

Project name:

OptimismUA

Author name and contact info:

CJ Hetherington

I understand that I will be required to provide additional KYC information to the Optimism Foundation to receive this grant:

Yes

I understand that I will be expected to following the public grant reporting requirements outlined [here](#):

Yes

L2 recipient address:

0x697694096351E1Fa73068b2A789fBbB1C796a3C0

Which Voting Cycle are you applying for?

: Cycle 10

Which sub-committee should review your proposal?

Growth Experiment Grants

Project description:

OptimismUA will become Optimism's national hub in Ukraine. The mission of OptimismUA will be spreading Optimism's vision, values, and tech to Ukrainians and onboarding new wave of Optimism users into the ecosystem. OptimismUA will lead on Optimism focused growth efforts in Ukraine, growing Optimism's Ukrainian local community of builders, artists and general purpose audience (ft. even official collaborations with The Ministry of Digital Transformation of Ukraine to onboard millions of Ukrainians into web3).

Project links:

There are not yet any links associated with OptimismUA.

Additional team member info:

- CJ Hetherington

co-founder @ Atlantis World, KyivTech, web3 partner @ TA Ventures(top3 biggest VC in Ukraine, 99th percentile globally), SavePak co-initiator, contributor to numerous DAOs, deployed one of the first-ever NFTxDeFi smart contracts to ETH mainnet. Member of WEF Crypto Sustainability Coalition.

<https://twitter.com/cjhstech>

- Rev Miller

co-founder @ Atlantis World, Unchain, KyivTech, contributor @ KERNEL (Gitcoin), and other public goods initiatives (SavePak, ChoiceDAO, etc)

<https://twitter.com/revrfg>

- Nadia Yakubets

PR&Comms @ KyivTech & Unchain. ex. Comms Lead at top10 chocolate company in the world, top3 electronics retailer in Ukraine, and top3 biggest pharmaceutical company of Ukraine.

<https://twitter.com/nadiayakubets>

// depending on growth initiatives, we might onboard up to 3 contributors to help coordinate the processes @ OptimismUA.

Please link to any previous projects the team has meaningfully contributed to:

- Atlantis World
- web3 social metaverse; built OP City ft. 15k+ players on the launch

<https://gov.optimism.io/t/introducing-op-city-in-atlantis-world-to-the-optimism-collective/4307>

- Unchain Fund
- web3 native non-profit; raised ~\$10m in crypto donations, helped 400k+ Ukrainians

<https://www.coindesk.com/podcasts/opinionated/crypto-and-the-situation-in-ukraine/>

<https://forbes.ua/innovations/bitcoin-letit-vniz-ukrainski-volonterski-fondi-zibrati-v-kriptovalyutakh-ponad-100-mln-chi-mozhut-voni-vtratiti-pozhertvi-cherez-kriptoizmu-11052022-5938> (in UA lang)

- KyivTechSummit
- public good mini-conference & wartime hackathon in bomb-shelter ft.550+ hackers joining in Kyiv, Ukraine & all around the globe; inspired first ever visit of Vitalik Buterin to Ukraine. All funding raised was distributed between conference ops expenses(everyone volunteered), hackathon prizes & charitable donation to children affected by war.

<https://kyivtechsummit.com>

<https://www.coindesk.com/business/2022/09/10/vitalik-buterin-makes-surprise-appearance-at-kyiv-tech-summit-in-show-of-support-for-ukraine/>

<https://www.youtube.com/watch?v=h3krD4lyat0>

- WomenCryptoGuida
- 2.5k+ Ukrainian web3 women community we've co-founded with ELLE magazine

<https://t.me/WomensCrypto>

- KERNEL

(Rev&CJ are guides @ KERNEL, contributing since May '21)

- TA Ventures

<https://tventures.vc/>

- SavePak

relief NFTs - We launched the first ever NFTs tied to real world humanitarian relief goods natively on Optimism- resulting in the distribution of food, water, sanitation and shelter to the frontlines of the climate fuelled flooding disaster in Pakistan which has unfortunately been affecting millions of innocent people.

<https://gov.optimism.io/t/savepakistan-launch-the-first-ever-nfts-tied-to-real-world-humanitarian-relief-goods-on-optimism/4370>

Relevant usage metrics

(TVL, transactions, volume, unique addresses, etc. Optimism metrics preferred; please link to public sources such as Dune Analytics, etc.): - N/A

Competitors, peers, or similar projects

(please link): -

N/A

Is/will this project be open sourced?

Yes

Optimism native?:

Yes

Date of deployment/expected deployment on Optimism:

As soon as the proposal will be approved

Ecosystem Value Proposition:

What is the problem statement this proposal hopes to solve for the Optimism ecosystem?

Despite being one of the very largest L2s in the Ethereum ecosystem, Optimism has a relatively small community in Ukraine. We have already taken steps to start building a strong community of Optimists here in Ukraine, for example

featuring Optimism as a community partner at Kyiv Tech Summit where Vee kindly appeared on the "Peace as a public good" panel. We have directly introduced The Ministry of Digital Transformation to some core contributors @ OP Labs/Foundation to facilitate Optimism appearance in first-ever, state backed crypto education program that aims to onboard millions of Ukrainians in web3. We want to push even further, and build something undeniably strong for the long term- a beating heart of developers, creatives and public goods fighters.

How does your proposal offer a value proposition solving the above problem?

We are tackling long term oriented ecosystem development for Optimism in Ukraine from a variety of creative angles. Hackathons, meetups, user education, developer workshops, NFT activations, active OP community building in Ukraine, partnerships that'll lead to onboarding newcomers into Optimism & building stronger ecosystem.

Why will this solution be a source of growth for the Optimism ecosystem?

The presence of Optimism in Ukraine will grow rapidly, resulting in the engagement of countless developers and true, value aligned torch carriers.

Has your project previously applied for an OP grant?

No

Number of OP tokens requested:

200,000 \$OP

Did the project apply for or receive OP tokens through the Foundation Partner Fund?

No

If OP tokens were requested from the Foundation Partner Fund, what was the amount?

N/A

How much will your project match in co-incentives?

N/A

How will the OP tokens be distributed?

60k OP (30%) - Community events & Hackathons;

Kyiv Tech Summit title sponsorship & hackathon prize pool

OptimismUA NFT conference & OP Stack hackathon

Quarterly OptimismUA community meetups & workshops

Why

: OP focused+featuring conferences, events & hackathons will lead onto building stronger OptimismUA community & Optimism brand awareness, usage & adoption.

80k OP (40%) - Growth initiatives

;

10 month budget for community building, content creation, partnerships, other ops

Branding, website, socials, swag

Legal ops

Why:

We need to build strong brand and keep it consistent - sharing constant updates & value with OptimismUA community, be it with Optimism native ecosystem news, education content(original content, translations, viral content) and creative campaigns (ie. OP focused NFT art competition). We are also setting aside legal ops budget - if anything will remain, we'll redistribute it into OptimismUA growth initiatives.

60k OP (30%) - Incentivised initiatives;

Funding Ukrainian crypto education programs ft. Optimism

Funding OP promo content with best national crypto media; pr&marketing

Why:

Leveraging existing, strong tech&crypto communities will help us onboard new users into Optimism ecosystem faster, build stronger credibility and (hopefully) network effects.

Over what period of time will the tokens be distributed for each initiative?

If the proposal will be approved (early March '23), we'll distribute 100% of the funds by the end of '23, sharing consistent forum reports reports & progress.

Please clearly define the milestones you expect to achieve in order to receive milestone based installments. Please consider how each milestone relates to incentivizing sustainable usage and liquidity on Optimism. Progress towards each milestone must be trackable.

- OptimismUA branding, website, socials, swag [Q2 '23]
- Retroactively funding Ministry of Digital Transformation of Ukraine crypto education course inside of Diia. [Q2 '23]
- 1st OptimismUA community meetup [Q2 '23]
- Translating Optimism content in UA lang, building easy to navigate onboarding flow [Q2 '23]
- featuring OP edu content in 9+ biggest tech/crypto medias of Ukraine [Q2-Q4 '23]
- Sourcing potential OptimismUA partners (ie. crypto UA community stakeholders, tech edu orgs, gov collabs, universities&creative orgs), building relationships & launching OP focused/featuring campaigns.[Q2-Q4 '23]
- Collaborating with The Ministry of Digital Transformation of Ukraine one first ever crypto edu crypto program, further promoting Optimism brand, edu material, and practical cases ft. OP ecosystem protocols [Q2-Q4 '23]
- KyivTechSummit title sponsorship & hackathon prize pool [Q3 '23]
- Optimism Open NFT Call #1

for 1.4k+ Ukrainian NFT art community [Q3 '23]

- 2nd OptimismUA community meetup [Q3 '23]
- OptimismUA NFT conference & OP Stack hackathon [Q4 '23]
- Optimism Open NFT Call #2

for 1.4k+ Ukrainian NFT art community [Q4 '23]

- 3rd OptimismUA community meetup [Q4 '23]

NOTE: If the proposal passes, we're committed to provide monthly or quarterly (depending on the community feedback) reports, and get the funding necessary per quarter.

Why will incentivized users and liquidity on Optimism remain after incentives dry up?

We want to build a grassroots, long lasting community movement, so that Optimism will always have a beating heart in Ukraine. We want to onboard developers, creatives, and public goods fighters to the ecosystem for the long term.

Please provide any additional information that will facilitate accountability:

We're putting our personal reputation and brand of our existing projects (Atlantis World, KyivTech, Unchain, etc) on the line, and it's in our best interest to deliver on our promises. We've been actively building within the Optimism ecosystem for over half year now, and genuinely fell in love with the vision, values, tech and beloved OP community. We're happy to build OptimismUA in public, share the reports needed and keep ourselves accountable, being part of Optimism ecosystem ourselves.