clearly identified target audiences.

Commitment to Excellence

This proposal reflects our dedication to creating a platform that prioritizes transparency, community engagement, and measurable success. By addressing past challenges and proactively improving key aspects, we are confident that this revised approach will meet the expectations of stakeholders and deliver meaningful value to the Arbitrum ecosystem.

We look forward to the support of DAO & community in taking this forward.

Voting Option & Governance timeline

1. For with retroactive

2. For without retroactive

3. Abstain

4. Against

We plan to submit the proposal on Snapshot on January 8th or 9th, after the DAO holidays, which end on January 6th. If the Snapshot vote is positive, we will proceed with the tally votes.

Thank you.

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