

A Secret Network initiative to promote expansion and a more decentralized blockchain adoption in Iberoamerica

Introduction

Could we interpret blockchain decentralization in a wider sense well beyond consensus computing or voting proposals? Would it be possible to decentralize even more of the blockchain space by promoting/supporting more teams and projects in the Southern Hemisphere or Iberoamerica? Could Secret Network lead this process then expand itself to new niches by promoting additional use cases for their innovative privacy-preserving features? We imagine most if not all blockchain networks would be interested in promoting a wider and faster adoption, meaning more DAOs and dApps being built and demanding even more network usage? According to WorldBank Latin America and Caribbean have a [\\$ 4.72T GDP](#) and nearly a third of it ([\\$ 1.44T GDP](#)) belongs to Brazil alone, with the rise of the service economy accounting for most of that. It looks like DeSci DAOs and DeComm (Decentralized Communication) DAOs may have a very special place in Iberoamerica as promoting them also means an even more decentralized space. We are especially happy [Ethereum.Rio](#) 2022 happened in South America as it provided a unique opportunity for interested and curious people to establish a network for starting or expanding projects, however much more than that is actually needed. The prototype of a DeComm DAO originating in Iberoamerica could organize a first online meeting with focus on Spanish and Portuguese speaking teams/projects (e.g. [IberoAm](#) !), no matter which chain they use. Such a DeComm DAO could directly promote and support seed projects in Iberoamerica, not only by communicating but mainly promoting blockchain education. A DeComm DAO like this could finally promote a greater decentralization by supporting initial stage projects considering regional demands and priorities and targeting portuguese and spanish speaking markets. This could also be the DAO to help science publication business decentralization, since few corporations already dominate the market and control the expensive APC (Article Processing Charge) or publication fees. Finally, a DAO like this could potentially help the already available non-commercial SciComm community to maintain and grow their high-quality science communication content and be rewarded for that.

Our IberoAm initiative is three-fold: (i) organizing an online meeting on 26-27th August 2022 having as target audience Iberoamerican people (portuguese and spanish speaking teams/projects), (ii) offer several short ELI5 courses to onboard iberoamerican people in the blockchain space, and (iii) a Secret Network Hackathon (August 19th-21st) in partnership with H.E.R. DAO and social impact communities in Brazil and Iberoamerica, promoting Equity Diversity Inclusion (EDI). The IberoAm initiative has been already aired in the Secret Code Podcast: [IberoAM - YouTube](#)

To have an idea of the recently created [iberoam.xyz](#) website impact, the statistics shows that in the first month there were >6000 unique visitors and >167.000 total requests from Latam, Europe, US and Asia.

Detailed description and roadmap

We anticipate this to take 4 months to complete, starting mid April 2022:

April

- (i) Domain name [iberoam.xyz](#) obtained
- (ii) First version of the [iberoam.xyz](#) website alive
- (iii) IberoAm meeting program finished involving at least 2 plenary speakers from the Secret Network
- (iv) Two 2-hours ELI5 courses on blockchain and web3 being listed as part of the IberoAm program, with one of the teachers mentioning about the privacy-preserving features of the Secret Network.

May

- (v) IberoAm logo production
- (vi) Design assets production (visual)
- (vii) [iberoam.xyz](#) webdesign updated
- (viii) IberoAm meeting awareness on social media (campaign 1)

June

- (ix) Updated version of the [iberoam.xyz](#) website alive
- (x) IberoAm meeting awareness on social media (campaign 2)
- (xi) Submission of Iberoamerican projects videos (90 seconds each) received and made available to the IberoAm Selection Committee ([Selection committee – IberoAm](#))
- (xii) Updated version of the [iberoam.xyz](#) website alive

July

- (xiii) Submitted Iberoamerican projects selected by the Selection Committee listed on the IberoAm website, each one will

have 5-10 minute live-presentation as part of the IberoAm program

(xiv) IberoAm streaming first testing simultaneously both on YouTube and Twitch channels

(xv) Updated version of the iberoam.xyz website alive

August

(xvi) Secret Network Hackathon to happen 19-21 August in Rio de Janeiro (Brazil). Prizes for the 5 best projects: 1st place: \$ 2.000, 2nd place: \$1.500, 3rd place \$1.000, 4th and 5th places: \$ 500

(xvii) IberoAm streaming second testing simultaneously both on YouTube and Twitch channels

(xviii) IberoAm conference live: the top 3 best iberoamerican projects chosen by the Selection Committee will receive a prize: 1st place: \$ 2.000, 2nd place: \$1.500, 3rd place \$1.000

(xix) Top 3 best project Iberoam conference teams to talk privately to the IberoAm supporters/sponsors.

(xx) After-meeting updated version of the iberoam.xyz website alive

Team

Alberto Dávila and Rodrigo Jardim are IberoAm (Twitter: @iberoam_xyz

) founders and contributors to the Secret Network building a dApp with a Secret Network grant, Twitter: @abakhus

. Tracey - H.E.R.DAO founder, Twitter: @_HerDAO

Local supporters

Douglas Miranda (<https://coinmasters.com.br/>)

Fred (Local Secret Agent)

Luca Fortes (Brazilian Secret Agent in charge of the Secret Network Portuguese Telegram Group)

Alexandre and Lucas (Brazilian Secret Network developers)

Expected outputs (deliverables)

(i) Hackathon: expanding the current number of Secret Network developers with iberoamerican people

(ii) Hackathon: onboarding women iberoamerican developers in the Secret Network then promoting an even more decentralized and Equity Diversity Inclusion policy

(iii) Overall wider awareness and faster Secret Network adoption in Iberoamerica

Funding request

The funding request is 50.000 USD (\$SCRT ~9.000 considering \$SCRT=US\$5.5), payable in SCRT from the Community Pool to fund the whole IberoAm conference and Secret Network Hackathon, including:

(i) Round-trip tickets and per-diem for 2 Secret Network developers to help with the Secret Network Hackathon. Sub-total: \$ 7.000,00

(ii) H.E.R.DAO Hacker House. Sub-total: \$ 3.000

(iii) Side events. Sub-total: \$ 2.000

(iv) Workshops. Sub-total: \$ 1000

(v) Co-branded (Secret Network, H.E.R.DAO and IberoAm) merch. Subtotal: \$ 1.000

(vi) H.E.R DAO project management: Sub-total: \$ 5.000

(vii) Meals and beverages for the participants of the 3-day hackathon. Sub-total: \$ 6.000,00

(viii) Prizes for the 5 best hackathon projects: 1st place: \$ 2.000, 2nd place: \$1.500, 3rd place \$1.000, 4th and 5th places: \$ 500. Sub-total: \$ 5.500

(ix) Prizes for the top 3 best iberoamerican projects presented in the IberoAm conference: 1st place: \$ 2.000, 2nd place: \$1.500, 3rd place \$1.000. Sub-total: \$ 4.500

(x) IberoAm web design, web hosting, conference real time translation services and meeting organization logistics,

management and support. IberoAm domain name has been already obtained, the first website version is live: <https://iberoam.xyz>, and two Secret Network plenary speakers (José Peponks and Guy Garcia) have already been listed in the official program. Hackathon place rent. Notion documentation tool fees. Sub-total: \$ 15.000