Project name:

- Optimism Educational Video Encyclopedia on YouTube - Phase 1 Grant Proposal

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Author name and contact info

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

- CodeXpert Blockchain Solutions
- officialcodexpert@gmail.com
- Discord : CodeXpert#9896

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

[Yes/No]

- Yes

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I understand that I will be expected to following the public grant reporting requirements outlined here:

[Yes/No]

- Yes

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L2 recipient address:

- 0x6dc2CE8d287a99E0cEe8889c4f38ce2e2efDBBab

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Which Voting Cycle are you applying for?:

- Cycle-10

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Which sub-committee should review your proposal?

(Builders Grants, Growth Experiment Grants)

- Builders Grants

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Project description

(please explain how your project works):

- Creation of one-stop platform for video based Optimism educational content on YouTube which includes all Optimism SDKs, libraries, references as well as real life examples tutorial series.

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Project links:

- YouTube: https://youtube.com/@CodeXpert
- Discord/Discourse/Community: https://discord.gg/t36kuCt

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Additional team member info

(please link):

- Null

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

Our previous major collaborations in web3 space :

- Tron Foundation :

- We were official community developers for Tron blockchain from 2018-2020 and received the grant of $5000 from the Tron accelerator program. In that period, we created the following tutorial series for Tron which is still the most popular educational source for Tron developers on YouTube with a like/dislike rate of around 96%.

- Best Tron (TRX) DApp Tutorial Series for Beginners

- Create Tron (TRX) TRC20 Token - Tutorial Series

- Tron (TRX) Dice Game DApp - Tutorial Series

- Best Tron (TRX) Smart Contract beginner tutorial series

- Exclusive Interview With Tron Executive - Is Tron 'The Ethereum Killer' ?

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- Flow Blockchain :

- We have been in partnership with Flow blockchain since the start of 2023 and have received over $4500 in grants till now. Currently we are working in close cooperation with the Flow team to create multiple tutorial series. The first one which was launched recently is :

- Flow NFT DApp Tutorial Series

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Relevant usage metrics

(TVL, transactions, volume, unique addresses, etc. Optimism metrics preferred; please link to public sources such as Dune Analytics, etc.):

- Successful partnerships with Tron and Flow blockchains

- More than 180 videos uploaded on channel

- More than 350K views

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Competitors, peers, or similar projects

(please link):

- N/A

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Is/will this project be open sourced?

Yes/No/In Future

- Yes

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Optimism native?:

Yes/No

- Yes. The courses created using this grant will be exclusively for Optimism.

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Date of deployment/expected deployment on Optimism:

- Within 30 days of grant issuance.

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Ecosystem Value Proposition:

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

- YouTube is one of the major platforms for web3 developers who want to learn about the technology. Optimism doesn't have a good presence on YouTube to catch these developers. Even though there is some Optimism educational material on YouTube, it doesn't have a good audience as expected.

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

- We would like to create quality Optimism educational content on YouTube and advertise it to the target audience. We propose creating following tutorial series on YouTube :

- Phase 1 - Real life examples of Optimism

- The Ultimate Optimism NFT Tutorial Series

- Optimism Voting DApp Tutorial Series

- Optimism NFT Android Game Tutorial Series

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- Phase 2 - SDKs, References and APIs

- Details will be given in Phase 2 grant proposal

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- In this proposal, we are applying only for Phase-1 grants.

- Each tutorial series creation will be divided into two different parts :

- Creation & Launch of series

- PR campaigns & advertising.

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- Each tutorial series will consist of 10-12 videos, each 8-12 minutes long.

- Details are given below.

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- Details are given below.
- Why will this solution be a source of growth for the Optimism ecosystem?
- At the end of this project we expect at least 75K-80K unique targeted developer audience.
- From which at least 4000-6000 (5%-7%) will be regular Optimism content viewers and developers.
- YouTube web3 channels have a growing audience which will keep impacting the Optimism ecosystem in the future as well.
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Has your project previously applied for an OP grant?

- No.

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Number of OP tokens requested:

- Equivalent to $4500
- 2500 OP (Considering $1.8 OP price. May vary at the time of grant issuance based on OP price)

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

Yes/No/In Process

- No.

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

- N/A

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Proposal for token distribution:

- How will the OP tokens be distributed?

- 33% Content creation

- Production of educational resources needs some amount of funds. We have minimized it as much as possible in order to use these funds in PR campaigns and Marketing.

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- 66% Marketing & PR campaigns (Details given below)

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

- There will be 3 tutorial series in this grant proposal, each tutorial series will be created within the period of 10 days.

- The complete project will be delivered within 30 days.

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- Please list the milestones/KPIs you expect to achieve for each initiative, considering how each relates to incentivizing sustainable usage and liquidity on Optimism.

Milestones

Deliverables

Timeline

Grant(USD)

1.1 The Ultimate Optimism NFT Tutorial Series

Basics of NFT, creation of a unique NFT layers & images, creation of NFT drop smart contract on Optimism using thirdweb, trading NFTs on Opensea. Series is already live here : https://youtube.com/playlist?list=PLL5pYVd8AWtRFqOhguwGDyTvFktSon0ZK

0 Days

Free

1.2 The Ultimate Optimism NFT Tutorial Series PR Campaign

The Ultimate Optimism NFT Tutorial Series will be advertised through various sources to get at least 25K-30K unique viewers. Budget will be spent for a 1 month long period. Expected 25K-30K total views. (Around 1K viewers/day)

7 Days

$1000

2.1 - Optimism Voting DApp Tutorial Series

Simple DApp development series explaining basics of Optimism development.

10 Days

$750

2.2 - Optimism Voting DApp Tutorial Series PR Campaign

Optimism Voting DApp Tutorial Series will be advertised through various sources to get at least 25K-30K unique viewers. Budget will be spent for a 1 month long period. Expected 25K-30K total views. (Around 1K viewers/day)

7 Days

$1000

3.1 - Optimism NFT Android Game Tutorial Series

Android Game development using NFT creation on Optimism chain using either Chainsafe or ThirdWeb Unity SDK.

10 Days

$750

3.2 - Optimism NFT Android Game Tutorial Series PR Campaign

Optimism NFT Android Game Tutorial Series will be advertised through various sources to get at least 25K-30K unique viewers. Budget will be spent for a 1 month long period. Expected 25K-30K total views. (Around 1K viewers/day)

7 Days

$1000

- Why will incentivized users and liquidity on Optimism remain after incentives dry up?
- People will keep watching the tutorial series on YouTube and YouTube will increase the reach of videos as view count increases in the future.
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