Someone asked me yesterday what I would like to see done aside from turning on the fee switch, and I thought I'd share some of those thoughts here in case other delegates want to add ideas of their own. Maybe the DAO could even act on some of the ideas.

Firstly, I want to note that turning on the fees for Uniswap v3 would be the most productive item the DAO could pursue by far.

Quick thoughts regarding v4 Apps/Infra

- A robust Uniswap v4 analytics platform should be available to everyone (LPs, traders, pool creators). That way, there is a central location for all pool information. Perspective LPs can browse the platform. Traders could scout out pools and help them decide what new ones should be made. Overall, it would be a platform to support pool creation, discovery, and management (view only).

- It would be great to have an app/site where people can interact with Uniswap with v4 pools, something for LP management and trading in specific pools. Ideally, it would also contain all the relevant pool info, such as the creator, the hooks used, some safety info on them, and general pool info.

- To support hook developers and attract new assets and liquidity to v4, we should have a place where users can launch their own pools from a library of hooks. That would help Uniswap attract users by making it easy for them to adopt new tech. It will also help hook developers by allowing them to showcase their work to people who want to create pools.

- One of the problems I foresee with v4 is the organization of hook developers, LPs, and traders. It would be ideal if there were a communication system/platform to help get new pools picked up by aggregators and other infra so that when a new pool is launched, trading volume finds its way to it.

- The last item on my mind regarding v4 is supporting developers and LPs. They will be critical to its success. For hook developers, it will be very important to have the right platform to share their value proposition with LPs. For LPs, they need to know that their pools will see trading volume and have the necessary tools to provide/manage liquidity efficiently.

Other thoughts

- Pivot the marketing on Unichain from "95% cheaper, open-source, 250ms blocks" to Uniswap's chain. Uniswap has an amazing brand. We should be leaning into the brand because it's the #1

thing that will set the chain apart from others.

- We should turn on the fees on Uni X in addition to v3 and v2. We can start with v3, but it might be easier to start with v2 and then move up from there, doing X before v4.

- Delegates should not forget about Uniswap X and how it can impact (bad or good) the other protocol versions and the related ecosystem partners.

- We need to show some love to projects still building on Uniswap v3 (not just talking about Oku), particularly the folks working on automated market-making and lending space. There are folks who are building really neat protocols and trying to solve problems for LPs, but they aren't getting the attention they should be. In the long run, these folks are essential to the success of the DAO.

- We don't think about supporting market makers enough. We need more tooling that helps reduce the barrier to entry for onchain market makers. The more market markers that get onchain, the more Uniswap liquidity improves and, thereby, trading volume.

- I know this is being worked on, but protocol-owned liquidity is another avenue the DAO should explore more aggressively. If the DAO had $30M of PoL that it could allocate and manage across all its deployments, that would be a super high-impact item in Uniswap's effort to establish dominance on new and existing chains. It would also help diversify the Uniswap treasury and support new ALM tools. We could accomplish three things in one initiative.

Hail Mary ideas.

I don't see enough BIG ideas on the forum. We should normalize (and proposers should accept) big ideas getting proposed and often rejected. Folks (including myself) fear rejection, but if people pitch a dozen big ideas and only one gets selected, that is one more than what we're doing right now.

- Should Uniswap build a bridge? We could prioritize making Unichain a liquidity hub and connecting it to many EVM chains. Uniwap is in a privileged position because it has immense capital it could deploy, which is typically a bottleneck in the bridge system. We could build something from the ground up, partner with some folks, or maybe even buy an existing bridge or take a position in one.

- Should Uniswap enter the borrow/lend market? Spark Protocol proved that capital is extremely useful for competing in

that space, and Uniswap has a lot of it. Again, with Unichain, the DAO could launch a borrow/lend protocol, utilize its capital position, and then expand cross-chain. Personally, I think this is a pretty interesting avenue to explore, and I might even take a crack at putting a proposal together if folks agree it's worth looking into.

- Should Uniswap invest in projects with liquid tokens? That could help diversify the treasury and support innovative projects and folks who are building on top of Uniswap.

Call to action

Let's get back to experimenting.