

Proposal summary

GMX Protocol is a unique project and undoubtedly one of the key players in DeFi but surprisingly, but surprisingly we were unable to find any high-quality video content about the platform. The existing videos either mention GMX along with other protocols or describe the UI of the dapp 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 GMX Protocol works and dig deeper into the logic of the project. Using original illustrations we would like to explain in simple terms what is behind the multi-asset pool, how it supports dynamic pricing, dig into how the shared liquidity mechanism leverages trading on the platform, get into GLP minting and redeeming process, explain what is the utility of GMX token and much more.

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](#)

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.

How will it bring value to the GMX Protocol:

- Illustrate the architecture of the protocol;
- Illustrate use cases of the project;
- Attract a new audience (the video will be published on all DeFi Teller resources, giving GMX exposure to a new audience);
- A branding tool that will show the existence of high-quality content about the project.

Input expected from the GMX team:

1. The team/community reviews the script and gives notes;
2. The team/community reviews the storyboard and gives notes;
3. The team/community reviews the final draft of the video and gives notes;
4. Help in promoting the video (e.g. on social media or in the project documentation).
5. 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%