MERGE MADRID

# Connecting the dots for disruption.

## Europe & Latam unified through Web3.

October 8-10th, 2024.
Palacio de Cibeles, Madrid.

www.mmerge.io

## Merge Madrid

The Web3 event that unites Latin America with Europe and Technology with Culture, in the city of Madrid.

Web3 | Metaverse | NFTs | Crypto | Digital Assets | Blockchain | Extended Reality

# Grant Milestone Tracking Report

## Project: Arbitrum as Official Sponsor at Merge Madrid

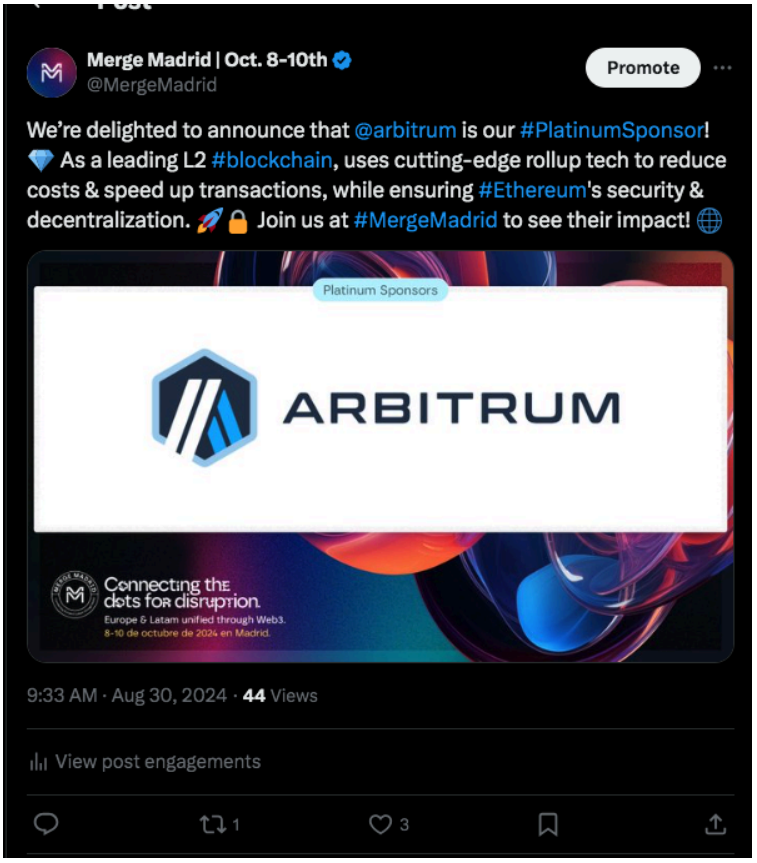
**Grantor:** Arbitrum Foundation

**Reporting Period:** [30/08/24] to [18/10/24]

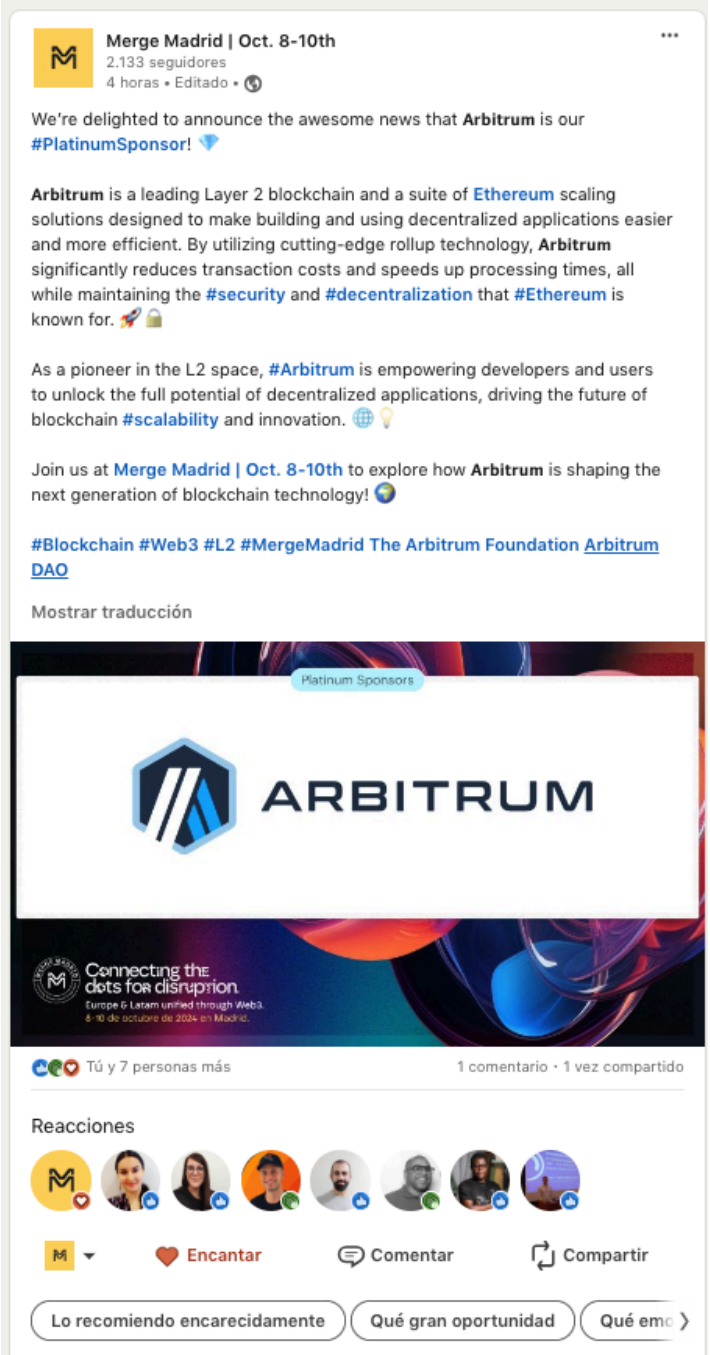
### Milestone 1: Secure Sponsorship which will enable the start of our social media and website presence.

**Status:** [Completed]

**Deliverables:** Report with screenshots of posts and publications in social networks, channel groups, website, and newsletter.




**Type:** X.com post
**Date:** 30/08/24
**Link:** https://x.com/MergeMadrid/status/1829422186810982502




**Type:** LinkedIn post
**Date:** 30/08/24
**Link:** https://www.linkedin.com/feed/update/urn:li:activity:7235187747626381313/

**Arbitrum se suma a nuestra familia de sponsors🚀**

De Merge Madrid el 2024-08-30 14:19

Detalles Cabeceras Sólo texto

MERGE MADRID Europe & Latam unified through Web3.



¡Hey! 🚀

Si estamos haciendo grande a Merge Madrid es gracias a nuestros sponsors y partners. Hoy estamos orgullosos de sumar a la familia de Merge a **La Comunidad de Madrid** y a **Arbitrum**.

Queremos agradecer a la Comunidad de Madrid el apoyo a Merge Madrid dentro de su esfuerzo por convertir a la región en un HUB tecnológico.

Arbitrum tiene como objetivo desarrollar la adopción de la tecnología en la comunidad educativa y fomentar el crecimiento de desarrolladores con iniciativas formativas innovadoras y de impacto.

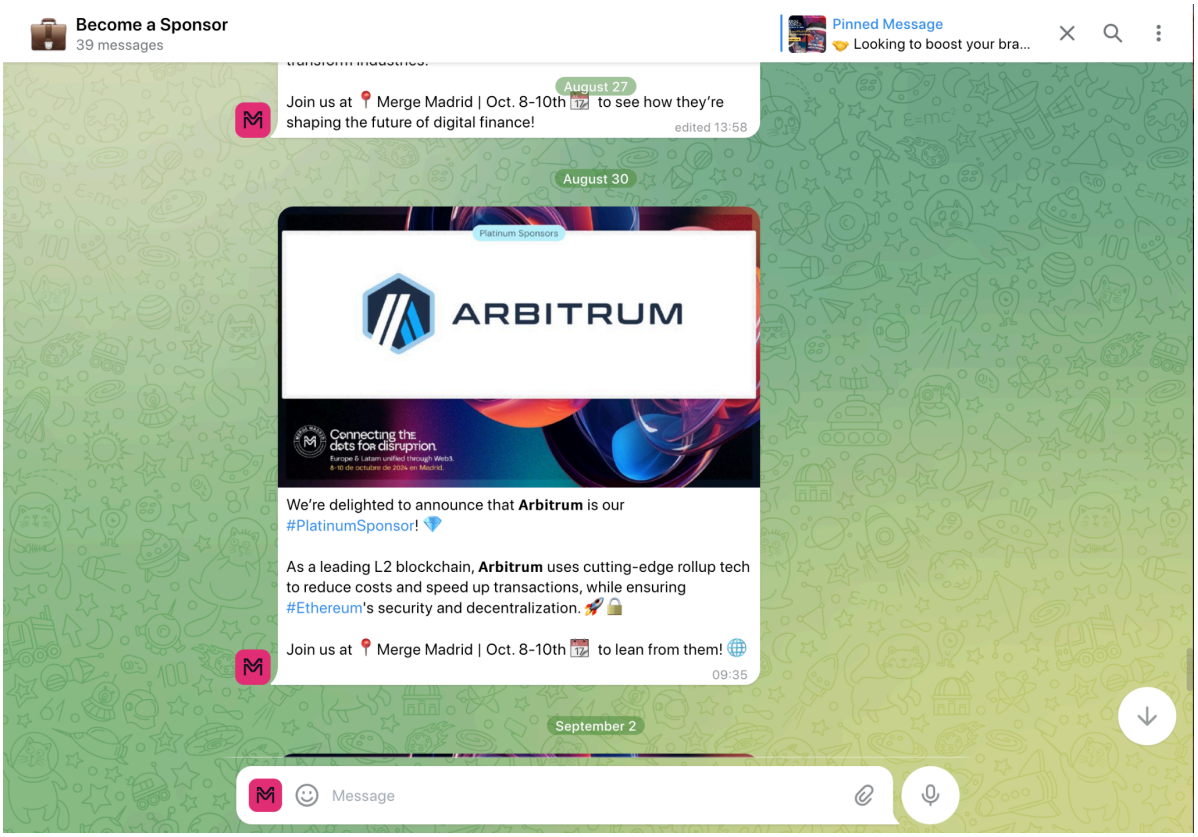
**Type:** Newsletter. Arbitrum partnership as title
**Date:** 30/08/24
**Link:**https://mailchi.mp/30e9e160d181/merge-madrid-tickets-available-11224994?e=334ab1009b

| | | | | | |
|---|---|---|---|---|---|
| Entregas correctas | 418 | 97.7% | Clics por aperturas únicas | 8.3% |
| Aperturas totales | 376 | | Clics totales | 65 |
| Última apertura | 9/10/24 11:24 | | Último clic | 9/6/24 19:14 |
| Reenvíos | 0 | | Denuncias por uso inadecuado | 0 |

| | | | | | |
|---|---|---|---|---|---|
| Entregas correctas | 3,028 | 98.6% | Clics por aperturas únicas | 3.0% |
| Aperturas totales | 2,144 | | Clics totales | 95 |
| Última apertura | 9/11/24 5:51 | | Último clic | 9/2/24 19:22 |
| Reenvíos | 0 | | Denuncias por uso inadecuado | 0 |

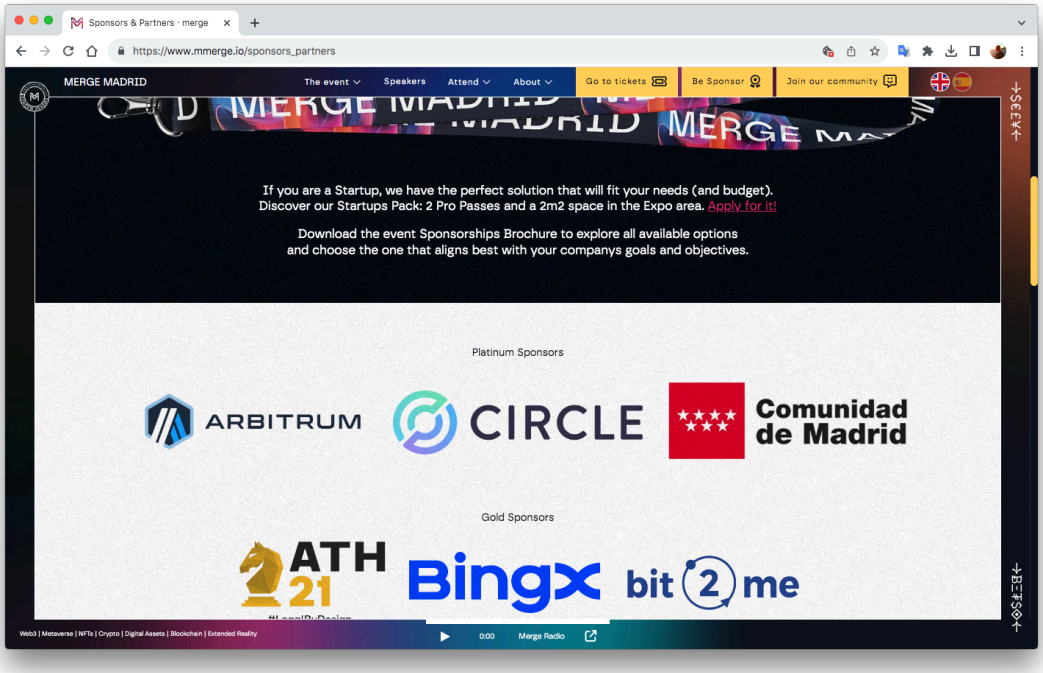
| | | | | | |
|---|---|---|---|---|---|
| Entregas correctas | 1,866 | 98.9% | Clics por aperturas únicas | 1.6% |
| Aperturas totales | 1,439 | | Clics totales | 29 |
| Última apertura | 9/11/24 5:24 | | Último clic | 9/3/24 9:42 |
| Reenvíos | 0 | | Denuncias por uso inadecuado | 0 |

*Accumulated report from three segments*




**Type:** Telegram official announcement
**Date:** 30/08/24
**Link:** https://t.me/mergemadrid/572/1111

**Type:** Instagram story announcement
**Date:** 30/08/24
**Link:** https://www.instagram.com/insights/media/3448897629350639619/




**Type**: Official website publication
**Date**: 30/08/24
**Link**:[https://www.mmerge.io/sponsors_partners#:~:text=goals%20and%20objectives.-,Platinum%20Sponsors,-Gold%20Sponsors](https://www.mmerge.io/sponsors_partners#:~:text=goals%20and%20objectives.-,Platinum%20Sponsors,-Gold%20Sponsors)

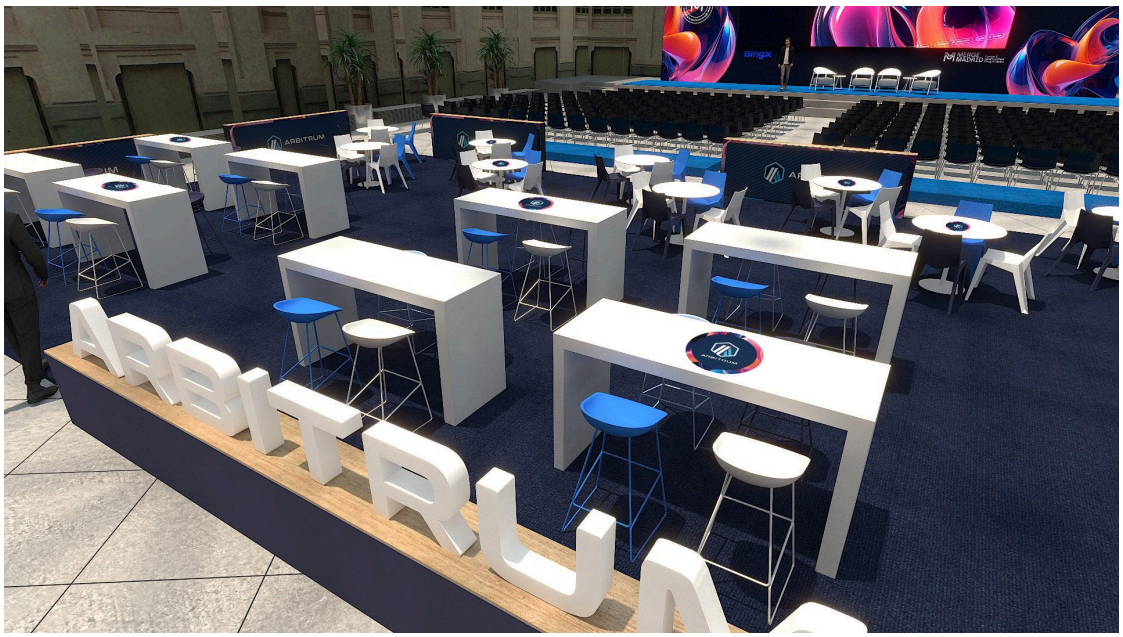
# Milestone 2: Networking Lounge Setup

**Status: [Done]**

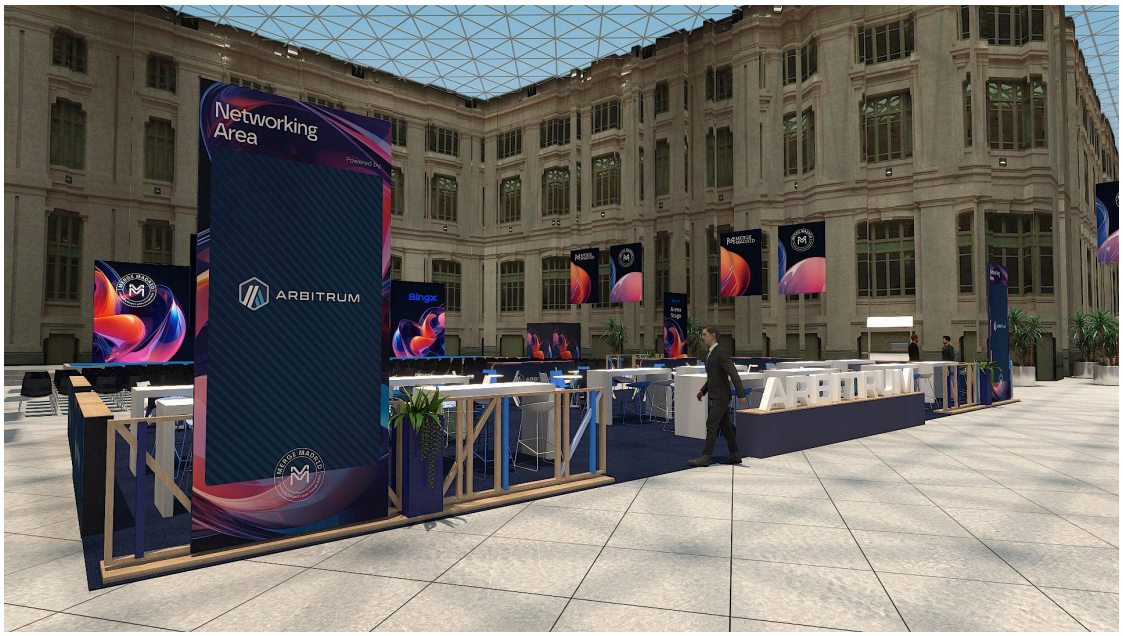
**Deliverables:**

Renders and a list of requirements approved by the Arbitrum team.

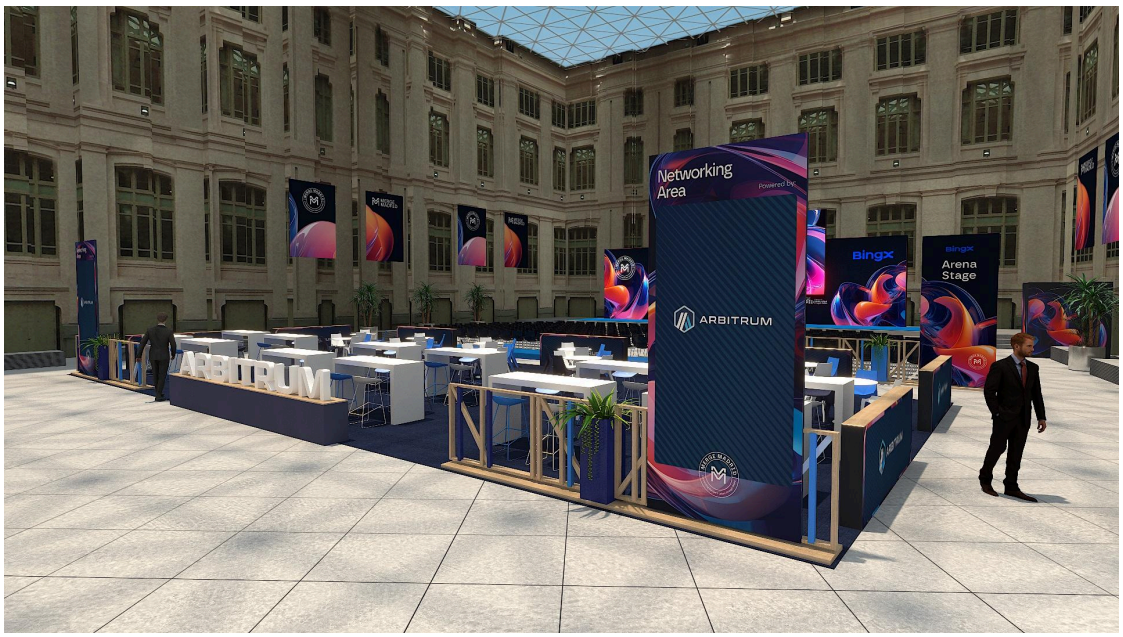
**Item:** Vertical banner for Networking Area




**Item:** Rendering of the networking area with tables and chairs and Arbitrum logo stickers.




**Item:** Rendering of the networking area with vertical banners




**Item:** Rendering of the networking area with vertical banners (alternative view)

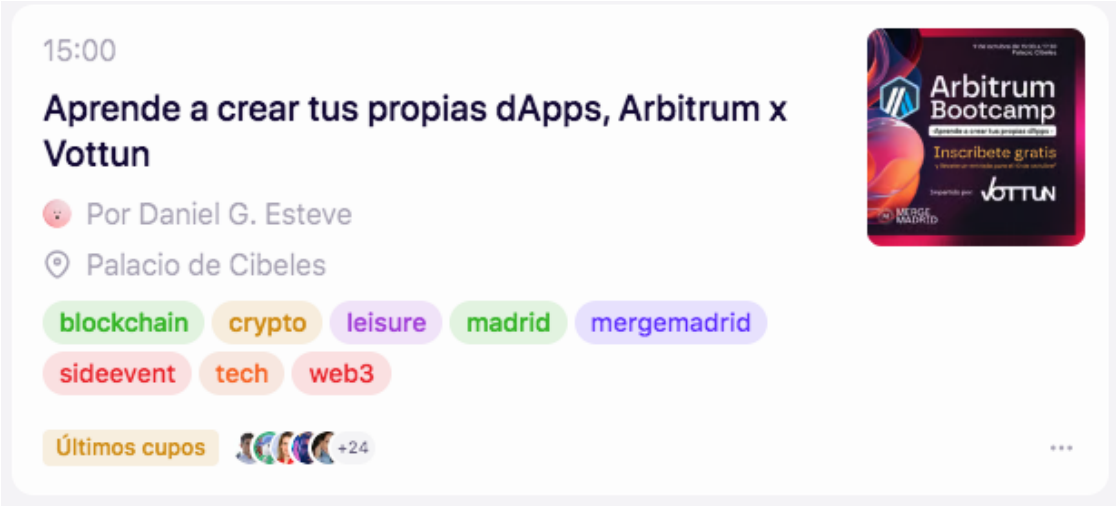
**Item:** Arbitrum logo Stickers

**Item:** horizontal banners on the sides of the networking area

# Milestone 3: Technical official side event: Arbitrum Bootcamp

**Status: [Done]**

**Deliverables:**




**Item:** Event created in Lu.ma for the registry. 30 registered from 30 (max. available spots)
**Source:** https://lu.ma/utoqzvep

**Item:** Design form comms, announcing the bootcamp as a official side event at Merge Madrid

Merge Madrid @MergeMadrid · Oct 2
Hi @ArbitrumDevs @arbitrum_esp
VOTTUN @Vottun · Oct 1
Developers, this is for you!
Vottun x Arbitrum Bootcamp: Build Your dApp!
Do you want to learn how to create dApps on @arbitrum? Join our fre...
Show more
9 de octubre de 15:00 a 17:30
Palacio Cibeles
Arbitrum Bootcamp
-Aprende a crear tus propias dApps -
Inscríbete gratis
y llévate un entrada para el 10 de octubre*
Impartido por:
VOTTUN
MERGE MADRID
1
3
371

**Merge Madrid**
3.023 seguidores
2 semanas • Editado •

Developers, this is your chance to dive into #dApp development with VOTTUN and The Arbitrum Foundation.

Practical training, exclusive rewards, and a great opportunity to level up your skills. Don't miss out on this chance... sign up before it's too late! 👏🚀

📍 Merge Madrid

#BlockchainInnovation #MergeMadrid #Bootcamp #vottunecosystem

Mostrar traducción

**VOTTUN**
5.248 seguidores
2 semanas •

Developers, this is for you!

Vottun x The Arbitrum Foundation Bootcamp: Build Your dApp! ... más

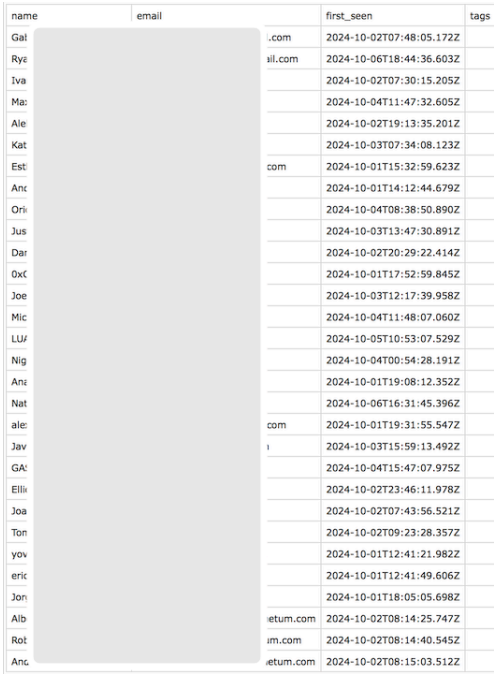
Mostrar traducción

**Item:** Posts by our partner Vutton who managed the bootcamp, for the call for registrations
**Sources**: https://x.com/Vottun/status/1841094541836693771, https://www.linkedin.com/company/86820895/admin/page-posts/published/

**Item:** Picture taken during the bootcamp at Consensus Forum Stage in Merge Madrid

**KPIs and recap info:**

- 30 devs registered (limited to 30 spots due the venue capacity)
- 23 devs finally come to the IRL bootcamp and ended the course
- There were a lot of devs that asked to join these initiatives in future editions
- Also, most of them asked for a hackathon



| name | email | first_seen | tags |
|---|---|---|---|
| Gal | .com | 2024-10-02T07:48:05.172Z | |
| Rya | il.com | 2024-10-06T18:44:36.603Z | |
| Iva | | 2024-10-02T07:30:15.205Z | |
| Ma: | | 2024-10-04T11:47:32.605Z | |
| Ale | | 2024-10-02T19:13:35.201Z | |
| Kat | | 2024-10-03T07:34:08.123Z | |
| Est | com | 2024-10-01T15:32:59.623Z | |
| Anc | | 2024-10-01T14:12:44.679Z | |
| Ori | | 2024-10-04T08:38:50.890Z | |
| Jus | | 2024-10-03T13:47:30.891Z | |
| Dar | | 2024-10-02T20:29:22.414Z | |
| 0xC | | 2024-10-01T17:52:59.845Z | |
| Joe | | 2024-10-03T12:17:39.958Z | |
| Mic | | 2024-10-04T11:48:07.060Z | |
| LUA | | 2024-10-05T10:53:07.529Z | |
| Nig | | 2024-10-04T00:54:28.191Z | |
| Ana | | 2024-10-01T19:08:12.352Z | |
| Nat | | 2024-10-06T16:31:45.396Z | |
| ale: | com | 2024-10-01T19:31:55.547Z | |
| Jav | | 2024-10-03T15:59:13.492Z | |
| GA: | | 2024-10-04T15:47:07.975Z | |
| Elli | | 2024-10-02T23:46:11.978Z | |
| Joa | | 2024-10-02T07:43:56.521Z | |
| Ton | | 2024-10-02T09:23:28.357Z | |
| yov | | 2024-10-01T12:41:21.982Z | |
| eric | | 2024-10-01T12:41:49.606Z | |
| Jon | | 2024-10-01T18:05:05.698Z | |
| Alb | etum.com | 2024-10-02T08:14:25.747Z | |
| Rot | im.com | 2024-10-02T08:14:40.545Z | |
| Anc | etum.com | 2024-10-02T08:15:03.512Z | |

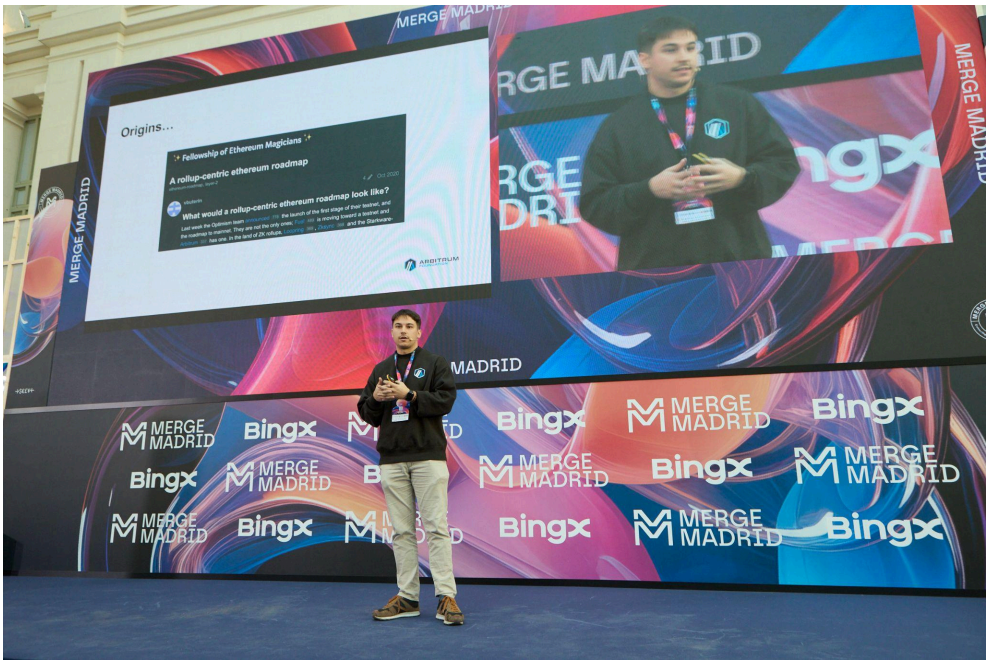
**Item:** List of registered participants via Lu.ma and list of transactions of POAPs
**Source**:https://nova.arbiscan.io/token/0x01eb6289b9475812a1cda7623df6920bcf8a8124

## Milestone 4: Final Report

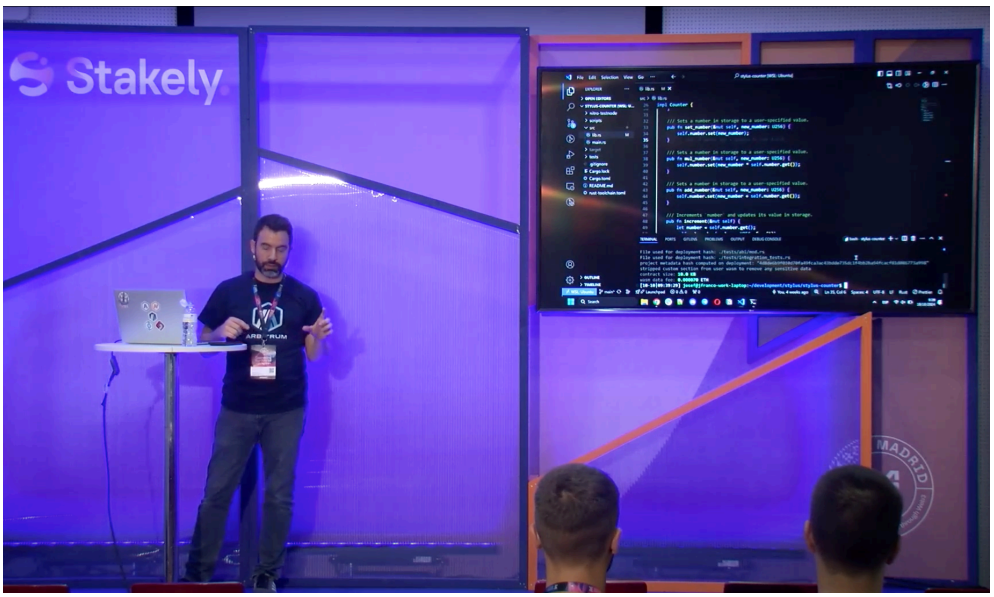
**Status: [Done]**

**Final Deliverables:**

- Official announcement of the sponsorships [here]
- Renders for branding at the event [here]
- Report of bootcamp [here]
- Performance during the event:
    - **Tickets:** 5 out of 5 Business tickets and 10 out of 10 standard tickets assigned.
    - **Panels and workshops:**
        - "The state of Orbit chains by Arbitrum" a workshop in main stage led by David García, Program Manager for Ecosystem Growth at The Arbitrum Foundation




        - "Arbitrum Stylus: Interacción entre contratos de Rust y Solidity" a Workshop in a technical parallel stage led by Jose M. Franco, Integration Engineer at Offchain Labs.




- “Real World Examples and Roadmap for web3 apps” a round table at main stage where again David Garcia talked about Arbitrum solutions for scalability.

- **Business:** The key performance indicators from a business development standpoint were:
  - 26 leads (10 cataloged as top priority)
  - 20 intros 1:1 managed by Merge Team for David García
  - 17 meetings 1:1 scheduled during the event
  - 15 1:1 meetings finally conducted

www.mmerge.io

Web3 | Metaverse | NFTs | Crypto | Digital Assets | Blockchain | Extended Reality

Money is now open
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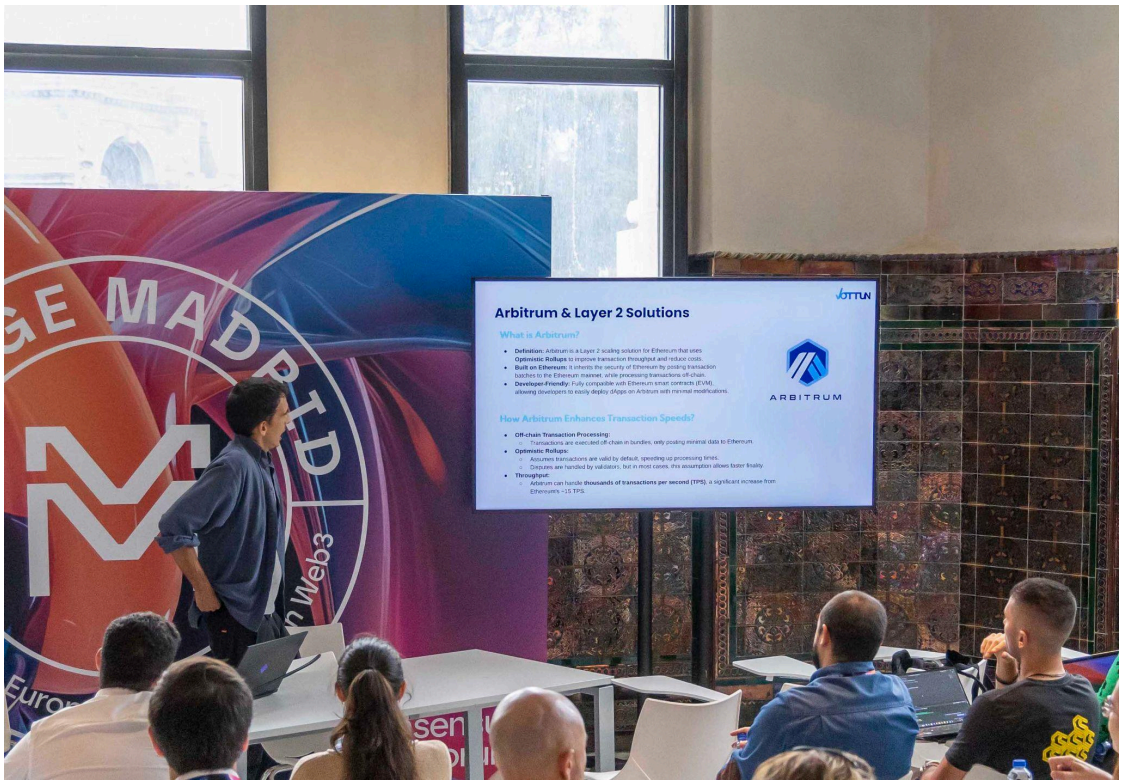
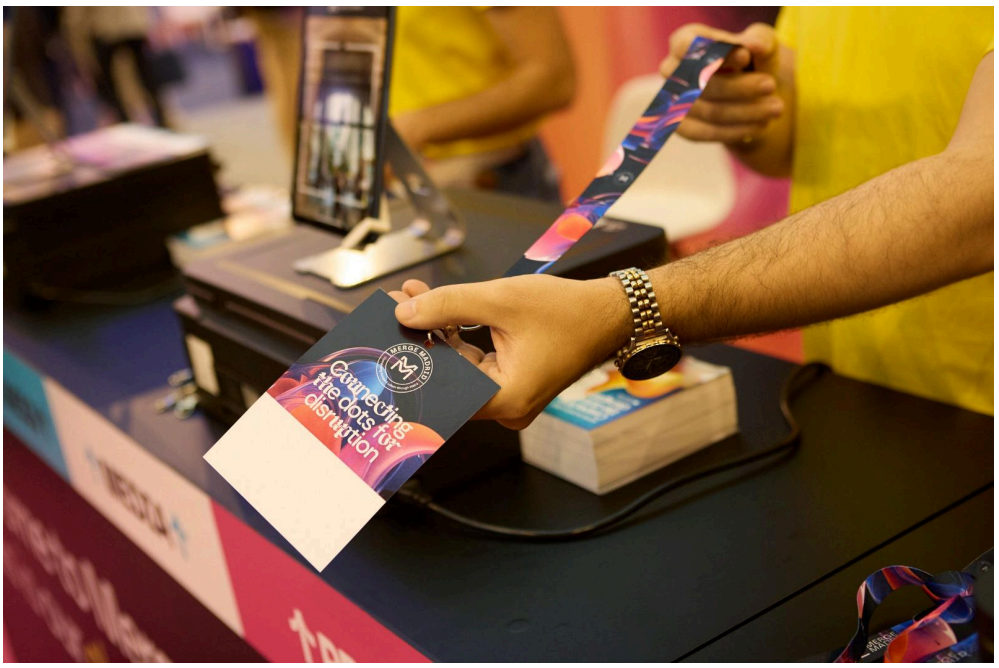
Chainlink
bit2me

ARBITRUM
Comunidad de Madrid
Thanks to all our sponsors
CIRCLE
MADRID
DISCOVER POLKADOT
MERGE BUENOS AIRES
Connecting the dots for disruption.
Europe & Latam Unified through Web3
Chainlin

Networking
Area
Powered by:
ARBITRUM
Bingx

MERGE
MADRID
ingx


Arbitrum & Layer 2 Solutions
What is Arbitrum?
Definition: Arbitrum is a Layer 2 scaling solution for Ethereum that uses Optimistic Rollups to improve transaction throughput and reduce costs.
Built on Ethereum: It inherits the security of Ethereum by posting transaction batches to the Ethereum mainnet, while processing transactions off-chain.
Developer-Friendly: Fully compatible with Ethereum smart contracts (EVM), allowing developers to easily deploy dApps on Arbitrum with minimal modifications.
ARBITRUM
How Arbitrum Enhances Transaction Speeds?
Off-chain Transaction Processing:
Transactions are executed off-chain in bundles, only posting minimal data to Ethereum.
Optimistic Rollups:
Assumes transactions are valid by default, speeding up processing times.
Disputes are handled by validators, but in most cases, this assumption allows faster finality.
Throughput:
Arbitrum can handle thousands of transactions per second (TPS), a significant increase from Ethereum's ~15 TPS.



**Items:** Sample photos of Arbitum's presence during the event.

**Business development performance during the event:** included 1:1 meetings managed by Merge team for David García Program Manager, Ecosystem Growth at The Arbitrum Foundation

| Name | Role | Company | Success |
|---|---|---|---|
| Francisco Maroto | Head of Blockchain and Digital Assets | BBVA | x |
| Jayme Chataque | Digital Assets & Blockchain | Santander Brazil | x |
| Guillaume Brunet | Head of Web3 | ORANGE | Yes |
| Guillaume Chatain | Head of Sales | Societe Generale - FORGE | Yes |
| Juliana Schlesinger | Chief Revenue Officer (CRO) | Transfero | Yes |
| Fabrício Tota | New Business Development SVP | Mercado Bitcoin | Yes |
| Mariela Baldivieso | Diputada Nacional | Asamblea Legislativa de Bolivia | Yes |
| Javier González Cruz | Chief Business Officer | Allfunds Blockchain | Yes |
| Sergio Morales | Coordinador de Asesoramiento Técnico | Presidencia de la Nación Argentina | Yes |
| Pedro Castelar Pinheiro | Jefatura de Gabinete | CVM | Yes |
| Andre Portilho | Head of Digital Assets | BTG Pactual | Yes |
| Bruno Grossi | Head of Emerging Technologies | Inter&Co | Yes |
| Iñigo Garcia de Mata | Head of architecture and development | Grant Thornton | Yes |
| Diego Fernández | Secretario de Innovación y Transformación Digital | Gobierno de la Ciudad Autónoma de Buenos Aires | Yes |
| Lola Rodríguez | General Coordinator | ETH LATAM & Ethereum Argentina | Yes |
| Alvaro Castro | President | Asociación Blockchain & DLT Perú ABPE | Yes |
| Coty de Monteverde | Head of Crypto & Blockchain | Banco Santander | Yes |
| Roberto Vargas | President | FinTech IberoAmérica | x |
| Alvaro Alcalde | Venture Capital | Telefonica Ventures | Yes |
| Santiago J. Mora | Legal Counsel | Cámara Argentina Fintech | Yes |
| Sebastian Olivera | Head of Payments Africa & EU | PayRetailers | Yes |
| Alberto Carlos Alonso Temprado | Head of Innovation | Iberpay | x |

**Overall performance by Arbitrum during Merge Madrid:**

Arbitrum's presence at our event has been a catalyst for networking and ecosystem development.

**1. Sponsored assets: One of the busiest spots at Merge Madrid was the Arbitrum Networking Zone**. This space was available for attendees to make connections and chat during breaks amidst the hustle and bustle of the event. No doubt, many fascinating conversations took place there.

**2. Regarding the Business development** for the Foundation we better transcript the words of David García:

*"The event was a success for BD.*
*Many Head of Sales/Tokenised Assets/ Digital Assets/BD participated and the participants were very open to meet Arbitrum.*
*In total in 2 days of conference and vip dinner, I met with 26 leads, of which about 10 are of strategic and/or high priorities.*
*Out of the 17 pre-arranged meetings, about 15 were presented, which is a success.*
*I thank the Merge team for treating me as a Sponsor at the event and for their help".*

**3. About educational and technology adoption:** Finally To round out the performance, **Arbitrum sponsored a Bootcamp** aimed at promoting the adoption of its technology for dApp development. This training was managed by Merge and Arbitrum's partner Vottun. It was a good opportunity for spread the Arbitrum technology among the tech attendees.