[DapDap](#) proposes to leverage its composable front-end to build an alternative, intuitive Uniswap frontend and to collaborate with related DeFi projects to improve Uniswap's market share. Our objective is to support emerging Ethereum Layer-2 networks and reinforce deployments where Uniswap is not the dominant player — specifically on Linea and Scroll — by deploying a user-friendly front-end and building strategic business relationships to drive liquidity and adoption.

Context and Opportunity

DapDap serves as the ultimate gateway to Ethereum Layer-2 solutions, simplifying Web3 navigation for over 130,000 users since its launch in February, 2024. With a guiding mission to democratize DeFi access, the platform offers a one-stop portal to 200+ dApps across 17+ Ethereum Layer-2 networks.

With a proven success in onboarding a significant amount of volume and transactions, DapDap continues to collaborate with industry-leading Ethereum solutions on a regular basis, such as: Base, Blast, Linea, Manta, Scroll, and more. Recent campaigns saw DapDap onboard [16,000+ users to Linea](#), [22,000+ users to Scroll](#), and [14,000+ users to Blast](#), with total DeFi volume coming through DapDap surpassing $100M in transactions only 3 months after launch.

In the past, we've worked closely together with our partners at Linea (Consensys) to develop our first iteration of a fully open-source & decentralized [Uniswap v3 front-end](#), as an initiative to support Uniswap adoption on Linea ([link](#)).

We've also recently received a [grant from Base](#) to build a custom Uniswap front-end for the Sepolia Testnet to facilitate product testing for builders worldwide. [Link](#)

Problem Statement

In the process of developing the alternative Uniswap frontend on Linea, we realised that

Uniswap's v3 contracts are live on 17 networks, as part of the Uniswap DAO's initiative to expand its services to various EVM-compatible networks. However, besides oku, there is a lack of local Layer-2 market focus and initiatives that lead to user conversion and market penetration. Out of the 17 major EVM & Ethereum networks, the Uniswap contract accounts for less than 1% of the total total value locked (TVL) in 6 of them.

Possible factors hindering Uniswap's local market penetration include:

- Limited Reach - lack of an official Uniswap front-end support on many emerging Ethereum Layer-2 networks.

- Competitive Positioning - native DEXs have an inherent advantage in building local engagement by incentivising liquidity for native tokens.

- Absence of the canonical Uniswap-themed Interface - absence of a simple and familiar Uniswap front-end across some Layer-2s, creates for significant barriers to onboarding retail users

DapDap Proposal

1. **Unique Value Proposition**

Existing User Base:

- DapDap is a platform with +130,000 retail users, averaging +10,000 daily visits and 2,000+ daily users completing on-chain transactions

- Direct accessibility to 200+ applications across 17 chains, giving us the ability to easily direct users to DapDap's Uniswap frontend with a superior UX

Front-end Composability:

- DapDap's main value lies in its frontend composability, giving access to Uniswap, LP vaults (e.g, Gamma), lending (e.g., Layerbank), and bridging (e.g., Across) within a single UI

- Simple user journey centred around Uniswap as a DEX

- Competitive UX compared to other local DEXs

Business Development:

- Existing relationships with 200+ integrated DeFi applications across 17 chains

- Natural fit to build business relationships for Uniswap with local complementary DeFi services like lending, bridges, vaults, etc.

- Ability to integrate external DeFi features into our Uniswap-focused interface, run marketing campaigns, and direct user attention towards Uniswap instead of local DEXs

- **Development and Deployment**

Allocation of 5k $UNI for DapDap team efforts per network:

- 3k $UNI for initial development:

- UI/UX design (1 week)

- Front-end Development (4 weeks):

- Swap, Account component, Liquidity management

- Slippage settings, Local token whitelisting function, Smart-routing

- Additional functionality (2 weeks):

- UI/UX design (1 week)

- Front-end Development (4 weeks):

- Swap, Account component, Liquidity management

- Slippage settings, Local token whitelisting function, Smart-routing

- Additional functionality (2 weeks):

- Block explorer support, i18n, Transaction data page, Embedded bridge aggregator functionality

- 1k $UNI for maintenance (server and dev costs) for one year

- 1k $UNI for continued integration of new DeFi services

Total cost per Network: 5k $UNI

Selected Initial Networks to Deploy: Linea, Scroll

Total Cost for 2 Networks: 10k $UNI

1. **User and Business Engagement Strategies**

Allocation of 5k $UNI for Business Development & Marketing per network integration

Leverage DapDap's Existing DeFi Partner Network:

- Utilize DapDap's established relationships with over 200 integrated DeFi applications across 17 chains to promote Uniswap; build partnerships with key local DeFi projects, such as lending platforms, bridges, and vaults etc.

- Integrate these local DeFi services into DapDap's Uniswap-focused interface, creating a seamless user experience and directing attention towards Uniswap.

Focused Marketing and Community Engagement:

- Launch focused marketing campaigns using social media and influencers within the local DeFi markets.

- Include Uniswap in DapDap's ecosystem odyssey onboarding campaigns, simplifying the user experience and guiding new users through using Uniswap on these Layer 2 solutions.

- [Linea odyssey campaign on Dapdap](#)

- [Scroll odyssey campaign on Dapdap](#)

- [Blast odyssey campaign on Dapdap](#)

- [Linea odyssey campaign on Dapdap](#)

- [Scroll odyssey campaign on Dapdap](#)

- [Blast odyssey campaign on Dapdap](#)

- Host community events such as AMAs, spaces, and workshops to engage user and gather feedback. Establish

dedicated channels on platforms like Discord and Telegram to support and build the community.

- [Blast DeFi twitter space, host by Dapdap](#)

- [Linea DeFi Twitter space: host by Dapdap](#)

- [Blast DeFi twitter space, host by Dapdap](#)

- [Linea DeFi Twitter space: host by Dapdap](#)

Total cost per Network: 5k $UNI

Selected Initial Networks to Support: Linea, Scroll

Total Cost for 2 Networks: 10k $UNI

Expected Outcomes

- Improved accessibility to Uniswap's liquidity pools on emerging Ethereum Layer-2 networks through the DapDap-built Uniswap interface

- Enhanced user engagement and participation in Uniswap's ecosystem via DapDap's streamlined interface and gamified features

- Increased liquidity provision and trading volume on Uniswap, resulting in expanded market penetration and strengthened market presence

- Enhanced penetration into Layer-2s via frontend composability, enabling users to swap on Uniswap and interact with other dApps on DapDap

Reporting and Measurement

If the proposal is approved, DapDap will complete all integrations and relevant business development within 45 days and launch accordingly. After launch, DapDap will provide quarterly reports to the Uniswap DAO on user activity (#users

, #transactions

, #volume

) on the integrated DapDap interface. If improvements are needed, we will communicate accordingly.

Closing Note

I'm sharing this as a discussion point. If you endorse this concept or a variation of it, please respond here or contact me directly. Depending on the level of support, I'll look into developing this initiative further. This proposal represents the start of our enduring commitment to collaborating with and benefiting the Uniswap ecosystem as an alternative interface and valuable contributor. This strategic integration intends to facilitate wider adoption and boost participation in the Ethereum Layer-2 DeFi space.

Mock up

Swap:

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Dapdap x Uniswap-Swap

3088×1976 205 KB

](https://global.discourse-cdn.com/business6/uploads/uniswap1/original/2X/7/767bee47e30b92f69c9b035819a7d2a31cb29fd0.jpeg)

Pool:

[

Dapdap x Uniswap-add liquidity

1920×1229 58.9 KB

](https://global.discourse-cdn.com/business6/uploads/uniswap1/original/2X/4/4e4531058eef115ee80ce0be2acf94643e081cd8.jpeg)

Third Party Vaults:

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Dapdap x Uniswap-Gamma

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Bridge

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Dapdap x Uniswap-Bridge

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