Abstract

Our mission is to build a creator economy that amplifies exposure for projects contributing to the Arbitrum ecosystem while onboarding high-level contributors from various Web3 orgs throughout the wider Ethereum community, as well as web2 gamers/streamers to adopt consumer apps on Arbitrum, such as SankoTV. By highlighting funded projects, appchains on Arbitrum Orbit, consumer apps like SankoTV, and governance forum activity, we aim to inspire adoption, encourage DAO participation, and connect creators and brands with opportunities to build on Arbitrum. Leveraging [OSPN - Open Source People's Network](#), a collective of Web3 content creators, we will create targeted content to promote existing projects within the Arbitrum ecosystem on a YouTube account dedicated to this initiative and name the account "Arbitrum DAO Creator Economy." We will also highlight appchains such as ApeChain, Rari Chain, and OpenCampus' EDU chain, educate audiences on the benefits of launching their own appchains, and incentivize high quality forum engagement through non-transferable NFTs for providing valuable feedback on a regular basis, driving collaboration and innovation across Arbitrum DAO.

Motivation

Arbitrum DAO represents a platform that empowers creators and builders to achieve economic and digital freedom and innovation through secure, scalable, and decentralized technology. It offers a space where ideas can flourish without the limitations of traditional systems, making it an ideal environment for liberating creators and everyday entrepreneurs to explore the possibilities of Web3. However, current content about Arbitrum on platforms like YouTube largely centers around price speculation, creating a significant gap in highlighting the ecosystem's true potential.

Our initiative aims to fill this void by producing content that showcases the full breadth of Arbitrum's ecosystem, focusing on funded projects, appchains on Arbitrum Orbit, and consumer apps like SankoTV, and the top contributors of the DAO based on forum participation. We will also emphasize the capabilities of Stylus, an SDK kit enabling advanced smart contract development. Additionally, our content will highlight Active Delegates, such as Rika, 404 DAO, and Disruption Joe, as well as their impactful contributions to the DAO. By consolidating information and addressing potential information overload, we aim to curate content that is especially relevant to delegates, including interesting proposals they might otherwise miss.

Rationale

This proposal aligns with Arbitrum's mission to advance secure, scalable, and decentralized applications by elevating community engagement and showcasing its projects and opportunities. By creating content that highlights funded projects, appchains, and consumer apps, we aim to amplify exposure for the ecosystem while onboarding gamers/streamers. Our focus on guiding communities to launch their own appchains on Arbitrum Orbit reflects Arbitrum's vision of encouraging innovation through trust-minimized applications and its mission of bringing secure, feature-rich rollups to a broader audience.

The introduction of non-transferable NFTs to recognize top forum contributors embodies Arbitrum's values of inclusivity and sustainability. By rewarding contributors based on the quality of their replies for topic discussions, this initiative promotes a user-centric and collaborative environment that empowers individuals to refine their ideas and actively shape DAO decision-making. This approach positions Arbitrum DAO as a leader in decentralized governance. It connects contributors to meaningful opportunities and inspires adoption across Web3 and beyond. Through these efforts, Arbitrum DAO becomes not only a hub for innovation but also a model of community-driven growth and collaboration.

Key Terms

- Non-transferable NFTs:

Onchain tokens that cannot be transferred, used to recognize contributors for their achievements within the DAO.

- Top Contributors:

Forum participants ranked by an algorithm that weighs the quality of their feedback, likes, replies, and total posts.

- Vicarious Learning:

The process by which contributors improve their proposals by analyzing and learning from feedback provided by top contributors on forum posts.

Specifications

We will utilize the following tools and platforms to execute this initiative:

1. Content Creation Tools:
2. Adobe Premiere Pro: Video editing for long-form and short-form content.
3. Adobe After Effects: For motion graphics and animation.
4. Davinci Resolve Studio: For color correction and color grading.

5. Podcastle AI: Audio enhancement.

6. Suno AI: Royalty-free background music.

7. Photoshop: Thumbnails and promotional images for X and YouTube.

8. Envato Elements and Lordicon: In-video graphics and icons for engaging visuals.

9. Data Management and Analysis:

10. Python, JavaScript, and MySQL: To gather and organize relevant forum data.

11. OpenAI API: To analyze forum feedback and rank contributors based on feedback quality, leveraging AI to provide sophisticated analysis.

12. Recognition System:

13. An algorithm will be developed to rank forum contributors using metrics such as the quality of feedback (major weight), likes, replies, and total posts (minor weight).

14. Non-transferable NFTs will be issued for 'Contributor of the Year', 'Quarter', 'Month', and 'Week' to incentivize high-quality engagement. Backdated NFTs for prior years (e.g., 2022, 2023) will also be created.

15. Content Distribution:

16. Weekly long-form videos and short-form clips will be distributed via YouTube and X.

17. Marketing Plan: Through engaging and strategic content released weekly on YouTube & X, we will promote projects built on Arbitrum, including appchains such as ApeChain, Rari Chain, and EDU Chain, by showcasing their benefits, use cases, and real-world applications. We will guide brands and communities on how to launch their appchains on Arbitrum Orbit, emphasizing simplicity, scalability, and potential for growth. Our outreach will include detailed video guides, actionable use case ideas, and visibility campaigns leveraging direct tagging of relevant brands and communities to maximize engagement.

On YouTube, our content will focus on the entire Arbitrum ecosystem, moving beyond price speculation, while highlighting governance forum activity, consumer apps like SankoTV, and the opportunities available within the ecosystem. Each video will encourage viewers to explore Arbitrum as a platform for building and innovating. We will amplify our content on X through targeted tweets, and tagging relevant audiences. To further incentivize participation, we will distribute non-transferable NFTs recognizing top forum contributors for their valuable feedback and engagement as well.

Steps to Implement

1. Data Collection, Analysis & Business Development / NFT Recognition System Development

2. Role Involved:

Data Scientist/Developer/BD

Description:

Gather and analyze forum data weekly to identify trends, top contributors, and emerging opportunities. Utilize the OpenAI API to access feedback quality and rank contributors. Identify Web2 gamers/streamers that would make a great addition to the Arbitrum ecosystem, and make sure that they receive a shoutout within the weekly content we're going to release on YouTube and X, to encourage them to get onboarded into Web3, in which our BD will handle the onboarding.

- Design and deploy the algorithm to rank contributors and issue non-transferable NFTs for recognition.

- Design the smart contract.

Cost Allocation:

20,000 ARB

1. Content Planning/Distribution and Script Creation

2. Role Involved:

Content Creator

Description:

Develop a content strategy for weekly uploads, and also create scripts based on forum data and community input to highlight the top DAO contributors as well and create a section for also highlighting Web2 gamers/streamers that we have

identified as good fits for onboarding into Web3. Use CharmVerse for script collaboration and OBS for recording.

Cost Allocation:

30,000 ARB

1. Video Production
2. Role Involved:

Video Editor

Description:

Produce long-form and short-form videos using Adobe Premiere Pro, After Effects, and Davinci Resolve Studio, incorporating engaging visuals and professional audio.

Cost Allocation:

17,500 ARB

1. Graphic Design and Promotional Materials
2. Role Involved:

Graphic Designer

Description:

Design promotional materials, thumbnails, and in-video graphics using Photoshop and Envato Elements to ensure consistency across platforms, and the design of the Non-Transferrable NFTs that rewards high-quality forum participation.

Cost Allocation:

2,500 ARB

1. Gamer Prize Pool for Streaming on SankoTV
2. Roles Involved:

Data Scientist, Developer, BD

Description:

3000 ARB Giveaway each Month for the top streamer on SankoTV

Cost Allocation:

18,000 ARB (6 Months)

Total Grant Request:

88,000 ARB

Timeline

March - August 2025:

- Weekly:

Collect forum data, rank contributors, and produce/distribute one video per week. Issue Contributor of the Week NFTs

- Monthly:

Issue Contributor of the Month NFTs.

End Date:

August 31, 2025

Overall Cost

The implementation of this proposal involves fixed costs to ensure the creation and delivery of our data-driven content, as well as the development of a contributor recognition system.

88,000 ARB

Team

[@Melasin](#) (Content Creator):

Melasin is a content creator from OSPN with over two years of experience in the Web3 and DAO space, along with a background in translation, research, and coordination. He has contributed to [Ethereum.org](#) translations, worked as a researcher at OSPN, coordinated talents and onboarding, and honed his operational skills while serving as a Sobol editor for different projects to help improve workflow and member directory. He has also helped in gathering valuable resources used for hosting demos, podcast interviews, and client relationship management.

[@jarisjames](#) (Developer/Data Science/BD):

Founder and Lead Developer of [daospace](#) with over three years of experience in the Web3 and DAO space. Jaris is a data scientist proficient in Python and SQL, with extensive expertise in building and integrating AI-driven tools to enhance DAO governance and community engagement. As the architect behind daospace, he has spearheaded the development of features that streamline information processing and promote active participation within DAOs. His deep understanding of governance dynamics and data analysis enables him to create tailored solutions that address the specific needs of DAO governance.

[@_iamthompson](#) (Video Editor):

anointingthompson1.eth is a professional visual content creator with over 5 years of experience in long and short-form video editing. His proficiency spans top industry tools like Premiere Pro, DaVinci Resolve, OBS, Riverside, Huddle.01, Audacity, and the latest AI solutions for audio and motion graphics creation and film color treatment.

His journey as a video content producer includes a significant role as a video editor with several Web3 communities/projects (Blockchain Privacy AMA series featuring Modulus, Aleph zero, Idos, Secret Network, and Nym), Crypto Sapiens Podcast (Impact makers, and AWTY featuring Co-founder of Dune, Powerloom, and Good Dollar), Shapeshift AMAs in partnership with Chris Biele, where he was responsible for editing and post-producing their high-quality videos, AdiLabs educational content in partnership with OSPN, and Pushcast - a podcast by Push protocol where he has been responsible for all their various post-production and video editing/treatment etc.

Additionally, he was the main post-producer and video editor for the OSPN Beyond PFP podcast in partnership with RARI Foundation, which featured Vulkan from Apecoin DAO, the UMA x Apecoin DAO x OSPN partnership to create high-quality educational videos to highlight top AIPs and their authors.

See relevant links to past work here →https://www.youtube.com/@ospnHQ | https://www.youtube.com/@Positivethoughtspodcast

[@PG-Designsage](#) (Graphic Designer):

[Kolaade](#) is an experienced visual designer with a strong background in graphic design, illustration, video editing, and branding. With over five years of experience using Adobe Creative Suite (Photoshop, Illustrator, After Effects), Figma, Premiere Pro, and emerging AI design technologies, he has mastered industry-leading tools.

In the Web3 space, He is known for putting together amazing ideas that blend creativity and functionality. Notable projects include the pioneering logo and branding efforts for Jing.Cash—a design that seamlessly combines traditional symbolism with contemporary financial themes—and part of an exclusive initiative for Gated, an emerging platform for gated NFT experiences on Stacks. Additionally, he contributed to initiatives like the Enigma Event for Chomp, a Web3 gaming platform, showcasing versatility in event branding and user engagement strategies.

In addition to design, He has partnered with DeFi projects such as Moonlabs, Chain-Fi, and DefiGamecon, providing customized solutions ranging from digital marketing assets to strategic social media management. With a passion for blending aesthetics and functionality, He helps brands create meaningful connections between the Web2 and Web3 ecosystems.