Latam Region | Sub-Proposal

- **Receiver Entity:** Celo Governance
- **Status:** [FINAL]
- **Author(s):** Susanne *(@szapelao),* Celo Colombia Team *(@celocolombiano) and* 0xj4an *(@0xj4an-work)*
- **Type of Request:** Funding
    - **Intent:** Season 1
    - **Funding Category:** Regional Community Growth
    - **Funding Request:** 117,000 cUSD + 20,000 Celo

Overview

Latin America is one of the fastest-growing regions for Web3 adoption. Economic volatility, limited access to traditional banking, and high mobile penetration create ideal conditions for decentralized technologies to thrive.

- **LATAM accounts for 9.1% of global crypto transaction volume, reaching $562 billion between July 2022 and June 2023** (Chainalysis).
- **Argentina and Brazil are among the top 10 countries worldwide for crypto adoption**, with Argentina ranking 2nd and Brazil 9th in the Global Crypto Adoption Index 2023 (Chainalysis).
- In 2024, **Ethereum accounted for over 55% of DeFi TVL in the region**, reinforcing the strategic role of EVM-compatible chains like Celo as it joined Ethereum's L2 ecosystem.
- With **over 500 million people and one of the youngest, most digitally connected populations**, LATAM represents a massive opportunity for scaling real-world use cases on Celo and the broader Ethereum Superchain (World Bank).

This proposal unites established local teams under a LATAM Coalition, designed to enhance coordination, alignment, and long-term impact across the region. Together, we aim to **consolidate efforts**, **maximize resource efficiency**, and **deliver measurable on-chain outcomes** through shared strategies and localized execution. The coalition will initially focus in four strategic countries:

- **Argentina and Brazil**, markets with strong activation potential and communities ready to grow in hand with CeLatam established team.
- **Colombia and Mexico**, which already have established teams in operation, delivering proven results in education, stablecoin adoption, merchant integration, and community building.

By working collaboratively while maintaining local independence, this coalition will strengthen LATAM's role as a global reference for decentralized ecosystems driving relevant adoption of Celo, financial inclusion, innovation, and cross-border collaboration.

Budget

Total Budget Requested to Activate Latin America: $117.000 cUSD + 20.000 Celo

To ensure transparency and accountability, we will implement a **multisig with representatives from each hub**, adopting **milestone-based fund disbursement for Mexico and Latam**.

Latam Nodes Multisig: 0xb81e33b770d5B2858263484Fe27D7015e5Fd15C1

- **CeLatam:** 0xC689451CAA770c36fc94A02068A5CaE21EEcDDe4
- **Celo Colombia:** 0x12BD1596d7cfbf7c18F08499B54A31C980989070
- **Celo Mexico:** 0xbd7b5d8Fdc2d21e73350741ff5C4cAC335B219a2
- **0xj4an-work *(Backup from Celo Governance)*:** 0xFEF5A1A2b3754A2F53161EaaAcb3EB889F004d4a

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Latam Objectives | **A glimpse of the proposals of each HUB**

CeLatam

CeLatam seeks funding to **l**aunch and expand community activation in Argentina and Brazil during H2 2025. The focus is on **onboarding Web3 developers**, **accelerating dApp growth**, and **boosting smart contract deployments on Celo**.

Key initiatives include:

- **Developer-focused Vibe Coding Sessions** and **university workshops** aligned with Proof of Ship and builders funnel activation.
- **Targeted ecosystem integrations** with local partners.
- Measurable KPIs: smart contract deployments, daily transactions, and DeFi TVL growth.

Argentina and Brazil rank among the **highest crypto adoption markets in LATAM**, ensuring strong network effects for Celo. All activity will be tracked transparently via KarmaGap and reported accordingly.

Additionally, CeLatam is organizing **Celo Gather during Devconnect in Buenos Aires (Nov 2025)**—a community-driven event historically supported by hubs worldwide.

➢ Learn more about CeLatam on celatam.org

Budget: $47.000 cUSD
CeLatam Multisig: 0x38DBAB5C651F352C8f5F765fDA292E9B92d850Ff

** Funds will be received on Latam Nodes Multisig.*

➔ Learn more about the CeLatam proposal
Proposal Title: CeLatam Community Expansion – Argentina & Brazil H2 2025

Celo Colombia

In parallel, this proposal aims to **expand on-chain activity in Colombia** by scaling real-world usage of **cCOP**, the Colombian peso stablecoin, through **TuCOP**, a mobile-first wallet designed for everyday Colombians. TuCOP enables anyone with a smartphone to transact seamlessly in cCOP, bridging traditional finance with blockchain in a user-friendly way.

Building on the successful launch of cCOP, the creation of its first liquidity pools, and strong community activation, the next step is to deepen **usage, retention, and liquidity**. This directly supports **Season 1 Intents**:

- **Grow daily transactions on Celo** through TuCOP wallet adoption, merchant integration, user incentives, and broader community onboarding.
- **Grow TVL on Celo** through staking tools such as **cPiggy** and expanded liquidity options that encourage users to hold and deploy capital on-chain.

By combining grassroots outreach with accessible, mobile-first tools, our goal is to make **$cCOP the most widely used on-chain currency in Colombia**, setting a replicable model for real-world stablecoin adoption across LATAM.

➢ Learn more about Celo Colombia on celocolombia.org

Budget: $55.000 cUSD + 20.000 Celo
Celo Colombia Multisig: 0x6C6Dc3D4869d9812d80600B9F7f291e13Ee73D49

➔ Learn more about the Celo Colombia proposal CeloColombia 2025 H2 Proposal

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Celo Mexico

This proposal requests funding to transition Celo Mexico from H1 community activation to H2 execution, emphasizing measurable on-chain impact through developer deployments and dApp activations. Aligned with Season 1 Intents, the focus is on growing daily transactions and TVL via real-world use cases in savings, payments, remittances, and regenerative finance—all tracked transparently via KarmaGAP. Key initiatives include:

- Launching the **Spanish Celo Academy** as a "Proof of Ship" pipeline with advanced modules (e.g., AA wallets, MCP, Farcaster);
- Bi-weekly **Spanish mentorship, 1 Buildathon and 1 Bootcamp** requiring live dApp deployments;

- **Activation campaigns for Celo-native apps** like MiniPay, Divvi, Mento, and Self Protocol;
- Deploying a **public CRM** for tracking contracts, transactions, and GitHub activity.

By providing hands-on support and incentives, Celo Mexico aims to onboard 20+ developers, deploy 10+ smart contracts and 3+ dApps, and generate 1,000+ cumulative transactions, positioning the region as a hub for regenerative tech innovation.

➢ Learn more about Celo Mexico on celomexico.org

Budget: $15,000 cUSD
Celo Mexico Multisig: 0x795df83a989c74832b2D108FF8200989B59FbaCf
** Funds will be received on Latam Nodes Multisign.*

➔ Learn more about the Celo Mexico proposal
Celo Mexico 2025 H2 Funding Proposal

Latam KPIs | **Our Intended Outcomes**

Metric	Global Target	CeLatam Target	Celo Colombia Target	Celo Mexico Target	Total
Developers Onboarded	100+ developers via workshops, sprints, and incentive campaigns	80	100	10	190
TVL Onboarded	$150,000+ in DeFi protocols via staking, LPs, or integrations	50,000	100,000	25,000	175,000
Smart Contracts Deployed	50+ contracts deployed by local contributors	5	50	10	65
GitHub Repositories / Apps Tracked	30+ active projects tracked on KarmaGAP & GitHub	2	25	5	32
Projects / dApps Launched (or MCP-Compatible Miniapps)	30+ deployed dApps or protocol integrations, tracked via Karma GAP	10	20	5	35
Merchants Activated	10+ merchants using Celo assets with measurable retention	0	10	1	11

Contributors & Ambassadors	10+ onboarded, with deploy-to-earn or local coordination roles	2	5	3	10
Campaigns & Activations	5+ content-led or peer-led campaigns driving measurable TXs	2	2	2	6

Go back to Full Regional Council proposal: Celo Regional Council – Season 1