

Welcome to the Arbitrum Hub - your ultimate gateway to navigating the Arbitrum DAO Ecosystem! Here, you'll find everything you need to dive into the world of Arbitrum DAO, from understanding its decentralized governance to exploring its vibrant community and innovative initiative.

This proposal is a revised version of our previous submission, incorporating feedback from all the delegates, where it was initially rejected due to budgetary concerns and the absence of clear KPIs. After months of research and careful consideration of the feedback, we are presenting this updated proposal.

Past Proposal:

[click here](#)

Arbitrumhub Platform:

[Click Here](#)

1. Abstract

The ArbitrumHub project emerged from over a year of active involvement in the Arbitrum ecosystem, during which we identified a critical need for a unified platform for ArbitrumDAO. Through extensive community engagement, research, and participation in DAO meetings, it became evident that new members, centralized organizations, participants from other DAOs, and young enthusiasts lacked a single point of reference for all developments within the ecosystem. To address this gap, we began laying the foundation of ArbitrumHub one year ago. With dedicated research, collaboration with key stakeholders, and a project team committed to design, development, and iteration, ArbitrumHub has evolved into a comprehensive resource at arbitrumhub.io.

Approximately eight months ago, we presented our initial findings and project report to the DAO, receiving strong support for the platform's impact on the Arbitrum ecosystem. However, our initial proposal was not approved due to budgetary disagreements and the need for clearer metrics to assess ArbitrumHub's outcomes. Accepting this result, we returned with a refined approach—supported by detailed research, Key Performance Indicators (KPIs), and Standard Operating Procedures (SOPs)—to align our proposal with the community's expectations.

After five months of rigorous preparation, we are now presenting an updated proposal that includes a significantly reasonable budget, thoroughly justified metrics, and strategies to measure the platform's impact. This proposal outlines the next steps for ArbitrumHub, detailing upcoming features, technical enhancements, and a comprehensive implementation timeline aimed at advancing the Arbitrum ecosystem.

2. Motivation

ArbitrumHub was created to address the critical need for a centralized resource hub within the ArbitrumDAO community. As the ecosystem expands, it becomes increasingly challenging to stay informed and connected. ArbitrumHub simplifies this process by offering a single, reliable source of essential information, structured in a way that is both accessible and comprehensive.

Our recent implementation of dedicated sections showcases our commitment to this vision, demonstrating how ArbitrumHub can effectively organize and present complex program information. This success serves as a model for handling future initiatives within the ecosystem. Our primary goal is to establish ArbitrumHub as the first point of contact for all new users entering the Arbitrum ecosystem, providing them with up-to-date information and resources.

ArbitrumHub aspires to become the community's go-to destination for vital insights into ArbitrumDAO and its ongoing initiatives. By maintaining a unified platform, we ensure community members and external participants have access to updates, meeting details, and opportunities to engage with the ecosystem. This approach not only strengthens community involvement but also fosters a more informed and engaged Arbitrum ecosystem.

3. Rationale for DAO Approval

After our initial proposal did not pass, we ultimately decided to refine our platform internally, incorporate feedback from the DAO, and resubmit our proposal. This decision stems from our belief that ArbitrumHub's impact is strategically aligned with the ArbitrumDAO's goals, making DAO approval crucial to its success.

ArbitrumHub serves as the essential first point of contact for existing and new users in the Arbitrum ecosystem, consolidating scattered information and providing a continuously updated resource. Given the importance of this platform in fostering ecosystem cohesion and accessibility, we are seeking DAO approval to formalize ArbitrumHub's role within the ArbitrumDAO structure.

Securing DAO support would allow us to designate ArbitrumHub as a DAO-backed platform, which we can publicly display in the About section on [ArbitrumHub.io](https://arbitrumhub.io), reinforcing its credibility and trust within the ecosystem. Formal approval would also

enable a closer working relationship with DAO program managers and delegates, establishing an ongoing feedback loop and creating a foundation for designing and implementing effective Standard Operating Procedures (SOPs) with key stakeholders. This formalized connection ensures that ArbitrumHub remains aligned with the DAO's strategic objectives, enhancing the platform's long-term impact and value to the Arbitrum ecosystem.

4. Key Uses of ArbitrumHub

ArbitrumHub is a centralized and open-source platform designed to streamline user access to essential resources, real-time updates, and community engagement within the Arbitrum ecosystem. It addresses the need for a unified, easily navigable platform for new and existing users. Key functionalities include:

a. Real-Time Updates

Integrates the latest news and developments within the Arbitrum ecosystem, ensuring users have timely access to important updates.

b. Community Interaction and Events

Keeps the community informed about upcoming meetups, workshops, and events, promoting active participation and engagement.

c. Centralized Support and Resources

Provides dedicated support for platform-related queries and aggregates essential resources, such as developer tools and grant information, in one location.

d. Enhanced Visibility and Engagement

Leverages social media and newsletters to increase visibility and user engagement, keeping the community informed and involved.

e. Community Participation

Encourages active participation by offering educational resources, events, and opportunities for contribution, fostering ongoing community involvement.

f. Ambassador Program Highlights

Acts as a central directory for ambassador activities, allowing easy management and access to ambassador-related initiatives.

ArbitrumHub fills a crucial gap within the ArbitrumDAO by providing a centralized, up-to-date platform that simplifies onboarding and keeps users engaged. Initially, our team faced difficulties in accessing the necessary information to fully participate in the ecosystem, a challenge that many users encounter. ArbitrumHub eliminates these barriers, offering a seamless experience that will help attract and retain new members while fostering the continued growth of the ArbitrumDAO.

5. KPI and SOP Implementation

Based on feedback gathered from our previous proposal, we have conducted extensive research to establish refined Key Performance Indicators (KPIs) and Standard Operating Procedures (SOPs) that ensure the platform operates at peak efficiency while fostering community engagement. These structured objectives and workflows are designed to enhance operational productivity, promote transparency, and build a collaborative environment that values community input and open-source participation.

KPIs

The Key Performance Indicators (KPIs) are established to monitor and enhance the performance of both internal operations and community engagement.

a. Weekly Newsletter Delivery

- Objective: Keep registered profiles informed with weekly updates on platform developments and opportunities.
- Deliverable: 52 newsletters per year.

b. Monthly Platform Audit Report

- Objective: Conduct a comprehensive audit of platform updates, code modifications, content accuracy, design changes, sitemap adjustments, and other enhancements.
- Deliverable: Submit 12, monthly audit reports to the DAO.

c. Monthly Program Review Check-ins

- Objective: Ensure content accuracy across program-specific pages by initiating monthly review prompts with responsible program managers.
- Deliverable: Formal content verification message each month (guided by SOP(a)).

d. Platform Enhancements

- Objective: Integrate new sections and initiatives based on research findings or specific requests to enhance user experience.
- Process: Follow SOP(b) for standardized assessment and implementation of updates.

e. Content and Meeting Archive Management

- Objective: Maintain a repository of all meeting information, recordings, and critical strategic reports, such as the Monthly Token Flow Report.
- Inclusion: Documented as part of the Monthly Platform Audit Report.

f. Social Media Management

- Objective: Manage and engage the community through a dedicated Twitter account, focusing on consistent and relevant posting.
- Deliverable: Average of 5 original posts per week.

g. User Analytics Dashboard

- Objective: Monitor and analyze user activity and behavior on the platform through a dedicated analytics dashboard.
- Tool: Hosted on Looker Studio for real-time insights ([Arbitrum Hub Analytics Dashboard](#)).

h. Bi-Monthly Platform Analytics Report

- Objective: Provide in-depth reports on user interaction and analytics every two months, including actionable recommendations for platform enhancements.
- Deliverable: Six reports annually, with follow-up action plans based on SOP(c).

i. Open Source Design Accessibility

- Objective: Encourage community contributions and feedback by making Figma design files accessible for open-source collaboration.

j. Open Source Codebase Accessibility

- Objective: Enable community engagement by providing access to the GitHub codebase, ensuring it is well-documented and professionally structured to support collaborative development.

Standard Operating Procedures (SOPs)

The SOPs ensure consistent platform updates, efficient enhancements, and data-driven improvements to maintain accuracy, relevance, and user engagement.

SOP(a): Monthly Program Review Check-ins

Deliverables: 12 Monthly Check-ins

Objective

To ensure the accuracy and relevance of information on program-specific pages through monthly content reviews with

designated program managers.

Procedure

a. Monthly Review Initiation

Send a formal request to the designated program manager(s) each month using approved communication channels.

b. Content Verification

Confirm all information is up-to-date, accurate, and aligned with current program objectives.

c. Follow-up and Confirmation

If there is no response within 5 business days, send a reminder. Log the interaction and resulting actions.

Reporting

Summarize outcomes in the Monthly Platform Audit Report, detailing updates implemented or outstanding verification tasks.

SOP(b): Platform Enhancements Based on Research/Requests

Deliverables: As Required, Based on Research/Requests

Objective

To systematically manage and implement new sections and initiatives based on internal research findings or community requests.

Procedure

a. Request & Research Gathering

Collect enhancement requests and categorize by priority, impact, and feasibility.

b. Initial Assessment and Feasibility Analysis

Assess technical requirements, resource availability, and alignment with platform objectives.

c. Approval Process

Present prioritized enhancements to stakeholders for approval.

d. Implementation and Integration

Work with relevant teams to implement approved changes.

Documentation and Reporting

Document each enhancement and include a summary in the Monthly Platform Audit Report.

SOP(c): Bi-Monthly Platform Analytics Reporting and Iteration

Deliverables: 6 Bi-Monthly Analytics Reports

Objective

To generate insights into platform user behavior and interactions, enabling data-driven iterations to enhance user experience and engagement.

Procedure

a. Data Collection and Dashboard Monitoring

Continuously collect data on user interactions via the Analytics Dashboard.

b. Bi-Monthly Analysis

Conduct detailed analysis, identifying trends and friction points.

c. Report Preparation

Prepare formal reports summarizing findings and recommendations for improvements.

Action Plan and Implementation

1. Action Plan Development

Develop an action plan based on findings with specific changes.

1. Stakeholder Review and Approval

Present the action plan for feedback and approval.

1. Implementation

Implement approved changes, ensuring alignment with platform objectives.

Documentation and Follow-Up

Document all changes and include a summary of actions and progress in the bi-monthly analytics report.

5. Feedback Mechanism and Success Metrics

Feedback Mechanism

To foster continuous improvement and maintain alignment with community/DAO expectations, we have implemented a structured feedback mechanism integrated into our operational processes. This mechanism ensures that insights from users, stakeholders, and the broader community are systematically collected, evaluated, and acted upon.

Process

a. Community Engagement and Open Collaboration

- Open Source Accessibility:
- Figma design files and GitHub codebase are made publicly accessible, encouraging community contributions and feedback on design and development.
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- Social Media Outreach:
- Through an active Twitter presence (average of 5 posts per week), we engage with users to gather suggestions and address concerns.
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b. Regular Check-ins and Feedback Loops

- Monthly Program Reviews (SOP(a)):
- Monthly communication with program managers ensures that program-specific content remains relevant and accurate. Community feedback is incorporated into these reviews to address identified gaps or concerns.
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c. Platform Analytics and User Behavior Insights

- User Analytics Dashboard:
- Hosted on [Looker Studio](#), this dashboard provides real-time insights into user engagement and platform interaction.
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- Bi-Monthly Analytics Reports (SOP(c)):

- These reports analyze user behavior trends, identify friction points, and propose actionable improvements. Follow-up plans based on these insights close the feedback loop.
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- d. Enhancements Based on Requests (SOP(b))
- Requests from community members or DAO are evaluated for feasibility, prioritized by impact, and implemented after stakeholder approval. Outcomes are documented in the Monthly Platform Audit Report.

Success Metrics

The success of ArbitrumHub is evaluated using clearly defined metrics that align with the platform's objectives. These metrics are linked to the KPIs and operational SOPs, ensuring measurable outcomes and accountability.

Performance Indicators

a. Content Accuracy and Timeliness

- Verified through monthly program review check-ins (SOP(a)), ensuring all platform information is up-to-date and program-specific pages are accurate.

b. User Engagement and Retention

- Tracked via the User [Analytics Dashboard](#), with reports analyzing session durations, active users, and returning visitor rates.
- Bi-monthly reports (SOP(c)) provide actionable recommendations to enhance engagement.

c. Platform Growth and Enhancement

- Success is measured by the number of new sections or initiatives implemented based on research findings or community requests (SOP(b)).
- Documented improvements are summarized in monthly audit reports.

d. Community Involvement

- Increased contributions via open-source initiatives (e.g., GitHub codebase activity and Figma design suggestions).

e. Communication and Outreach

- Delivery of 52 newsletters annually to registered profiles, maintaining an informed community.
- Social media impact measured through consistent posting (average 5 posts/week) and engagement analytics.

By integrating these feedback mechanisms and success metrics, we ensure ArbitrumHub operates effectively, adapts to user needs, and fosters a collaborative and transparent environment.

6. Add-Ons: Enhancing Platform Functionality and User Engagement

To provide a comprehensive and dynamic experience for platform users, the following add-ons are proposed to address specific needs and enhance functionality:

a. Program-Specific Updates

- Certain programs, such as the Security Subsidy Fund, may require time-sensitive actions, like submitting applications within a two-week period.
- A pop-up notification system will be designed and implemented to alert users shortly before the program's commencement and while it is live, ensuring timely awareness and participation.

b. Daily Meetings Notification

- To support collaboration and communication, a daily meeting pop-up will be displayed prominently on the homepage.

- Notifications will be aligned with EST timings and tailored for optimal visibility and engagement.

c. Events Page

- A dedicated Events Page will be developed to provide users with a centralized hub for all upcoming and ongoing events.
- The design will include system links, event descriptions, and real-time updates, fostering community involvement and accessibility.

d. Analytics Dashboard

- A comprehensive Analytics Dashboard will be created using [looker studio](#) to deliver actionable insights on users behaviour.
- The dashboard will present user-friendly data visualizations on program performance, grant activities, and community metrics, empowering informed decision-making.

e. CMS and Chatbot Integration

- To enhance user support and streamline content management, a Content Management System (CMS) will be implemented.
- An AI-driven Chatbot will be integrated to provide instant assistance, answer queries, and guide users effectively.

f. Tutorials and Guides

- Detailed and interactive tutorials will be developed to support users in navigating DAO proposal processes and crafting submissions for specific grant programs.
- These resources will include step-by-step instructions, best practices, and sample templates to ensure clarity and ease of use.

These add-ons aim to establish the platform as a highly functional and user-centric information hub, ensuring seamless access to critical resources while driving active participation in DAO programs and initiatives.

7. Purpose Behind Every Design Element

Every design element on the platform has been thoughtfully crafted to serve a distinct purpose, ensuring both functional relevance and strategic alignment with the platform's objectives.

One notable example is the inclusion of links to Forum, Snapshot, and Tally for every approved program. While some may perceive these as non-essential, their inclusion addresses a fundamental need:

a. Real-Time Proposal System Experience

- These links allow users to engage with the DAO's proposal system in real time.
- By navigating through the stages of proposals—discussion, voting, and implementation—users gain a hands-on understanding of the governance process.

b. Enhanced Learning and Accessibility

- Beyond providing information, this design element creates an experiential learning opportunity, offering users insight into the mechanics of DAO operations.
- This is particularly valuable for general users who may lack prior exposure to DAO systems but wish to understand and participate actively.

c. Attracting Larger Organizations and Firms

- The design aims to demystify the DAO process for larger entities—organizations, studios, and firms—that possess the resources and expertise to undertake significant DAO tasks.
- By showcasing the proposal process in an accessible and transparent manner, the platform becomes an onboarding

tool for new participants who can contribute value to the DAO ecosystem but may be unfamiliar with its mechanisms.

By enabling users to interact with these governance tools directly, the platform fosters transparency, encourages participation, and strengthens the DAO's overall appeal. This design choice ensures that every user, regardless of their familiarity with decentralized systems, feels equipped to engage and contribute meaningfully.

7. Budget: Comprehensive Breakdown and Key Considerations

To ensure the successful execution of the project over the course of 1 year, we have carefully calculated the budget based on well-defined roles, responsibilities, and working hours. This budget is designed to align with the project's scope and deliverables, while considering industry standards for hourly rates and efficient utilization of resources. The calculation reflects transparency, fairness, and the value of the expertise required to achieve our goals.

Yearly Project Budget Overview

The total proposed budget for the project is \$417,600, ensuring adequate resources for successful execution over a year. This budget provides for skilled professionals across essential roles, with transparent calculations and competitive industry-aligned rates. Below is a comprehensive breakdown of costs:

Detailed Budget Breakdown

Role

Hourly Rate (\$)

Monthly Hours

Team Size

Total Monthly Cost (\$)

Researcher

50

100

1

5,000

Copywriter

40

100

1

4,000

UI/UX Designer

60

120

1

7,200

Developer

60

150

1

9,000

Project Manager/Lead

80

120

1

9600

Total Monthly Cost: \$34,800

Total Yearly Cost: \$417,600

Key Considerations in Budget Calculation

a. Hours Allocation by Role

Each role's workload is tailored to their responsibilities:

- Part-time roles: Researchers, developers, and designers are assigned 4–6 hours per day for focused, specialized deliverables.
- Full-time roles: Project managers & Developer dedicate 6-8 hours per day to manage planning, coordination, and execution.

b. Competitive Hourly Rates

Hourly rates are based on industry standards and reflect the expertise required:

- Technical expertise: Developers and project managers (\$60/hour and \$80/hour) command higher rates due to their critical roles in execution and leadership.
- Creative roles: Copywriters (\$40/hour) and UI/UX designers (\$60/hour) are compensated for their contributions to delivering high-quality outputs.

c. Transparent Costing Methodology

The proposed budget ensures:

- Fair compensation: Rates align with roles' contributions and responsibilities.
- No redundant costs: The budget is streamlined to include only essential roles, avoiding unnecessary expenses.

d. Alignment with Project Goals

The budget prioritizes:

- Efficiency and accountability: Resources are allocated to maximize impact while adhering to timelines.
- Deliverables-focused planning: Each role is strategically assigned to achieve the project's objectives without overextension.

The proposed \$417,600 annual budget reflects a well-structured, transparent, and competitive allocation of resources, designed to achieve impactful results. With clearly defined roles, competitive rates, and thoughtful planning, this budget ensures that every dollar supports the project's success.

This approach fosters confidence among stakeholders, demonstrating accountability and a commitment to delivering quality outcomes aligned with community and project objectives.

Conclusion

We extend our gratitude to the community members and delegates who provided valuable feedback on our previous proposal. While the initial proposal was not approved, the platform's potential impact was widely recognized. This constructive feedback became the foundation for our extensive revisions and improvements.

Key Revisions Based on Feedback

a. Comprehensive Budget Planning

- In response to concerns about budget transparency, we have developed a detailed and well-structured budget.
- To ensure accountability, we accounted for realistic working scenarios, such as working days in a year, and have minimized hour commitments for each role to align with essential requirements.
- Every expense is now fully justified, and the revised budget reflects a significant reduction, demonstrating our commitment to cost-efficiency.

b. Clear KPIs and Measurable Success Metrics

- Recognizing the need for robust evaluation mechanisms, we have introduced Key Performance Indicators (KPIs), Standard Operating Procedures (SOPs), feedback loops, and success indicators.
- These metrics enable precise monitoring of the platform's performance, ensuring continuous improvements and measurable outcomes.

c. Collaborative Brainstorming and Refinement

- Our team conducted in-depth discussions over several months to address all concerns raised.
- The result is a comprehensive, transparent, and well-thought-out proposal that integrates community insights and aligns with Arbitrum's vision.

Commitment to Excellence

This proposal reflects our dedication to creating a platform that prioritizes transparency, community engagement, and measurable success. By addressing past challenges and proactively improving key aspects, we are confident that this revised approach will meet the expectations of stakeholders and deliver meaningful value to the Arbitrum ecosystem.

We look forward to your feedback and support in taking this forward.

Thank you