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Proposal: Fund Atoma's project, a Growth & Communications proposal for Arbitrum

Author

@Sebix, head of the Atoma team.

Type

This is a non-constitutional Proposal.

Abstract

We are Atoma

, a team emerged from MakerDAO's Ambassador Program. We offer a wide range of solutions for growth and community building in spanish-speaking audiences, including two-way quality translations, content creation and educational resources. Our primary focus lies in branding and education efforts targeted specifically at the Latin American market of active and potential users.

Motivation

Latin America is one of the most rapidly growing areas when it comes to crypto and Web3 adoption, with an expanding tech-savvy population and a huge potential for widespread financial inclusion.

As other emerging regions, the combination between innovation, talents, and the need for financial, technological and economic solutions produce highly engaged and robust communities, resulting in an ever-growing number of potential users and developers. We believe that, given this context and taking into account the core values of the DAO, a symbiotic and mutually enriching relationship between Arbitrum and LATAM can be forged. If you want to know more about how we envision this, feel free to read: [Why Latin America? Why Arbitrum?

](https://hackmd.io/_XShIyQZTdefInb4_fgU6A).

By partnering with Atoma, Arbitrum gains a gateway to this vibrant and talented ecosystem. Our collaborative efforts aim to empower Arbitrum in effectively delivering their vision to a broader audience, nurturing trust and cultivating robust communities surrounding their offerings.

Our team has a track record of dedicated contributions during the last two years within the MakerDAO ecosystem. We believe our involvement has been influential in shaping MakerDAO's strategic approach towards the Latin American region.

Some of our most relevant outcomes include the creation of [MakerDAO's official website in Spanish

](https://latam.makerdao.com/), the complete translation of [official documentation

](https://manual.makerdao.com/v/mom-spanish/) and the successful establishment of the pioneering [Latin America Delegate Platform

](https://forum.makerdao.com/t/cvc-creation-sovereign-finance-cvc/20868) within the DAO's framework.

Primary objectives

- Attracting New Audiences and Enhancing Participation in Arbitrum

Building a community and disseminating information in Spanish can significantly widen Arbitrum's reach and attract new users who are more comfortable interacting in their native language.

Providing clear explanations about governance decisions in Spanish can engage users who might otherwise feel disconnected due to language barriers. This proactive approach fosters a sense of involvement and inclusion, encouraging broader participation.

- Providing Educational Resources for Spanish-Speaking Audiences

Educating the Spanish-speaking audience about the purpose, features, and potential of Arbitrum is pivotal.

By offering educational resources in Spanish, potential users can gain a better understanding of how Arbitrum operates, its benefits, and how it fits into the broader context of the Ethereum scalability. This not only empowers individuals and businesses to explore the technology confidently but also aims to bring individuals and communities closer into the Arbitrum ecosystem and create a bond between them and the DAO.

- Promoting Benefits and Governance Participation

Promoting the advantages and possibilities presented by Arbitrum can emphasize the opportunity to influence the direction of the platform through governance participation.

This approach not only attracts attention but also nurtures a sense of ownership and involvement in shaping the evolution of Arbitrum.

In essence, these three points collectively contribute to build a stronger, more informed and engaged community around Arbitrum within the Spanish-speaking audience, with a specific focus on Latin America's dynamic and fast growing crypto landscape, while also deepening decentralization and contributing to the expansion of the Ethereum ethos with which we are aligned.

Scope of work

The Atoma team will therefore undertake tasks such as:

- Education and dissemination

specially designed to reach audiences not yet addressed by Arbitrum, with focus on Latin American countries.

- Dissemination in academic institutions:

universities, colleges, schools, virtual education platforms.

- Playing an articulating role

between the different regional ecosystem actors and Arbitrum, catalyzing talents who are interested in collaborating or working for Arbitrum.

- Building an active community

through content creation for a variety of communicational channels such as X (formerly Twitter), Discord, LinkedIn, Spotify, and YouTube.

- Providing two-way translation services

for any relevant or official docs and communications.

- Providing support to the DAO

in its efforts to develop growth strategies.

What will we deliver

- Talents & Projects Catalyst

Atoma will serve as a resource hub for talents seeking avenues to contribute effectively to projects operating on the Arbitrum platform.

- Research on target populations

As part of Atoma's strategic approach, thorough research will be conducted across different areas of Latin America, prioritizing a demographic perspective.

This research will examine the unique attributes of each area, including its cultural factors, economic nuances, and technological adoption rates. This understanding will serve as a foundation for Atoma's community building, advertising efforts, and educational campaigns.

- Evergreen Content Translation
- Full professional translation of [Arbitrum's Docs

](https://docs.arbitrum.io/) website.

- Any other translation work deemed necessary by the Arbitrum Foundation and Community regarding official documentation.

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- Original Content Creation

- Creation of Arbitrum's very own Introductory Portal

in Spanish for the Arbitrum's Docs.

By providing an intuitive and comprehensive portal, the DAO can streamline the onboarding process for new participants, offering educational resources about the Web3 and L2 ecosystem.

This website will attract a broader audience of stakeholders and allow community members to gain deeper understanding of Arbitrum's unique value proposition, DAO's governance structure and decision-making processes.

- Creation of educational threads

(X), articles

(LinkedIn, Forum), and podcasts

(Spotify) regarding Arbitrum's ecosystem.

This is an important approach to encourage widespread understanding and adoption of Arbitrum's innovative technology. Through these diverse content formats, the project can effectively cater to a broad audience, from tech-savvy developers to crypto enthusiasts and newcomers seeking knowledge about Web3 solutions.

- Monthly Newsletters

Creation of a monthly newsletter in Spanish designed to inform and attract community members regarding Arbitrum's protocol, while also incorporating relevant ecosystem news from Latin America to appeal to potential new users from the region.

Newsletters will provide updates on the latest developments, features, and benefits of Arbitrum's protocol, as well as its governance processes, community's proposals and votings, and would be posted on the Arbitrum Forum.

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- Calls, Meetups & Events

The Atoma Team has already made prolific relationship with authorities from renowned educational institutions

in Argentina, like the [Instituto Tecnológico de Buenos Aires](#), the [Universidad Torcuato Di Tella](#), the [Universidad Nacional de Cuyo](#), and the [Universidad Nacional Guillermo Brown](#) and has also established a collaboration with [Platzi](#) (one of the biggest professional educational platforms in LATAM).

The team will engage and participate in different communities and organizations' calls

, aiming not only at contexts of high education or renowned institutions, but making ourselves available to all publics interested in knowing about Arbitrum and its possibilities.

- Harnessing the Power of X (Formerly Twitter)

A [comprehensive strategy

](https://fourth-millennium-f8b.notion.site/Content-Social-Media-Strategy-Arbitrum-ESP-a56ea7f3c18746e8ac66f94a8b017b69) has been developed by the Atoma team to bring educational and useful content in an attractive way to this channel.

Our team will explore new ways of interacting

with the community through X Spaces. Including trivias, giveaways, and swag to foster community learning and knowledge-sharing, thus promoting a well-informed and engaged ecosystem.

- Exploration of New Communicational Channels

Atoma team will open new communicational channels in Spanish not yet addressed by the DAO, such as LinkedIn

, and Spotify

, and will explore new possibilities in YouTube

.

Reporting and metrics

Many of the approaches and tasks of the Atoma team are related to qualitative rather than quantitative aspects. We understand that measuring qualitative impacts presents significant methodological challenges in the diverse areas where these types of phenomena attempt to be measured with hard metrics.

However, the Atoma team identifies some areas where a report can be presented that is not only illustrative of the tasks being carried out, but also provides more measurable information, including:

- Social Media metrics
- Spotify metrics
- Arbitrum Forum views metrics
- Total number of meet-ups, classes, and conferences held in different institutions and organizations
- Total number of attendees to these meet ups, classes and conferences
- Total number of articles created
- Total number of completed translations

We will provide the community with two types of reports:

- Metrics report

: it will be monthly and will refer to the previously listed metrics.

- Granular report

: it will provide a quarterly general and descriptive overview of the different activities and tasks carried out by the team during that period.

Based on this two-report approach, we intend to combine both the transparency of the qualitative aspects —which can be judged through the Granular Report— and the hard data concerning the growth and measurable scope of the initiatives and actions that allow such approach —which will be found in the Metrics Report—.

Rationale

As a sustainable, socially inclusive and user-focused proposal aimed towards growing the ecosystem by means of community building, content creation for social media, translation of documentation into Spanish and further educational efforts, the AIP presented is perfectly aligned with the guiding values and strategic priorities of the Arbitrum DAO as per its Constitution.

Steps to Implement

The Atoma team requests 167,000 ARB

to cover one year's work (12 months). Any surplus at the end of this period will be returned to the Protocol.

We propose a similar system to the one MakerDAO uses, for increased transparency and accountability regarding the funding of this project:

- A three-signers Safe Multi-Sig, including one Atoma member and two Arbitrum's Facilitators.

- A shared folder (like Google Drive) with [Toggl

](https://toggl.com/) reports for each of Atoma member's monthly work so facilitators can corroborate tasks done and hours spent.

- An expenses spreadsheet so community can keep track on our monthly activities and payments.

- A bare minimum of 40hrs of contributions per team member a month — Approximatedly 7.3hrs of team-work per bussiness day.

Budget details

EXPENSES

ARB

@Sebix

(Project Leader — Research & Education)

48,000 ARB

@Harrizko

(Research & Education)

36,000 ARB

@Jos

(Community Building & Strategy)

36,000 ARB

@Pollo

(Community Building & Strategy)

36,000 ARB

Hosting Services

For events and meetups.

2,000 ARB

Rewards & Swag

For actions in social media, as well as swag.

1,500 ARB

Total

167,000 ARB

Timeline

Quarterly Milestones

- OCT-DEC, 2023 (Q1)
- Initiate the official full translation of [Arbitrum's Docs website

](https://docs.arbitrum.io/) to spanish and work with DAO's relevant actors to ensure the optimization of the translated content for seamless integration into the Decosaurus platform. * On this first quarter, the team will deliver the full professional translation of Arbitrum's [Introductory Docs

](https://docs.arbitrum.io/intro).

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  - Develop and implement a social media content strategy

, including a content calendar, target audience analysis, and key performance indicators (KPIs) to track engagement and reach.

  - Implement a comprehensive X (Formerly Twitter) growth strategy

for the @Arbitrum_esp

account to achieve 20% increase in X followers within three months

. This strategy includes a combination of targeted content creation, strategic use of trends, and regular analysis of follower growth and engagement metrics. The team will continuously monitor and optimize the strategy based on data to maximize effectiveness.

  - Achieve a 50% growth in X reach within the first three months

for the @Arbitrum_esp

account by implementing a targeted and data-driven strategy. This strategy includes optimizing content for increased visibility and engagement, leveraging relevant trends and analyzing key metrics to identify opportunities for improvement.

  - Create a Spotify

account. Plan, produce, edit and publish the first series of episodes for Arbitrum's Spanish podcast

, covering relevant topics related to Arbitrum and Arbitrum DAO.

  - Develop and publish at least 10 new educational resources

. These resources will provide valuable and actionable information to engage the audience effectively.

  - Create monthly newsletter.
  - Create and moderate a Spanish-speaking subforum

within the Arbitrum's Forum

  - Initiate the official full translation of [Arbitrum's Docs website

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- JAN-MAR, 2023/2024 (Q2)
- Fully translate the DAO's [Governance Docs

](https://docs.arbitrum.foundation/gentle-intro-dao-governance).

- Plan, produce, edit and publish the second series of episodes for our podcast

, covering relevant topics related to branding and education of Arbitrum and its products.

- Create and optimize a LinkedIn page

, define a content strategy tailored for LinkedIn, and start publishing regularly to engage with the target audience.

- Conduct at least 2 talks in educational institutions

, targeting at least one new institution this quarter.

- Achieve a 20% increase in X followers

and a 50% growth in X reach

for the @Arbitrum_esp

account within these three months, as a result of the continued implementation of the above-mentioned strategy.

- Create monthly newsletter.
- Continue to create content and manage X and LinkedIn accounts.
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- Create monthly newsletter.

- Continue to create content and manage X and LinkedIn accounts.

- APR-JUN, 2024 (Q3)

- Fully translate [Quickstart: Build a dApp

](https://docs.arbitrum.io/for-devs/quickstart-solidity-hardhat) documentation.

- Conduct at least 2 talks in educational institutions

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account within these three months, as a result of the continued implementation of the above-mentioned strategy.

- Establish a comprehensive and engaging YouTube channel

, by carrying out detailed research, creating original content, and broadcasting events related to Arbitrum and its Spanish-speaking audience.

- Create monthly newsletter.

- Continue to create content and manage X and LinkedIn accounts.

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- Create monthly newsletter.

- Continue to create content and manage X and LinkedIn accounts.
- JUL-SEP, 2024 (Q4)
- Fully translate the [Quickstart: Run a Node

](https://docs.arbitrum.io/node-running/quickstart-running-a-node), [Quickstart: Bridge Tokens

](https://docs.arbitrum.io/getting-started-users), and [Quickstart: Launch and Orbit-Chain

](https://docs.arbitrum.io/launch-orbit-chain/orbit-quickstart) documentation.

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- Create monthly newsletter.
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Team

The Atoma team is made up of four members and is designed to achieve a multidisciplinary approach to the tasks to be performed:

[@Sebix](#)

: Web3 enthusiast with a background on the videogame industry and the book industry. MakerDAO's GovAlpha Core Unit member ever since 2021. Has also been MakerDAO's Ambassador Program member since late 2021 and Program's head since 2022; led the team and worked on all projects of Maker's Ambassadors in Latin America.

[@Pollo](#)

: Bachelor's Degree in Political Science and particularly keen on economic issues. Has worked in political and corporate communication roles. Marketing Lead at [belo

](https://www.belo.app/), a custodial fiat and crypto wallet born in Argentina which is now expanding to other Latin American countries.

[@Jos](#)

: Medical student. Co-founder, and co-lead of [Ethereum Venezuela

](https://twitter.com/ETHVenezuela). Has worked as a translator at the Mario Briceño Iragorry Foundation, an organization dedicated to international cultural exchanges, and has been a member of the MakerDAO Community since 2020. Been contributing to the Ambassador Program since 2022.

@Harrizko

: Bachelor's Degree in History and currently pursuing a Master's Degree in Education. Keen on Latin American studies and pedagogy. Has worked as a contributor for MakerDAO's GovComms Core Unit and all through the second stage of MakerDAO's Ambassador Program.

All members are living in Spanish-speaking countries — specifically Argentina, Venezuela, and Spain.

Scheme:

Name

Contact Info

@Sebix

(Project Leader — Research & Education)

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