

Proposal summary

Lido is a unique project and undoubtedly one of the key players in the Ethereum ecosystem and beyond, but surprisingly we were unable to find any high-quality video content about the platform. The existing videos either mention Lido along with other protocols or describe the UI of the app and repeat common descriptions of the platform. We will be happy to fill this gap.

Since the protocol is quite complex in its design, and its core concepts are not easy to grasp for newcomers to the field, we propose to make a detailed video about how Lido works and dig deeper into the logic of the project. Using original illustrations, we would like to explain in simple terms what liquid staking is, how the stETH minting mechanism work, what is the role of node operators, what is the difference between stETH and wstETH, how they accrue staking rewards. We'll also cover the rebasing mechanism, specifically what is behind Beacon chain oracle and share mechanics, talk about Lido's slashing system and much more.

We believe that this video will not only be a branding tool to show that the project has quality content, but also a visual aid for those looking to dive deeper into the architecture of the project, as well as a contribution to DeFi educational projects.

Who we are

DeFi Teller is an educational resource that does the due diligence for the user by providing information about blockchain technology and decentralized applications (reviews, video explainers, on-chain data) in the most accessible way.

What we are good at

Writing scripts targeted at an audience with an average level of knowledge in blockchain. We target people who have a basic understanding of how blockchain works, as well as a cursory understanding of the crypto market and its key players. Our viewer has probably already used dApps on the simple purchasing/trading/borrowing/staking level. Our task is to immerse this user deeper and explain in simple words what technology stands behind a particular project. In doing so, we take the presentation format very seriously and try to dig deep, figuring out what is under the hood of technologies and projects and what exactly makes them special. For example, this is how we explained what rollups are: [What are Ethereum Rollups and How Do They Work? Rollups Explained in Simple Terms - YouTube 13](#)

Creating distinctive visuals. The DeFi Teller team uses only original illustrations and takes a thoughtful approach to the process of video storyboarding. Our team of illustrators and animators works tightly with the editorial team, and the team of the project we're reviewing.

Process

The existing DeFi Teller videos were created by us with our own funds and were highly praised by the teams of the projects we were talking about. For example, the Polkadot video was added to the welcome pages of the Polkadot and Kusama documentation.

wiki.polkadot.network

[Getting Started · Polkadot Wiki](#)

Get started with Polkadot.

Further, we see our development in line with the spirit of decentralization - we would like to continue to talk about the most interesting DeFi projects and do so with nice graphics and quality scripts. We're not looking for profits coming directly from the teams, nor are we looking to create entirely commercial videos, reserving the right to choose the topics and angle of their coverage. All we need is to cover the cost of the video and support us in distributing the content (retweets, adding to documentation, and so forth).

The video creation process is as follows:

- Writing script;
- Creating storyboard;
- Recording voice-over;
- Animating the video;
- Publishing the video on DeFi Teller resources.

Timeline:

The timeline of the video depends on its budget. Without expanding the design team, and given that edits and comments from the team will be provided promptly, we can produce one video in about 3-4 weeks.

We will need:

1 week to create and edit the script (two editors involved, 4hours a day each);

1 week for designing the storyboard (three design team members involved, 3-4 hours a day each);

1-2 weeks for the animation (two design team members involved, 5 hours a day each).

This is a preliminary estimate, the final estimate depends heavily on the script.

Input expected from the Lido team:

The team/community reviews the script and gives notes;

The team/community reviews the storyboard and gives notes;

The team/community reviews the final draft of the video and gives notes;

Help in promoting the video (e.g. on social media or in the project documentation).

Cover the cost of video production.

Budget

Our team will be able to give you an accurate estimate of the budget only after the script is approved since most of the cost of the video falls on the work of the illustrators and animators. A rough estimate is that on average one minute of video costs us \$1,000.

The approximate cost of the final amount in percentage ratio looks like this:

Script

Writer - 5%

Editor - 7%

Storyboard

Illustrator - 25%

Designer - 16%

Supervisor - 7%

Animation

Designer - 30%

Supervisor - 10%