

Project name

: Atomic Links

Author name and contact info

(please provide a reliable point of contact for the project):

Fedor Chmlev <https://twitter.com/chmlevfa> discord: Fedor#0110

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

: 0xd873d124D79cA220eBEb2b93Eb1205c61d228864

Which Voting Cycle are you applying for?

: Season 3, Voting Cycle 10

Which sub-committee should review your proposal? (Builders Grants, Growth Experiment Grants)

: Builders Grants

Project description

(please explain how your project works): We are building infrastructure to enable developers to connect web2 and web3 applications, including a selection of common white-labelled contracts. Our solution will be one simple API/SDK for engineers and a no-code web app for non-engineers to create automated web2/3 workflows. This simplifies the creation of workflows and repetitive tasks, such as transaction orchestration, user profiling, community incentives, CRM, handling failure procedures and alerting.

In the most primitive form our customers could create triggers to monitor any external activity (already on-chain and later off-chain), action to perform any state changes (already on-chain and later off-chain) and combine them to more complex flows. Such as simple monitoring on-chain activity of particular contract and get notified via email (or any other app) or automatically minting rewards to your community based on activity on Discord, twitter etc. to much more complex and combined tasks.

Website

: <https://www.atomiclinks.xyz/>

Twitter

: <https://twitter.com/AtomicLinks>

Discord/Discourse/Community:

Other relevant links

(including any demos): <https://www.youtube.com/watch?v=QsW31F2IU24>

Additional team member info

(please link): Core team of 5 people with deep FinTech and web3 infrastructure backgrounds:

1. Fedor Chmlev, co-founder:

1 <https://twitter.com/chmlevfa>

1. <https://www.linkedin.com/in/chmlevfa/>

2. [ChmlevFA \(Chmlev Fedor\) · GitHub](#)

3. Spent 10+ years as a software engineer with a few e-commerce and FinTech companies

4. Built crypto new bets (non-custodial wallet), bank payments, and stock trading platform at Revolut for +20 million

users

5. Built a social app over part-time weekends in 3 months <https://apps.apple.com/gb/app/crumbs-share-your-experiences/id1617033468>

Live with over 100 active users and grew 10% MoM with 0 spending.

2. W, co-founder:

1. Product Manager at global FinTech (+\$30BN valuation and +25M users worldwide) with payments and crypto background for +6 years. Led end-to-end product development and strategy for:

- Non-custodial wallet (UI) and underlying infrastructure (price feeds, multi-chain, gasless, account abstraction)
- Crypto staking infrastructure across 7 chains (Ethereum, Cosmos, Cardano, Solana, Tezos, Polkadot).
- Global payments issuing and local digital wallet payment methods for issuing and acquiring across the world.

2. Previously TradFi experience from Goldman Sachs and central banking.

3. Frontend developer: Built banking products for SMBs to Enterprises.

4. Full stack engineer: Multiple hackathons awards and a few of them done with other current team members

5. Product, Designer and Growth: Built crypto DeFi product with +\$200M TVL at ATH.

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

: - Fedor: A Decentralized Cross-Chain Protocol <https://www.aramid.finance/>

- <https://www.revolut.com/crypto/> (most of the participants worked here together in the past making crypto products for millions of customers)
- A small hackathon project which got a few prizes and grants <https://ethglobal.com/showcase/3tix-r2ivv>

Relevant usage metrics

(TVL, transactions, volume, unique addresses, etc. Optimism metrics preferred; please link to public sources such as Dune Analytics, etc.): - Conducted 100+ interviews with founders, operational and community managers.

- Currently, we have 20 early alpha testers and 50+ people who are waiting for a first working prototype on mainnet to streamline their workflows.
- Built proof-of-concept from designs to technical implementation within a month focused on automating processes requiring both blockchain transactions and off-chain/web2 calls.

Competitors, peers, or similar projects

(please link): There are no competitors offering the full range of features we plan to offer. However, there are alternative platforms offering partial functionalities:

- [OpenZeppelin | Defender](#) - mostly concentrated on blockchain security rather than workflows for an improved end-user experience.
- <https://www.gelato.network/> - no support of web2 integrations, focused on automation for DeFi purposes.
- <https://tenderly.co/> - tool mostly for blockchain engineers.
- <https://zapier.com/> - ability to build automation but lacks integrations to perform blockchain integrations. Commonly used for internal processes with minimal improvements to the end-user experience.

Is/will this project be open sourced?:

No

Optimism native?

: Yes

Date of deployment/expected deployment on Optimism

: 4/30/2023

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

Many individuals face challenges in utilizing cryptocurrencies or blockchain technologies due to several reasons, including high fees, inadequate user experience, low adoption, and the need for a certain level of technical knowledge. The situation gets complicated when automation or optimization of daily tasks is needed, requiring significant effort to learn and perform everything manually.

Problem:

- dApp projects that need automation of tasks involving blockchain operations is complex and requires significant developer attention. This requires building a service to handle automation of flows, gas management to ensure uptime, and wide support of integrations to handle specific trigger-actions.
- Developers coming from web2 companies are spending time on non-core tasks to rebuild tooling and infrastructure to perform automation or optimization of recurring tasks thus requiring a certain level of technical blockchain-specific knowledge.
- Poor end-user outcome in the end. Product processes that should be handled by dApps are passed onto users. Due to the nascency of the space, Today's solutions are suboptimal and just sufficient to get the job done but expect the user to know the steps and use multiple platforms; ramp, swap, mint, bridge, sign transactions after transactions, and lack of feedback loop (notifications). We have seen this lead to centralized platforms becoming popular for most through abstracting web3-native complexities; one key reason was the ability to offer a wide suite of products that interacted well with each other (super-app).

Example use cases:

- Community managers: track off-chain activity of your community (e.g. on Discord) → make an automated airdrops → make email notifications
- Creators: make an NFT collection and distribute it across your user base
- Merchants: receive payment (crypto or FIAT via Stripe for example) → add related info to your Google Spreadsheet → trigger some logic in your application → send approve email to your customer
- For more crypto experienced users: track activity on one blockchain and trigger actions on another.
- Other: simply track particular address and get notifications about new transactions

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

: For dApp creators and existing web2 developers:

- Our platform simplifies the connection of multiple web2 applications with smart contracts across different blockchains.
- Our platform streamlines the connection of multiple web2 apps and smart contracts across different blockchains for easier integration. With a single entry point to quickly add integrations, we minimize the effort required for scaling current products.
- Additionally, a no-code solution will enable anyone to orchestrate flows, freeing up developer resources for core business tasks.

For end-users:

- We aim to improve the user experience by abstracting transactional complexities.
- This will allow for basic operations to be performed without the need for a deep understanding of blockchain technology and the approvals required for on-chain transactions.

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

: We will provide a better user experience for new participants in the web3 space by offering the unmatched benefits of the Optimism blockchain. Compared to Ethereum, Optimism has faster transactions, lower fees, and compatibility with the Ethereum Virtual Machine (EVM).

In addition, our solution makes it easy for web2 companies to transition to the web3 space by simplifying the integration process of their existing web2 applications and flows. With lower gas fees, Optimism becomes a preferred choice for projects looking to reduce costs over time. By choosing our solution, projects can enjoy a seamless and cost-effective transition to the web3 space.

Has your project previously applied for an OP grant?

: No

Number of OP tokens requested

: 50000

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?

(not required but recommended, when applicable): N/A

How will the OP tokens be distributed?

(please include % allocated to different initiatives such as user rewards/marketing/liquidity mining. Please also include a justification as to why each of these initiatives align with the problem statement this proposal is solving.):

- Development - 70%. It includes engineering, QA and product design.
- Rewards and fees compensation pool - 10%. We are going to make a few programs to reward early adopters and make incentive plans such as cover network fees for automations.
- Marketing - 20%. Growing brand awareness and performing business development.

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

Shorter timelines are preferable to longer timelines. Shorter timelines (on the order of weeks) allow teams to quickly demonstrate achievement of milestones, better facilitating additional grants via subsequent proposals:

– Week 2-4: Milestone 1

- Week 4-5: Milestone 2
- Week 6-7: Milestone 3
- Week 8-12: Milestone 4
- Week 13-15: Milestone 5
- Week 16-22: Milestone 6
- Week 22-27: Milestone 7

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:

Milestone 1: Optimism testnet (Optimism Goerli) for the current set of features (5k OP)

- Actions: being able to monitor on-chain events
- Triggers: being able to trigger smart contracts from Atomic Links service
- Tasks: combine triggers and actions (within Optimism)

Milestone 2: Integration for external dApps and networks as triggers for actions on Optimism (3k OP)

- Being able to trigger smart contract on Optimism by activity from other dApps on another chain

Milestone 3: Integration for external dApps and networks as actions possible to be triggered by events from Optimism (3k OP)

- Being able to monitor activity of dApps on Optimism to trigger smart contracts on another chain

Milestone 4: add basic web2 integrations (10k OP)

- sending notifications (e.g. email, Discord, Telegram, custom webhooks)

- external triggers (e.g. new message on Twitter, new email received)

Milestone 5: popular on-chain actions (8k OP)

- Mint NFT collection or add new to the collection (ERC-721, ERC-1155)
- Mint custom ERC-20

Milestone 6: basic audit and mainnet release (10k OP)

Milestone 7: reach 100 teams onboarded and using automations (10k OP)

- Marketing
- Community building
- Transaction fees sponsorship programs

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

: Our solutions offers an easy onboarding with a high switching cost, which makes the onboarded users continue using our solution even after using the incentives to cover their costs have been used (part of our go-to-market strategy).

Please provide any additional information that will facilitate accountability

(smart contracts addresses relevant to the proposal, relevant organizational wallet addresses, etc.): N/A

Confirm you have read and agree to the Eligibility Restrictions

([here](#)): I have read the Eligibility Restrictions and agree to abide by their conditions