Dear Lido Community,

We prepared a grant proposal to create educational content and marketing in Brazil.

One-Liner:

Creating an educational and awareness initiative through video workshop, research report, and weekly updates, focusing on Lido's technology, staking solutions, DeFi use cases, governance, Decentralized Validator Technology (DVT), and the Community Staking Module (CSM) for the Brazilian market.

Introduction:

Modular Crypto is a media and educational platform in Brazil, dedicated to providing the Portuguese-speaking community with accessible content on blockchain, DeFi, and Web3. We propose a partnership with Lido DAO to initiate the development of educational content and marketing efforts, aimed at raising awareness about Lido's liquid staking solution, DVT, and CSM, all tailored to the Brazilian audience.

As Brazil's crypto community rapidly grows, there's a clear lack of educational resources in Portuguese, especially on staking and decentralization. This partnership is a crucial first step towards addressing that gap, creating greater visibility and understanding of Lido's ecosystem in Brazil

Proposal Outline:

1. Educational Video Series and Workshops:

2. Objective: Educate and raise awareness within the Brazilian crypto community about staking, Lido's governance, DVT, and CSM.

3. Workshop:

4. Introduction to Lido Governance and Decentralization: A comprehensive overview of Lido governance and decentralization path with DVT & CSM.

5. Introduction to Lido Governance and Decentralization: A comprehensive overview of Lido governance and decentralization path with DVT & CSM.

6. Platform: The workshop will be hosted on Modular Crypto's YouTube channel, leveraging our established user base and further promoted across Twitter, Instagram, TikTok, and YouTube Shorts as a "short" video

7. Weekly Lido Updates in Our "State of Ethereum" Series:

8. Objective: Keep the Brazilian audience updated on the latest developments within Lido.

9. Format: During our weekly livestream, called "State of Ethereum" we will dedicate a section specifically to cover Lido updates, providing real-time insights on governance decisions, protocol updates, DeFi use cases, and staking metrics.

10. Marketing and Diffusion Strategy:

11. Logo Visibility: Lido's logo will be featured across all relevant content, including pre-event posts on social media promoting the workshops, lives, and updates.

12. Video Marketing: Video thumbnails and in-event branding during the live sessions and video cuts shared post-event.

13. Social Media Push: Short-form videos will be edited and shared on TikTok, Instagram, and YouTube Shorts, ensuring maximum reach.

14. Community Engagement: Regular announcements and updates will be posted on our Discord server, which boasts a large and active community.

15. Newsletter Feature: Lido's weekly updates will also be included in our Sunday newsletter during the entire month of October, reaching over 4,000+ subscribers per edition.

16. In-Depth Reports and Articles:

17. Objective: Provide comprehensive research and analysis on Lido's governance, decentralization journey, DVT, and the Community Staking Module (CSM).

18. Deliverables:

19. The State of Lido: A detailed report covering Lido's progress towards decentralization, risks, roadmap, and its broader impact.

20. The State of Lido: A detailed report covering Lido's progress towards decentralization, risks, roadmap, and its broader

impact.

21. Distribution: Reports will be distributed via our newsletter and social media channels (Twitter, Instagram, Discord, etc.).

Budget Breakdown (Total US$4,500)

- Educational Content and Weekly Updates: $3,600 USD

- Covers research, scriptwriting, video content creation, graphics, presentation materials, hosting workshop, creating and editing shorts.

- Weekly updates integrated into our (1) State of Ethereum livestream (Youtube and Twitter/X), featuring a dedicated section for Lido, and included in our (2) weekly newsletter.

- Covers research, scriptwriting, video content creation, graphics, presentation materials, hosting workshop, creating and editing shorts.

- Weekly updates integrated into our (1) State of Ethereum livestream (Youtube and Twitter/X), featuring a dedicated section for Lido, and included in our (2) weekly newsletter.

- In-Depth Research and Reports: $600 USD

- Preparation of one comprehensive reports on Lido's decentralization, DVT, and CSM (research, writing, data collection, design creation, editing and reviewing, publishing & distributing)

- The report will be promoted via Modular's newsletter and social media.

- Preparation of one comprehensive reports on Lido's decentralization, DVT, and CSM (research, writing, data collection, design creation, editing and reviewing, publishing & distributing)

- The report will be promoted via Modular's newsletter and social media.

- Awareness and Promotional Activities: $300 USD

- For additional social media advertisements and promotional materials to enhance visibility and engagement across all platforms where we will be distributing the content (YouTube, Twitter/X, TikTok, LinkedIn, Instagram, Discord)

- For additional social media advertisements and promotional materials to enhance visibility and engagement across all platforms where we will be distributing the content (YouTube, Twitter/X, TikTok, LinkedIn, Instagram, Discord)

October/November: Immersive Lido Experience at Modular Crypto

October/November will be dedicated for immersion on Lido at Modular Crypto. We believe that a concentrated focus on a single project for a specific period helps amplify its message and engage the audience more effectively, especially in Brazil, where this format resonates well. This immersive approach will deliver all the educational content and updates within a tight timeframe, ensuring high engagement without compromising quality or reach.

Future Collaboration and Long-Term Vision

This proposal serves as the starting point for a collaborative effort, with the goal of establishing a strong foundation for future partnerships. After this initial phase, we plan to explore additional ways to deepen our relationship with Lido DAO through expanded educational content, marketing initiatives, and even potential IRL events or community initiatives. We're excited about the possibility of organizing events and activations that bring Lido closer to the Brazilian community, providing valuable in-person engagement opportunities.

We're eager to continue working together and identifying new opportunities for collaboration as we move forward.

Detailed Agenda (Dates subject to change):

- Workshops:

- 16.10.2024: Lido overview, Governance, DVT, and the Community Staking Module (CSM)

- 16.10.2024: Lido overview, Governance, DVT, and the Community Staking Module (CSM)

- Lido Weekly Updates in State of Ethereum show:

- 09.10.2024

- 23.10.2024

- 30.10.2024

- 06.11.2024
- 13.11.2024
- 09.10.2024
- 23.10.2024
- 30.10.2024
- 06.11.2024
- 13.11.2024
- In-depth Reports and Articles:
- 25.10.2024: The State of Lido: A detailed report covering Lido's progress towards decentralization, risks, roadmap, and its broader impact.
- 25.10.2024: The State of Lido: A detailed report covering Lido's progress towards decentralization, risks, roadmap, and its broader impact.
- Newsletter Features:
- 13.10.2024
- 20.10.2024
- 27.10.2024
- 03.11.2024
- 13.10.2024
- 20.10.2024
- 27.10.2024
- 03.11.2024
- Social Media Calendar:
- Announcements 1 day prior to each workshop/live (08.10; 15.10; 22.10; 29.10; 05/11; 12/11)
- Video shorts posted the day after each workshop/live (10.10; 17.10; 24.10; 31.10; 07.11; 14/11)
- Announcements 1 day prior to each workshop/live (08.10; 15.10; 22.10; 29.10; 05/11; 12/11)
- Video shorts posted the day after each workshop/live (10.10; 17.10; 24.10; 31.10; 07.11; 14/11)

About Modular Crypto

Modular Crypto has already proven itself as a reliable partner for many relevant projects, having worked with platforms like Arbitrum, Polkadot, ENS, Celo, Cartesi, among others. Our team is led by João Kury, who is one of the few Optimism badgeholders, giving us unique insights into governance and DeFi ecosystems. With over 8,000 monthly podcast listeners, +4,000 newsletter subscribers, and a fast-growing audience, our reach continues to expand across the Portuguese-speaking Web3 space.

We have produced 600+ podcast episodes and 60+ articles dedicated to educating the Brazilian community on Web3 and blockchain technology, and our content has reached thousands of people in Brazil. Our focus on consistency, deep research, and high-quality production ensures that we deliver impactful educational and marketing campaigns.

We are eager to partner with Lido DAO to continue building on our mission to educate, empower, and grow the Brazilian crypto community with trusted and insightful content.

We believe this proposal will deliver significant value to Lido DAO, and we look forward to further discussions on how we can collaborate for a successful partnership.

Examples of our previous work (in Portuguese):

- [Analyst Roundtable - Alt VM vs Parallelized EVM](#)
- [Analyst Roundtable - Restaking](#)

- [The State of Ethereum Playlist](#)

- [Guide for OP Chains](#)

- [Monolithic blockchains vs Modular Blockchains](#)

- [Latin America's Participation in Web3 Governance](#)

- [Project Analysis: Understanding the Morpho Protocol](#)

- Events:

- Future events:

- [Modular House - São Paulo Edition](#)

- [Modular Carnival](#)

- [Modular House - São Paulo Edition](#)

- [Modular Carnival](#)

- Some of our Past events:

- [Modular House - Rio de Janeiro Edition](#)

- [Modular House - Curitiba Edition](#)

- [Modular House - Brasília Edition](#)

- [Modular House - Rio de Janeiro Edition](#)

- [Modular House - Curitiba Edition](#)

- [Modular House - Brasília Edition](#)

- Future events:

- [Modular House - São Paulo Edition](#)

- [Modular Carnival](#)

- [Modular House - São Paulo Edition](#)

- [Modular Carnival](#)

- Some of our Past events:

- [Modular House - Rio de Janeiro Edition](#)

- [Modular House - Curitiba Edition](#)

- [Modular House - Brasília Edition](#)

- [Modular House - Rio de Janeiro Edition](#)

- [Modular House - Curitiba Edition](#)

- [Modular House - Brasília Edition](#)

Wallet: 0x83897407f193E2736912b191Cc0d98ff53ea5533 (modularcrypto.eth)