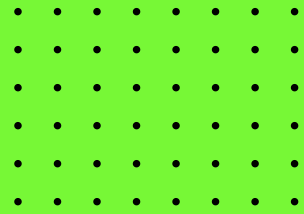


MARKETING PROPOSAL

ULTIMATE ALGODEGEN



OVERVIEW

MARKET ANALYSIS

Algorand is a growing L1 that is looking to attract the native crypto user, otherwise known as a degenerate. Although Algorand is considered a top blockchain, there is still room to expand.

SWOT

STRENGTHS

- Active ecosystem
- Great infrastructure
- Green Chain

WEAKNESSES

- Lower volume compared to other L1s
- Not EVM compatible (yet)

OPPORTUNITIES

- Potential to take more market share
- Get recognized by mainstream media as a green chain

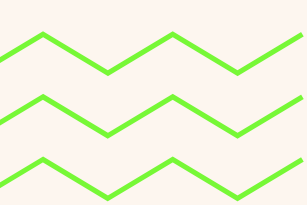
THREATS

- Ethereum becomes a green L1 with low gas-fees
- Smart contract risk

TARGET MARKET

If you've been in crypto for a while, chances are you've come across that degenerate who's always after great plays that will bring them a 10x and take their portfolio to the moon.

This is a predominately male demographic ranging from 20-40 years old. They are often the first users of DeFi products, and they hunt to be on presale lists of tokens.



MARKETING PROPOSAL

OUR GOAL

Attracting degens to Algorand by focusing on the competitive nature and the pursuit of reward and recognition engrained in the degens' DNA.

We need to get the word out that the opportunity to make profitable trades is out there on Algorand.

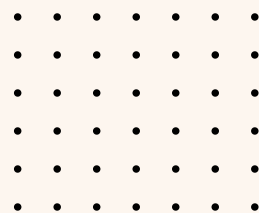
Let's put the blockchain on their radar as a place where they can "make it" while having fun.

MARKETING INITIATIVE:

THE ULTIMATE ALGODEGEN

We've come up with a quarter-long strategy centered around the **Ultimate AlgoDegen** event: a massive trading competition in partnership with major DEXs on Algorand.

This main action will allow for the implementation of a variety of tactics and initiatives to boost degen engagement during each phase of the strategy.



THE BREAKDOWN

The competition will have 3 classes like you'd find in boxing: **mino**, **fish** and **whale**.

The buy-in will depend on the category.

COMPETITION RULES

Users will create a wallet and fund it with a certain amount of stablecoin according to the class they'd like to participate in. For example, **Minos** need to fund a fresh wallet with 100USDT, **Fish** need to fund their wallet with 1000USDT, and **Whales** with 10,000USDT respectively.

Then, they'll submit this wallet address on the competition website that will be used to track the performance of the competitors within the submission period.

Once the competition starts, the Algorand foundation in partnership with these DEXs will airdrop 0.25USD in ALGO to all the participants, so they have enough funds to run a few transactions.

After the airdrop, the competition will be officially live, and the participants will have 28 days to become the best trader in order to win the prizes.

You're not allowed any inflow or outflow of value; all the value has to stay within the wallet. The competitors will be reviewed at the cut-off date to ensure there was no cheating involved.

PRIZES

We'll award the top 3 users who have grown their portfolio the most compared to the rest of the people in their same class, and we'll also reward the worst trader of each class with a small surprise prize.

There will be a live leader board on the website following the wallets' ranking per class.

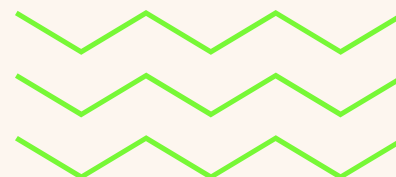
PRIZES

| | MINO | FISH | WHALE |
|------------|-------------|-------------|--------------|
| 1ST | 1000 | 5000 | 30000 |
| 2ND | 500 | 3000 | 15000 |
| 3RD | 300 | 1000 | 10000 |

The prizes above represent USD value but will be paid out in ALGO.
The total cost would be \$65,800 USD.

Both the buy-in determining the classes and the prizes can be modified to fit any marketing budget.

Other costs involved in the project would involve the development of the website, influencer marketing, and paying artists to create art for NFTs. These shouldn't exceed \$25,000 USD.





STRATEGY TIMELINE

1ST MONTH:

INTRODUCTION & EVENT PROMOTION

- Competition Announcement: Partnerships will be presented throughout this month to build up hype as the starting date approaches.
- Weekly Twitter Spaces should be held from Algorand's main account presenting partners and revealing details about the event.
- Establishing the event's brand, and launching an official website (could be a section within Algorand's main website). Marketing team will recruit influencers from other blockchains to enter the competition.
- Releasing educational material for newcomers.

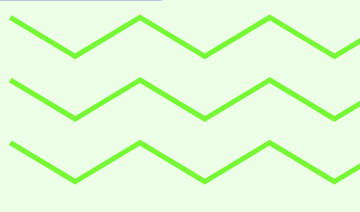
2ND MONTH:

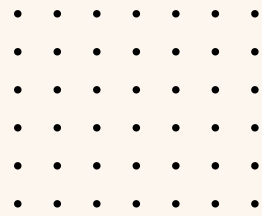
COMPETITION & SIDE EVENTS

The competition will last 28 days; each week, side activities will be announced, such as:

- weekly Twitter spaces to share updates
- streaming events co-hosted by Twitch influencers to analyze leading wallets' movements
- a prediction survey for people to bet on their favorite traders.

We'll also reveal surprise prizes (such as worst trader prize) and an NFT airdrop to happen after the competition ends to keep the community engaged.



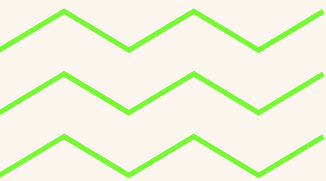


STRATEGY TIMELINE (cont.)

3RD MONTH:

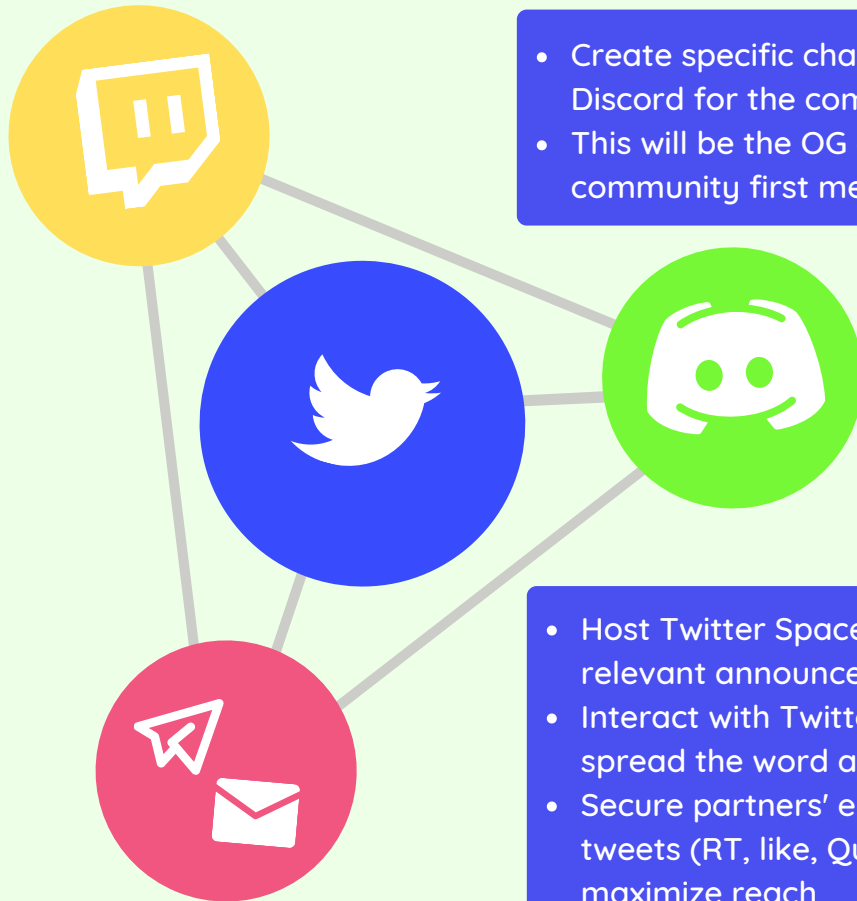
FOLLOW UP & COMMUNITY CONSOLIDATION

- Release winners' announcement and award prizes.
- Twitter spaces wrap-up. Release articles about the event's success to be shared with the media.
- Airdrop a participatory NFT to all the wallets that made at least 100 transactions. NFT art should be based on meme culture and evoke the degen spirit.
- We'll be setting the foundation of the OG degen community through competition & NFTs.
- Host meme competition in partnership with a NFT marketplace



WHAT CHANNELS WILL BE USED?

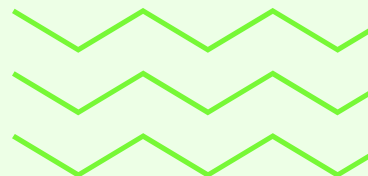
- Build Algorand's presence on Twitch
- Co-host streaming events with crypto influencers



- Create specific channels on Algorand's Discord for the competition
- This will be the OG algodegen community first meeting place

- Host Twitter Spaces and make all relevant announcements
- Interact with Twitter influencers to spread the word about the event
- Secure partners' engagement with our tweets (RT, like, Quote Tweets) to maximize reach

- Telegram will be used for all relevant announcements regarding the event
- Participants & public will be able to opt in if they want to receive competition and side-events' updates via email

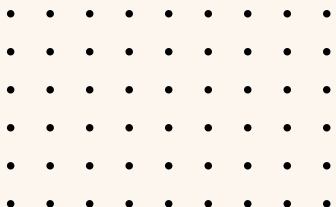




WHAT'S THE MESSAGE THAT WANTS TO BE SENT OUT?

ALGORAND HAS:

- An active community that not only supports builders but also users
- There's lots of onchain volume/trading which attracts the "degen"
- The culture on Algorand is fun, energetic, and thriving
- Not only can you earn, but you can also learn by participating through our social channels

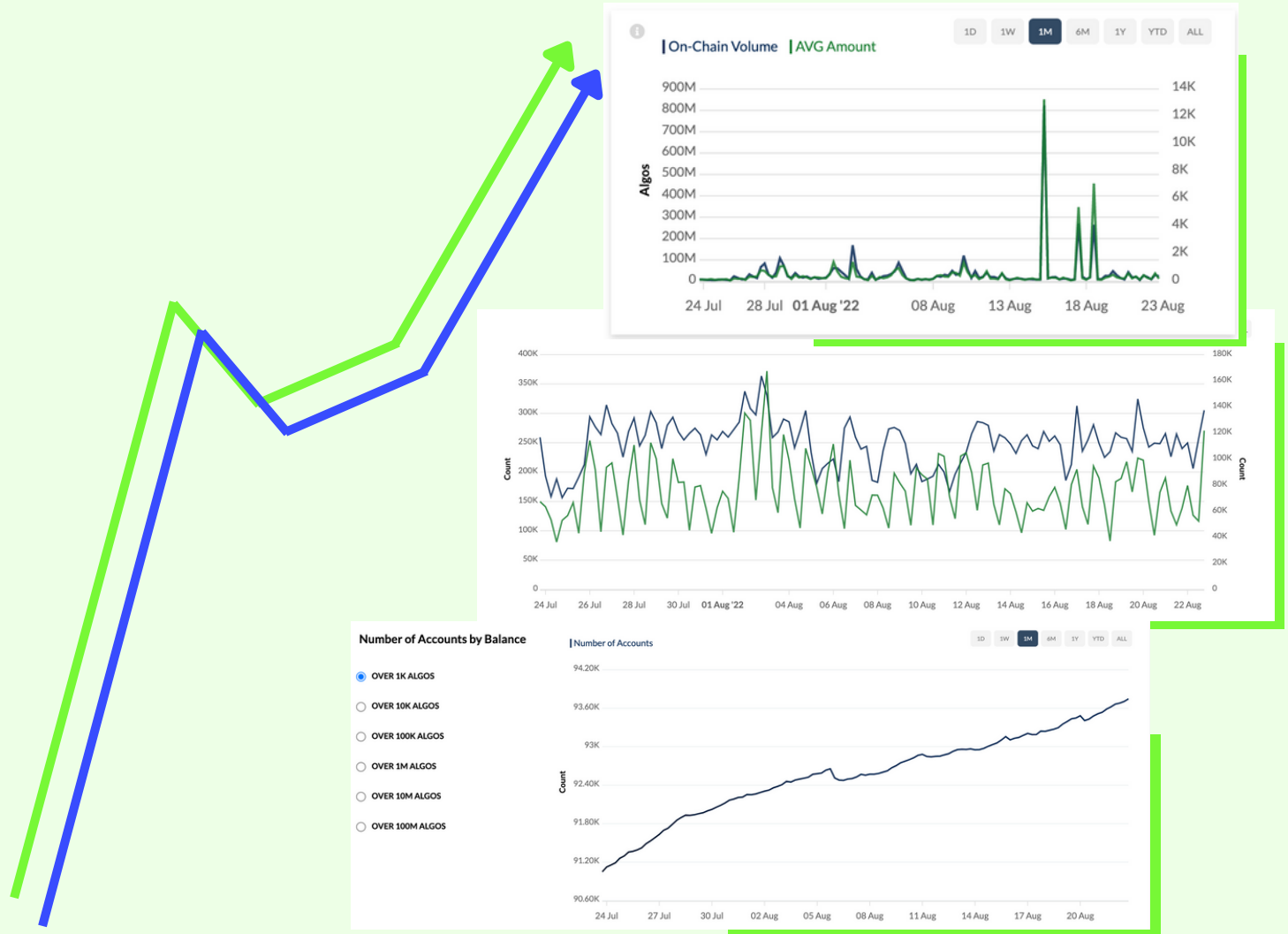


MEASURING SUCCESS

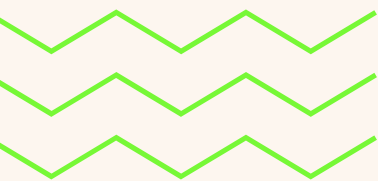
KPIs

We want to see a rise in the number of on-chain:

- Volume
- Transactions
- Active users with a minimum balance of \$100 USD
- Growth on social media channels (reach, engagement, follower count), especially for new channels such as Twitch.



[Click to see source for charts](#)



ULTIMATE ALGODEGEN



THANK YOU FOR YOUR ATTENTION

This presentation was made by @maevesta_ and @0xfforest
for the Algorand Greenhouse Hack
August 22nd, 2022

