

Grant Title:

Educational Program and Integrated Learning on The Rollup

Author:

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About You:

The Rollup is an educational hub acting as a public good that has addressed the need for reliable and accessible information in the rapidly evolving world of DeFi. The Rollup team has a history of collaborating with the CoW core team. We were part of the CoW Swap User Research program in November 2022. Our team engages consistently in content collaborations and conference coverage, including most recently Devconnect in Istanbul. With a mission to Educate, Empower, and Enrich DeFi exploration, The Rollup team has continuously contributes educational content in support of DeFi and the whole blockchain ecosystem.

Grant Category:

Educational & Community Growth

Grant Description:

The project focuses on driving volume and user engagement for CoW Swap by integrating its widget onto The Rollup's website and creating educational content. Leveraging our expertise in educational content creation, execution of this proposal involves educating website visitors about CoW Swap's unique properties, specifically highlighting its Coincidence of Wants order-matching mechanism.

The specific objective is to generate volume and users for CoW Swap. We measure these objectives by the amount of tokens swapped and the total number of unique wallets that connect to the CoW Swap Widget on www.therollup.co.

Our methodology to achieve volume and users is inline with our mission at the rollup. We will educate and empower visitors of therollup.co with material about CoW Swap since the CoW protocol has unique and valuable properties. First, we will integrate the CoW Swap widget into the rollup website, www.therollup.co. Then, we will create educational material to teach website visitors about the value of CoW Swap and the impact it has on pricing and speed of transactions via the innovative Coincidence of Wants order-matching mechanism. Visitors who discover the combination educational material and integrated product experience will have an opportunity to learn about the unique characteristics of CoW Swap and ought to use the application in this comprehensive experience.

Grant Goals and Impact:

The initiative aims to substantially benefit CoW Swap by enhancing visibility, positioning it as a research authority, crafting evergreen educational material, experimenting with widget-embedded strategies, and fostering increased user engagement, which is expected to lead to heightened liquidity and adoption.

Milestones:

Milestone

Due Date

Payment

Milestone 1

12/31/2023

2000 xDAI

Milestone 2

2/1/2024

2000 xDAI

Milestone 3

4/1/2024

2000 xDAI

Milestone 4

6/1/2024

2000 xDAI

Milestone 1: Widget Integration

- Integrate CoW Swap widget onto www.therollup.co
- Design branded integration reflecting both Rollup and CoW Swap branding
- Embed widget for sample page testing and placement optimization

Milestone 2: Create Educational Material

- Collaborate with CoW marketing teams to integrate Rollup educational material into brand strategy
- Define and outline educational content scope including videos, short and long-form materials
- Collaboratively create educational material with minimal CoW team involvement

Milestone 3: Content Distribution

- Execute comprehensive marketing across social channels
- Optimize website funnels for seamless CoW Swap user interaction
- Collaborate on website banners, newsletter placements, and joint marketing efforts

Milestone 4: Analysis

- Analyze website traffic and engagement analytics
- Summarize impressions across social platforms
- Iterate and refine educational content and messaging
- Submit comprehensive report to CoW DAO outlining findings, learnings, and data

Funding Request:

Requesting CoW tokens for distribution to users completing educational training and xDAI for operational costs.

Milestone

Due Date

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Milestone 1

12/31/2023

2000 xDAI

Milestone 2

2/1/2024

2000 xDAI

Milestone 3

4/1/2024

2000 xDAI

Milestone 4

6/1/2024

2000 xDAI

Volume Tier (\$)

Incentive

5,000

50 CoW

10,000

100 CoW

25,000

250 CoW

50,000

500 CoW

100,000

1000 CoW

Budget Breakdown:

xDAI allocated for operational expenses covering website development and content creation. CoW tokens designated for incentivizing users engaging with the educational training and CoW Swap widget.

Gnosis Chain Address:

0xda9F0E0B550dD09A3751Ccb0f6c07Eea3E5264F3

Other Information:

The Rollup team and the CoW core team have fostered a history of collaboration, continuously contributing to the blockchain ecosystem. This grant proposal formalizes an ongoing engagement between both teams, aiming to solidify and expand upon previous collaborations in a structured and impactful manner.

Referral:

Engaged with the CoW core team over the years, recently meeting at Devconnect in Istanbul.

Terms and Conditions:

By submitting this grant application, I acknowledge and agree to be bound by the CoW DAO Participation Agreement and the CoW Grant Terms and Conditions.