

Date: Jan 24, 2024

## I. Executive Summary:

### a) Roadmap Progress

- Rodeo has launched the GM farms live to participation (ETH, ARB, BTC)
- Initial incentives have started dispersion starting Jan 15
- +\$100k increase in USDC.e lending pool in 4 days since incentives announced
- \$77.8k deposited into GM farms in 4 days since launch
- RODEO++ to go live next week with D2 finance to drive estimated 100-200k into GM farms

### b) Milestone/KPI Achievements

- All GM farms have been made live as of Jan 24 [Farms | Rodeo](#)
- Incentives distribution started and claims open Jan 24

### c) Dune Dashboards

- To be launched prior to next reporting period

## II. Current Progress:

- All GM farm integrations have been made live. Initial incentives have begun
- Next major focus is on marketing and spreading awareness to drive use to GM farms
- The Rodeo++ vault will launch with D2 finance using up to 75% of TVL in the GM farms

## III. Community Engagement:

- Rodeo community is showing interest for GM farms, the limitation is currently on the lending liquidity available. The lending pool remains fully utilized as lending liquidity become available showing high demand for the product
- Rodeo must focus on reducing friction to grow lending incentives and drive awareness for the GM farm

## IV. Partnerships and Collaborations:

- Rodeo is focused on growing partnerships with other Arbitrum blue chip protocols