

Latin America (LatAm) Team Proposal

Team: API LatAm
Period: 1 Aug 2022 - 31 Oct 2022 (3 months)
Cycle: #2
Amount Requested: 66,330 USDC
Destination: 0x13B06db56A686271a73C39B8d8C9dba13B4DF567

*This destination is a hardware wallet managed by Robert

Proposal Parameters

Creator:
Target Contract Address:
Target Contract Signature: transfer(address, uint256)
Parameters:

Leads: Rob and Andrés, co-leads

Technical Advisors: Santiago, Mark and Ryan, Core Technical, Operations, and Marketing team, respectively. (Non-paid in this proposal)

Scope

The LatAm team's first cycle laid the legal, technical, and marketing foundations for the expansion and growth of API3 products and services to be embraced in LatAm by showcasing their work in strategic alignment meetings with some of the major movers and shakers in the LatAm space. On the legal front, now, as a registered entity, API LatAm, we will continue working to comply with local laws and regulations. With technical developments, we will build on the delivered API3 products with the region's technologies currently being adopted, create a PoC and begin a dApp development to showcase to institutions, governments, and enterprises. The Marketing team, well-known in LatAm Web3 spaces, will continue to develop original content, narratives, and translations in Spanish around API3 products and services, especially as we head for DevCon and Adopting Bitcoin in Bogotá Columbia and El Salvador, respectively.

Budget:

Cycle 1 Grants:	\$19,500
Cycle 1 Expenses:	\$25,000
Cycle 1 Total:	\$45,500
Carryover from previous cycle	\$4,489
Proposal Grants Cycle 2:	\$54,300
Proposal Expenses Cycle 2:	\$6,000
Total Proposal Amount Cycle 2:	\$60,300

Total +10% overhead	\$66,330
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Grants:

Name	Role	Basis:	Amount:
Rob	Co-lead	FT	3,000/month*
Andres	Co-lead	FT	\$3,800/month*
gd_eth**	Techn. Developer	FT	\$3,800/month
shiroyasha**	Techn. Developer	FT	\$2,500/month
Darc**	Techn. Developer	FT	\$2,500/month
Marketing Team	Marketing	FT	\$2,500/month

*Rob and Andres are waiving their grants (partly) and will continue contributing full-time as usual.

**wish to remain pseudo-anonymous in proposals. The identity is known to the LatAm team and advisors.

Expenses

Legal	\$3,000
Travel and Accommodations	\$3,000

Expenses

For Cycle #2, there are a few main changes to the LatAm expenses:

First, there is no longer the need for a \$10,000 budget for legal incorporation and registration as that has been accomplished. However, we request a smaller budget of \$3,000 if unforeseen legal or tax services are needed.

Secondly, comes developers. The developers' work was pivotal in creating initial alignments with household-named crypto enterprises. It will be best to formally work with such developers and have them showcase their work to the API3 DAO entirely rather than seeing them as an opaque expense. Moreover, this onboarding will improve transparency for the API3 DAO to see what they're developing for the LatAm region and encourage other developers to contribute.

Cycle 1 Deliverables Achieved:

- Legal:
 - Full incorporation of a Salvadoran legal entity, "API LatAm."
 - El Salvador was a logical choice given its Bitcoin Law and API3's strong traction in the region and with government institutions.

Secondly, because of its Bitcoin Law, El Salvador is currently developing a robust legal system for Web3-based entities, so it makes sense to incorporate and take full advantage of legal developments as they develop.

- Application with the Salvadoran government has been processed to legally work as a Web3 registered entity.
- Erich from the Operations team helped and advised on issues with the local attorneys.
- Technical Development:
 - El Salvador has moved to adopt Bitcoin, and the LatAm region is considering its adoption. El Salvador has adopted the Bitcoin Liquid Network as a platform for products and services. Therefore, for API3 to tap into these institutional and potentially region-wide products, it is necessary to make the Airnode compatible with the Liquid Network.
 - The dev team has developed a novel framework to interact the Airnode with the Liquid Network through the Elements tech stack.
 - The dev team has developed cross-chain functionalities between Liquid and EVM using the Airnode to allow APIs and Smart Contracts to feed on each other in their respective networks.
 - Developed basic tasks to test the toolkit and documentation set for developers to contribute.
 - Proposed a new architecture to integrate Beacon functionalities in Liquid Network as “input oracles” that will allow for collateralization in different EVM blockchains.
 - Santiago from the Core Technical team, Mark from Operations and Ryan from Marketing have served as the technical advisors to ensure the feasibility and practicality of such undertakings.
- Marketing Development
 - The marketing team has focused on marketing campaigns consistent with the API3 brand and experiences with LatAm culture. This team has focused on marketing relevant API3 campaigns, such as: QRNG, Airnode, Beacons, and DAOs. They have distributed such Spanish content on socials such as Twitter, Medium, and Telegram.
 - The marketing team has released:
 - 5 unique Medium articles
 - 7 unique video creations with designs
 - Led one publication with a major Spanish crypto media outlet.
 - 8 translated Articles
 - 118 Tweets (including translation)
 - 1 Twitter Space
 - 11 designs for content creations.
 - Moreover, the Marketing team is also taking on a BD role in making very fruitful API3 pitches and introductions to relevant parties and will further begin a PR campaign pushing API3 content and news to Spanish crypto media outlets.

Cycle 2 Deliverables that will be achieved:

Legal

The API LatAm entity and the team will continue to work to have all the required government licenses to operate and offer Airnode-enabled services to institutions and enterprises in El Salvador. Secondly, we will continue to work with the tax implications to comply with the Salvadoran government. We will continue to work with Erich from Operations to ensure actions that can have legal ramifications are of sound reasonableness.

Technical Development

The development team will enhance the current library and toolkit for Bitcoin Liquid-EVM interaction with the Airnode. This interaction will include additional functionalities from the Liquid network and the use of Solidity for the smart-contract level.

For the next three months, this development team will develop a Proof of Concept that implements and demonstrates this Airnode-Liquid-EVM interaction used for demonstration purposes to governments, institutions, and enterprises. With positive feedback in adoption, we aim to build a dApp from this PoC. Also, we will focus, and when possible, work with the Ecosystem and Integrations teams on creating novel demo projects that utilize the API Alliance and can be showcased and marketed at DevCon. This LatAm development team looks to continue to be advised by Santiago from the Core Technical Team, Ryan from Marketing, and Mark from Operations to ensure the feasibility and practicality of such undertakings.

Marketing Team

The marketing team will continue to develop, translate and create original content from API3. The team will focus on creating API3 LatAm narratives and unique messaging and marketing for the region. Moreover, this next cycle's content will focus heavily on Road to DevCon, DevCon, and Adopting Bitcoin in El Salvador. These are significant conferences held in Columbia and El Salvador this year, attracting many Latin American developers, dApps, and the Bitcoin community. As a result, the marketing team will develop original, creative, and unique motivations to attract such audiences. Thus, this Marketing team's progress reports will be done weekly and posted on the API3 forum for work transparency.

Business Development

As the Airnode-Liquid-EVM connections are made, this LatAm team will push for further business development opportunities with relevant local parties. Moreover, we will work with the Integration, BD, and Enterprise teams to continue the Airnode, Beacon, dAPI, and open banking adoption.