

Proposal modified on 06/02/23 to comply with the No-Sale rule of the Grant

Proposal modified on 14/02/23 to bring more clarifications on the process to filter eligible users + rebalance of \$OP allocation between Podcast & Newsletter

Proposal modified on 21/02/23 to remove incentives to twitter space and allocate incentives to existing subscribers

Proposal modified on 27/02/23 to address Increase of Sybil Resistance & task engagement

Project name

: The

Optimistic Series

Author name and contact info

(please provide a reliable point of contact for the project): Subli\_Defi

I understand that I will be required to provide additional KYC information to the Optimism Foundation to receive this grant

: Yes

I understand that I will be expected to following the public grant reporting requirements outlined [here](#)

: Yes

L2 recipient address

: 0x6b492bbbe311f3c1e15e3d4ccc00cc2a412089ff

Which Voting Cycle are you applying for?

: Cycle 10

Which sub-committee should review your proposal? (Builders Grants, Growth Experiment Grants)

: Growth Experiment Grants

Project description

(please explain how your project works):

The optimistic Series is providing unique content exclusively about the DEFI Optimism Ecosystem that does not exist yet, as far as i know. It will include the following Educational contents:

1. The Optimistic Newsletter: A bi-weekly newsletter covering the following topics:
2. Governance/Technical updates
3. On-chain analysis
4. Project Update
5. Crypto Market review
6. Farming strategy: (being an Interactive community section where i select the best farming strat that the community sends me).
7. The Optimistic Podcast: A weekly podcast, held on Twitter space, where i receive one or two projects, in order to go through:
8. Project current status
9. Roadmap 2023
10. Optimism Position within the overall Defi ecosystem
11. Access to a Large Research database on the contents already produced on Notion by myself covering subjects such as:
12. Optimism project review
13. Optimism project tutorials

14. Defi macro analysis
15. How to use Defi guide
16. Basic knowledge of Defi - Impermanent Loss / Depg in a liquidity pool

All the above deliverables will be released on my twitter account (>10k followers, 1m impressions in January '23).

Twitter

: [@subli\\_defi](#)

Discord/Discourse/Community:

Subli#0257

Other relevant links

(including any demos): The Optimistic Newsletter + Podcast: <https://optimismbysublidefi.substack.com/>

Research database: [https://sublidefi.notion.site/Subli\\_Defi-c57a3141c983433ca74e785a0bf1bcd0](https://sublidefi.notion.site/Subli_Defi-c57a3141c983433ca74e785a0bf1bcd0)

Additional team member info

(please link): As the work above is tremendous, friends of mine are helping me to make all this content, while on my side, in addition to write articles, threads, and making the live space with projects, i also deal with business development & managing the overall project.

This team is made up of:

Pedro: Designer

Charles: Analyst & Digger

Axel/Guillaume: Traders

Myself: Subli\_Defi

Please link to any previous projects the team has meaningfully contributed to

: I'm deeply involved in the Optimism community since 2022, and very familiar with a lot of projects that have been deployed there. Thanks to my deep involvement, i've tied-in connections with a lot of Defi protocols which consider me as a legit, accountable person within the Defi ecosystem, and same goes for users as well.

I've been involved as contributor into Velodrome, Kwenta, Synthetix, Lifi, Reaper Farm, Tarot and in the overall Optimism ecosystem as:

Optimism Ambassador nominated End of 2022, with a nomination well supported by various Optimism projects [Discord](#)

I'm also supporting and animating the french channel of various discord servers:

- Main optimism discord
- Synthetix (where i'm also a country lead)
- Velodrome
- Kwenta
- Defi-France: A discord with +3k members focusing on DEFI in general
- CryptoFarmeur Discord - Optimism channel: French YT/CT focused on Defi (80k followers on Twitter)

Overall in 2022, i've covered various Defi protocols and Optimism growth as follows (more info in my Notion page - Optimism Category):

- Optimism Grant: Twitter threads to cover sum-up cycle 2 to cycle 8
- Optimism Quests: Detailed step by step tutorial on the 18 Optimism Quests → Oftenly referenced by the Optimism team on the discord server
- Twitter threads, Project presentation project, tutorials for the following projects: Reaper Farm, Yeran Finance, Beefy Finance, Kwenta, Velodrome Finance, Synthetix (the most detailed staking tutorial ever made in French & English),

Tarot, Alchemix

- Twitter threads & videos for the first steps in DEFI & General knowledge

How to Bridge ETH to optimism

How to buy a token

What is impermanent Loss

Crypto Portfolio management

Crosschain Swap

Depeg mechanism in a liquidity Pool

Crypto Market analysis

..... And so much more

|

Relevant usage metrics (TVL, transactions, volume, unique addresses, etc. Optimism metrics preferred; please link to public sources such as Dune Analytics, etc.): Twitter account: 1m+ impressions in January '23, +10k followers:

[https://analytics.twitter.com/user/Subli\\_Defi/home](https://analytics.twitter.com/user/Subli_Defi/home)

Newsletter: 300 subscribers after 2nd release

Podcast: Already signed-in with the following projects in less than 2 weeks (And more to come):

Kwenta/dHedge - Done

Lyra/Polynomial - Done

Byte Masons

Beethoven X

Rocket Pool

Alchemix/Yearn Finance

Velodrome Finance / Liquity

AAVE

Thales/Overtime

Etc...

Competitors, peers, or similar projects

(please link): There are few project that are working towards Education, like Bankless, which i love the work. However, i don't see any project proposing something similar to The Optimistic Series.

Is/will this project be open sourced?:

Yes

Optimism native?

: Yes

Date of deployment/expected deployment on Optimism

: 18/01/2023

What is the problem statement this proposal hopes to solve for the Optimism ecosystem?

Evolution of Defi has been incredible in 2022 despite the market condition. While new layers 2 emerge (Metis, Arbitrum, Optimism), we will see in 2023 new additional chains that can compete with Optimism (starknet, Polygon ZK Rollup, DAPP Chain Layer 1 - Sei, Berachain, etc...). And despite having the right technology and the right ecosystem, Communication is key to spread the work and attract builders/users.

Problem 1:

As the amount of information in DEFI in general grows exponentially, collect, & data analysis necessary to be able to use/invest/farm in one ecosystem takes a tremendous amount of time, that most of the people do not have. So how do you connect to these people who just scroll twitter 15minutes per day?

Problem 2:

It's also very similar on Project side, how to access users outside their own community to communicate on new milestones, upgrades, incentives, whether you're an already fully operational project, or a new one that is still on testnet?

Problem 3:

And finally, if Optimism manages to attract users, how do you educate them and make them do their own research?

Problem 4:

Most of the time, projects might require to sponsor educational contents to Crypto Twitter influencers or KOL, but with the on-going market, marketing budget is often squeezed, or not in the project philosophy. While for new projects that plan to launch (for example, see the number of projects that plan to launch build on top of Synthetix) they usually do not have the budget for this. On the other side, users need also to pay for newsletter, private group to usually access this type of insights/research/tools.

How does your proposal offer a value proposition solving the above problem?

: The main proposition value is to link Projects & Users in a single point of contact, with no financial incentives, being the Optimistic Series.

Problem 1 => The answer is the Optimistic Newsletter

Problem 2 => The answer is the Optimistic Podcast

Problem 3 => The answer is the research database

Problem 4 => The answer is the Optimistic Series receiving a Project Grant on this cycle

Why will this solution be a source of growth for the Optimism ecosystem?

: Education is Key, information is Power. By providing very high quality content you cannot find in such format, people will naturally start using Optimism projects for their own pleasure.

We usually are more confident in what we know, in what we understand. The Optimistic series will provide knowledge and tools that will maintain user curiosity and appetite on Optimism.

Has your project previously applied for an OP grant?

: No

Number of OP tokens requested

: 30k \$OP

Did the project apply for or receive OP tokens through the Foundation Partner Fund?

:Yes/No/In Process: No

If OP tokens were requested from the Foundation Partner Fund, what was the amount?

: No

How much will your project match in co-incentives?

(not required but recommended, when applicable): If you think that gathering news, analyzing and summarizing data, providing educational contents to the whole community has values, then the co-incentives will be all the produced deliverables.

How will the OP tokens be distributed?

(please include % allocated to different initiatives such as user rewards/marketing/liquidity mining. Please also include a justification as to why each of these initiatives align with the problem statement this proposal is solving.):

Distribution schedule over 16 Weeks through an Optimistic Quest Journey that will drive the subscribers through a series of quest, letting them earn Badges. Only a selected Audience will be able to participate to the quest: Anyone who has bridged

from The Most used bridges and are part of the OP Bridges Users list comprising of 1 million wallets.

Badges will be Soulbound Tokens, meaning they won't be transferrable. Badge will give access to a certain reward allocation but will also grant access to a more difficult quest. Rewards will be then distributed based on the Earned Badges at the end of the campaign.

Badges minting price will be <0.5\$, so it's another mechanism as explained earlier to increase Sybil Resistance while generating using on Optimism.

This Optimistic Campaign will be run in collaboration with [Tide](#). Tide is a platform allowing communities to create engagement programs leveraging on-chain credentials to acquire, engage and retain users. They pioneered a permissionless, no-code campaign builder to launch web3 marketing campaigns with a few clicks. Thanks to their Audience System, I'm able to target relevant wallets and mitigate Sybil attacks. And finally, I will be able to access quest analytics to run data-driven marketing activities.

The Quest Journey will be set-up through 6 different tasks ranked from Easy to Hard as follows:

[

Optimistic Quest Journey

1917x1077 207 KB

](<https://global.discourse-cdn.com/business7/uploads/bc41dd/original/2X/7/763e471f61dbd4cc78f271cccf61cff2fe7561ab.jpeg>)

Then the more difficult the task is, the more greater reward the Questor will receive. I propose the following reward allocation schedule:

[

Reward allocation schedule

1096x609 89.9 KB

](<https://global.discourse-cdn.com/business7/uploads/bc41dd/original/2X/1/1f35d43ee1bd0f082fef7e5ea6b7fbe50decbb70.png>)

The Subscriber who holds Badge 6 will be entitled to the allocation of SBT 6 (40%) based on his share depending on the amount of users holding SBT 6.

The definition of tasks are subject to change but the difficulty level as set in the above example will be equivalent.

Finally, in order to increase participation, I may also take a new snapshot in the middle of the Optimistic Journey to add more eligible wallets. The snapshot won't be announced in advance to avoid people preparing for it.

Over what period of time will the tokens be distributed for each initiative?

Shorter timelines are preferable to longer timelines. Shorter timelines (on the order of weeks) allow teams to quickly demonstrate achievement of milestones, better facilitating additional grants via subsequent proposals

:

16 weeks period. Distribution will be automatically managed through Tide Protocol to allocate the exact reward per user depending on their badge.

Please clearly define the milestones you expect to achieve in order to receive milestone based installments. Please consider how each milestone relates to incentivizing sustainable usage and liquidity on Optimism. Progress towards each milestone must be trackable:

Each month, we will release on [@Subli\\_defi](#) twitter account:

- 2 newsletters

The agreed milestones will be as follows:

Distribution in 3 different segments.

1/10k to start and then:

2/Milestone 1: Reach 1k subscribers for the newsletter, and have consistently posted bi-weekly newsletters. 10k more distribution.

3/Milestone 2: Reach 2k subscribers for the newsletter and have consistently posted biweekly. Final 10k distribution.

Why will incentivized users and liquidity on Optimism remain after incentives dry up?

: It's like riding a Bicycle, once you learn it, you never forget it! The Optimistic Series is here to access knowledge on how to ride on Defi, on Optimism.

To conclude this application, crypto is already a Niche in the finance world, DEFI is also a Niche within crypto and is only accessible to people who spend time to make some research, understand finance, mathematics, tokenomics, etc...

Providing simplified education to users will let them understand what are the different opportunities in a world where every 3 months a new narrative is coming out.

Finally, i definitively trust that User Experience and Interfaces are key, and will really focus on talking about projects that EASE people life. Once people gets accommodated with Dapps on Optimism, and if the growth of optimism is linked to the underlying projects, users/investors will find everything they need to Use DEFI as if they were on Mainnet but with 1% of Mainnet Fees.

Please provide any additional information that will facilitate accountability (smart contracts addresses relevant to the proposal, relevant organizational wallet addresses, etc.):

I think the best people who will be able to talk about my accountability will be Project team i discussed with, so i will let them provide such information on the forum.

Confirm you have read and agree to the Eligibility Restrictions

([here](#)): I have read the Eligibility Restrictions and agree to abide by their conditions