

The Algo_Rush campaign

Algorand GreenHouse Hack#1

by Algorand

by @Nwakakucc@gmail.com ([email](mailto:@Nwakakucc@gmail.com))

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The Algo_rush marketing campaign is an outreach programme for Web3 natives and Degens communities(Users that truly believe in crypto projects). It will aim to growing the community by incentivising the best developers and creators,that will create amazing products on Algorands that will attract investors and crypto enthusiast to get involved and excited by Algorand through innovate hackathons and competitions, thereby growing the Algorand community.

The winning submissions will win Grants and tokens(ALGO) that will facilitate further growth within the community. Engagements may include grants which will help startups that will thereby bring more users to the algorand community and many more!

The following marketing plan will highlight the key aspects of running this campaign within the Web3 space.

Disclaimer: To be used for Hackathon purposes only

The Algo_Rush marketing plan

‘The Algo_Rush Web3 community growth plan seeks to outline a strategy to grow the Algorand community and get them excited about what Algorand has to offer’

1. Our market opportunity

The problem Analysis

Algorand community Growth?

What are the ways of growing Algorand community and igniting interest in what Algorand has to offer.

Our solution

How we solve this problem.

We’ve crafted the Algo_Rush Growth campaign. Which is a campaign to source the best developers and projects/prototypes for community engagement and growth.

2. Our target market

Description of targeted customers for example by gender, age, income, location or education.

The market we aim to reach

We are targeting Developers, Investors, Designers, Digital Content Creators, Manufacturers, and other Arts & Culture Institutions

3. Our channels

Make sure the channels you use to communicate with customers suit your target

market.

We reach our market through:

- ☐ email
- ☐ customized postal mail
- ☐ hackathons
- ☐ paid digital advertising
- ☐ airdrops
- ☐ social media
- ☐ website/online

Customers can contact us through:

- ☐ email
- ☐ social media
- ☐ phone

4. Our competition

We've identified the key competitors or solutions in the market that we'll have to consider during our roll-out

Competitor name :

Web3 Platforms (e.g. Ethereum , Bitcoin)

What they do well :

Already familiar with majority of Web3 native users

What we do differently :

Organizing a diverse inclusive hackathon will allow Algorand to get to know the developers personally, learn about the projects they are working on, and determine the best assistance they can provide to help the project come to fruition.

Competitor name :

Hackathon Website (Example Devpost, Gitcoin, etc)

What they do well :

Already familiar with majority of Web3 native users

What we do differently :

Using airdrops to attract developers and Degens to our hackathons and project unveilings for voting

Competitor name :

Crypto project Accelerators (Example AcceleRaytor by Raydium etc)

What they do well :

Already familiar with majority of Web3 native users

What we do differently :

We'll incentive our target market with immediate followup accelerator to ensure that the hackathon projects are converted to real life projects. Not only limited to hackathon projects.

5. Our finances for the year ahead

Initially the campaign will run over the course of 1 year

Forecast expenses and revenue	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Expenses	\$20,000	\$20,000	\$50,000	\$70,000
Revenue(s)	\$ 0	\$ 0	\$70,000	\$180,000

Expected sources of revenue :

- **Fees and commission from transaction in established projects**
- **Through sales of tokens that new users(Degens) will use to interact with the project.**

Expected Expenses:

- **Hackathons, Accelerators , Airdrops costs.**

6. Key people

These will be the key resources to capacitate the team in rolling out a successful campaign in Web3

Name : TBC

Position : Project Manager

Skills/ value :

To be able to coordinate campaign activities on time and within budget. This will include a sound understanding of computer programming and / or basic Industrial Engineering

Name TBC

Role : Project Developer

Skills/ value :

Ideally competent in identifying key themes. Must have conceptual knowledge of Web3 and the advantages / limitations that it presents and how to present the hackathons to the community.

Name TBC

Role Software Developer (s)

Skills/ value

Key skills will include being technically competent in multiple coding language (e.g. React Native, JavaScript etc). The main function will be to facilitate the digital content on our platform, and judging of hackathon submissions.

Name TBC

Role Clients Relations Manager

Skills/ value




The key function of this role will be to oversee all of our community engagement efforts. Including feedback to developers/project and ensuring that our campaign remains visible and relevant

7. Our next steps

These are the necessary deliverables to show traction of a successful campaign

Goal : Onboard at least 100 participants on the campaign by Q2

Actions :




-  Make a list of market channel to reach the market through.
-  Prepare airdrops to incentivize early adoptors
-  Finalise team formation, website creation and Ad's

Deadline 31/12/2022

Goal Secure Resources for the Algo_Rush campaign

Actions

To achieve goal

-  Identify or advertise to recruit at least 2 key people
-  Determine deliverables and secure funds for the campaign
-  Finalize onboarding programs for Hackathons and Accelerators

Deadline 31/08/2022

Goal Produce at least 5 working Algorand Projects by Q3.

Actions

To achieve goal

🎬 Shortlist the best hackathon projects to be accelerated into real life project.

🎬 Contact the project developer(s) to know there true intentions about the projects.

🎬 Source and fulfil price quote for the production of prototypes

Deadline 31/12/2022