

CowPioneers Program

Objective

The CowPioneers Program

focuses on creating and empowering local communities to promote the adoption, education, and engagement of CoW Protocol

and CowSwap

worldwide. Our goal is to foster regional growth, build grassroots support, and ensure that CoW Protocol's vision of fair, decentralized, and MEV-protected trading resonates with diverse audiences effectively.

Problem and Solution

Awareness and understanding of CoW Protocol's unique value proposition—such as gasless trading, MEV protection, and batch auctions—are still limited in many regions. By addressing language barriers and cultural misunderstandings, we aim to facilitate the adoption of decentralized trading solutions, specifically CoW Protocol's innovative features.

Importance of the Program

The program is crucial for advancing the adoption and growth of CoW Protocol's ecosystem. It builds global connections and empowers local communities to actively participate in decentralized finance (DeFi) and decentralized trading.

Strategic Importance

Localized Reach

:

The program engages diverse audiences in their native languages, ensuring effective communication and cultural relevance. This approach helps to connect with local communities and overcome language barriers, making CoW Protocol's ecosystem more accessible.

Global Adoption

:

By expanding CoW Protocol's presence across different regions and communities, the program supports the company's vision of decentralization. This broader reach will contribute to the overall global adoption of CoW Protocol's technology.

Community Building

:

The program establishes strong, self-sustaining ecosystems at the local level. By empowering these grassroots communities, CoW Protocol can foster a sense of ownership and commitment among participants, leading to more sustainable growth.

Stronger Engagement

:

The program creates meaningful interactions through tailored educational content, webinars, and AMAs. This approach helps to build a sense of community and foster deeper engagement with CoW Protocol's ecosystem, leading to greater user retention and loyalty.

Market Insights

:

Feedback from local communities provides CoW Protocol with a deeper understanding of regional needs, challenges, and trends.

Target Communities

We will focus on 4 communities

during the trial period:

- Arabic (MENA)
- Spanish (Latam)
- Russian (CIS)
- Chinese

Our Team

Our team has more than 12 years of experience in building and managing communities, event management, and content creation. We will do our best to make this initiative a success and look forward to cooperating with you and hearing your opinions and suggestions.

Rewards System (Reward-Based KPIs)

Rewards will range from 500to500to3,000 per month

, depending on community performance and adherence to specific KPIs.

Category and KPI Breakdown

Tier 1 (\$500)

- Twitter:

2,500 Impressions (10%)

- Telegram:

50 members + 10% engaging members (10%)

- Articles:

2 original articles (10%)

- Videos:

1 original video (minimum 100 views per video) (10%)

- Translation and Management:

Translate 70% of Twitter posts and articles. Publish on local Twitter and Telegram with member support and account management (20%).

- Events:

1 webinar or AMA with at least 5 attendees (20%).

- Developer Events:

1 event with at least 5 attendees (20%).

Tier 2 (\$1,000)

- Twitter:

7,500 Impressions (10%)

- Telegram:

100 members + 15% engaged members (10%)

- Articles:

3 original articles (10%)

- Videos:

2 original videos (minimum 200 views per video) (10%)

- Translation and Management:

Translate 80% of Twitter posts and articles. Publish on local Twitter and Telegram with member support and account management (20%).

- Events:

2 webinars or AMAs with at least 10 attendees (20%).

- Developer Events:

1 event attended by at least 10 people (20%).

Tier 3 (\$1,500)

- Twitter:

12,500 Impressions (10%)

- Telegram:

150 members + 15% engaged members (10%)

- Articles:

4 original articles (10%)

- Videos:

3 original videos (minimum 400 views per video) (10%)

- Translation and Management:

Translate 90% of Twitter posts and articles. Publish on local Twitter and Telegram with member support and account management (20%).

- Events:

2 webinars or AMAs attended by at least 15 people (20%).

- Developer Events:

2 events attended by at least 15 people (20%).

Tier 4 (\$2,000)

- Twitter:

20,000 Impressions (10%)

- Telegram:

200 members + 15% engaged members (10%)

- Articles:

4 original articles (10%)

- Videos:

3 original videos (minimum 500 views per video) (10%)

- Translation and Management:

Translate 90% of Twitter posts and articles. Publish on local Twitter and Telegram with member support and account management (20%).

- Events:

2 webinars or AMAs attended by at least 25 people (20%).

- Developer Events:

2 events attended by at least 25 people (20%).

Tier 5 (\$3,000)

- Twitter:

50,000 Impressions (10%)

- Telegram:

400 members + 15% engaged members (10%)

- Articles:

4 original articles (10%)

- Videos:

3 original videos (minimum 2,000 views per video) (10%)

- Translation and Management:

Translate 100% of Twitter posts and articles. Publish on local Twitter and Telegram with member support and account management (20%).

- Events:

2 seminars or AMAs attended by at least 40 people (20%).

- Developer Events:

2 events attended by at least 40 people (20%).

Implementation Plan

Test Period: 4 Months

Month 1:

- Strategy and KPIs system.
- Announce and promote the program (We are also in touch with many leaders in the local communities and will invite them to join).
- Receive applications and conduct interviews.

Months 2-4:

- Officially launch the program.
- Test period for all local communities (3 months).
- Submit detailed monthly reports with activities and KPIs achieved.

Post-Test Period:

- Organize IRL events every three months for each local community.
- Establish at least one partnership and collaboration with a local trading platform for each region.

Requirements

To ensure the quality and consistency of deliverables, the following requirements must be met:

X (Twitter):

- Publish at least 3 original tweets weekly.
- Translate posts and retweets from x.com in X.
- Engagement rate (likes, replies, retweets) should be at least 2%-5%.
- Measure method:

X analytics.

Telegram:

- Publish a minimum of 3 original posts weekly in the group.
- Translate posts and retweets from x.com and publish them in Telegram.
- Respond promptly to member inquiries (within 16 hours max.).
- Measure method:

Bots like Combot or Telegram stats.

Articles:

- Minimum word count: 500 words per article.
- Must include relevant visuals (e.g., charts, screenshots) where applicable.
- Content must be related to CoW Protocol or its ecosystem.
- Articles must be well-researched, grammatically correct, and plagiarism-free.
- Publish articles to your own website or to platforms such as Medium, Mirror, or other relevant platforms with proper SEO optimization to maximize visibility and engagement.
- Measure method:

Manual check.

Videos:

- Minimum video length: 3 minutes.
- Content must be related to CoW Protocol or its ecosystem.
- High-quality visuals and audio (720p minimum, clear voice).
- Upload videos to YouTube or other relevant platforms with proper SEO optimization for visibility.
- Measure method:

Manual check.

Translation and Management of Social Media Channels (X, Telegram/WeChat):

- Accurately translate Twitter posts and articles into the local language.
- Publish translations on local Twitter and Telegram channels promptly.
- Encourage community interaction through polls, Q&A threads, and engaging posts.
- Follow and engage with local influencers and CoW Protocol ecosystem accounts.
- Address any negative feedback or misinformation professionally and promptly.
- Remove spam and inappropriate content immediately and enforce group rules to maintain a positive environment.
- Respond to comments and mentions and provide clear answers and guidance for onboarding new members.

Events:

- Duration: At least 30 minutes per event.
- Use platforms such as Zoom, Google Meet, or Telegram Live.
- Record and share the session in Telegram, X, or YouTube for those unable to attend live.
- Measure method:

Manual check.

Reporting and General Rules

- Each local community must submit a detailed monthly report containing all activities and KPIs reached.
- Reports must be published by the 2nd of the month, and rewards will be distributed by the 7th after review.

- Any attempt to cheat or deceive will result in the expulsion of the entire team.
- At least 60% of Level 1 KPIs must be met to qualify for rewards.

Budget

- Maximum monthly budget for communities (4 communities): \$12,000 per month
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- Program management and supervision: \$1,500 per month
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- We are asking for a total of \$44,000 for 4 months
- . Any remaining funds after that will be returned to the treasury.
- We do not require advance payment; payment can be made after the first month, then each month based on the achieved KPIs.

Conclusion

The CowPioneers Program

is a strategic initiative designed to expand CoW Protocol's reach through localized efforts, empowering communities worldwide. By focusing on education, governance participation, and developer engagement, this program will build sustainable local ecosystems that align with CoW Protocol's mission. With measurable KPIs, robust management, and CoW Protocol-specific initiatives, this program will drive global adoption and strengthen CoW Protocol's position as a leader in decentralized trading.