Would the community be in favor of supporting a Learn to Earn Campaign leveraging[Coinbase Earn](#) and [CoinMarketCap Earn](#)? This could effectively help teach current crypto holders/users about Uniswap (Swap/Pool/Governance) and possibly the tools necessary to use it (Wallet app like Metamask and block explorer like Etherscan). By doing this we could onboard the hundreds of thousands of other people in the space unfamiliar with DeFi and by doing so create positive first time experiences for the next wave of users.

This wouldn't exactly onboard non-crypto holders/users but it is a start. [Coinbase Earn](#) created a few lessons on how to open a MakerDAO CDP last summer which made the total CDP user numbers doubled over the following weekend. That was a great experiment except for the fact that later MakerDAO transitioned from single collateral to multi collateral and I'm guessing most of those Coinbase users didn't migrate. With Uniswap there shouldn't be an issue like the one described above. The program could provide users enough Ether/UNI to make a swap and/or set up the user's Ethereum address for voting.

There are several benefits to setting aside treasury funds for a project like this. A couple that come to mind are; more people hold $UNI tokens, more people use Uniswap (and have good first experience), more Ethereum addresses with the potential to vote/delegate on a proposal, more transaction fees for LPs.

Negatives to doing this could be added sell pressure if users who get the UNI from Earn program want to sell for another coin, congested network when program goes live, and new users may realize gas prices outweigh the need to use for small trade amounts.

A quick side note, this could be best to try when/if Uniswap moves to L2 solution in future or have the programs conduct the eligibility so users don't experience high gas prices or clog up Ethereum mainnet.

Would love to hear what the community thinks about something like this and maybe there are other Learn to Earn programs I'm not familiar with. Maybe some that could help onboard non-crypto users?