

## Overview

The Uniswap Growth Program is making a 'Call to Ecosystem!' to highlight the most exciting and valuable initiatives within the Uniswap ecosystem, especially those involving Uni V4 hooks and Unichain.

As part of this effort, we invite projects to [apply](#) for co-marketing and promotion through the Uniswap Growth Program, an initiative created to streamline collaboration and unlock new value streams for Uniswap. After review, qualified partners will be formally approved for co-marketing and other growth-oriented opportunities.

## About the Uniswap Growth Program

The Uniswap Growth Program is a DAO-endorsed initiative facilitated by AlphaGrowth, a premier DeFi operations and growth firm. The Growth Program aims to bring new opportunities to the DAO, secure and distribute grants/incentives, as well as market incentives and opportunities. Read more about the growth program [here](#).

## Growth Program Support

The Uniswap Growth Program would like to begin offering a comprehensive range of co-marketing and operational support services for projects building on or integrating with the Uniswap protocol. Whether you're seeking to amplify awareness, foster deeper community engagement, or boost liquidity, the Growth Program is here to help you succeed within the Uniswap ecosystem. A few examples include:

### Co-Marketing

- Social Media Awareness:

We work with you to produce co-marketing content and coordinate joint social media pushes that spotlight your project's value. Our goal is to reach both existing Uniswap users and broader DeFi audiences.

- Community Events:

Through AMAs, we facilitate direct dialogue between your team and Uniswap's user base. These events help build trust, clarify product offerings, and spark meaningful conversations.

### Uniswap Governance Podcast

- Podcast Appearance:

Speak about your exciting innovations being built on top of the Uniswap ecosystem on the Ungovernable podcast. You can showcase the benefits and inner workings of your integration with an unfiltered take.

### Co-Incentives

- Liquidity Incentive Programs

: For projects that show particularly high impact potential, the Uniswap Growth Program will help present co-incentive opportunities to the UAC and/or DAO. Approved teams will work closely with the Uniswap Growth Program to maximize impact.

## Application Process

To ensure that potential collaborators receive the appropriate level of attention and support, AlphaGrowth manages the Uniswap Growth Program application pipeline on behalf of the DAO. We have a four-step process:

1. Submit an Application
2. Prospective participants should complete our [Google Form](#), detailing their project's offerings, growth objectives, and how they align with Uniswap's goals.
3. Initial Screening & Call
4. Once we review an application, our team will schedule a call to understand the stage of your project and the value your protocol brings to the Uniswap ecosystem to better understand how to possibly proceed forward.
5. Marketing Collaboration
6. We'll explore a co-marketing plan for projects that demonstrate a strong fit. This may include AMAs, joint announcements, or social media campaigns aimed at rallying attention around your initiative and its integration with Uniswap.
7. Potential Co-Incentives

8. Projects that show particularly high impact potential, the Uniswap Growth Program will present as co-incentive opportunities to the DAO. Approved teams will work closely with the Uniswap Growth Program to help tailor proposals for the DAO.

## Four Key Focus Areas

As part of this initiative, the Uniswap Growth Program is concentrated on four core domains that we believe are crucial for Uniswap to maintain its edge as the liquidity layer of the internet:

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### 1. Distribution

Uniswap's position as the liquidity layer of the internet hinges on seamless, behind-the-scenes integrations that make using Uniswap practically invisible to end-users. Trading terminals that route swaps through Uniswap pools, implement Telegram or Discord chatbots for instant token swaps, or build AI-driven liquidity routers are prime examples. By supporting such integrations, Uniswap can boost both the user experience and broaden the distribution channels of Uniswap.

### 2. Leverage

Embedding Uniswap deeper into core DeFi primitives, such as CDP platforms, lending markets, and derivatives, continues to make UNI and Uniswap LP tokens indispensable components of the broader DeFi economy. Strengthening these integrations (e.g., letting LP tokens serve as collateral) both locks liquidity into Uniswap and opens new options for token holders and liquidity providers.

### 3. Automation & Management

Providing user-friendly tools for liquidity management is essential to ensure new and existing LPs can capitalize on Uniswap's capabilities. Automated liquidity managers, custodial solutions for large LP providers, and on-chain asset management platforms all lower barriers to entry for managing liquidity. By focusing on these solutions, Uniswap can accommodate everyone from novices seeking easy passive income to established institutional participants needing complex risk mitigation strategies.

### 4. Incentive Layers

Solid Incentive Layer projects building on top of Uniswap can leverage advanced mechanisms, such as ve(3,3)-inspired tokenomics, to deepen Uniswap's liquidity and even bootstrap protocol-owned liquidity for ecosystem partners. By integrating these novel frameworks into Uniswap's existing concentrated liquidity model, protocols can drive broader user engagement, attract more capital, and foster a vibrant marketplace of interconnected DeFi products.

## Closing Remarks

For projects seeking support under the Uniswap Growth Program, we encourage you to submit an application via our [Google Form](#).

We also invite the Uniswap community to share insights, favorite projects, and feedback. Your perspective is critical to refining our approach and prioritizing the most impactful initiatives for Uniswap's continued success.