Author: mexi from Ethereum Mexico

Ethereum México

- Ethereum México is a community-driven initiative focused on enhancing the Ethereum ecosystem in Mexico by educating individuals about blockchain technology and promoting Ethereum's core values. Our primary goal is to inspire and empower the next generation of Ethereum enthusiasts, developers, and innovators.

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- Twitter: ethereum_mexico

- Instagram: ethereum_mexico

- Warpcast: ethereum-mexico

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Mexi

- Role: Community builder, Spaces host, IRL event organizer

- Education: Electronics and telecommunications engineering, Master in Criminology with Specialty in Security and Protection

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Team Members

Camila Barrera

- Role: Tech Innovator,

Co-Founder happ3nxyz, PM at Ethereum México, Phygital Artist.

- Education: Máster en Creación de Videojuegos (2D y 3D) por la Universidad Autónoma de Barcelona (UAB)

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- Role: Community Manager at Arbitrum Foundation, Co-Founder and volunteer at Ethereum Mexico.
- Education: Bachelor in International Business, Commerce and Marketing courses.
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Celic Torres

- Role: Legal lead at Ethereum México, Co founder ETH Cinco de Mayo, Legal Advisor web 3 y Founder de la comunidad Cripto Cuerna
- Education: Maestría en Derecho
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Bricia Guzman

- Role: Ethereum México Co-Founder & Optimism Collective Contributor
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Chuy Garcia

- Role: Film and Music Industries in México, Event Planning and Community Building. Node Ecosystem Lead @ Dappnode - DVT Lead @ Ethereum México
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Manuel Gamero

- Role: Comms and Lead Designer at Ethereum Mexico & Espacio Cripto
- Education: Animation and Visual Effects at Universidad Politécnica de Sinaloa.
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Mauricio Cruz

- Role: Community builder, Spaces host, IRL event organizer, building mxweb3 nounsmx - mexi on farcaster
- Education: Electronics and telecommunications engineering, Master in Criminology with Specialty in Security and Protection
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Ariel Cardenas

- Role: Founder of Kairos Research, Co-Founder of Ethereum Mexico.
- Education: Bachelor in Mechanical and Electrical Engineering, Project Management Specialist, Token Engineer, Game Theory Course.
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- Role: Researcher / Analyst at Espacio Cripto, Co-founder and Content Lead for Ethereum Mexico.
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Carlos Arroyo: "EREZEDOR"

- Role: Blockchain engineer: fullStackDappDeveloper, smartContractAuditor. Blockchain development teacher | ethMexico coreTeam | ethMty coreTeam | theEthereans | gobying coFounder | Tricket coFounder | phygitalEntanglement project
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LauNaMu

- Role: Impact Evaluation Specialist, Co-founder of IEF and WAGMI LATAM, Governor at HER LATAM.
- Experience: Active in web3 since 2021.
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Karen Amézquita

- Role: Blockchain Consultant, Web3 Educator, Ethereum México Core Team, Founder of Búho Financiero. Crypto & Blockchain Lawyer. Finance, Investment, Trading.
- Education: Master's degree in Law
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- Role: Product Designer | @blockdemy

expert | Tech Instructor | Developer

- Education: Computer Engineer from UNAM FI
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Other Events and Initiatives we have Organized

2002

- RoadToDevcon and RumboEthMexico 2022: Conducted workshops focused on Arbitrum, with participation from

notable mentors and live attendees.

- We supported other communities in other cities to organize their meetups like Mérida and Puebla with 35+ people each.

- Conducted ten virtual classes with over 60 attendees each.

- Organized6 meetups with 30+ attendees and five workshops totaling 250+ participants.

- Held ten Twitter Spaces sessions, each with over 60 live attendees and 100+ listeners.

- Hosted two major events in Mexico City, each with 100+ participants.

- Volunteered at events including ETHBogotá, ETHLatam, and Devcon.

- Spoke at ETHLatam and contributed to Devcon as volunteers, notetakers, and MCs.

- Ran two additional Twitter Spaces with 80+ live participants and 100+ listeners.

2023

- 3 upcoming workshops in different cities in México to teach about self-custodial and hard wallets during March and April 2023.

- Conducted an event in Mexico City with 50+ attendees.

- Held workshops and talks about Ledger in various cities (Puebla, Mérida, Guadalajara and Monterrey), reaching over 150 attendees, emphasizing self-custodial and security and collaborating with local communities.

- Support 12 communities from 9 cities to held a irl meetup in collaboration with Ledger

- Conducted Ethereum Mexico 2023 in Mexico City, a one day event with ~700 attendees, +1000 online viewers and more than 50 speakers.

2024

- Participated as a Community Partner in the ETH Cinco de Mayo hackathon in Puebla, some core members of Ethereum Mexico mentored, organized and volunteered in the hackathon.

- Organized a meetup in Mexico City to talk about Aztec Network and Hypercerts

- Scrolleando en la Web3 - funded local community meetups in Guanajuato, Cuernavaca, Monterrey and Hermosillo to talk about Scroll and all the Ethereum L2 ecosystem (March 2024)

- Hosted a Blob Party in CDMX (March 2024)

- Speakers at Talent Land in Guadalajara (April 2024)

- Speakers at NFTNYC (April 2024)

- Running a RetroPGF round for projects helping México ($10,000 USD matching fund)

- X-Spaces (Series of 5 spaces talking about the Ethereum Roadmap)

- Speakers at Unlock Summit Puebla (May 2024)

Grant Category:

CoWmunity Growth

**Grant Description: **

Ethereum México is a community-driven initiative focused on enhancing the Ethereum ecosystem in Mexico by educating individuals about blockchain technology and promoting Ethereum's core values. Our primary goal is to inspire and empower the next generation of Ethereum enthusiasts, developers, and innovators.

Our flagship event, Ethereum México 2024, aims to bring together over 600 participants in Mérida, Yucatán, including developers, students, entrepreneurs, investors, and enthusiasts. This event is crucial for our region as it provides an opportunity to significantly improve the quality of life for many Mexicans. By fostering professional development through study, research, and training in the Ethereum ecosystem, we believe we can create a positive and lasting impact.

Your funding will help us achieve these goals and play a vital role in the growth and sustainability of the Ethereum community in Mexico.

Project Description

Ethereum México 2024 is a two-day event featuring talks, workshops, and networking opportunities. Our objectives are to:

- Educate participants about Ethereum and its potential applications.

- Provide hands-on workshops to develop practical skills.

- Facilitate networking and collaboration among participants.

- Inspire attendees to contribute to the Ethereum ecosystem.

The event will be held on September 13 & 14, 2024, in Mérida, Yucatán, México. We expect to achieve the following outcomes:

- Enhanced knowledge and skills in Ethereum and decentralized technologies.

- Increased collaboration and networking among participants.

- Growth of the Ethereum community in Mexico and new community initiatives in underserved cities.

Target Audience

We have a well-defined target audience for Ethereum México 2024:

- Developers: Both beginners and intermediate-level developers interested in learning and building on the Ethereum ecosystem.

- General Public: Individuals who may not have a technical background but are interested in understanding blockchain technology and its impact.

- Potential Contributors: Entrepreneurs, innovators, and individuals exploring opportunities within the blockchain space.

- Financial Professionals: Those interested in DeFi and other financial applications of blockchain technology.

- Academics and Students: Individuals from educational institutions looking to expand their knowledge of decentralized technologies.

- Startups: Blockchain-based startups and projects seeking to network and gain insights from industry leaders.

Grant Goals and Impact:

Ethereum México 2024 aligns with the program goals by fostering community-driven governance, enhancing Ethereum security, promoting DeFi, and empowering the community. By sponsoring Ethereum México 2024, CoW DAO spreads awareness and fosters discussion around CoW DAO, highlighting the services it provides and the impact they can have on Latin American projects. The event will connect over 600 participants in person and attract over 2,000 streaming viewers, making it the premier Ethereum ecosystem event in Mexico serving as a call to all communities in Mexico to unite for this special moment.

- Educational Impact:

- Talk: Our event will feature a talk on CoW DAO's solutions, educating developers and enthusiasts about the practical applications and benefits of using CoW DAO. This will directly increase the knowledge base and technical proficiency within the community.

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- Community Building:

- Networking Opportunities: By bringing together a diverse group of participants, including developers, students, entrepreneurs, and investors, the event will strengthen the CoW DAO community. This networking can lead to new collaborations, projects, and initiatives that leverage CoW DAO's capabilities.

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- Visibility and Awareness:

- Marketing and Outreach: Our marketing efforts will highlight CoW DAO's role and importance within the Ethereum ecosystem, increasing its visibility and attracting new users and developers.

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- Innovation:

- New Projects and Ideas: By fostering an environment of innovation and creativity, Ethereum México 2024 will encourage the development of new projects and ideas that utilize CoW DAO's products.

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Results and Learnings

- Enhanced Community Engagement: Significant increase in community participation and interest in Ethereum technologies and CoW DAO's services.

- Educational Impact: Successfully educated participants on the practical applications of Ethereum, fostering a deeper understanding and adoption of defi solutions.

- Feedback and Insights: Collected valuable feedback from participants, helping to refine future workshops and events for better impact.

Milestones:

Milestone 1

- Sponsor Announcement

- 4,000 xDAI

- Sponsor Announcement - Announcement of CoW DAO as a sponsor.

Milestone 2

- Post-Event Report - Delivery of a customized post-event report with high-level insights from attendees about their experience and engagement with the event and your project.

- 1,000 xDAI

- Report Details: Comprehensive report with text, visuals, and data representations, delivered via email. The report will include sections on event statistics, engagement metrics, feedback analysis, and insights on CoW DAO's impact.

Submission Date: October 15, 2024

Responsible Person: Bricia Guzmán

Funding Request:

5,000 xDAI for a Tolok Tier Sponsorship

Perks offered to CoW DAO:

- Tickets for your community: 3 tickets

- Logo and link to your website on event website: Medium-sized logo

- Logo on all digital and printed materials: Medium-sized logo

- Social media announcements, including an explanation of your project and call to action

- Access to the VIP lounge: 2 passes

- Add item to the attendees' swag bag: 1 pieces provided by each sponsor

- Receive and store your company's swag

- Mention during the opening ceremony

- Talk - in person and streaming (This perk is destined to a higher tier but is offered to CoW DAO as a special promotion)

- Customized post-event report with high-level insights about attendees and your project (This perk is offered to a higher tier but is offered to CoW DAO as a special promotion)

- Streaming on X and YouTube to learn about your project prior to or after Ethereum México 2024

We want CoW DAO to be part of this journey and to become a Sponsor of Ethereum México 2024. Full sponsorship deck:

docs.google.com

[

](https://docs.google.com/presentation/d/1qx-67VWakNTXob5_2WCBA2fTnkxJ9o1ePijCm97WuFI/edit?usp=sharing)

Ethereum México 2024 - Sponsorship Deck Final

September 13 - 14 www.ethmexico.org finanzas@ethmexico.org

Budget Breakdown:

Total Requested Grant: 5,000 xDAI

- Venue Costs: Ensuring a professional and well-equipped location for the event.

- Rental Fee: 2,000

- Equipment Rental (AV, lighting, internet,): 1,000

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- Equipment Rental (AV, lighting, internet,): 1,000

- Marketing and Promotions: Raising awareness and driving attendance through targeted campaigns.

- Social Media Campaigns: 500

- Printed Materials (flyers, banners): 500

- Social Media Campaigns: 500

- Printed Materials (flyers, banners): 500

- Logistics and Operations: Smooth event execution, including coordination and essential operations.

- Event Coordination and Staffing: 300

- Miscellaneous Expenses: 200

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- Miscellaneous Expenses: 200

- VIP Lounge and Swag: Enhancing sponsor visibility and attendee experience with exclusive perks and branded items.

- VIP Lounge Setup: 300

- Swag Bags and Distribution: 200

- VIP Lounge Setup: 300

- Swag Bags and Distribution: 200

Gnosis Chain Address

0x7674D60760918Ae89cA71F2ce1Af2b2E740E2c8E

Implementation Plan

Pre-event Activities (June - September 2024): We will promote the event through social media and Road to Ethereum México 2024. Sponsors and speakers will be announced on social media, and CoW DAO's logo and website will be added to our webpage. We will send tickets to the CoW DAO's community, receive and store your company's swag, and prepare items for the attendees' swag bags.

Event Execution (September 13-14, 2024): During the event, we will ensure smooth operations, give a special mention during the opening ceremony, provide access to the VIP lounge, and ensure a smooth experience for speakers. The event will be streamed via different channels, and feedback will be collected.

Post-Event Activities (October 2024): After the event, we will continue collecting feedback to evaluate the event, document lessons learned for future improvements, and prepare a post-event report for CoW DAO.