Title

Proposal: Fund Arbitrum Odyssey 2.0 Airdrop

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Category

Non-Constitutional

Abstract

The Arbitrum Odyssey 2.0, an ecosystem initiative by a coalition of various Arbitrum DeFi protocols, is seeking a one-time $ARB grant to stimulate engagement throughout the Arbitrum ecosystem.

Motivation

Endorsing an $ARB airdrop could dramatically increase user engagement in the Odyssey 2.0. This heightened engagement would not only invigorate activity within participating protocols but also across the broader Arbitrum ecosystem.

Just as incentivizing protocol usage with native tokens attracts user attention, rewarding users with $ARB tokens will draw their focus to the overall ecosystem.

If the Odyssey 2.0 proves to be a success, it could be repeated. Such continuity would additionally serve to showcase new, innovative protocols to the community, thereby encouraging both developers and users to maintain their active involvement within the Arbitrum ecosystem.

Rationale

By supplementing the existing airdrops from participating protocols with an additional $ARB airdrop, our goal is to attract a larger user base to the Arbitrum ecosystem and increase the engagement and retention of current Arbitrum users.

Reference Links

Odyssey 2.0

- [Website](#)
- [Documentation](#)
- [Tide (Questing platform)](#)
- [Twitter](#)
- [Discord](#)

Participating Protocols

- [GMX](#)
- [Alchemix](#)
- [Pendle Finance](#)
- [Swell Network](#)
- [Dopex](#)
- [Jones DAO](#)
- [PlutusDAO](#)
- [Vesta Finance](#)

- [Unstoppable DeFi](#)

- [Factor DAO](#)

- [Sparta DEX](#)

Specification

Overview

The Arbitrum Odyssey 2.0 - Community Edition is a collaborative initiative led by the twelve participating protocols, designed to extend the mission of the original, indefinitely paused, Arbitrum Odyssey.

Our objective is to attract new users and mobilize the existing user base within the Arbitrum ecosystem, thereby increasing chain activity.

Each week, we spotlight a participating protocol and release new quests designed to highlight the protocol's feature set.

To incentivise quest completion, participating protocols are contributing their treasuries to the Odyssey 2.0 in the form of airdrops and additional supporting investments like artists to design the commemorative NFTs. Airdrop amounts are determined by each participating protocol based on the Odyssey 2.0's traction and the protocol's size. As a benchmark, Unstoppable will be contributing 10-20 ETH + 1-2% token supply. These tokens will be distributed to eligible users at the Odyssey 2.0's conclusion.

To amplify engagement further, we're seeking an $ARB grant of 900K $ARB tokens. If granted, we will prominently advertise this additional incentive across all partner channels and the grant will be airdropped to all Odyssey 2.0 participants at the conclusion of the event.

$ARB Airdrop Eligibility

After thoughtful deliberation, we've decided to collaborate with[Tide Protocol](#) to manage the quest infrastructure for Odyssey 2.0. Upon completion of quest campaigns, Tide will enable users to mint a Soulbound NFT, referred to as a "badge," which serves as on-chain proof of their task completion. To mint a Tide badge, users must fulfil all quests tied to the corresponding Odyssey 2.0 quest campaign.

Consider a scenario where GMX has a campaign featuring three quests as part of Odyssey 2.0. A user would need to successfully finish all three quests to mint the GMX Badge for Odyssey 2.0.

To be eligible for an airdrop, a user must secure at least 11/12 NFT Badges. This threshold was chosen to reward active and engaged users, while also ensuring broad participation in the Odyssey 2.0.

Further information regarding the quest layout or the technical infrastructure can be found in the[Odyssey 2.0](#) or [Tide Protocol](#) documentation.

$ARB Airdrop Distribution

The $ARB grant will be distributed with the rest of the committed rewards to users who have collected at least 90% of the Odyssey 2.0 NFT Badges.

The total airdrop amount will be distributed evenly between eligible participants, with a maximum of 2000 $ARB allocated per wallet.

Any $ARB remaining post-airdrop will be returned to the Arbitrum DAO. Additionally, after six months, the Arbitrum DAO multisig will obtain the right to reclaim all unclaimed $ARB from the claim contract.

$ARB Airdrop Token Flow

1. The Arbitrum DAO sends the token grant to the Odyssey 2.0 multisig which is owned by various entities including Alchemix, Unstoppable, Blocmates and the Arbitrum DAO if they wish.

2. The Odyssey 2.0 multisig then deposits the $ARB grant into the Odyssey 2.0 claim contract.

3. Eligible Odyssey 2.0 participants will be able to claim their airdrop through the Odyssey 2.0 website.

4. Unclaimed tokens will be claimable by the Arbitrum DAO after 6 months.

Sybil Protection and Mitigation

Tide [Audiences](#) will be used to protect the airdrop from being farmed, as it offers sophisticated user segmentation based on on-chain activity, effectively reducing the chance of manipulation.

All participating protocols reserve the right to manually remove any suspicious address from the eligible participants list.

Transparency

Eligible participants and recipients of the airdrop can be independently verified on-chain by examining which addresses hold the corresponding Tide NFT badges or have interacted with the airdrop distribution contract.

Conflicts of Interest

The Odyssey 2.0 operates on a non-profit basis, with any associated funds being either distributed to eligible participants or returned to their initial sources. Although we acknowledge that the Odyssey 2.0 might be viewed as a marketing initiative for participating protocols, the structure of the event should counter this perception.

With a rotational spotlight system, each protocol is granted equal exposure for a limited time during their designated week. Our communication emphasizes the ecosystem as a whole rather than individual protocols.

Thus, our intent is not solely promotional, but primarily educational, aiming to engage users with the diverse aspects of the DeFi ecosystem within Arbitrum.

Timeline

The Odyssey 2.0 is set to conclude on October 22, 2023.

If the grant is approved, the $ARB airdrop, together with rewards contributed by participating protocols, will be distributed and open for claim by eligible participants from October 31, 2023.

Claims will be open for six months until April 30, 2023, after which any unclaimed rewards will be returned to the respective contributing treasuries.

Overall Cost

Arbitrum Odyssey 2.0 requests an allocation of 900K $ARB tokens.

Final Words

While the $ARB grant would substantially aid the Odyssey 2.0, we sincerely appreciate any support that the Arbitrum DAO is willing to provide. This support, in whatever form it may take, would be immensely helpful in achieving the goals of the Odyssey 2.0.

We also remain open to on-board the Arbitrum DAO or Foundation in any capacity they wish regarding the organization and future direction of the Odyssey 2.0.

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