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Arbitrum LATAM Report — June 2024

Stage 2

After successfully completing its initial phase, Arbitrum LATAM has been approved for a [second round

](https://questbook.app/dashboard/?
proposalId=664658b1f914ff1b54b61837&chainId=10&role=builder&grantId=662f30eb1c1eb9145098a15e) of its Latin
America-focused program. This next stage emphasizes forging strong academic collaborations and strategic ecosystem
partnerships, aiming to expand on its early achievements and establish a compelling narrative and strong growth-force for
Arbitrum within the Latin American region.

This second stage will run from June 2024 until September 2024.

Growth Focused

In the second stage of our project, our primary focus is on growth. We aim to broaden our impact across Latin America by
strategically amplifying our evergreen content through social media channels. Following our Content & Social Media
Strategy, we'll engage Spanish-speaking audiences with informative and educational posts about Arbitrum. Simultaneously,
we're launching a dynamic Telegram community to facilitate discussions and provide timely updates.

Moreover, we're actively cultivating partnerships with influential Web3 communities and figures. Recently, we collaborated
with Sheinix for a live session on YouTube, leveraging their 70k+ followers to extend our reach and share valuable insights
within the ecosystem. These initiatives are crucial as we continue to strengthen Arbitrum's presence and engagement in the
region.

Feel free to check our Content & Social Media Strategy for this second stage [here

](https://fourth-millennium-f8b.notion.site/Content-Social-Media-Strategy-Arbitrum-Latam-
a56ea7f3c18746e8ac66f94a8b017b69).

Academic Collaborations

A crucial aspect for generating real growth within the region is reaching audiences who are still outside the ecosystem and
have not yet gone down the rabbit hole. This audience, this enormous mass of potential users, talents, and collaborators, is
eager to learn, a sentiment we notice in every university we engage with. The story repeated itself time and again: students
and professionals of all ages seek to educate themselves about the Web3 ecosystem, and in the face of lingering skepticism
and suspicions surrounding the ecosystem, they see the academic environment as a "safe" place to do so.

The Web3 community also has a growing need for professionals and talented individuals, and so there is genuine interest
and synergy that deserves to be exploited for the benefit of all.

Our educational focus in universities centers around Arbitrum and is delivered through tailored classes designed for the
diverse audiences at different institutions. Currently, we have over 10 collaborations scheduled throughout 2024 with many
of Argentina's leading private and public educational institutions. Recently, we initiated an outreach program to establish
partnerships with universities in Chile, Uruguay, and Colombia.

On June 4th, a 2-hour in-person class was conducted at the International Finance Laboratory of UADE, detailed further
below. On July 3rd, a 3-hour virtual class with a learn-by-doing format was delivered for Austral University, which will be
detailed in the July report.

June's Activities

Content

Educative Articles

Our [latest article

](https://www.arbitrumlatam.com/articulos_tutoriales/arbitrum-bridge.html) explains how blockchain bridges work and why they are essential for moving assets between different blockchains. The article covers basic blockchain concepts, the types of bridges, and their importance in making secure transactions. It also highlights the benefits of using the Arbitrum Bridge, such as lower transaction costs and enhanced security. This guide aims to help users understand and use blockchain bridges safely and effectively.

You can check our latest articles [here

](https://www.arbitrumlatam.com/articulos-educativos).

Bi-Weekly Informatives

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The latest "Arbinauts Binnacle" editions focus on initiatives to foster community growth and technological advancement. Highlights include efforts to improve onboarding, enhance privacy and security features, and the support of innovative projects with significant funding.

You can check our latest informatives [here

](https://www.arbitrumlatam.com/articulos-semanales).

Podcasts

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Podcasts nuevos 1

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In the latest episodes of our podcast series, we explore vital concepts in the blockchain ecosystem. Episode 9 delves into the importance of decentralization, discussing its origins, benefits, and challenges, and whether it is always the best approach. Episode 10 focuses on "bridges", explaining their fundamental role in decentralized finance and scalability solutions, and how they enable more efficient and cost-effective transactions. Both episodes aim to provide listeners with a deeper understanding of Arbitrum's technical foundations and current use cases.

You can check our latest Podcasts [here

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Spaces

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In a collaborative session with Everclear representatives, our first Space covered essential topics in the crypto space, including Layer 2 solutions like Arbitrum. Beginning with their crypto industry backgrounds and the evolution from Connext Network to Everclear, the discussion explored liquidity fragmentation issues in Layer 2 DeFi and challenges like rebalancing. They delved into concepts of chain interoperability, distinguishing omni chain, cross-chain, and multi-chain systems, and highlighted innovations such as ERC-7281 and xERC-20 tokens. Security concerns and recent bridge hacks were also addressed, alongside Everclear's innovations like Everchain, Eversync, and their integration with Arbitrum's Orbit Chain, emphasizing Arbitrum's unique strengths. Future plans for Everclear, including developments with Connext Bridge and fee refund campaigns in ARB, were previewed as well.

You can access the Space [here

](https://x.com/arbitrum_latam/status/1811159297977413883).

Newsletter

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Our [latest newsletter

](https://www.arbitrumlatam.com/newsletters/newsletter_mensual4) for June highlighted major developments within the Arbitrum ecosystem, reinforcing our dedication to advancing DeFi accessibility and scalability in Latin America. Key achievements included strategic integrations with leading partners, expanding liquidity solutions, and enhancing platform scalability for regional users. We also featured community-driven initiatives aimed at fortifying our infrastructure and promoting broader adoption of decentralized finance solutions. The newsletter emphasized our ongoing commitment to empowering stakeholders and driving innovation across the dynamic blockchain landscape.

You can check our latest newsletters [here

](https://www.arbitrumlatam.com/newsletter-mensuales).

Collaborations

Class at the UADE University (Buenos Aires — Argentina)

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On June 4, 2024, we conducted a university class at [UADE's

](https://www.uade.edu.ar/) International Finances Lab, attended by about 50 students from economic finance and engineering programs. The session provided an introduction to Web3, Blockchain, Layers, DAOs, and Governance, with a particular focus on Arbitrum and its services. Student engagement was fantastic, and we have established two more collaborations during the university's upcoming Finances Week. These future sessions will delve deeper into more complex concepts, aiming to increase student knowledge and incorporate a Learn-By-Doing approach to ensure first-hand on-chain participation.

A POAP certificate will be awarded to the students at the end of every future classes.

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UADE 1

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Although this particular class was not recorded, you can access the photo gallery [here

](https://drive.google.com/drive/folders/1cnq58ZN5A9zZtopLXeXLzIAW5IFZb6AG).

Live collaboration with Sheinix at YouTube

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On the 4th of July, we participated in a live stream with Juan Nuvreni on his successful YouTube channel, Crypto Sheinix, which has more than 70k subscribers. During this live stream, we delved deep into the Arbitrum ecosystem and its scalability solutions.

We began by discussing Bruno's background and journey in the blockchain space and presented our project, Arbitrum Latam, to provide a clear vision of our approach to education and community growth.

In the second part, we talked about the leading role of Arbitrum in the Layer 2 ecosystem, what it means for the chain to be a leader in TVL, and its position as the main rollup in stage 1. We later covered a wide range of technical aspects of Arbitrum, including the technologies behind it, such as optimistic rollups, the power of Arbitrum Nitro and AnyTrust, and products like Arbitrum One, Arbitrum Nova, and the Orbit chains. We also discussed exciting upcoming updates, including zk proofs and the Timeboost AIP.

What can we expect in the coming months?

The Arbitrum LATAM project will continue its operations until September 2024. What can be expected in the coming months? And what will happen afterward?

More Content, More Collaborations

The Arbitrum LATAM team is currently working on establishing new partnerships and collaborations with communities, organizations, and institutions to create a broader network of contacts over the coming months. These collaborations will help in disseminating created content, educating and acquiring new users, and increasing the overall exposure of Arbitrum as the leading brand and Layer 2 solution.

While this will be the project's main focus on this second stage, the team will continue to deliver on a monthly basis: Educative Articles, Informatives, Podcasts, Spaces, and Newsletters.

The Arbitrum LATAM team has also received collaborative proposals from projects already launched (and those yet to launch) on Arbitrum. It is our intention to support these projects and guide them in the right direction through our educational and articulation efforts, aiming for healthy and organic growth of the ecosystem.

Ambassadors Pre-Onboarding Course & Developer's site

A new proposal has been presented to the DevTooling Domain: The Pre-Onboarding Ambassador Course aims to create a solid base of educated and apt candidates for the Arbitrum Ambassador Program, in light of the Foundation's acceptance of new ambassadors. This course is designed to thoroughly educate potential ambassadors about their roles, responsibilities, and the significant impact they can have within the Arbitrum ecosystem. Through a combination of comprehensive workshops and detailed guides, participants will gain a deep understanding of Arbitrum's technical features and governance mechanisms. The workshops will cover essential topics such as developing smart contracts, designing DApps with Ethers.js, and integrating WalletConnect, ensuring that participants are well-equipped with practical skills and theoretical knowledge.

Moreover, the course will include a badge system to incentivize participation and recognize achievements. Participants who complete all three workshops will earn digital badges, such as POAPs or NFTs, serving as credentials that showcase their acquired knowledge and skills. All workshops and guides will be available as evergreen content, providing the entire community with lasting educational resources. This initiative would not only enhance technical proficiency but also would prepare participants for meaningful contributions to the Arbitrum community, thereby fostering a robust and informed pool of ambassadors.

You can check the full proposal [here

](https://questbook.app/dashboard/?role=builder&proposalId=6670d0cf64b75d39d0913706&chainId=10&grantId=662f32a15488d5000f0562b3).

Next Stage?

A web3 project focused on brand growth, user acquisition, and project engagement requires continuous and fluid effort over time. Building a community for DeFi is significantly more challenging than in the TradFi world, due to natural knowledge barriers and the skepticism that still surrounds the web3 ecosystem.

The Arbitrum LATAM team has so far collaborated with the Arbitrum protocol through Domain grants. However, the very nature of grants makes maintaining a consistent and smooth workflow over time difficult for a project of this scale.

At the end of this current Stage 2, the team will produce a detailed and concise report on what Arbitrum LATAM has achieved during its initial months. Then, a new proposal will be presented to the DAO and its community to achieve greater impact and fully exploit the project's potential over a more extended period of time.