**ALGORAND GREENHOUSE HACK**

The Algo\_Rush Campaign

By

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# Executive Summary

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.

# Company Overview & Mission

**Our Company**

**Name :**

Algorand

**Our Vision :**

A world where everyone creates and exchanges value efficiently, transparently, and securely.

**Mission statement :**

* Global trust through decentralization
* Simple designs that drive adoption by billions of people
* Elegant technology that eliminates barriers to prosperity for all

# Marketing Team Needed

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 commuity.

**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

Target Market

**The market we aim to reach**

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

Market Analysis

**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.

**Reach Out Methods**

Methods To Reach Our Target Audience.

* Email
* Customized postal mail
* Hackathons (Gitcoin, Devpost )
* Paid digital advertising
* Airdrops
* social media
* website/online

Target Audience Can Reach Us Through

* Email
* Phones
* Social Media

Competitive Analysis

We’ve identified the key competitors or solutions in the market that we’ll have to conside 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 ar converted to real life projects. Not only limited to hackathon projects.

# **Marketing Goals**

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

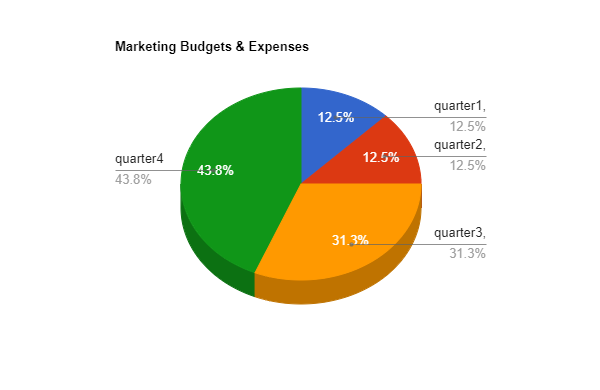
* Shortlist the best hackathon projects to be accelerated into real life project.
* Contact the project developer(s) to know there true intentions about the projects.
* Source and fulfil price quote for the production of prototypes

**Deadline** 31/12/2022

Marketing Budgets & Expenses

Initially the campaign will run over the course of 1 year

| Forecast expenses and revenue | Expenses | Project ROI |
| --- | --- | --- |
| Quarter 1 | $20,000 | $0 |
| Quarter 2 | $ 20,000 | $ 0 |
| Quarter 3 | $50,000 | $70,000 |
| Quarter 4 | $70,000 | $180,000 |

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**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.