

Someone recently asked me what I would do to significantly improve the state of Uniswap if I had unlimited resources.

Firstly, we need to set a clear objective: increase Uniswap's market share.

How can we increase Uniswap's market share?

1. By supporting the latest emerging EVM chains and securing Uniswap a dominant position early
2. For example, Monad, Linea, Scroll, Polygon zkEVM, Bera, Taiko, etc
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4. By further investing in current deployments where Uniswap is not a dominant player
5. For example, Binance Smart Chain, zkSync, Base, etc
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Since Uniswap v3 launched, little has been done to drive the growth of any Uniswap v3 deployments outside of Polygon, Optimism, and Arbitrum. Of which, each strongly benefited from early mover advantages. Today, there are 13 deployments of Uniswap v3. Many of the new deployments are newer chains that, while today, don't have the usage seen on Arbitrum, Polygon, or Optimism; one or multiple of them will likely grow to be as big or bigger.

On each of these deployments, Uniswap is currently the underdog. We're competing against Uniswap v3 & v2 forks and other concentrated liquidity protocols, which often have more focused resources for marketing and distribution than Uniswap and often boast close relationships with the chain's team.

The good news is these chains are still generally nascent. So, if Uniswap acts quickly, it can take the lead spot and likely hold it thereafter, thanks to its robust ecosystem of tooling and support.

What would a good plan of action include?

We develop a Uniswap v3 onboarding package!

- \$250k in allotted UNI to dedicate to kicking off the liquidity incentivization on the chain for 3 months (with frontloaded rewards) and 4-5 key pools to incentivize.
- Classic pairs like ETH-USDC, WBTC-USDC, USDC-USDT, and one local pool.
- An APY of 10% and \$250k allocated across three months would incentivize \$10M in liquidity.
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- A partner protocol/app to execute the UNI rewards program live from day one.
- Let's bring back the Uniswap v3 staker or pick a partner to handle the allocated rewards.
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- A Uniswap v3 frontend live from day one.
- Oku is already leading this effort for zkSync, Scroll, Rootstock, Boba, Moonbeam, and soon Polygon zkEVM.
- For Oku to support a new chain, it's \$45k for the initial integration and \$5k/month for 12 months. This covers getting the new chain onto the frontend, the Oku API (free), our cloud costs for hosting the API, our global system for quoting, node requests, and DevOps maintenance.
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Once governance decides on a standard package, when a new chain wants a deployment, we can include this package approval and roll-out as part of the governance proposal. This also ends the current status of rubber-stamping deployment proposals and provides a reason for new chains to seek the support of Uniswap governance proactively. Also, delegates can vote on which existing deployments should receive an onboarding package.

Uniswap could quickly take the lead on 5-10 chains without spending more than \$2.5m. If one of these chains grows into a major player (like Arb/Op/Poly), it will have paid for the entire program multiple times over (assuming the fee switch is someday turned). Providing a modest onboarding package helps Uniswap diversify and develop new markets without waiting to see which chains become long-term relevant - at which point it is often too late or too costly to get market share.

I'm posting this as a discussion topic. If you support this or a version of this idea, please reply here or give me a ping, and based on support, I'll consider fleshing this initiative out further.