

Now that we have a say in the treasury, I think we should consider allocating a portion of our funds to do the following:

#### Exposure

There are many content creators out there in the cryptospace with an audience that listens to them. if we could open up funding to incentivise influencers, content creators and creatives to amplify our platform, we will all benefit through higher traffic and bigger rewards in our liquidity pools. besides, more people on DEX will propel crypto in general towards a future we all envisioned when we started with crypto.

#### Marketing

Here I mean prolonged, effective campaigns targeted at everyone remotely interested in crypto. again, more people on Uniswap benefits us all. consider this, allocating a fraction

of the protocol switch to a marketing pool can get us massive campaign budgets, considering the protocol fee at current rates would net 250k a day. with a portion of that we could gain some serious traction not just within the crypto space, but far beyond it too.

#### Education

Last but not least,

We need to build on an easy to use

repository of information to educate users of all trades and budgets. the DeFi space is still very new and very scary to many people. How do liquidity pools work? are my funds safe? what even are gas fees and why should I pay them if binance is free? up to the bigger questions of how to work with and write your own smart contracts and farm responsibly. working on tools like these will again have a positive effect on attracting new users, filling the pools, stabilising pegs and increasing rewards for all.

How do we fund this?

theres a few things that come to mind, but in my eyes the most obvious one would be to allocate a portion of the protocol fee to each of these goals. note, this does not have to be ridiculous amounts of money. there is no point in reserving millions a month to keep influencers happy or to build coca cola style marketing campaigns. there's plenty of serious firms out there that can do us a proper quote and deliver a good job without needing a gold plated lambo in return. but costing these goals in will have a very positive impact on the future of uni and should therefore be a top priority.