

Event Description

We are proposing a hackathon titled “Arbitrum Innovation Sprint”

aimed at fostering the development of innovative decentralized applications (dApps) on the Arbitrum. The hackathon will bring together developers, blockchain enthusiasts, and industry experts to brainstorm, collaborate, and build solutions that leverage Arbitrum’s scalability, low-cost transactions, and security. The event will include workshops, a hackathon, and a demo day to showcase the projects.

Event Organizer

The event will be organized by BlockseBlock

, a global developer adoption platform designed to onboard, educate, and activate developers across the evolving tech landscape—including blockchain, and other emerging technologies. By bridging the gap between emerging technologies and a rapidly growing developer ecosystem, BlockseBlock enables protocols, and startups to scale their developer adoption efforts seamlessly. BlockseBlock has extensive experience in organizing blockchain-focused hackathons and developer engagement events.

About BlockseBlock:

- 100,000+ developers

in our network

- 600+ university partnerships

across India and SE Asia.

- 100+ hackathons

successfully executed for leading blockchain protocols

We’ve been the global hackathon partner for the ICP blockchain, and our developer-first approach has helped ICP become the third largest developer ecosystem after Solana and Ethereum as per the recently published Electric Capital Developer Report.

Apart from ICP, we were the partners for Near in India for the Redacted hackathon. We provided the highest number of registrations and the highest number of projects in the hackathon.

Website: <https://blockseblock.com/>

Benefits of the Event to Arbitrum

- Increased adoption of the Arbitrum Layer 2 blockchain by onboarding developers.
- Development of innovative dApps showcasing Arbitrum’s technical advantages.
- Enhanced visibility for Arbitrum as a leading Layer 2 scaling for the existing and new developers joining the space.
- Community expansion when the projects launch in the market

Proposed Budget

We are requesting \$30,000 funds from the DAO Events Budget.

Budget Breakdown

Proposed Budget Breakdown

1. Venue Logistics: \$1,000
2. Team Cost: \$4,000
3. Food & Beverages: \$2,000
4. Marketing and PR: \$7,000
5. Operational Costs, Technical Infrastructure, and Content: \$5,000
6. Marketing Materials, Giveaways, & Merchandise: \$3,000
7. Hackathon Prizes: \$5,000

8. Miscellaneous: \$3,000

Budget Tracking

- Receipts and invoices for all expenditures will be compiled into a report.
- A detailed post-event financial report will be shared with Arbitrum DAO, listing itemized expenses.

Apart from the proposed tracking we are open to other measures to ensure transparency.

Key Performance Indicators (KPIs)

KPI

Target

Tracking Method

Number of registrations

300+

Registration records

Number of developers

200

Registration records

Number of projects built

30+

Hackathon submission portal

Hackathon media reach

500,000+ impressions

Analytics from platforms and partners

Workshops conducted

5

Event schedule and attendance logs

Event Logistics

- Venue

: Auditorium seating for 100+ attendees.

- Audio-Visual Equipment

: Microphones, projectors, and recording setups.

- Catering

: Full meals and refreshments for developers.

- Hackathon Tools

: Dedicated Wi-Fi, power extension chords, etc.

Service Providers Required

1. University Partner

: To provide space and infrastructure for offline workshops.

1. Catering Partner

: To supply food and beverages.

1. Marketing and PR Agency

: To execute promotional campaigns.

Support Required

Apart from financial resources we will handle end to end at our side.

Timeline

Milestone

Deadline

Landing Page Creation with locked hackathon details

Week 1

Marketing Campaign Launch

Week 2

Venue and Logistics Finalized for offline workshops

Week 2

Workshops Scheduled

Week 2

Workshops

Week 3-5

Demo Day

Week 7

Post-Event Report Submission

Week 8

Communication Plan

- Bi-weekly progress updates will be shared on the forum.
- Real-time updates will be provided through Twitter and Discord.
- A post-event summary and impact report will be shared with all stakeholders.

Marketing Plan

- Social Media

: Targeted campaigns across targeted social media platforms.

- Influencers

: Collaboration with key Web3 influencers to promote the event.

- Press Releases

: Distribution and mention on media outlets.

- Community Engagement

: Partnering with developer community groups.

- Partner Network:

Leveraging the partners network to attract developers into the hackathon

Alignment with Arbitrum’s Mission, Vision, and Purpose

The event aligns with Arbitrum’s mission to scale Ethereum and enhance its ecosystem by fostering innovation, engaging the developer community, and showcasing the Layer 2 solution’s capabilities.

Post-Event Impact Report

1. Event Summary

:

- Overview of the event’s agenda and objectives.
- Participation Metrics

:

- Total attendees, projects submitted, and workshops conducted.
- Impact on Arbitrum

:

- New integrations and feedback from developers.
- Financial Summary

:

- Itemized expenses with receipts.
- Learnings and Recommendations

:

- Insights and suggestions for future events.