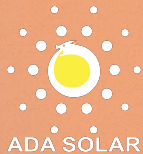


Cardano Summit 2025

Building the Future, Together

Cardano Budget Proposal

31. March, 2025





WHY CARDANO SUMMIT

Since many years the Flagship Cardano Summit has been the place where community, businesses, ecosystem, developers, and regulators meet, discuss and connect to advance the Cardano blockchain. It is a must event for a Cardano decentralized growth. 2025 Objectives:

1. **Driving blockchain adoption:** Capturing the Developer opportunities in India, Africa, Latam, US and Europe and onboarding new developers
2. **Promoting education and innovation:** Sharing knowledge, case studies, and new applications to promote Cardano as blockchain of choice
3. **Advancing infrastructure:** Discussing topics such as programming, open source development, and cross-chain interoperability.
4. **Engaging the global ecosystem:** Bringing together the global Cardano community, including industry leaders, businesses, ecosystem projects, and blockchain enthusiasts for networking and connection opportunities
5. **Fostering governance discussions:** Facilitating conversations about decentralized decision-making and active community participation in the Cardano ecosystem



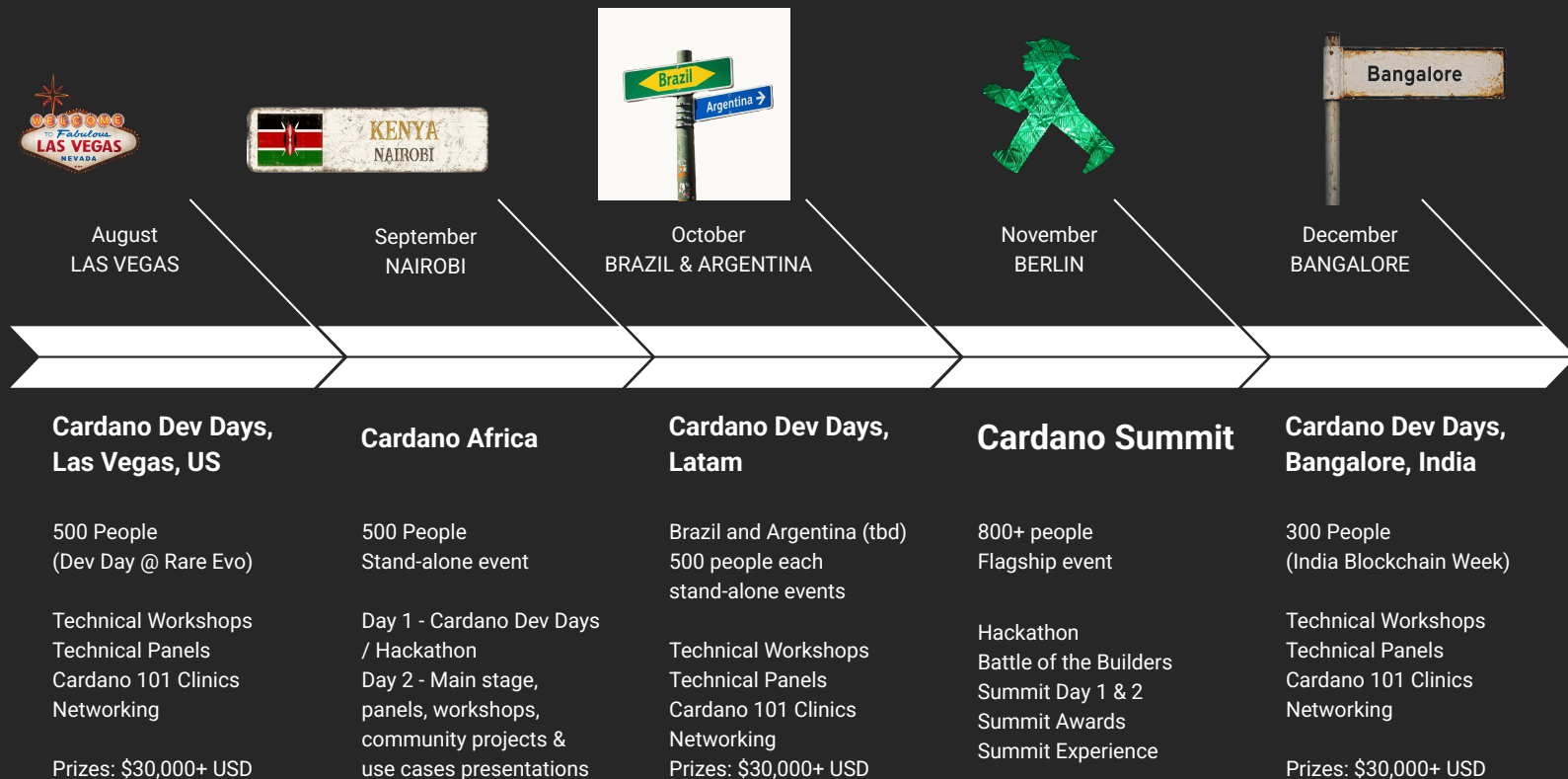
ALIGNED WITH Cardano Roadmap

1. **Accelerates Adoption:** The Summit directly drives user and developer uptake through targeted regional Cardano Dev Days events globally, including but not limited to practical demonstrations of new features (e.g. L2s, Programmable Assets).
2. **Fuels Roadmap Execution:** It serves as a critical feedback loop, gathering community insights to refine and optimize development priorities (Scaling, Developer Experience).
3. **Amplifies Innovation:** The Summit showcases cutting-edge advancements (e.g. Leios, Midgard), attracting investment, talent, and fostering strategic partnerships.
4. **Fosters Collaboration:** It strengthens the community and its knowledge sharing, building the cohesive ecosystem necessary for Cardano's global impact.
5. **Drives Growth:** The Summit will allow for the education, and collaboration for growth.

2025 PROPOSAL

2025 strategy features a hybrid event model: a flagship event + four regional events. Each event will have a lead organizer, with collaborative support from all partners. To ensure continuity and early planning for 2026, ticket sales will be used for the 2026 summit and its down payments.

- A 2-day **Cardano Summit** for over **800 people**.
Hosted by the Cardano Foundation in Berlin in Nov 2025 (dates tbc).
- A 2-day **Cardano Tech ASIA** (name tbd) targeting developers for 300+ people.
Hosted by EMURGO in Bangalore in December 2025, coinciding with India Blockchain Week.
- A 2-day **Cardano Tech AFRICA** (name tbd) targeting community and developers for 500 people
Hosted by Wada in Kenya in September 2025.
- A 2-day **Cardano Tech USA** (name tbd) targeting developers for 500 people
Hosted by Rare Evo in Las Vegas on 7 August 2025.
- A 2-day **Cardano Tech LATAM** (name tbd) targeting developers for 500 people
Hosted by ADA SOLAR in LATAM October 2025.



KEY DELIVERABLES

1 x Flagship Cardano Summit: Europe (November 2025)

4 x Regional Cardano Tech Events

- Las Vegas, USA (August 2025)
- Africa (September 2025)
- LATAM (Q3 2025)
- Bangalore, India (December 2025)

Cardano Summit Awards & Battle of the Builders

- Included within the Flagship Cardano Summit

Dev Days/Hackathons

- Integrated into each of the four Regional Tech Events

Specific KPIs

- Attendee targets (500-800 attendees per summit)
- Speaker targets (20-100 speakers per summit)
- Session targets (8-20 sessions per summit).

Budget that has not been used in 2025 will go back to the treasury. Revenue will be reinvested in the Summit and down payments for Cardano Summit 2026

Resources + Duration Estimates

EVENT	TEAMS REQUIRED	FINANCE RESOURCE REQUESTED	VENDOR / OWNER	TIME RESOURCE REQUIRED
FLAGSHIP Cardano Summit November 2025	CF Team with supporting agencies	USD 1.4 M	CF	6 months for planning at minimum
US - Cardano Dev Days August 2025	Rare Evo Team, CF Team, Cardano Ambassadors and Volunteers, Developers	USD 0.4 M	Rare Evo	3 months at minimum
Cardano Africa Summit September 2025	Wada Team, CF Team, Cardano Ambassadors and Volunteers, Developers	USD 0.4 M	WADA	3 months at minimum
LATAM - Cardano Dev Days October 2025	ADA Solar Team, CF Team, Cardano Ambassadors and Volunteers, Developers	USD 0.4 M	Ada Solar	3 months at minimum
Asia - Cardano Dev Days December 2025	EMURGO & CF Teams, Cardano Ambassadors and Volunteers, Developers	USD 0.4 M	EMURGO	3 months at minimum



COST BREAKDOWN

Each event will have its own cost breakdown which are currently in development and in negotiations. It will include a mix of the line items below:

- Venue hire & catering
- Hackathon, AV & internet
- Special event costs (i.e., Summit experience, Awards, BoB, etc.)
- Furniture hire
- Exhibition and sponsorship costs
- Design & branding
- Marketing, comms, social media & PPC
- Filming & photography
- Web, app, and ticketing
- Badging
- Content & speaker management
- KOL travel & accommodation
- Media / advertising
- Merchandise
- Organizing team costs and onsite fees
- Supporting agency fees and onsite fees
- Site inspection allowance
- Contingency/misc costs

TOTAL
USD 3.0 M

1.4 M Europe
0.4 M AFRICA
0.4 M LATAM
0.4 M USA
0.4 M ASIA

PROPOSAL DEPENDENCIES

- **Resources:** Events will be executed only if proposal will be approved by DReps timely (6 months needed).
- **Secure World-Class Logistics:** venues, organization, and expenses tracking must be flawlessly executed to protect the Cardano Summit brand quality.
- **Safety and Visa:** Locations scrutiny to ensure safe, quality and compliant events.
- **Community Participation:** Active engagement is non-negotiable, both in terms of speakership and attendance.
- **Showcase Cutting-Edge Technology:** Demos and presentations must highlight Cardano's latest advancements.

LONG TERM STRATEGY

- **Establish a Dedicated Steering Committee:** Ensure ongoing governance of the Cardano Summit brand and strategic vision.
- **Continue Work on the new finance model** in which previous year tickets sales cover the deposit fees for next years' events.
- **Continue to step and repeat working processes** and streamline event organization year on year.
- **Involve community in decision making** for next year's host countries and cities.
- **Create Comprehensive Documentation & SOPs:** Guarantee knowledge transfer and consistent execution.
- **Implement Robust Feedback & Analysis:** Drive continuous improvement and adaptation.
- **Foster Community Ownership & Support:** Ensure long-term engagement and sustainability.
- **Embrace Technological Innovation:** Maintain relevance and enhance the Summit experience.



TRACK RECORD

The Cardano Summit 2025 will leverage the collective strength and deep regional expertise of its co-hosts, ensuring unparalleled impact and engagement across the globe.

- **The Cardano Foundation's** proven delivery of three consecutive, globally impactful Cardano Summits establishes their invaluable institutional and enterprise knowledge and a track record of high-quality, large-scale event execution.
- **EMURGO's** extensive experience in fostering blockchain adoption through strategic events, including TOKEN2049, positions them as a key driver of regional engagement and impact.
- **Rare Evo** demonstrated expertise in curating highly engaging and community-centric blockchain events, like Rare Evo, ensures a dynamic and impactful experience for attendees.
- **WADA's** established presence and deep connections within the Cardano community in Africa, coupled with their successful track record of organizing CLEs, guarantees strong local engagement and relevance.
- **ADA Solar's** unique understanding of the regional landscape and their proven ability to activate local communities, exemplified by Cardano Constitutional Convention and Cardano Tech Week, will be instrumental in maximizing the summit's reach and impact in LATAM.

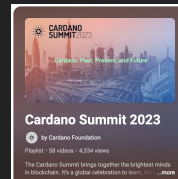
Cardano Foundation - track record



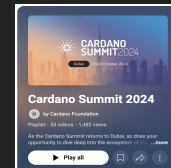
[Watch 2022 Here](#)



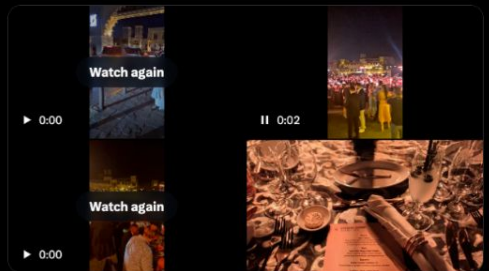
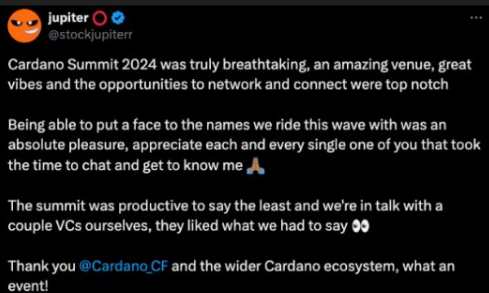
[Watch 2023 Here](#)



[Watch 2024 Here](#)



Social Feedback 2024



Socials 2023



Ada Solar - track record



EMURGO & Rare Evo - track record



Rare Evo 2024: A Blockchain Event - Sizzle Reel

5.9K views • 5 months ago



Rare Network

Thank you to everyone who made Rare Evo 2024 a massive success! Enjoy a quick recap of all the events. Early bird tickets are ...

4K

[Watch Here](#)



[TOKEN2049] Cardano VIP Networking Event hosted by EMURGO and Input Output HK

194 views • 5 months ago



EMURGO

Relive the exclusive Cardano VIP Networking Event hosted by EMURGO and Input Output HK during TOKEN2049 in Singapore ...

[Watch Here](#)



EMURGO - track record

**CARDANO
POOL PARTY
TOKEN 2049**

**CARDANO
SUMMIT 2022**
in
SINGAPORE

Cardano EMURGO
BUILD
2023 HACKATHON

CIP-1694
WORKSHOP
Japan

**EMURGO
PARTY 2023**
TOKEN2049 Networking Event

CARDANO
COMMUNITY EVENT
Japan, 2023

**REAL-WORLD ASSETS
TOKENIZATION
INSIGHTS**
Japan, 2024

**EMURGO
CARDANO
MEETUP**
Singapore 2024

Cardano Jakarta
MEETUP
Hosted by EMURGO

Wada - track record

africa4cardano2025.org



+ Feasibility Studies in Africa during 2024

africa4cardano2025.org



Path to Revenue for Cardano Summit Flagship Event

Year	Budget	Revenue	Net Cost	Notes/Key milestones
2021	\$5m	\$0	\$5m	IOG funded
2022	\$4.6m	\$620k	\$4m	CF-funded
2023	\$4.2m	\$1.1m	\$3.1m	Increased revenue & reduced costs
2024	\$3.2m	\$1.2m	\$2m	Increased revenue & reduced costs
2025	\$1.4m	\$400k	\$1m	Leaner model, New Cardano Budget
2026	\$1.2m	\$600k	\$600k	Leaner model, growing new sponsors and other revenue streams
2027	\$1m	\$800k	\$200k	Repeatable model, growing new sponsors and other revenue streams
2028	\$1m	\$1m	0k	Break-even
2029	\$1m	\$1.1m	\$100k profit	First profitable year

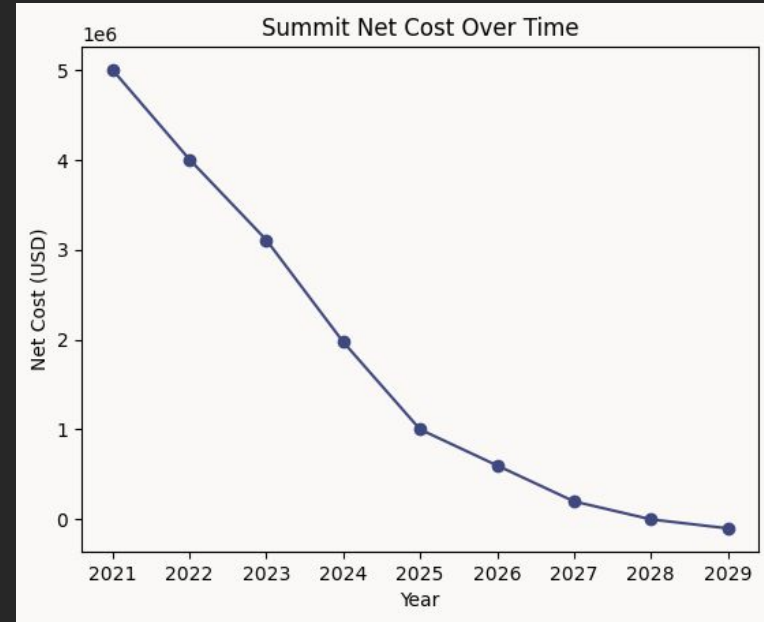
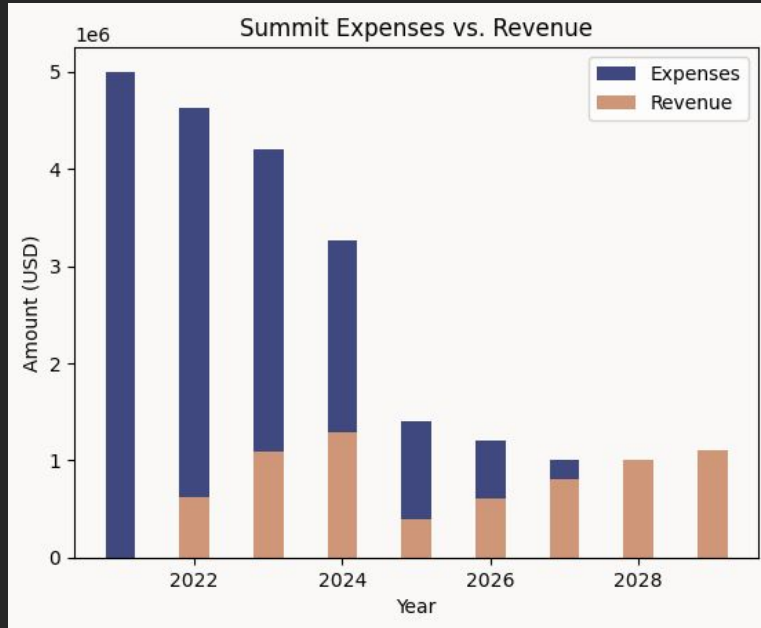
Financial Planning Evolution

2025 Revenue: Dropped to \$400k to reflect the loss of Emurgo, IO & Intersect as sponsors. (They contributed a combined \$975k in 2024)

Gradual Decrease in Expenses: The budget drops significantly after 2024 (from \$3.26M down to \$1.4M), which helps reduce the Summit's total cost burden.

Growing Revenue Stream: The revenue (growth shown above) increases each year until reaching \$1.1M in 2029, finally covering the budget expense and becoming a profitable event.

Path to Cardano Summit Flagship Event Revenue



Thank you



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