

ALPHAGROWTH PROPOSAL FOR

# Cosmos Hub

## Developer Acquisition & Ecosystem Growth 2023

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## Preface

On December 19th, 2022, Cosmos Hub [Prop 88](#) was accepted, and a tax was created to fund the community pool, ongoing. “This large pool of funds is used to fund the growth of the ecosystem through grants, development funding and also community building.”

This signals that the community is not 100 percent content with the current avenues for maintenance and development, grants, and funding. Interchain

Foundation (ICF) and All in Bits Inc. (AiB) are excellent organizations, but the need for extra support now requires advancing the Cosmos Hub.

On Jan 12th, 2023, a discussion was started in the Cosmos Hub governance forum around starting a [grants program](#). The team is quite impressive, stacked with talented people throughout the Cosmos ecosystem. There are many valuable frameworks outlined in the proposal above; however, after running Developer Acquisition Grants programs for the past 18 months, AlphaGrowth has spotted multiple deficiencies in the ATOM Orbital DAO proposal.

Our proposal aims to integrate the best parts of the ATOM Orbital DAO proposal, [ATOM ONE Constitution](#), and [ATOM 2.0 white paper](#), as well as AlphaGrowth's experience, to drive value to the ATOM token.

## Overview

On the morning of January 23, the [AlphaGrowth](#) team was asked to join a Twitter Spaces event involving the review of the ATOM grants program. After a sufficient time listening to the conversation, it was clear that much of the line of questioning was in regard to company formation and framework and was process-driven, versus taking into account the goals and realities of running a grants program.

After engaging in the [Twitter Spaces conversation](#) and proposal review, AlphaGrowth was asked by multiple community members to create a competing proposal to help keep the Cosmos Hub ecosystem healthy.

*“The vision of the Cosmos Network, as laid out in 2016, has been realized.”*

— ATOM 2.0 white paper

Although the vision has been realized, this doesn't mean the work is over. We believe that the story has just started, and there is a much bigger opportunity for Cosmos Hub.

For more than 18 months, AlphaGrowth has helped acquire developers and dApps on behalf of ecosystems. We know we can help Cosmos Hub with awareness, execution, and impact.

After a deep review of the current proposal discussion in the comment section, AlphaGrowth has outlined the benefits of the current proposal:

- Reviewer Committee creation
- Oversight Committee creation

- Funding and budget breakdown
- Timeframe of proposal

In our initial review, we found that the current proposal is a process-heavy framework lacking a coherent vision or roadmap of what should be funded. We found other missing requirements in the program we will look to address in this proposal.

In order of importance, we will address

1. Vision: A clear mandate for the grants program.
2. KPIs: How to drive accretive value to the ATOM token
3. Operational experience running a grants program
4. Developer acquisition marketing campaigns and costs
5. Upstart costs in terms of time and capital

Other differences between our approach and other considered proposals

- We have experience running multiple grants programs
- We are established and have been in business since 2018
- We have 800+ developer teams and dApps looking for their next project
- We have an existing developer acquisition playbook
- We have built a grants CRM and [dashboard](#) to help quickly score and evaluate applicants
- We have an existing database of over 24,000 crypto projects
- We have 2500+ relationships in crypto and have deployed projects via grants to 70 EVM and Cosmos-based projects
- We will use funds to sponsor relevant hackathons
- We will use funds to promote awareness of ecosystem projects
- We will acquire projects and developers through our 10-person business development team
- We will work with Cosmos Hub and the community to help define, communicate, and drive the vision narrative

Let's dive into how!

## Vision and Mandate

As a public good, the Cosmos Hub has been very successful in providing a secure bridging technology platform to the entire IBC ecosystem. However, if you ask most crypto users what is the utility of ATOM, most users can't tell you. It's not explicit that staking two-thirds of the token creates the secure

infrastructure for the rest of the IBC to exist.

The utility of ATOM must become explicit for the narrative to grow. Drawing inspiration from other successful DeFi projects across crypto at large, there are multiple strategies that can be applied immediately to add utility to the ATOM token.

With the understanding that the security of the bridges drives all current value of the ATOM token, offloading DeFi risk to external appchains to provide token utility is of utmost importance. With the success of the Osmosis appchain as the prominent Cosmos-based DEX, we can see a path on how to build or partner with existing appchains to increase DeFi activity and token utility.

ATOM should have all the same DeFi categories applied to it as ETH, with multiple alternative appchains and dApps to choose from. On a categorical level, this includes but is not limited to ATOM-centric

- DEXs
- Order books
- Lending (money market, AMM money market)
- Fixed-rate lending
- Liquid staking
- Collateralized debt positions (CDP)
- Yield aggregators and strategies
- Derivatives and options
- Algo-stables
- Synthetics
- Launchpads
- Reserve currency
- Concentrated liquidity
- Leveraged farming
- Prediction markets
- Indexes (token sets)
- Privacy services
- Insurance

From an infrastructure level, more attention should also be paid to

- Wallets (social unlock, Web2 login)
- Fiat onramps/offramps (Kado, Stably, Transak, Ramp)
- Payments (Superfluid, MoonPay)
- Debit card (stealth for now)
- Cross-chain comms (LayerZero, LiFi, Paloma, Axelar)
- Name service

Many of the items above do not need to be built and can be bought through partnerships and business models that add revenue streams and real yield to ATOM holders.

Speaking of real yield, the ATOM 2.0 white paper fundamentally aims to increase the footprint of the Cosmos Hub to help generate more fees in ATOM token. One question that keeps coming up is which appchains want to engage in this plan and how much in fees would be generated. The products required to develop this vision are as follows:

- Cross-chain rollup settlement
- Blockspace futures auction marketplace (Interchain Scheduler)
- MEV acquisition (Interchain Scheduler)
- Contract-based token swaps, lockups, and vaults (Interchain Allocator)
- Liquid Staking as a Service
- Appchain as a Service

While these are revolutionary ideas, they have not been battle-tested in the wild. It is our opinion that these concepts should be funded experimentally on appchains before risking the security and entirety of the ATOM market cap. The program should begin to deploy grants and coordinate to begin to slowly go down the path of growing the Cosmos Hub footprint.

## DeFi Operations

### Make Number Go Up

We all want to see the ATOM token go up and to the right slowly, surely, and sustainably. Without much in the way of utility or optionality of ATOM, a higher token price might just be a matter of waiting for the next bull market. Instead of waiting on the bench, AlphaGrowth will implement its proven strategies to foster sustainable token health.

Foremost, the more places there are to put ATOM, the more it will rise. Educating users during the customer journey will play a lead role in this. Also, if you can increase the number of goods and services that your token can plug into, you will increase its velocity, therefore increasing its price (based on the modern theory of money). Additionally, the demand for ATOM's utility must exceed its supply. Further, to align with the crucial real-yield narrative, the fee generation of ATOM must exceed its emissions.

Other AlphaGrowth-implemented strategies include an ATOM debit card, concentrated liquidity vaults, downside protection vaults, multi-chain partnerships, token buy-back plans, and strategic DeFi listings.

End game? Number. Go. Up.

## Buy Pressure vs. Sell Pressure

What are the things we can currently do with ATOM? After examining the actions a user can currently take, we can score the actions. Below, we give examples of activities, their associated value, and types of viable distributions available for the associated activity.

**User Action Matrix**

Activity	Value	Types Distribution per Activity
Pool Token	+2 to +3	Airdrop, Incentives
Buy	+2	Investment
Lockup/Staking	+1	Incentives, Emissions
Lending, Bonding	+1	Incentives
Purchasing Internal Product	+1	Premine, Airdrop, Incentives
Hodling	+1	Incentives, Airdrop
Purchasing External Product	-1	Tax, Lockup
Selling	-2	Tax, Lockup

Minimizing the pressure to sell ATOM while maximizing activities such as bonding and pooling will further better its overall health.

## **Token Optionality**

On a granular level, implementing token optionality means leveraging both the community and business development partnerships. In the above User Action Matrix, we referenced some of the most commonplace uses of tokens.

Can we do all of these things with ATOM token? What about buying tacos? Can we buy tacos with ATOM? Optionality is freedom, and freedom is good.

How can we ensure ATOM has enough optionality to sustain its price over time? Let's start with the end goal in mind. Our goal is to make ATOM a commodity. That's really the only outcome we want.

We can think about it like a game of chess: If we get to the end of a game of chess, and there are no more options, that's bad. When we run out of options, we lose. We don't want to lose. We want ATOM to have many, many places to go. A token with nowhere to go is worthless.

Our goal is to put ATOM in so many places, across so many exchanges and applications, that the U.S. government considers it a commodity like gold or pork belly.

Incidentally, this will also create whale protection, crucial for stabilizing our project. Far and wide distribution of ATOM is our only real weapon against whales manipulating its price.

## **What Chuck E. Cheese Can Teach Us About Tokenomics**

Imagine we're standing outside a brand-new Chuck E. Cheese. We've got \$1 billion in Chuck E. Cheese tokens in our pocket, and obviously we're super excited to go in to play games and win prizes.

We walk inside and find Chuck E. Cheese completely devoid of games. Not a single one.

Confused, we ask the person at the front what the deal is.

He tells us, "Oh, we're waiting for more developers to come build the games. The games are coming soon. Just stick around. But hey, join our Telegram and Discord to see when the games get here!"

We feel lost and let down. We came all this way for nothing. Oh, and those \$1 billion in tokens? Worthless.

## App Store

In a different scenario, we are super excited about the new iPhone – so many cool ways to use it, right?! But when we unbox it, connect it to the internet, and open the App Store, we find nothing. No games, no social media, no camera, nada. Not even a calculator app. Now, what? Sorry, Steve Jobs, we're switching to Android.

At this point, we may be beating a dead horse, but if we want ATOM to go up, it has to go many places first.

DeFi operations are the effective execution of taking modern monetary theory and applying token optionality.

By having more dApps use ATOM, token optionality fundamentally increases, which increases token value through a simple formula:  $MV = PQ$ .

You can read more about [token optionality](#) on AlphaGrowth's series about solving problems that help blockchain projects grow and scale.

## Developer Acquisition

There is a common flaw that many grant programs have, called proximity bias. Proximity bias in this context is that to receive a grant from Cosmos Hub, you must be Cosmos Hub-aware. To be frank, unfortunately, most crypto projects who begin building in crypto don't even know that Cosmos Hub exists. The result of this is that there are hundreds of high-quality teams the community and ecosystem are missing from the grant-selection process.

The other fundamental flaw in the current program is thinking that Cosmos Hub needs new early-stage projects to build on its ecosystem. Cosmos Hub has the available funds to also buy existing projects to go multichain. Buying teams vs. funding early-stage builders is a functionally different process that requires an outbound approach vs. an inbound approach.

## Sharing Success

Through running multiple ecosystem business development teams over the past year, we learned that one of the most important aspects is bringing the community together through wins for the community. Many projects we have attracted to new chains simply want exposure and distribution for their project and acceptance and awareness from the community. To help ecosystems with high-value, low-cost activities, we provide support for ecosystems through



press releases, Twitter campaigns, and other community engagement such as in-person meetups, cocktail events, and community-building activities.

## **Developer Awareness**

The next-best way to incentivize developers to engage in the community is through awareness and developing real relationships backed by real conviction in the form of capital. Many say imitation is the highest form of flattery, but we believe investment is even higher.

## **Event Sponsorship**

Along with community events, expanding awareness of other developer communities is extremely important. In the past, we have helped communities such as Vyper expand to aligned events like the Python community event. We will provide guidance and support to find other aligned events for Cosmos Hub to engage with and get involved in.

## **Hackathon Sponsorship**

Hackathons are a very well-known tactic to engage developers in a new community. For over 10 years, the AlphaGrowth team has participated in, sponsored, and run hackathons for different tech industries. On behalf of the Vyper framework, we helped sponsor and acquire excited developers to come hack away at projects. The AlphaGrowth team also ran a \$1 million marketing hackathon for the NEAR ecosystem to bring more exposure to Web2 marketers about the tools built on the chain.

# **About Us**

Founded in 2018, AlphaGrowth has helped strategize, fund, and market hundreds of blockchain projects. Our mission is to help the next top 1,000 crypto projects get funding and go to market. Our DAO is led by a team of data, mathematics, and computer scientists with deep blockchain experience.

Previously, the founding team built a computer matching algorithm to match 80,000 fintech companies with 7,000 investors and private equity firms. AlphaGrowth is now applying these same principles to match crypto projects to corresponding ecosystem criteria and desires.

## DeFi Heavy, Crypto Native

AlphaGrowth has been involved since the beginning of the DeFi revolution. From the launch of SushiSwap and the vampire attack, AlphaGrowth founders have been trading, yield farming, and lending crypto on decentralized and centralized platforms. With that background, in early 2021, AlphaGrowth helped Sommelier.finance with its entire launch and go-to-market strategy.

Upon token generation event (TGE), Sommelier (SOMM) launched with a \$1 billion valuation and at its all-time high (ATH) had an over \$3 billion valuation. Throughout that experience, the team at AlphaGrowth grew and began to expand its services to other crypto projects and blockchains such as NEAR and Aurora, who rely on AlphaGrowth's marketing, strategy, and growth services to this day.

We have seen what works and more importantly what doesn't. The service we offer is a mixture of strategy, brand, narrative, community, events, marketing, and tokenomics. Above all, every project we take on, we want to see exist in the world. We are your partner through the entire process, and we want to be your partner for years to come.

## Who We Work With

When deciding to work with a protocol or chain, we are very selective as to which projects we choose to partner with. Because we accept token as payment, analyzing the tokenomics critically and accurately is imperative to our success as well as yours. Taking a first-principles approach, AlphaGrowth uses the tools of contract theory, game theory, mechanism design, social choice theory, and monetary economics to design customized solutions for distributed ledger technology and blockchain-based projects.

In addition to token economics, AlphaGrowth's areas of expertise include consortium governance, consensus governance, incentive design, and market structure.

## Business Development

AlphaGrowth has quarterbacked the successful business development efforts of both blockchain ecosystems and champion crypto projects. These wins have included strategy consulting, full-service business development, and growth hacking.

Using our data superpowers and experienced team, AlphaGrowth runs targeted outreach campaigns across Telegram, Discord, and other identified channels.

AlphaGrowth optimizes each channel to generate a consistent stream of prospective projects, partnerships, and listings. This leads to a new world of users, liquidity, and token optionality.

## Marketing Tactics

The crypto industry especially requires expert strategy and leadership. With existing relationships at Twitter and Google, AlphaGrowth is the best choice to help lead and grow your project. The AlphaGrowth team has been the marketing agency for protocols like Sommelier.finance, heading the marketing department and leading marketing strategy, sales development, and growth opportunities. AlphaGrowth can source data on interview targets, create campaigns to grab their attention, and invite them to interview with the Cosmos Hub team on Telegram and Twitter Spaces.

While aligned with tokenomics, a more specific narrative that fills a need or desire of the end user is necessary. Currently, the crypto ecosystem of utility tokens is very insulated and self-serving. The most successful utility token projects serve the needs of the crypto community.

Understanding the needs of the community at large and how they view problems is one part research and one part creativity. The best narratives are inherently viral and reference a known problem that may or may not have been previously expressed. Narrative allows users to not only communicate their project but also meme it.

Using the five stages of awareness, we are looking for problem-aware users who are not yet solution-aware. A project must be the solution. Once the narratives are aligned, we focus on content and distribution.

Of course, content is king. Therefore, transferring and communicating the ideas of Cosmos Hub are pinnacle to the success of the project. The main strategy will exhibit and align with the key problems that Cosmos Hub solves. Content, copy, designs, and strategy will be provided and supported by the AlphaGrowth team as needed across all the campaign themes.

A new Chuck E. Cheese with hundreds of new games is coming soon – and yes, they're going to accept ATOM tokens.

# What We Provide (SITED Framework)

## Strategy

Every great plan starts with mapping the battlefield and identifying opportunities. We understand the narratives that Cosmos Hub is pursuing and have identified multiple opportunities in the space that Cosmos Hub can take advantage of.

AlphaGrowth is ready to take on this challenge and will review strategy changes and adjust to in-battle situations on a weekly basis. AlphaGrowth will also communicate monthly through reports and calculations on the campaign's progress. The Cosmos Hub community will always know where it stands, and more importantly, where it is going.

## Insights

Data isn't cool. You know what's cool? Insights.

While data is our superpower, [tracking over 24,000 protocols](#) of onchain and offchain data, we are some of the best in the world at converting that data into actionable insights. Every month, on average we see another 1,000 new projects and protocols launched. We are tracking them programmatically from common sources like GitHub, Twitter, LinkedIn, snapshots, private deal flow, ecosystems, and AlphaGrowth platform grant submissions. Currently, we are capturing 10–20% of all new project applications in our marketing and funnels.

We want to use our powers for good, and with the help of the Cosmos Hub community, we can beat the bear and summon the bull.

## Targeting

With narrative criteria established, we analyze, score, and sort by rank in our internal database to find the most relevant projects that align with Cosmos Hub's narratives. Most data scientists would laugh at our scoring system, but years of experience have taught us that prospect list-building is probabilistic, not deterministic.

That is the beautiful thing about this process – targeting does not need to produce 1 result that is the perfect solution, but distilling the 100 best out of 22,000 possible results limits scope and creates a human-in-the-loop actionable problem set. We're simply maximizing our odds at the poker table.

## Execution

We built [AG Proprietary Tooling](#), a custom tracking platform for outbound activities.

AlphaGrowth insights enable our business development team to save time and quickly eliminate wasted cycles on unfit targets. Crypto is a fickle beast, and industry best practices have not been established yet.

However, we have found that working through communities and community admins on social channels like Telegram and Discord is lucrative. Our outreach entails a multi-channel, multi-contact approach to effectively arrive at a positive response. We leverage outreach communication and interactions through myriad channels: email, Telegram, Discord, LinkedIn, in-person events, social media posts, internal chat, referrals, bribes (they work; lean in), and Twitter.

We will iterate on the messaging with Cosmos Hub to make sure we are effectively communicating the value proposition and positioning of the protocol. We want to push forward the protocol with the right narrative so that you will be confident that AlphaGrowth understands the needs of Cosmos Hub and the ecosystem.

## Decisive Impact

While each narrative's effectiveness cannot always be determined before a campaign, we can identify KPIs to make sure AlphaGrowth and Cosmos Hub are aligned on what a successful campaign looks like. Some common KPIs are an increase in number of wallets, transaction volume, trade volume, TVL, liquidity pools, and token use cases.

At the beginning of each campaign, we will take a snapshot of Cosmos Hub's health and audit report to understand the important KPIs and then track their progress over time.

We have provided a much longer layout of decisive impact below in our DeFi Operations section. AlphaGrowth will help Cosmos Hub far beyond developer acquisition.

## Track Record

For a broader listing of our past work, check out our [Clients Landscape](#).

AlphaGrowth is ecosystem agnostic and has worked with EVM-, NEAR-, and

Cosmos-based chains.

## **Aurora EVM**

Built the grants program playbooks and optimized the grants flow and project onboarding.

AlphaGrowth mapped 1,200+ compatible projects based on ecosystem criteria, connected, interviewed, and evaluated 700+ projects, and added 40+ dApps to the ecosystem. We are continuously working with the team and introducing projects to the Aurora ecosystem.

## **NEAR**

Helped the head of growth at the NEAR foundation create an ecosystem marketing plan to help align ecosystem goals.

AlphaGrowth brought in over 10 million unique views, 2,000 new marketers, and 37 different dApps and protocols together on the NEAR protocol to help boost and expand the ecosystem.

## **Kava Cosmos & EVM**

Currently engaged with the Kava ecosystem to help bring awareness and execution to the \$750 million Kava Rise program.

During this campaign, AlphaGrowth has contacted, connected, and pitched more than 2,230 different dApps to join the Kava ecosystem using liquidity incentives.

## **AlphaGrowth.io**

With over 10,000 unique monthly visitors, a 6,000-person email list, and 10,000 Twitter followers, the AlphaGrowth platform has the ability to grow an ecosystem. Every month, over 800 new dApps and projects apply for a grant. AlphaGrowth has the unique distribution to help any ecosystem communicate and attract the desired projects aligned to the Cosmos Hub narrative.

# Project Deliverables

## Ecosystem Evaluation Setup

One major issue that AlphaGrowth has identified is the lack of a clear narrative and roadmap of the Cosmos Hub ecosystem. Without clear messaging around desired projects and the grants program, ecosystem growth slows. While Cosmos Hub is winning by being the most secure bridge and a staking dApp, what made Cosmos Hub successful originally may not help continue growth.

We will provide a roadmap and strategy for the ideal ecosystem layout. From a quick initial identification of shortfalls, we see that ATOM could benefit from the addition of multiple types of infrastructure wallets (social unlock, Web2 login), fiat onramps/offramps (Kado, Stably, Transak, Ramp), payments (Superfluid, MoonPay), debit card (stealth for now), cross-chain comms (LayerZero, LiFi, Paloma, Axelar), and name service.

In terms of DeFi dApps and appchains, money markets (lending protocols), bonding protocols, options, yield optimizers, vaults, voter escrow DEXs, leveraged LP positions, secondary bond markets, and even another DEX or two would be beneficial.

We will provide a developer journey audit to identify onboarding blockers as well as the strategy to mitigate them. Our first step is to interview all current grant winners and understand their issues and rough patches joining the ecosystem. We describe many of the common onboarding blockers in the section above.

## Data & Software Usage

The entire dataset of AlphaGrowth and our grants CRM will be made available to the Cosmos Hub grant program.

The AlphaGrowth platform is the most comprehensive prospecting and due diligence platform in the crypto industry. AlphaGrowth aggregates offchain data like social trends, news mentions, and founder DNA, as well as onchain trend data like TVL, users, and transaction volume for over 24,000 crypto projects.

For ecosystems, we provide a verticalized CRM for grants initiatives and programs. This way, multiple stakeholders can review, evaluate, and quickly score grant applicants. All grant submissions are programmatically scored using ecosystem grant criteria. Statuses and comments are centrally tracked

while ecosystems can quickly create and keep track of Telegram groups in direct communication with grant teams.

## **Monthly Business Development and Outreach**

After the ecosystem narrative and criteria are established, AlphaGrowth will leverage its data and insights to identify all acquisition and partnership targets for the Cosmos Hub ecosystem. AlphaGrowth will score and sort rank targets based on a multifactor approach including onchain and offchain data.

Next, we will reach out via Telegram, Discord, LinkedIn and Twitter to start a conversation and present the Cosmos Hub opportunity to prospective projects.

If the team is interested, we can then discuss and negotiate the costs associated around migrating the dApp to the Cosmos Hub chain. On top of funding, dApps can request multiple other ecosystem services:

- Marketing AMAs
- In-person events
- Loans to bootstrap liquidity
- Investor introductions
- Token swaps
- Bridging services
- Liquidity incentives

Next, we will help introduce and guide incoming dApps through common blockers and provide technical support to help launch the dApp.

Finally, the business development team will hand off the dApp to the marketing team to help with ecosystem exposure and launch.

## **Developer Marketing**

There are two parts to developer marketing with which AlphaGrowth will help Cosmos Hub:

- Developer acquisition marketing
- dApp ecosystem marketing support

We have found developer acquisition to work through four processes: hackathon sponsorship, community event engagement/sponsorship, Twitter and LinkedIn ad campaigns, and direct message campaigns. We will commit to sponsoring an event, hackathon, or community at least once a month.

Upon launch, the most goodwill appreciation you can receive from community dApps comes from helping to support and shout out the dApps that have



chosen to launch on your ecosystem. We will spend marketing dollars around the launch of each dApp that comes to the ecosystem.

## Reporting

AlphaGrowth will also communicate monthly through reports and calculations on the campaign's progress:

1. Progress of grantees
2. Outbound pipeline status
3. Feedback from developers
4. Narrative audit
5. Use of funds: distributed grants, provision of initial liquidity

The team will establish direct communication channels with the community to post reports and receive feedback. We will also set up biweekly community office hours with grantees.

We'll say it again: The Cosmos Hub community will always know where it stands, and more importantly, where it is going.

## Reviewer Committee

The team put together by the Orbital DAO is solid and experienced within the Cosmos ecosystem. We would like to invite them to help with the transparency process for the framework they laid out. We would also like to invite the original reviewers from Orbital DAO to help with oversight and accountability as signers of the multisig to deploy tokens to grantees accordingly.

## Budget Request

### *Legal Setup*

- Base rate (one-time): 2,000 ATOM
- **Total cost: 2,000 ATOM**

### *Ecosystem Evaluation Setup*

- Base rate (one-time): 4,000 ATOM
- **Total cost: 4,000 ATOM**

### *Data & Software Usage*

- Base rate (one-time): 2,000 ATOM
- **Total cost: 2,000 ATOM**

### *Monthly Business Development and Outreach*

- Base rate (monthly): 5,000 ATOM
- **Total cost (6 months): 30,000 ATOM**

### *Developer Acquisition Marketing*

- Base rate (monthly): 4,000 ATOM
- **Total cost (6 months): 24,000 ATOM**

### *Reviewer Committee*

- Base rate (monthly): 2,000 ATOM
- **Total cost (6 months): 12,000 ATOM**

**Total 6-month service fee: 74,000 ATOM**

### *Grant Deployment*

- Month 1: 10,000 ATOM
- Month 2: 20,000 ATOM
- Month 3: 30,000 ATOM
- Month 4: 40,000 ATOM
- Month 5: 40,000 ATOM
- Month 6: 40,000 ATOM

**Total 6-month grants: 180,000 ATOM**

**Total all-in cost: 254,000 ATOM**

# Bonus Structure

For every project and client to align incentives, we require a \$200,000 bonus commission to be evaluated and voted on by the community. After 6 months, we are requesting 20,000 ATOM tokens.

KPIs for bonus structure are as follows:

- ATOM utilized in 100 new ways via pools, money markets, utilities, and dApp integration on both Cosmos appchains and as utility on EVM dApps
- \$60 million of total market capitalization added in the next 6 months
- 2 Cosmos ecosystem hackathons
- 10 student organization sponsorships
- 500+ applicants for Cosmos Hub grants
- Weekly AMAs on progress and new initiatives

## Concerns, addressed.

TBD based on community feedback.