

The Growth of CF Cardano Summits

Attendees / Ticket Sales

2023 - 1000+ / 88,000 USD+
2024 - 1000+ / 88,000 USD+

Website Visits

2023 - 70,000+
2024 - 217 000+

Media Partners

2023 - 30+
2024 - 60+

Community Led Events Attendees

2023 - 1300+
2024 - 3000+

Battle of Builders Prize Pool

2023 - 300,000+
2024 - 800,000+

Media Impressions

2023 - 970 M+
2024 - 1.45 M+

Virtual Attendees

2023 - 8,000+
2024 - 15,000+

Sponsor Revenue / Booths

2023 - 0.9 M+ / 20
2024 - 1.1 M+ / 48

Media Interviews

2023 - 5+
2024 - 15+

Return on Investment 2024

Summit 2024, following three years of dedicated organization, delivered exceptional ROI. We achieved significant growth in MQLs, sponsor engagement, and media outreach, while also accelerating community funding initiatives.



745

Network exchanges via App



95

Enterprise MQLs

+44%



2023



150%

Battle of the Builders
Prize Pool Growth



50%

Audience Growth



140%

Sponsor Growth

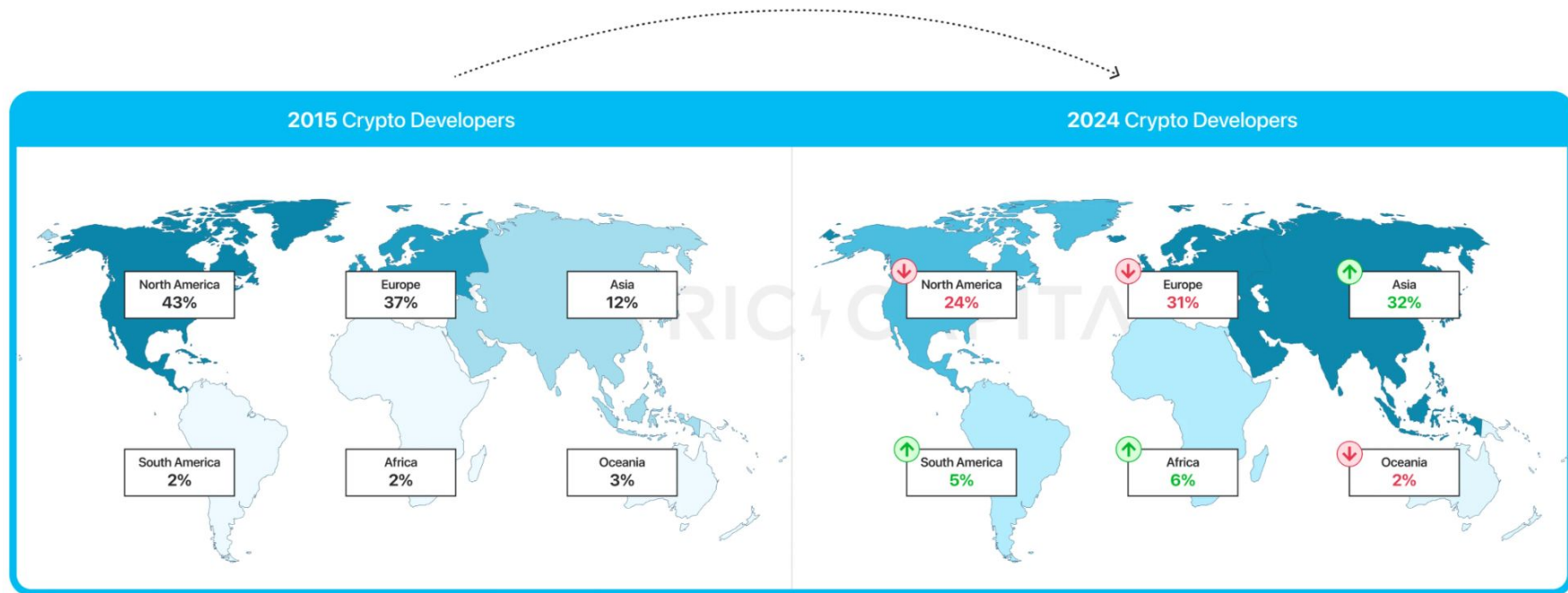


106%

Media Partner Growth

Crypto developers are now distributed across the world

In 2015, 81% of crypto developers were in North America & Europe. In 2024 that number dropped to 55%.



Top 3 ecosystems by continent

Top ecosystems by the share of overall developers working on each ecosystem in 2024

Top 3 ecosystems by continent

Continent	#1 by developer share	#2 by developer share	#3 by developer share
Asia	 Ethereum	 Solana	 Polygon
Europe	 Ethereum	 Solana	 Polkadot
North America	 Ethereum	 Solana	 Base
Africa	 Ethereum	 Solana	 ICP
South America	 Ethereum	 Solana	 Polygon

CARDANO TECH AFRICA

Why - To make the Cardano Summit accessible to African developers, entrepreneurs, and enterprises who face financial and visa barriers attending global events. Hosting locally will drive inclusion, showcase African use cases, and promote enterprise adoption in real-world contexts.

What - A 2-Day event targeting 500 people:

Day 1: Hackathon focused on building enterprise blockchain solutions using Cardano tools.

Day 2: Keynote speeches, enterprise panels, solution showcases, and partnership sessions with local business and government stakeholders

How -

Venue: Nairobi Kenya

Dates: 4-5th September 2025

Partners: Cardano Based organizations in Africa, CF, ambassadors

KPIs - # of local attendees, # of enterprise-focused dApps/prototypes, # of partnerships



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CARDANO TECH AFRICA

Positive Impact:

1. Enables African participation and ownership in Cardano's growth
2. Drives localised enterprise adoption
3. Expands Cardano developers and setup ecosystem in Africa

Budget Breakdown:

1.	Venue, On-site Management & Logistics	\$145,000
2.	Travel & Accommodation	\$57,000
3.	Marketing & Comm	\$25,000
4.	Production & Tech	\$42,000
5.	Program & Content	\$50,000
6.	Design & Branding	\$20,000
7.	Prizes & Incentives	\$15,000
8.	Contingency & Miscellaneous	\$30,000
		Total \$ 384,000



CARDANO TECH LATAM

Why - Latin America is a region brimming with potential, facing unique challenges that blockchain technology can address. From financial inclusion and supply chain transparency to land registry and government efficiency, the need for robust, decentralized solutions is clear.

What - A 2-Day event targeting 500 participants:

Day 1: Focused Builder Activation

- A hackathon designed to activate local builders, centered on real-world use cases and the development of enterprise blockchain solutions using Cardano tools.

Day 2: Institutional Engagement & Ecosystem Strengthening

- Keynote speeches and institutional panels aimed at engaging 3+ key institutions (e.g., Petrobras, Serpro, Brazilian Gov) through active participation and partnership discussions.
- Solution showcases highlighting Cardano native projects, demonstrating practical applications and value propositions.
- Dedicated partnership sessions designed to strengthen Cardano ecosystem ties by facilitating introductions and opportunities for 2+ ongoing projects with key Latam regional partners, alongside local business and government stakeholders.

CARDANO TECH LATAM

KPIs

1. Institutional Engagement Rate: Secure participation or commitment from at least 3 key institutional stakeholders (e.g., Petrobras, Serpro, Brazilian Government, state innovation hubs).

- No. of confirmed institutional attendees
- partnership follow-up meetings scheduled, or MoUs signed.

2. Community & Builders Activation: Facilitate at least 1 co-creation or hackathon-style sessions with Latam developers and Cardano builders.

- No. of local builder teams engaged
- No. of prototype collaborations initiated.

3. Local Ecosystem Integration: Establish ongoing collaboration pathways with 2 or more local Cardano ecosystem partners and provide introductions to projects from the ecosystem.

- No. of ecosystem partner leads generated, integrations identified or post-event project opportunities defined.

CARDANO TECH LATAM

Budget Breakdown

1.	Venue, On-site Management & Logistics	\$148,000
2.	Travel & Accommodation	\$55,000
3.	Marketing & Comm	\$12,000
4.	Production & Tech	\$35,000
5.	Program & Content	\$95,000
6.	Design & Branding	\$12,000
7.	Prizes & Incentives	\$15,000
8.	Contingency & Miscellaneous	\$25,000
Total \$		397,000

CARDANO TECH ASIA

Cardano Tech Asia is a high-impact hackathon during India Blockchain Week (IBW), India's biggest Web3 gathering. It's designed to:

- Grow Cardano's dev community by tapping into top local talent
- Accelerate adoption through funding, visibility & mentorship for standout projects
- Position Cardano at the heart of India's Web3 narrative

As a local edition of our global Cardano Tech series, it brings developers together for hands-on problem solving, live coding, 1:1 mentorship, and networking opportunities.

- **When & Where:** Central Bangalore during IBW for max exposure
- **Recruitment:** Via universities, dev communities, ambassadors, social & IBW channels
- **Format:** Real-world challenges from Cardano ecosystem partners
- **What's Inside:**
 - Mentorship zones & workshops
 - On-site support
 - VC & stakeholder judging
 - Post-event incubation
- **Community:** Pre-event meetups & sessions to deepen engagement



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CARDANO TECH ASIA

KPIs

- **Developer Participation**
300+ developers, with strong representation from local talent
- **Projects Built**
50+ innovative dApps and blockchain solutions built during the hackathon
- **Strategic Collaborations**
At least 5 successful collaborations between local builders and international Cardano ecosystem projects
- **Mentorship Reach**
75% of participants to receive hands-on mentorship from experienced Cardano developers and ecosystem leaders
- **Local Engagement**
Active participation from 10+ local universities and blockchain communities to support long-term grassroots growth
- **Media Visibility**
Coverage from at least 20 media outlets to amplify Cardano's presence and ecosystem impact in India



CARDANO TECH ASIA

Budget Breakdown

- **Venue & Logistics – \$200,000 (~50%)**
Venue rental, technical setup, and logistical support for a 3-day event for 300 participants
- **Program & Content – \$45,000 (~11.25%)**
Speaker fees, mentor costs, and related expenses
- **Prizes & Incentives – \$40,000 (~10%)**
Prizes, rewards, and incentives for participants
- **Production & Technology (AV) – \$30,000 (~7.5%)**
- **Travel & Accommodation – \$30,000 (~7.5%)**
For organizing team and supporting agencies
- **Marketing and Communications – \$25,000 (~6.25%)**
Advertising, partnerships, and outreach programs to promote the event
- **Design & Branding – \$20,000 (~5%)**
Event branding, including digital and print materials
- **Contingency & Miscellaneous – \$10,000 (~2.5%)**
Set aside for unexpected costs or last-minute changes during the event



CARDANO TECH USA

Rare Dev Days is a new regional tech event seamlessly integrated into the Rare Evo 2025 conference. By aligning strategically with DEFCON—the world's largest hacker conference attracting over 30,000 developers—and leveraging strong partnerships with local universities, Rare Dev Days presents a unique opportunity to accelerate the growth of the Cardano developer community while onboarding new developers into the ecosystem.

Taking place August 6th & 7th at Caesars Palace, just ahead of the main Rare Evo event, Rare Dev Days will feature a robust agenda including a hackathon, developer panels, technical workshops, builder roundtables, and networking opportunities.

This free, developer-focused track is being produced in collaboration with key ecosystem contributors such as Cardano Foundation, Emurgo, Input | Output, TxPipe, Maestro, Anastasia Labs, Adam Dean, Stake Pool Operators, and others.

KPI's for Rare Dev Days may include:

1. **Hackathon Participation** - Total number of registered devs and submitted projects.
2. **New Developer Onboarding** - Number of non-Cardano native developers creating wallets, deploying first dApps, etc.
3. **Event Survey** - Develop post-event survey gaining insight into successes and failures in order to improve the next iteration.
4. **University Engagement** - Number of students attending and any partnerships formed with academic institutions.
5. **Community Growth** - Direct measurement of social engagement and follower/subscriber growth.



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Rare EVO
A BLOCKCHAIN EVENT

CARDANO TECH USA

Budget Breakdown

- **Venue & Logistics - \$130,000**
 - *Room Rental, on-site handling, Food & Beverage*
- **Travel & Accommodation - \$30,000**
 - *Include flights and rooms for up to 10 attendees*
- **Marketing & Communication - \$35,000**
 - *SaaS, Google Ad Spend, Targeting of other similar events*
- **Production & Technology - \$125,000**
 - *Necessary equipment, internet, labor*
- **Design & Branding - \$40,000**
 - *Any digital/physical signage on venue site*
- **Contingency & Miscellaneous - \$10,000**
- **Administrative - \$30,000**

