

Abstract

Proposal to takeover r/Cryptocurrency, starting with advertising, and moving on to acquire MOONs, the subreddit native governance token on Nova - allowing

favorable ruling on r/Cryptocurrency for Arbitrum.

Motivation

r/Cryptocurrency is the biggest crypto community since 2013, this proposal allow maintaining Arbitrum dominance by sponsoring the subreddit, and implement Arbitrum into the community (Ads, discussion, favorable governance).

Moons are the biggest token on Nova, this operation will help Arbitrum Nova grow by TVL, activity and brand awareness.

Specifications

- r/Cryptocurrency Banner - Arbitrum Logo
- Automatic Sponsored Post - Automatic post explaining and introducing Arbitrum - posted in 6hours intervals.
- Acquire 2M Moons for Arbitrum Treasury - Use in case of emergency or unfavorable governance polls that can hurt Arbitrum directly or indirectly.

Steps to Implement

1. Contact r/Cryptocurrency Mods and settle the dates and prices.
2. Acquire Moons For Advertising Until EOY:

Banner:

Price per day ~6,000 Moons

Price per month ~180,000 Moons

Price Until EOY (June-December) ~2,160,000 Moons

Sponsored Post:

Price per day ~1,800 Moons

Price per month ~54,000 Moons

Price Until EOY (June-December) ~378,000 Moons

1. Send Moons to burn address and start the takeover.
2. Acquire another 2M Moons for Arbitrum Treasury.

Approximate Total - 4,538,000 Moons

Timeline

Takeover Will be in June until December 2024.

Dates of the anticipated bull run cycle.

Acquiring Moons for governance can start after the approval immediately.

Overall Cost

The approximate cost for the whole operation is around 450,000 ARB at today's rate.

FAQ

Q - In what situations the acquired Moons can be used in governance?

A - in situations where there's threat to Arbitrum influence on the subreddit and Moons, for example other L2 posting proposal to move Moons to their chain, [take APE Coin incident as similar example](#)

Q - What's the benefits for acquiring 2M Moons for governance?

A - Crypto is about community, making sure r/CC is always pro Arbitrum is critical for Arbitrum Dominance.

Some other Layer2 can offer r/CC to move Moons from Arbitrum to their Chain for some incentives, or create governance poll that makes their own takeover like this proposal and diminishes Arbitrum influence on the subreddit.

Q - What's the current impact of 2M Moons on governance polls?

A - Currently the Qourom is 6M Moons so 2M is 33%

Q - What's the importance of the Takeover?

A - r/Cryptocurrency is the biggest Crypto community on the internet since 13', in year of bullrun, there's massive influx of retail and new investors to this subreddit, they come to learn and begin their crypto journey.

The best Arbitrum can get is making their first crypto experience to be Arbitrum!

Arbitrum Banner - the first thing they see when entering the subreddit, Arbitrum Sponsored Post Every 6 hours that helps them learn about Arbitrum.

And of course, Moons which is distributed to new users based on their activity- is on Arbitrum.

Q: Moons?

A: Governance tokens of r/Cryptocurrency, deployed by Reddit Inc in 2022 on Arbitrum Nova, in late 2023 Reddit renounced Moons contract and burned their 40M Moons which made Moons completely decentralized runned by the community.

Moons are distributed to the active members of the subreddit, can be used for tipping, governance voting and shaping the subreddit, buying membership and key to advertising on the subreddit - advertisers burn Moons to advertise.

Moons are live on Arbitrum Nova, they're coming to Arbitrum ONE this month.

Currently the mods are working on Moons DAO legal entity which will go live in the upcoming weeks.