

SECTION 1: APPLICANT INFORMATION

Provide personal or organizational details, including applicant name, contact information, and associated organization. This information ensures proper identification and communication throughout the grant process.

Applicant Name:

P Porag Chakma (alias wthDeFi)

Project Name

: Intract

Project Description

Intract is the go-to platform to learn & discover about web3 through personalized quests all in one place contributing to the Web3 growth for both protocols and web3 users.

Team Members and Qualifications:

Sambhav Jain, Co-founder & CEO, Ex TradFi Blackstone, IIT Delhi

Apurv Kaushal, Co-founder & CPO, Ex Mckinsy, IIT Delhi

Abhishek Anita, Co-founder & CTO, IIT Delhi

Project Links

- Intract Questing platform:

[Quest Platform](#)

- Newsletter:

<https://www.blogs.intract.io/>

- Discord:

[Intract Community](#)

- Growth platform:

[Intract Business](#)

- Intract Vision

: <https://docs.intract.io/>

Grant Type:

Open Grant

Contact Information:

TG:

poragCh

Twitter:

<https://twitter.com/wthDeFi>

Email:

porag@intract.io

SECTION 2: GRANT INFORMATION

Detail the requested grant size, provide an overview of the budget breakdown, specify the funding and contract addresses, and describe any matching funds if relevant.

Requested Grant Size:

\$100,000 ARB

Grant Matching:

Intract does not have a token yet.

Grant Breakdown:

The grant will be entirely distributed to reward users through quests initiated via Intract for completing on-chain tasks on GMX V2 as well as educative quests about GMX & trading perpetual to new and experienced Crypto users.

Intract team will also provide a dedicated space and a dashboard to track all metrics on the platform regarding the usage and activity of the users transacting on GMX initiated through the quests.

Funding Address:

0xc217d85F85b36B06308Dc20EBc5cEbE21A30C57a

Funding Address Characteristics

:

This is an MPC wallet or 2/3 multisig with private keys securely stored among the founders.

Distribution Contract Address:

NA

Incentivised Contract Addresses:

NA

SECTION 3: GRANT OBJECTIVES AND EXECUTION

Clearly outline the primary objectives of the project and the Key Performance Indicators (KPIs) used to measure success. This helps reviewers understand what the project aims to achieve and how progress will be assessed.

Objectives:

Utilize the grant to incentivize users to learn about GMX & swap on GMX V2. Intract will also provide a dedicated workspace to create quests for GMX community projects further contributing to the growth of the GMX community.

Objective

Description

KPI

Onboard New Users on GMX

Onboard new users, and introduce novice and active users

100,000

Drive New Referrals

Onboard new users on GMX

50,000 Referrals

Support growth of GMX Community Projects

Onboard community projects

10 Projects

Education Academy on Perpetuals featuring GMX

Introduce Perps to 100,000 New and experienced Users

100,000 Completions

ARB & GMX Branded on-chain Persona NFT

User will be able to mint an NFT highlighting the on-chain metrics of a user

100,000 NFT Mints on Arbitrum.

Key Performance Indicators (KPIs):

Each season will last for a Month.

KPIs

Season 1

Season 2

Season 3

Season 4

Total overall

New Wallets

10,000

15,000

20,000

40,000

85,000

Referrals

20,000

30,000

40,000

80,000

170,000

Education participation

10,000

20,000

30,000

40,000

100,000

Transactions count

10,000

20,000

30,000

40,000

90,000

MAU Count via Intract

10,000

25000

50000

70000

155,000

How will receiving a grant enable you to foster growth or innovation within the GMX ecosystem?: Justification for the grant size

Let's look at the case studies for Polygon zkEVM Saga and Linea Voyage below.

Linea Voyage

KPI

Metric

New wallets onboarded

2,000,000+

Total Participation

3M+

Bridged amount

423m+

Partners

80+

- Linea chose Intract for its official main net campaign after trying out other platforms [Linea Voyage](#)
- Exponential growth in active address and transaction count. DAU Count increased by 3.5X

since the launch of the campaign via Intract on 7th Nov.

1M+ Unique wallets

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](https://global.discourse-cdn.com/business7/uploads/gmx/original/1X/f2462df37a76df43d320ca815f6d4f6288a22bbc.png)

Daily Transactions jumped 5.7X

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- Growth of TVL to \$60M+.

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Polygon 2.0 zkEVM Saga

KPI

Metric

Column 3

Column 4

New wallets onboarded

600,000

Total Participation

723399

Project supported

25+

- - A 6-week long campaign for users to explore all major dApps in the Polygon zkEVM ecosystem. 600,000

New Users Acquired since launch. Contributing to 400% growth

in the DAU Count.

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New Users Acquired since launch. Contributing to 400% growth

in the DAU Count.

- 723K Initiations across all 6 waves out of which 509k completed the wave, a 70% conversion rate.
- TVL Growth Since the resumption of the zkEVM campaign on Oct.

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Execution Strategy

100% of the allocation will be distributed to the community in the following manner.

Grant Timeline and Milestones:

Phase

Season

Funds

Milestone

Season 1

Month 1

15%

10,000 New Users onboarded, 20,000 referrals, 10,000 Educational participation, Transactions count 10k, MAU - 10K

Season 2

Month 2

20%

15,000 New Users onboarded, 30,000 referrals, 20,000 Educational participation, Transactions count 20k, MAU - 25K

Season 3

Month 3

25%

20,000 New Users onboarded, 40,000 referrals, 30,000 Educational participation, Transactions count 30k, MAU - 50K

Season 4

Month 4

40%

40,000 New Users onboarded, 80,000 referrals, 100,000 Educational participation, Transactions count 40k, MAU - 70K

Funds will be distributed retroactively, meaning users will be able to claim it at the end of each season lasting a month. Users will also be able to mint a personalized NFT at the end of the campaign.

Fund Streaming:

[Do you accept the funding of your grant streamed linearly for the duration of your grant proposal, and that the multisig holds the power to halt your streamed grant at their discretion at any time?]

Yes

SECTION 4: PROTOCOL DETAILS

Provide details about the protocol requirements relevant to the grant. This information ensures that the applicant is aligned with the technical specifications and commitments of the grant.

What date did you build on GMX?:

Date of deployment on Arbitrum Aug-22-2023

Protocol Performance:

- Users on the Platform over 3M+
- Questing Partners 150+
- Major Partners: Linea, Polygon, Gnosis Safe, 1inch, Lido, Binance

• Quest completions: Excluding Linea Voyage, we've had 2.37M Unique users
quest initiations out of which 1.4M completed the quests, a 58% conversion

- Unique Quest Wallets: 3M+

Connected Wallets with 601K

discord wallets, 120k

Connected Telegram Profiles.

- Project category launching on the platform

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Project Categories

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Protocol Roadmap:

- Customisable Loyalty Program.
- Personalised Onchain explorers for each chain.
- Onchain Metrics for questers for personalized onchain experience.

Audit History (if any):

None

SECTION 5: Data and Reporting

Provide details on how your team is equipped to provide data and reporting on grant distribution.

Is your team prepared to create Dune Spells and/or Dashboards for your incentive program?

Yes

Does your team agree to provide bi-weekly program updates on the GMX Forum thread?:

Yes, our team of experts handling this campaign will be sharing bi-weekly updates along with all the data which we do with all our questing partners.

Does your team acknowledge that failure to comply with any of the above requests can result in the halting of the program's funding stream?:

Yes