

API3 Latin America (API LatAM) Team Proposal

Team: LatAM
Period: 1 May 2022- 31 July 2022 (3 months)
Amount Requested: 45,500 USDC
Destination: 0x13B06db56A686271a73C39B8d8C9dba13B4DF567

*This destination is a hardware wallet managed by Robert

Scope:

API3's regional growth calls for an API3 LatAM legal entity and team to form.

This new regional legal entity creation will help minimize API3 Foundation and API3 DAO legal exposure as the Airnode and its products are embraced in the LatAM region.

API3's growth has expanded into new regions and markets; cross-team personnel must efficiently mobilize and form a new team to respond to this emerging demand, specifically as it pertains to creating a local legal entity to handle grant funds, taxation issues, enter into regional business agreements and business development efforts to promote integrations, dAPP adoption, and developer outreach for the Airnode and its progeny.

Note: This proposal is intentionally written as a short blog post to describe our LatAM efforts. This proposal attempts to convey to the DAO voters, who may not be familiar with the topic, and serve as a recap of our actions and why API3 needs to create a regional LatAM team.

Background:

El Salvador

API3 was honored to work in El Salvador's Bitcoin legal tender law developments this past year. Banco Hipotecario, a state-owned bank, chose API3 to assist in exploring the Airnode in its Web3 bitcoin efforts and run an in-person and virtual hackathon. API3 showcased the power of blockchain and Airnode's first-party oracle solution for blockchain-banking use cases.

Since El Salvador's Bitcoin law, many Latin American countries have followed suit and have also begun to explore the adoption of Bitcoin and blockchain technologies.

Why focus on LatAM?

"The island of Roatán in Honduras and Portugal's Madeira region are both set to 'adopt bitcoin,' while a Mexican senator hinted that new talks about making bitcoin legal tender in this country are about to begin."

LatAM is ready for crypto growth, given that El Salvador has adopted Bitcoin as legal tender, and now many other countries are currently exploring legal regulation of Bitcoin. Industry growth often occurs when a government regulates and provides positive clarity over new or different business activities, allowing capital to flow.

For example, the market for content creators and social media platforms exploded after the Digital Millennium Copyright Act (DMCA) and the Fair Use Act. These regulations allowed for investments and human resources to flow. Creators could create without fear of a government lawsuit, and investors could invest with the knowledge their funds went towards development growth and not paying for expensive lawyers and lawsuits.

In short, positive business regulation of activities can lead to growth and sometimes cause world-changing events to unfold. API3's first-party Airnode oracle solution can be well-positioned for such regional impact.

What Web3 means for LatAM (for the curious voter)

Many LatAM countries suffer from chronic mismanagement of currency hyperinflation. These failures lead to a loss of buying power, which diminishes the quality of life for individuals, families, and their communities and negatively impacts a nation and multiple generations. As a result, generations seek currency stability.

Moreover, LatAM often suffers from a fractured legal and financial system that diminishes the people's ability to quickly foster agreements and settlements between themselves without the need for a centralized state. Lastly, a widely known fact, Spanish is the most common language in LatAM. These language opportunities make it easier for ideas and capital to be planted, grow, and rapidly germinate. These are just some reasons why LatAM Web3 communities believe that a widespread LatAM crypto adoption is not a matter of "if, but when."

LatAM Team Focus:

This team will focus on the following areas in LatAM: using a newly acquired regional business entity that would allow for Airnode integrations with potential LatAM clients, networking with local, regional Web3 developers, dAPPs, attending local meetups, continuing in Open Banking efforts, and being a resource for the rapidly expanding smart contract developer community in LatAM that wish to build dAPPs using various types of data available in API3 Alliance. Again, this newly formed legal entity will be responsible when transacting in LatAM. In essence, this entity serves as a shield for API3 Foundation and the API3 DAO.

Cycle 1

Cycle 1 for API3 LatAM will be focused on promoting and growing the API3's Airnode, and Beacon use cases in the following respects:

(1) Create a regional legal entity, and understand the formal compliance issues moving forward, such as taxation and employment issues, to minimize API3's legal risk and exposure.

(2) Further outreaching and exploring business and partnership integrations as a locally registered separate legal entity to further limit the API3 Foundation's legal exposure.

(3) Support LatAM developers via micro-grants to help build meaningful smart contracts based on API3 Airnode's features such as RRP and Beacon usage.

(4) Creating and co-hosting LatAM virtual meetups with Web3 organizations to drive developer and LatAM dAPP outreach efforts.

In short, this means the API3 DAO can expect this LatAM Team to create a new legal entity, undertake studies of its corporate responsibilities, outreach, build collaborations, and drive to form partnerships with LatAM Web 2.0 industries seeking Web3 adoption, LatAM-based developers, and dAPPs, to share the API3's Airnode solutions.

Budget Amount (USDC)

Grants: \$19,500 USDC

Estimated Expenses: \$26,000 USDC

Total: \$45,500

Grants & Expenses

Team members regularly work (daily) on the LatAM team and have specific responsibilities.

Member	Roles	Hours/Week	Monthly (USDC)
Robert	Co-Lead	40+	3,000
Andres	Co-Lead	40+	3,500

Note: to jumpstart this LatAM team, Robert is reducing his proposed monthly grant amount from \$7,500/month (received in cycle 6 unified Business Development Proposal) to \$3,000. Andrés is reducing his proposed monthly grant from \$4,200 (received in cycle 6 Marketing Proposal) to \$3,500.

About the Members

Robert

Robert is a California licensed attorney and has worked in Web3 adoption efforts since the Honeycomb days, which ended up being one of API3's founding members. He leads open banking efforts at API3, which gave way to collaboration with the state bank in El Salvador. He follows crypto laws and regulations closely and enjoys the hustle for adoption. Robert is bilingual/binational/cultural, born and raised in Los Angeles, California, and has strong Latin American ties, making him a Swiss Army knife in API3's expansion efforts.

Andrés

Andrés (“Cypherbadger”), is from Caracas Venezuela. Community Developer, based tools resistant to censorship through technological disruption. Serial entrepreneur, founder, and member of different DAOs/DACs of the web3 ecosystem, with more than 8 years of experience in the blockchain ecosystem. Currently leading the growth of API3 DAO in Latin America. In a full mission to increase the technological-cultural potential of Latin America!

"Andrés?... a simple human node, of an infinite machine"

Estimated Expenses

These are additional variable expenses we anticipate incurring during the cycle.

Purpose	Amount
Legal	\$10,000 USDC
Developer micro grants	\$9,000 USDC
Travel & Accommodations	\$3,000 USDC
Marketing	\$3,000 USDC
Transaction Fees	\$1,000 USDC
Total:	*26,000 USDC

*Any remaining budget will go to the next budget cycle, if applicable.

Legal

This \$10,000 USDC is a one-time cycle cost to correctly and legally jumpstart our work and not a continuing cycle expense. Further, this legal entity will explore taxation liability issues. Thus, if legal was not an issue the total budget required for this cycle would have been \$35,500 USDC.

Due to the necessity: Robert has personally contracted a top-tier regional law firm to help provide proper incorporation, legal representation, and advice when transacting with regional entities and institutions. This top-tier law firm is well versed in regional blockchain regulations and can also provide introductions to other potential users of the Airnode.

Developer micro-grants:

LatAM has a rising developer population that is passionate about building dAPPs. We plan to use these funds to jumpstart their journey with Airnode. We will reach out to previous hackathon participants and winners in LatAM to offer them the opportunity to help build products using the Airnode. It will require that the dAPPs in question build off or compliment API3's Airnode RRP, Beacons, utilize one of API3's Alliance providers or chain integrations.

Our goal is for developers to build meaningful products and services that serve as a regional example to other regional developers looking to build off or on top of the Airnode and API3.

Travel & Accommodations

The LatAM team has made strides in potential real-world adoption of the Airnode and its services in the region. These efforts cannot be disclosed due to NDAs. However, such significant work will likely necessitate formal in-person meetings with potential clients or local

attorneys. On a case-by-case basis, this team will decide when such travel and accommodations expenses will be permitted. Secondly, this budget could include strategic meetups or conferences that are not covered in the Marketing team's plan.

It cannot be stressed enough: In-person meetings are of the utmost importance in the Latin-American culture, where in-person relationship building is often the valued means of communication and finalization.

Any travel and accommodation receipts incurred will closely follow the already established API3 guidelines for BD travel reimbursements, and such receipts will be made internally viewable to other Teams.

Marketing

This team will need to market and advertise key integrations on Latin American news outlets for regional and cultural impact. This LatAM team and Marketing Team agreed that marketing must be directed by its respective regions, for greater cultural and language reach. Therefore, this marketing effort will be geared in LatAM, grow organically, and focus on the specific regional and niche markets outlined above.

Conclusion

In short, this proposal will create a new legal entity that will act as a shield for API3 Foundation and API3 DAO when transacting in LatAM. This entity will have a LatAM-focused adoption effort with a legal entity that drives regional business agreements, business development efforts to promote integrations, dAPP adoption, and developer outreach for the Airnode and its subsequently derived products.

Robert and Andres will still be active in API3 Enterprise, BD, Marketing teams and continue efforts in Open Banking. This new LatAM team inherently expands API3's resources with a specific and targeted deliverable outcome.

Robert and Andres vehemently believe that LatAM will be the next wave of adoption and such a team formation will reap many fruits. Robert and Andres have cut their teeth in their work in El Salvador and can grow API3 firmly in new frontiers.