

Ethelo Community Engagement and Evaluation System Final Report

Prepared for Arbitrum DAO
Plurality Labs Milestone One

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EXECUTIVE SUMMARY

In Milestone 1 Ethelo was used by Arbitrum DAO to support development of strategic priorities and values and align them to funding decision-making. Ethelo engaged over 650 community members across 5 community engagements, using our platform and our proprietary multi-attribute decision-making engine to collect multi-variable data, analyze millions of potential scenarios, and present best-fit consensus findings. Resources were additionally used to develop our sign-on and wallet/token-gating systems, to enable greater integration and access to Ethelo across the Arbitrum ecosystem.

Engagement 1: #GovMonth Strategic Priority and Value Development

Engaged the community to align on strategic priorities and values through a participatory decision-making process and develop grant program evaluation criteria.

- **“User-Focused”** and **“Secure”**, ranked as the two most important priorities, with strong consensus behind each decision.
- **“Security reviews and audits”**, **“prioritization of user needs and experience”**, and **“efficient allocation of resources”** were the top three grant program evaluation criteria.
- Participants most commonly identified as Governance Enthusiasts (110) followed by Delegates (107) and Experimentalists/Degens (87).

Engagement 2: #GovMonth Mission and Vision Statement Development

Collaborative process where participants engaged in the development of mission and vision statements, as well as short-term and long-term priorities for the community.

- The mission to **“make crypto easy to use and to catalyze decentralized innovation”** received the highest amount of support (85%), with a 90% consensus rating.
- The vision to **“ensure the Ethereum ecosystem is strong and cooperative”** received the highest amount of support (84%), with a 90% consensus rating.
- Leading short term priorities include: **“Developer resources”** with 85% support and 90% consensus; and **“security and auditability”** with 82% support and 88% consensus
- Leading long term priorities include: **“security and resilience”** with 82% support and 88% consensus; and **“blockchain investment”** with 81% support, 87% consensus.

Engagements 3-5: Campaign 1 Grant Program Participatory Evaluation

Collection and evaluation of community perceptions about grant program alignment to strategic priorities.

- Overall, participants perceive grant programs funded by Plurality Labs in Milestone #1 to be well-aligned to strategic priorities, with an 87.5% support rating across all grant programs
- Programs perceived to be most aligned to DAO priorities include: Arbitrum Co-Lab by RN DAO (89%) and STIP - Short Term Incentive Program (89%)



I. INTRODUCTION

This report presents an overview of activities conducted by Ethelo Decisions as part of Plurality Labs' Milestone 1 program. Between the months of September 2023 and January 2024, Ethelo received two rounds of funding for community engagement, sensemaking and evaluation projects, which it performed during Governance Month (September 2023) and in three community engagement campaigns from December 2023 to January 2024. This report provides an overview of these two projects, highlighting resources, activities, outputs, results and lessons.

Ethelo Decisions is a pioneering community intelligence and participatory decision-making platform. With 12 years of dedicated public sector service, Ethelo has digitally engaged over 250,000 stakeholders and worked with 400 organizations, 150 cities, and numerous Canadian federal agencies. With a suite of tools designed for consensus-building, strategic planning, participatory budgeting, and stakeholder-led decision-making, our solutions have been used in the allocation and evaluation of over \$10 billion in budgets and \$150 million in grants. In recent years, Ethelo has leveraged its participatory technology to support governance, community engagement, and granting for decentralized autonomous organizations (DAOs), bringing our proven tools and methods to partners such as GitCoin, Decentraland DAO, Big Green DAO, and most recently, Arbitrum DAO.

At Ethelo, our mission is to transform how communities engage in decision-making by democratizing access to governance tools and empowering community members to take an active role in shaping their futures. We operate on the belief that democratic systems rooted in participation lead to stronger, more resilient communities. By equipping community members with the means to influence decisions that affect their everyday lives, we enable them to not only envision but also to actively construct a future they aspire to be part of.

Ethelo's suite of tools aid in setting strategic goals, allocating and managing funds, evaluating impacts, and tracking changes in sentiment both over time and instantaneously. We built a proprietary decision-making engine that can analyze millions of scenarios in real time, facilitating collaboration within groups from 10 to 10,000 or more.

As part of Ethelo's Milestone 1 programming, we used the Ethelo engine and platform to engage over 650 Arbitrum community members and delegates. Through these engagements we successfully transformed unstructured community member-submitted goals and objectives into four primary strategic priorities, used these priorities to develop grant funding and evaluation criteria, and facilitated a participatory evaluation of funded grant programs, assessing community member perceptions of each program's strategic priority alignment.

This report will begin with an overview of strengths and challenges encountered during this project. These are being shared in the introduction so they can be considered throughout the report, and when reviewing the subsequent sections of this report, which include: resources, activities, outputs, and results.



Strengths, Challenges & Learnings

- **Successfully increased awareness of grant programs:** When asked on a scale of 1-7 to rate the extent to which awareness of grant programs increased as a result of participating in this engagement, the aggregate score across all participants and grant programs was **6.15**, indicating a high level of increased awareness. Additionally, **94%** of respondents indicated that the Ethelo process was useful, with an overall approval rating of **9.02 out of 10**, reflecting an exceptional level of approval and satisfaction with the process amongst respondents.
- **Notable participation levels with room for improvement on sybil prevention, targeting delegates, and increasing number of respondents:** Ethelo successfully engaged **804** validated participants across its five (5) Milestone One engagements, with **262** participants in the Community Engagement and Evaluation System (CEES).
 - The total number of completed responses to engagements, however, were well over 4,000, the majority of which turned out to be incentive farming bots. **These bots were identified once engagements were closed**, disrupting real-time presentation of results during the survey, and making analysis of qualitative data difficult. As part of this project, **Ethelo developed token-gating and wallet-gating capabilities, which will be deployed in subsequent iterations to preemptively prevent sybil attacks.** Additionally, we will employ ongoing data validation through automated processes and direct review of data multiple times weekly to ensure any bots are quickly identified and removed from the process.
 - Delegates and Community Members were intended to participate in two separate engagements, however, in part because participants were directed to Ethelo through the Thank Arb system and verified delegate wallet addresses were not known prior to the engagement, it was difficult to determine which wallets were delegates and which were community members. In the future, delegate engagements will be token-gated, requiring a certain amount of ARB or delegated voting power, or requiring wallets to be on a predetermined access list. **As a result of this challenge, all data was combined into a single “Community Member” data set.**
 - While 805 total respondents overall, and 267 respondents to the evaluation component of this project is notable, and significantly higher than with other DAOs we have worked with, participation numbers can be increased. **In future iterations Ethelo will have a dedicated team member responsible for “community engagement and facilitation.”** This team member will be active on forums, in discords, and other channels across the Arbitrum ecosystem, as well as host weekly sessions to share information about the project and provide support to anyone with questions or difficulty accessing the platform.



- **Variation in findings can be improved** by streamlining the amount of information, shortening length of engagement, and including more images and other media in its presentation. With this pilot of Ethelo's Community Engagement and Evaluation System we demonstrated the primary method and type of information that can be gathered from the community. While there is some variation in results between grant programs, findings were generally positive, and variation rarely exceeded a differential of +/- 10%. While this could in part be due to the early nature of the evaluation, it is also likely that the significant amount and similarity of information contained within the engagement lead to survey fatigue, and diminished the differential intensity of findings.
- **Effectiveness of engagement can be improved through greater coordination with projects and or grant administrators.** Ethelo had only partial access to information from grantees, limiting the depth of assessment that was possible. As a result, this evaluation only assessed community perceptions of grantee alignment to strategic priorities, it was conducted before and as project's completed their required milestones, and did not assess operations of the projects themselves. Future iterations can however expand to include this level of assessment. Through greater integration with funded projects and/or more time to gather information from grant program administrators - for example on detailed project milestones and deliverables - depth of Ethelo's program evaluations can be improved.



II. RESOURCES

Ethelo utilized its team of community engagement specialists, technologists, developers, proprietary digital democracy and group decision-making tools, and dedicated time over the grant period to assist Arbitrium DAO in **development of its strategic priorities and values and alignment of these priorities and values to funding decisions and their evaluation**. Financial resources were directed towards the development and deployment of experiential community survey using Ethelo’s platform and multi-attribute decision-making engine, the facilitation of multi-stage consultation processes, as well as toward development of technology to enable expanded use and access to Ethelo across the Arbitrum ecosystem.

Ethelo received two rounds of funding for these services: First, in August-September 2023 for a **multi-stage consultation process to determine Arbitrum DAO strategic priorities and values**. Second, in December (2023) to January (2024) to use these priorities and values to support funding decisions and **evaluation of funded grant programs**.

Project #1	
Title	Governance Month Strategic Priority and Value Alignment
Timeline	August - September 2023
Funding Amount	10,000 ARB
Overview	Establish a clear and actionable strategic framework for Arbitrum DAO, in order to determine grant making priorities. To fulfill this objective, Ethelo conducted two community engagement exercises. The first aimed to identify core values and strategic priorities for Arbitrum DAO. The second aimed to support crafting of these values into a coherent vision and mission.

Project #2	
Title	Community Engagement and Evaluation System (E-CEES)
Timeline	October 2023 - January 2024
Funding Amount	50,000 ARB
Overview	Develop and deploy a participatory Arbitrum DAO Grant Program Monitoring and Evaluation and Community Engagement Framework, to assess community perceptions of each grant program, and their alignment to established strategic priorities. Additionally, develop technology to increase Ethelo’s direct integration and expanded use across the Arbitrum ecosystem.



III. ACTIVITIES

Ethelo conducted a total of five (5) community engagements across two (2) primary activities, engaging a total of 804 Arbitrum community participants.

A. Arbitrum DAO Governance Month

- Designed a multi-stage consultation process to refine and align Arbitrum DAO's strategic framework to grantmaking and evaluation, including the development of a strategic priorities framework, core values, mission, and vision statements.
- Engagement open from September 4-29, 2023
- Stage 1 focused on assessing the relative importance of Arbitrum DAO's constitutional values to inform a purpose-driven evaluation framework for the grant programs.
- Stage 2 involved a survey about Arbitrum DAO's Mission, Vision, and Strategic Priorities, distilled from community contributions, to guide future direction of the DAO and grantmaking priorities.

Participation

- Stage 1: 277 validated respondents
- Stage 2: 265 validated respondents

B. Evaluating Community Perceptions of Grant Program Alignment to Strategic Priorities

- Designed data collection tools and evaluation framework for survey and evaluation of community perceptions pertaining to 18 different grant programs funded by Plurality Labs and the Arbitrum Foundation to gauge perceptions of their alignment with strategic objectives and the value of investment.
- Community engagements were conducted over three weeks, presenting 5-6 grant programs weekly for community assessment.
- The process aimed to foster awareness, gather feedback on strategic priorities, and understand initial community perceptions of each grant program.

Participation

- **Campaign #1:** 78 validated respondents
- **Campaign #2:** 52 validated respondents (held during Christmas and New Year period)
- **Campaign #3:** 132 validated respondents



IV. OUTPUTS

Ethelo effectively enabled the distillation of core strategic priorities for Arbitrum DAO in a distributed community engagement process involving hundreds of qualitative complex issues, something that is not possible with standard digital survey instruments. Our unique multi-attribute decision-making engine was used to create dynamic surveys that took into consideration both the respondent's weighting of strategic priorities and their evaluation of each grant program's alignment to them - aggregating responses to present consensus outcomes.

A. Arbitrum DAO Governance Month

- Designed a multi-stage consultation process to align Arbitrum DAO's strategic framework to grantmaking and evaluation, including the development of a strategic priorities framework, core values, mission, and vision statements.
- Stage 1 focused on assessing the relative importance of Arbitrum DAO's constitutional values producing a comprehensive strategic framework.
- Stage 2 involved a survey about Arbitrum DAO's Mission, Vision, and core values, producing statements to guide future direction of the DAO and support determination of grantmaking priorities.

B. Ethelo Community Engagement and Evaluation System (E-CEES)

- Designed and deployed community evaluation framework using strategic priorities, mission, vision and value statements.
- Conducted 18 participatory grant program evaluations creating a robust initial dataset of community perceptions.
- Compiled demographic dataset for stakeholder mapping comprising 235 community members and their skillsets and role within Arbitrum DAO.
- Pilot tested Ethelo's Community Engagement and Evaluation System (E-CEES)
- Learned learned for adaptation and future deployments
- Developed wallet- and token-gating log-in system to expand integration into and increase ease of access across Arbitrum ecosystem, and secure against future sybil attacks.



V. RESULTS

The section below presents results from Ethelos Milestone #1 activities: Arbitrum DAO Governance Month, and the pilot of the Community Engagement and Evaluation System (E-CEES).

A. Arbitrum DAO Governance Month

Stage 1 Findings: Strategic Priorities & Values

There were 277 validated participants in Ethelo’s Value alignment activity. Overall there is generally high support for Arbitrum DAO’s established constitutional values. “User-Focused” and “Secure”, however, ranked as the two most important priorities, with high consensus behind each decision - 89% and 88% respectively.

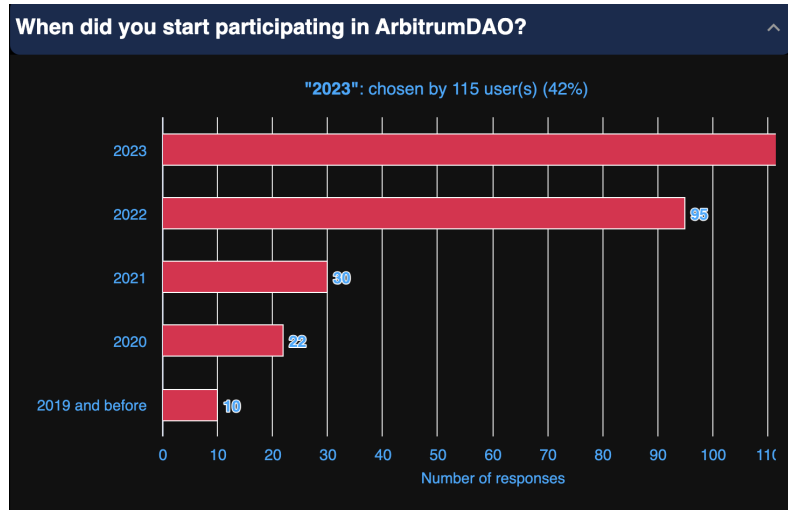
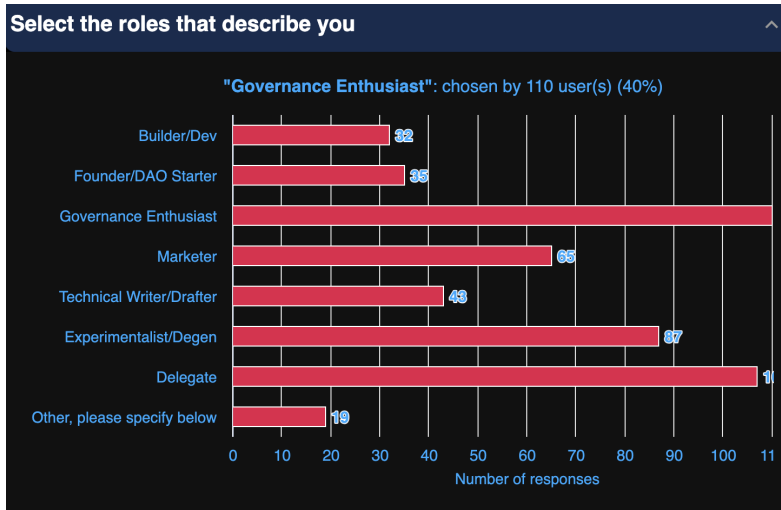
When asked to select three values to use as criteria for the evaluation of grant programs, none of the metrics received a majority of participant support. However, There is notable preference for evaluation criteria based on “Security Reviews and Audits” (43%), “Prioritization of User Needs and Experience” (42%), and efficient allocation of resources (34%). Participants least favored criteria based on fostering inclusivity (13%) and “Encouraging a Privacy Mindset” (19%).

Constitutional Values			
User-focused	★ 85% Support		▼
Secure	★ 84% Support		▼
Socially inclusive	★ 82% Support		▼
Sustainable	★ 81% Support		▼
Technically inclusive	★ 80% Support		▼
Neutral and open	★ 80% Support		▼
Ethereum-aligned	★ 79% Support		▼

Values-informed Criteria			
Includes Security Reviews and Audits	★ 43% Support		▼
Prioritizes User Needs and Experience	★ 42% Support		▼
Allocates Resources Efficiently	★ 34% Support		▼
Tracks Metrics related to Ethereum Integration	★ 29% Support		▼
Shows an Interoperability Strategy	★ 28% Support		▼
Offers a Friendly User Experience	★ 25% Support		▼
Symbiotic with the Ethereum Ecosystem	★ 25% Support		▼
Fosters an Inclusive Community Culture	★ 24% Support		▼
Amplifies Users' Voices	★ 24% Support		▼
Encourages a Privacy Mindset	★ 19% Support		▼
Fosters Inclusivity	★ 13% Support		▼



Participants were also polled on two primary demographic identifiers: Role within Arbitrum DAO, and date their participation began. The highest proportion (40%) of participants (110) identified as “Governance Enthusiasts” followed by Delegates (107) and Experimentalists/Degens (87). Participants most commonly (42%) joined Arbitrum DAO in 2023, with 95 joining in 2022, and only 10 joining in 2019 or before.



Qualitative Responses

Participants were also asked to provide a qualitative perspective on what should be included in the design of a successful grant-making program.

- Responses on **Program Features** for a successful grant-making framework centered around the need for transparency and equity in grant distribution processes and the alignment of program features with community values.
- Responses on **Program Structures** focused on structural integrity of the grant-making framework, the implementation of sybil-resistant protocols, and the need for community engagement in grant programming.
- Responses on **Program Narrative** highlighted the importance of having a compelling and coherent narrative surrounding grant programming to encourage engagement and provide guidance throughout the granting process.

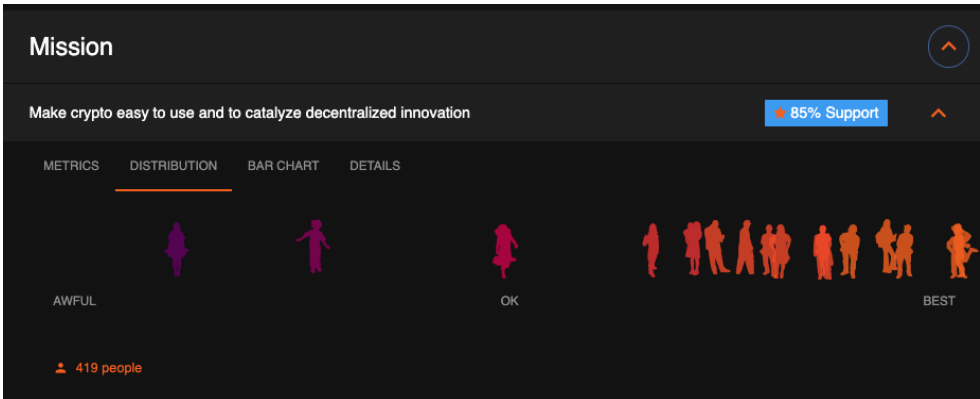


Stage 2 Findings: Mission and Vision

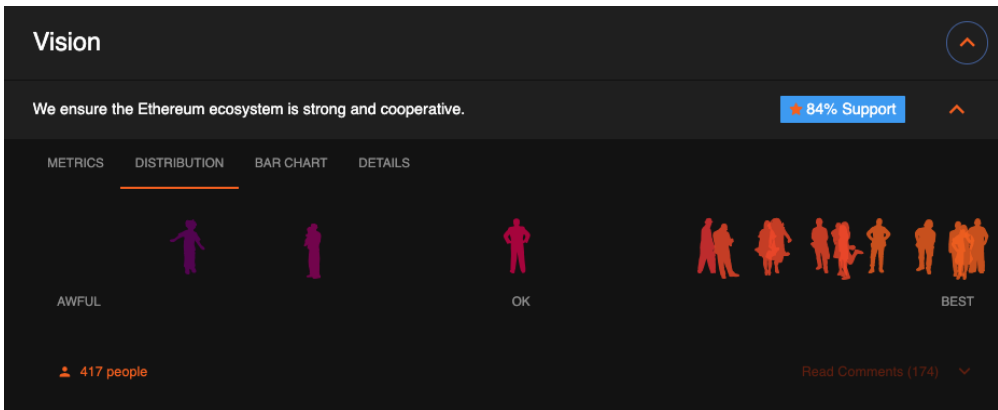
There were 265 validated participants in Ethelo’s Mission and Vision statement activity. Users were presented with a set of 10 mission and a set of 10 vision statements (gathered and voting on from the community on JokeRace), and asked to rate each statement on a scale of “awful” being the worst, to “best” being the best-fit for a DAO-wide vision and mission statement.

In determining the results, **Ethelo utilized its unique multi-attribute decision-making engine to analyze millions of potential scenarios** across all results, and present best-fit consensus findings that produce results with the highest amount of support and consensus, and least amount of conflict, or polarization. In addition to selecting between mission and vision statements, respondents were asked to present levels of support for 10 short- and 10 long-term priorities, with Ethelo using the same consensus results model to determine best-case findings.

Amongst the 10 mission statements, a mission to **“make crypto easy to use and to catalyze decentralized innovation”** received the highest amount of support (85%), with a 90% consensus rating.



Amongst the 10 vision statements, a vision to **ensure the Ethereum ecosystem is strong and cooperative**” received the highest amount of support (84%), with a 90% consensus rating.





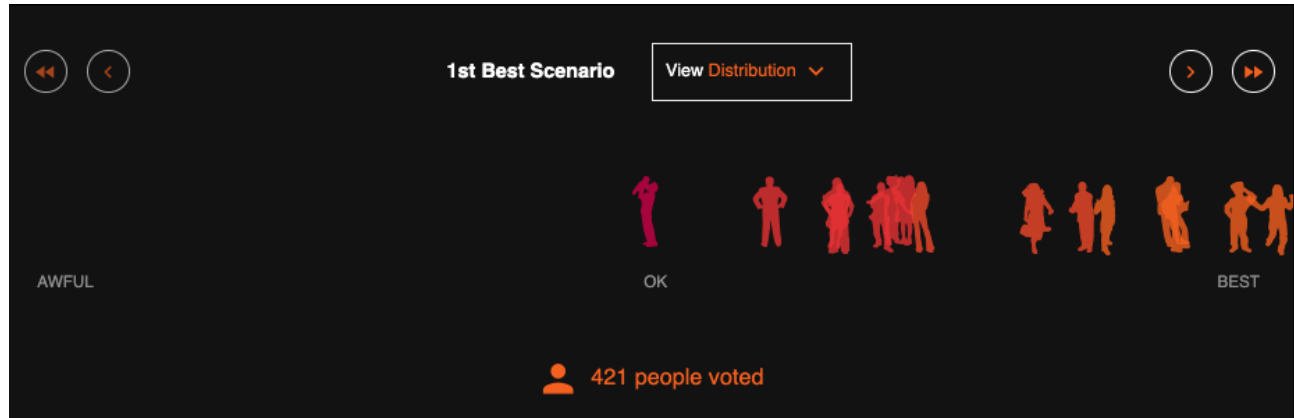
When asked to determine short term priorities, community members most heavily supported focus on **developer resources** (85% support, 90% consensus) and **Security and Auditability** (82% support, 88% consensus). Sybil management (75% support) and user education and awareness (75% support) were the least favored short-term priorities.

When asked to determine long term priorities, community members most heavily supported focus on **security and resilience** (82% support, 88% consensus) and **blockchain investment** (81% support, 87% consensus). Governance and decision-making (74% support) and regulatory compliance and adoption (74%) were the least favored long-term priorities.

Short-Term Priorities		
Developer Resources	★ 84% Support	▼
Security and Auditability	★ 82% Support	▼
Localization	★ 80% Support	▼
Gas Fee Optimization	★ 80% Support	▼
Community Engagement	★ 79% Support	▼
Trend Following	★ 77% Support	▼
Effective Marketing	★ 77% Support	▼
Partnerships and Collaborations	★ 75% Support	▼
Sybil Management	★ 75% Support	▼
User Education and Awareness	★ 72% Support	▼

Long-Term Priorities		
Security and Resilience	★ 82% Support	▼
Blockchain Investment	★ 81% Support	▼
Protocol Evolution and Scalability	★ 78% Support	▼
Decentralized Funding	★ 78% Support	▼
Community Engagement and Development	★ 78% Support	▼
Research and Innovation	★ 76% Support	▼
User Experience Enhancement	★ 76% Support	▼
Interoperability.	★ 75% Support	▼
Governance and Decision-Making	★ 74% Support	▼
Regulatory Compliance and Adoption	★ 74% Support	▼

When taken in aggregate, the combined results presented above have a **77% percent support rating**, with a **86% consensus**. Meaning that a strong majority of community members would be happy with the presented solutions, with limited levels of disagreement (8% conflict).



Conclusion

Ethelo's Gov Month activities engaged a total of 542 participants, and point to a relatively high level of consensus surrounding strategic priorities and values. Stage 1 findings suggest that the community aligns most significantly with 'User-Focused' and 'Secure' values, which correlated to support for 'Security Reviews and Audits' and 'Prioritization of User Needs and Experience' as grantmaking criteria - providing correlating data points surrounding these issues. In Stage participants evaluated mission and vision statements, with the mission to "make crypto easy to use and catalyze decentralized innovation" and a vision for a "strong and cooperative Ethereum ecosystem" received the highest support. Developer resources and security were identified as critical short-term priorities, while security and resilience alongside blockchain investment were deemed vital for the long term. Lessons for future engagements include the need for more significant preemptive sybil resistance and ongoing and active data validation, which will assist with the moderation and analysis of qualitative comments to support other data points.

B. Community Engagement and Evaluation System

This section presents findings from the piloting of Ethelo's Community Engagement and Evaluation System (E-CEES), as part of Plurality Lab's Milestone #1 Arbitrum DAO Program. This project aimed to deploy a participatory Arbitrum DAO Grant Program Monitoring and Evaluation and Community Engagement Framework, to assess community perceptions of each grant program receiving funds from plurality labs, particularly determining the extent to which Arbitrum DAO community members and delegates believe that these program align with the DAOs strategic priorities. To achieve this, Ethelo used its unique multi-attribute decision-making engine, which enables users to first determine which strategic priorities they believe are most important, and then assess the extent to which each program aligns with these priorities, adjusting results based on each respondents relative weighting of priorities.

The results of this engagement can be used as a baseline metric to assess changes over time in perceptions of each grant program. Additionally and most significantly, the processes and



Arbitrum-specific technology tooling developed as part of this pilot will enable future expansion of the evaluation system’s scale, scope, and overall robustness.

Methodology

Objective	Deploy a participatory Arbitrum DAO Grant Program Monitoring and Evaluation and Community Engagement Framework to assess community perceptions of Arbitrum's various grant programs.
Secondary Objective	Support custom development for Ethelo’s Grant Program end-to-end administration and allocator system, integrating GitCoin passport and Thrive Coin.
Impact	Deliver an industry-standard baseline assessment of Arbitrum DAO’s Grant Program Community Perceptions and associated data gathered, facilitating a deeper understanding of grantmaking within the Arbitrum ecosystem.

Between the period of December 5, 2023 and January 26, 2024, **Ethelo conducted six (6) community engagements**, measuring Arbitrum DAO Community Member and Delegate perceptions of grant programs funded under Plurality Labs Milestone #1. The engagements specifically assessed perceptions of grant program **alignment to strategic priorities** - which Ethelo was used to develop during Arbitrum DAO’s “Gov Month” - and **perceptions on the value of grant program investment**. Six (6) grant programs were evaluated in each engagement, totaling **18** program evaluations.

In addition to data on community and delegate perceptions, Ethelo collected demographic data, including participant **skills, expertise, and reason for using Arbitrum**, which will be used for future **community mapping and engagement** interventions.

In analysis of findings, Ethelo utilized its proprietary multi-attribute decision-making engine, which can analyze millions of scenarios in real time, weighing results against established criteria, such as expressed preferences for the relative importance of each of the DAO’s strategic priority, presenting solutions that most adequately represent the viewpoints of each individual community member, and have the broadest level of consensus across the community as a whole.

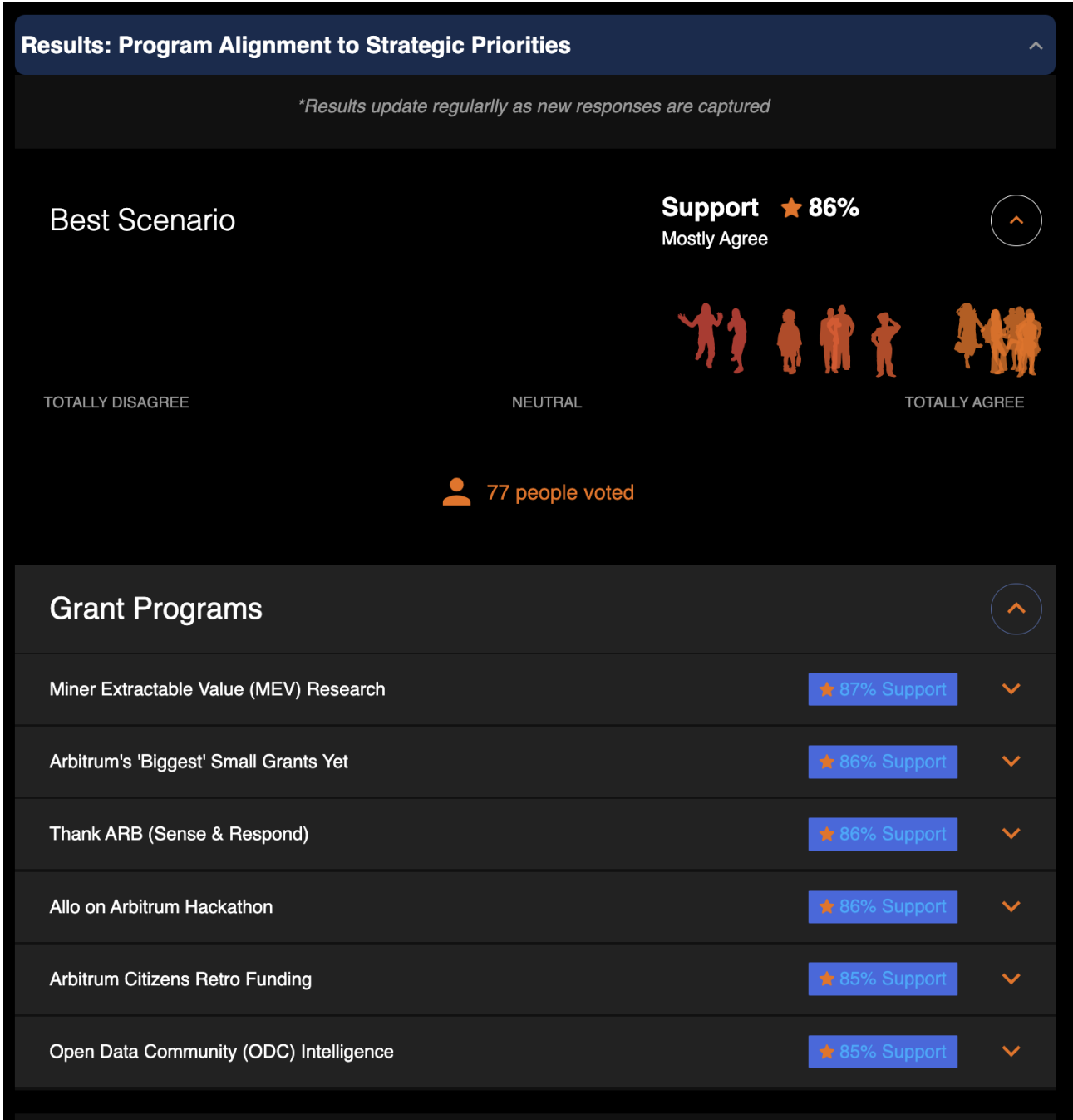
Findings Strategic Alignment

Overall, participants perceive **grant programs funded by Plurality Labs in Milestone #1 to be well-aligned to strategic priorities** of the DAO, with an **87.5%** support rating across all grant programs and each of the three campaigns. Programs perceived to be most aligned to DAO priorities include: Arbitrum Co-Lab by RN DAO (89%) and Short Term Incentive Program (STIP - 89%). Programs least aligned to the DAO Priorities, although still receiving generally positive results, include Arbitrum Citizens Retro Funding (85%) and Open Data Community (ODC) Intelligence (85%).



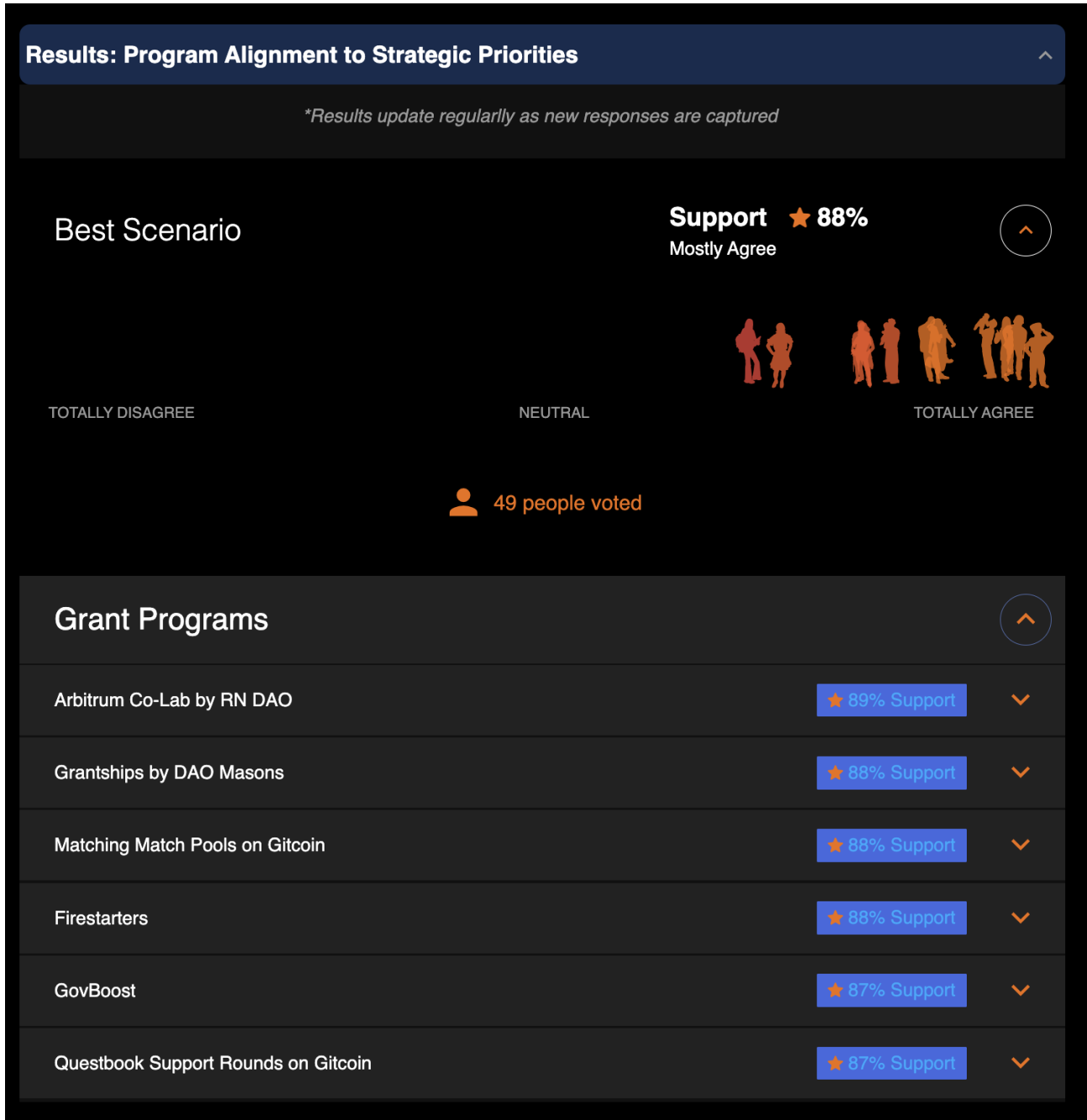
Overall results for each of the three campaigns are presented below (see Annex A for program-specific results):

Campaign #1



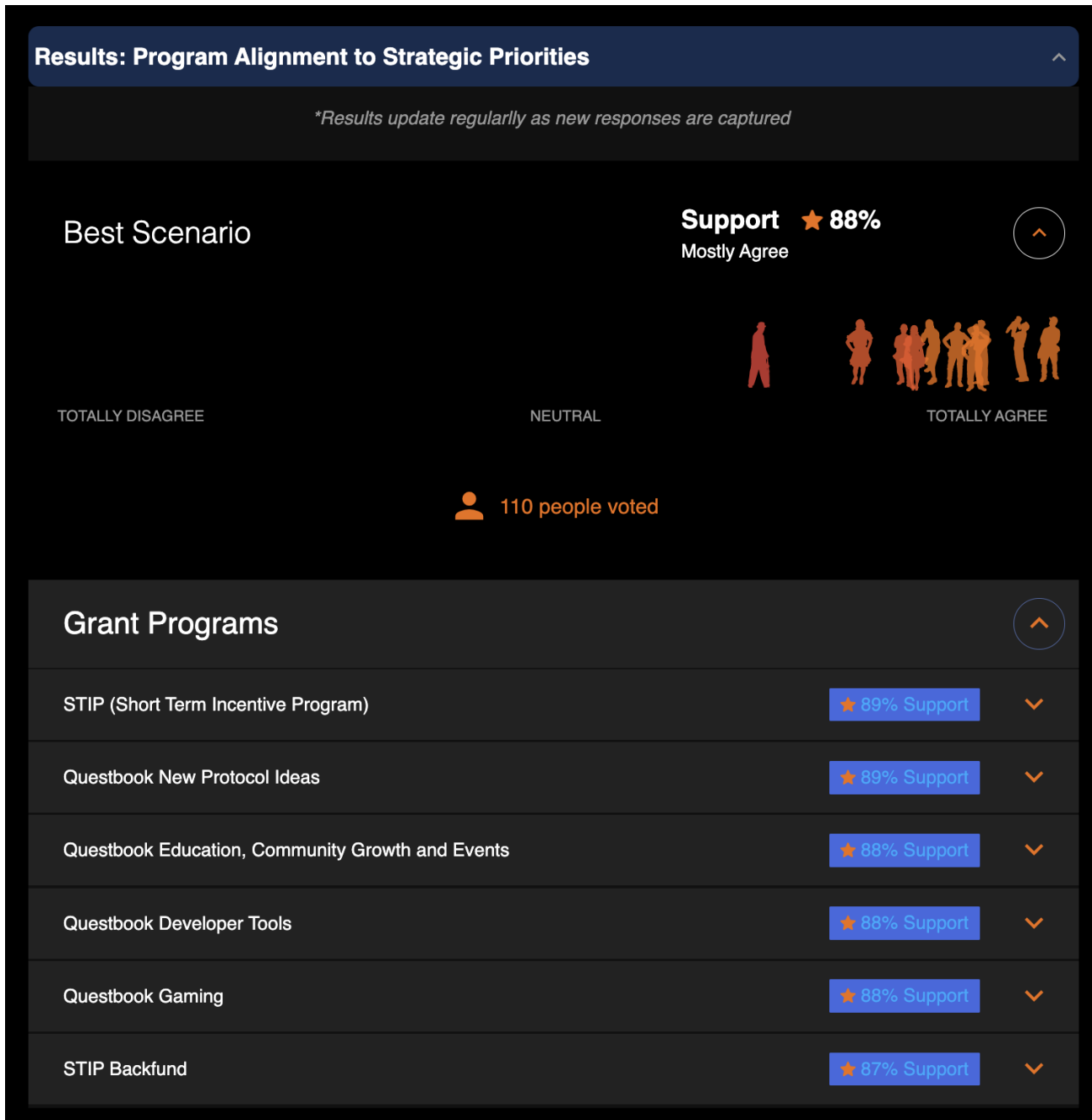


Campaign #2





Campaign #3



Strategic Priority Confirmation

When asked to assess the relative importance of each strategic priority - developer relations, governance optimization, future-proofing platform, and community growth - there was a slight preference for support of community growth over other priorities, however, overall, each priority was weighted near-equally (across all three campaigns).



Findings Value of Investment and Confidence in Achieving Goals

The section below provides an overall assessment of community perceptions based on the detailed findings across four metrics: justification of funding, confidence in achieving goals, familiarity with program objectives and activities, and increased knowledge and awareness of the program. Scores were ranked on a scale of 1 to 7, with 1 being the lowest and 7 being the highest.

- **Justification of Funds:** Average score reflecting the community's perception of how well the allocation of funds to the program is justified.¹
- **Confidence in Achieving Goals:** Average score indicating the community's confidence in the program's ability to achieve its stated objectives.²
- **Familiarity with Program Objectives and Activities:** Average score denoting how familiar the community is with the program's objectives and activities.³
- **Increased Knowledge and Awareness of Program:** Average score representing the community's awareness of the program.⁴

Overall average in findings across each of the above metrics was relatively consistent, ranging from 6.08 to 6.15:

- **Justification of Funds:** 6.12
- **Confidence in Achieving Goals:** 6.11
- **Familiarity with Objectives:** 6.08
- **Increased Knowledge & Awareness:** 6.15

Granularity of findings is slightly more detailed when looking at each specific indicator, with STIP (Short Term Incentive Program) receiving highest marks for perceived justification of funding amount; Matching Match Pools on Gitcoin receiving highest marks for perceived confidence in achieving goals; GovBoost receiving highest marks for understanding of objectives and activities; and Arrbitrum Co-Lab by RN DAO receiving highest marks for increase in knowledge and awareness. Arbitrum Biggest Small Grants Yet received the lowest marks in justification of funding and confidence in achieving goals, and ODC Intelligence received the lowest marks in familiarity with objectives and increased knowledge and awareness. Detailed findings of each metric are presented below:

¹ Given Allo on Arbitrum Hackathon objectives and intended outcomes, are the resources allocated to this program justified?

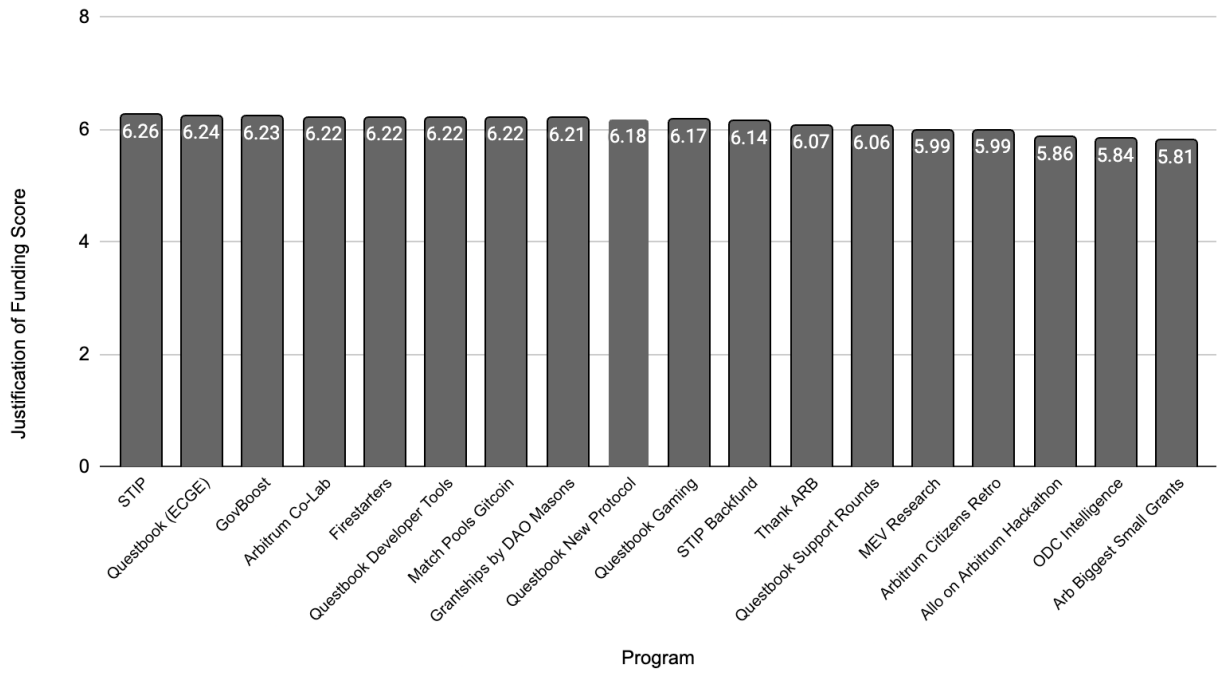
² How confident are you in Allo on Arbitrum Hackathon's ability to achieve its stated programmatic goals?

³ Considering your existing knowledge and any new information you have received by participating in this survey, how familiar are you with the objectives and activities of the Allo on Arbitrum Hackathon program?

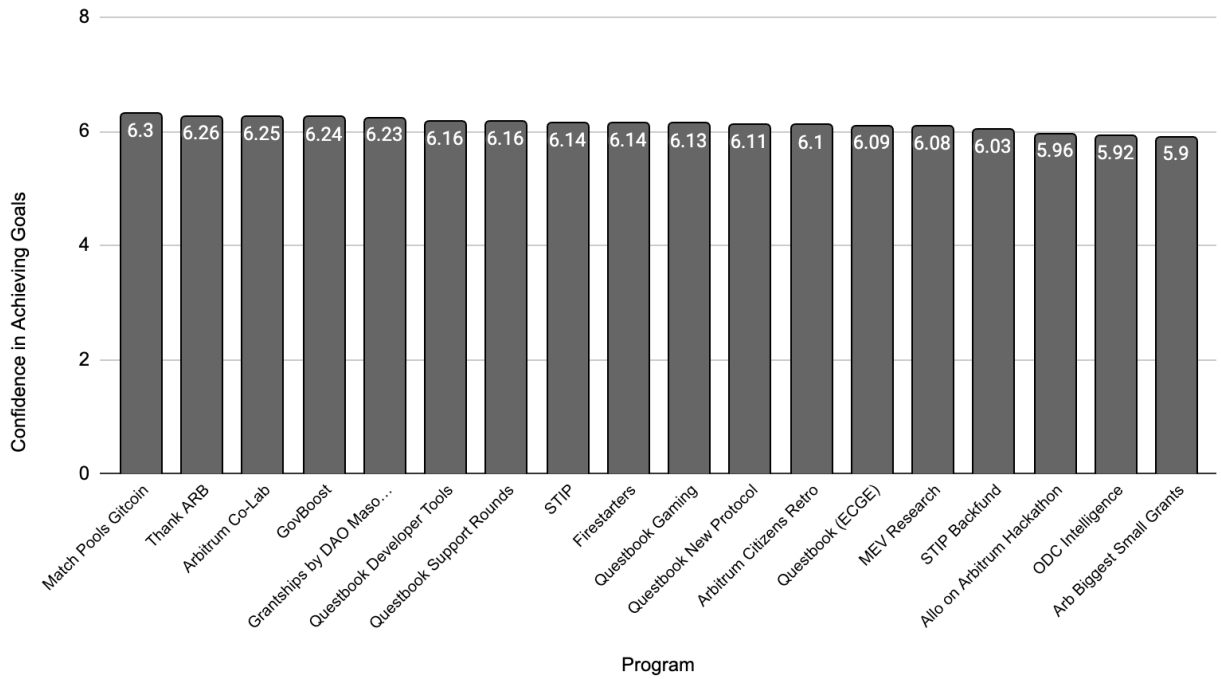
⁴ To what extent did your knowledge of Allo on Arbitrum Hackathon and the programs it supports increase due to your participation in this survey?



Justification of Funding

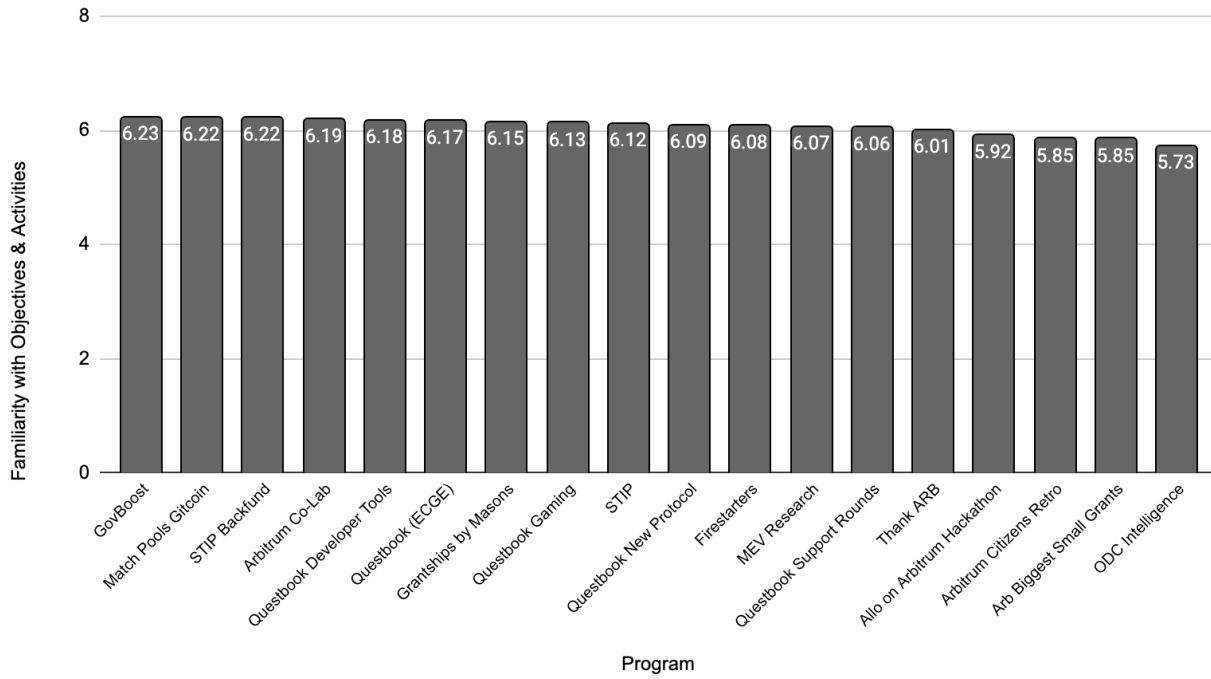


Confidence in Achieving Goals

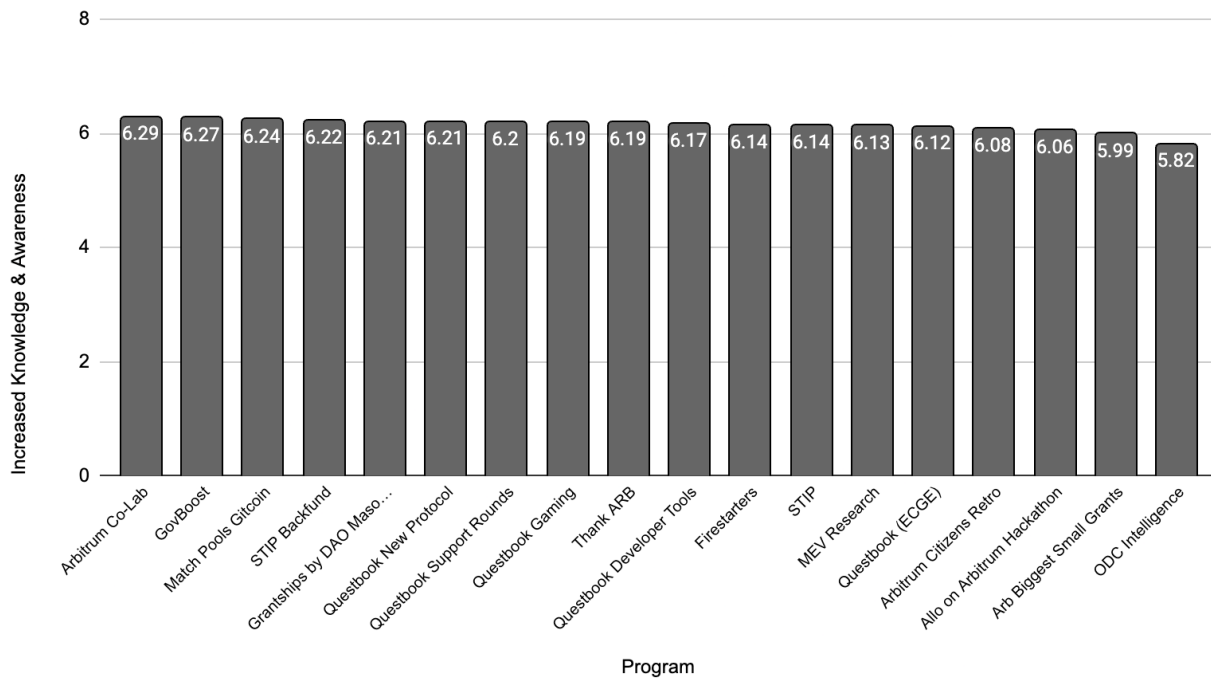




Familiarity with Objectives & Activities



Increased Knowledge & Awareness

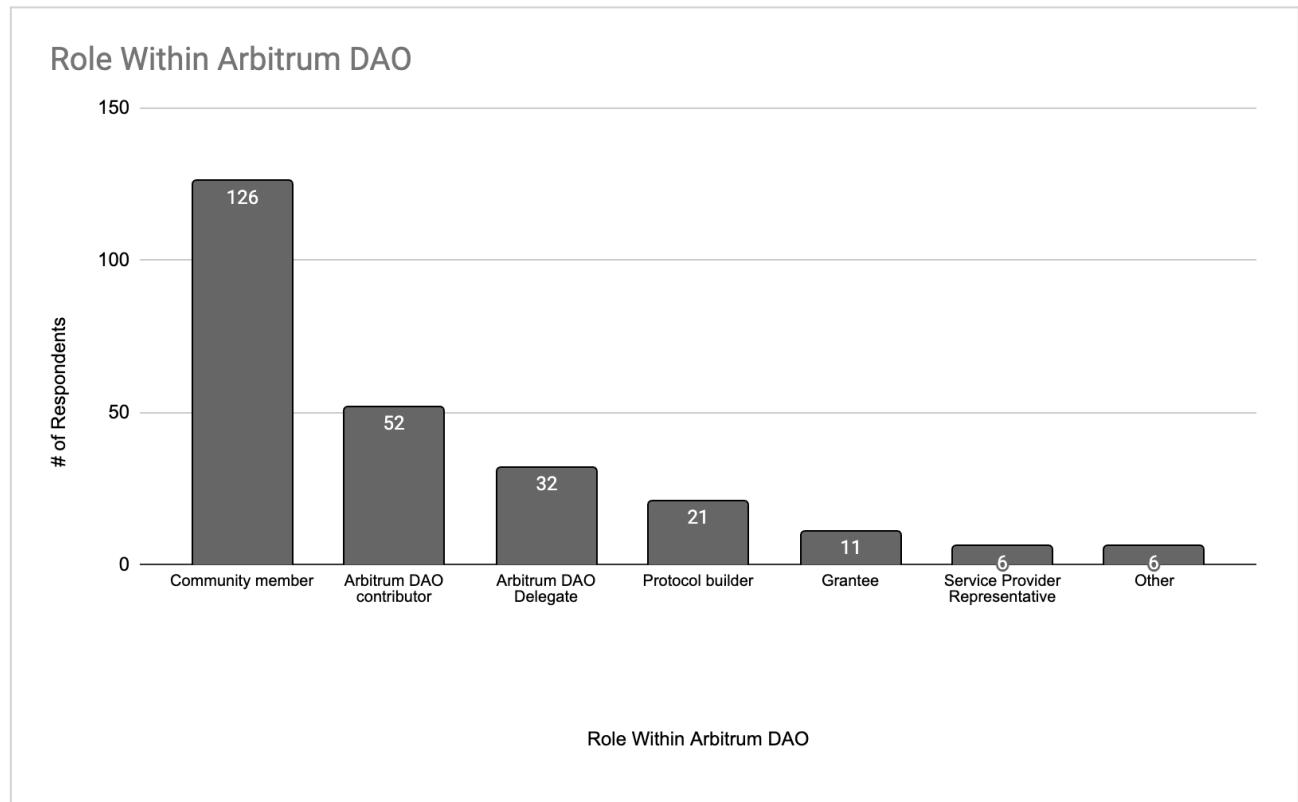




Findings Demographics

As part of the ECEES, participants were requested to volunteer specific demographic data to support future community mapping and analysis, this included “Role within Arbitrum DAO” and “Skills within Arbitrum DAO”.

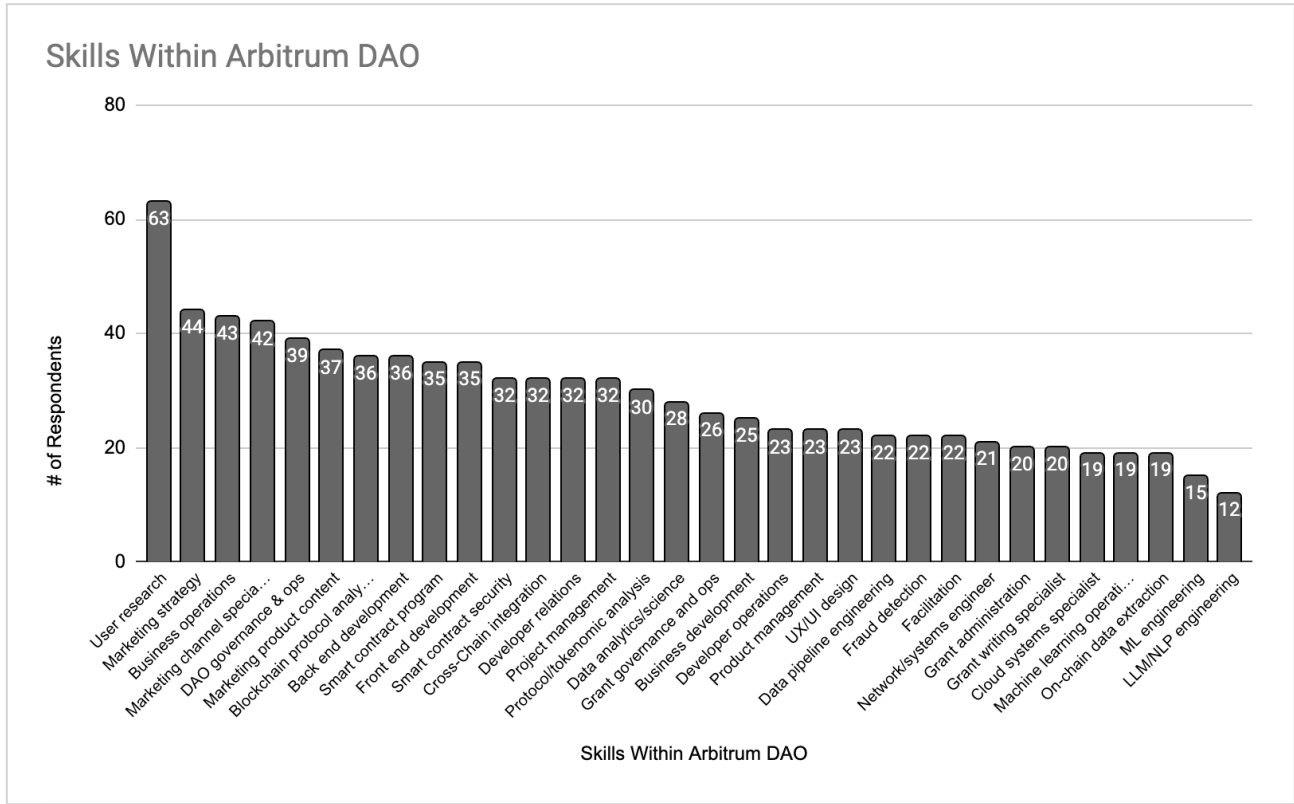
Seven distinct roles were identified and polled for, with the majority of respondents identifying as Community Members, followed by Arbitrum DAO Contributors (52) and Arbitrum DAO Delegates (36). An additional 21 respondents identified as Protocol Builders, 11 as Grantees, six (6) as Service Provider Representatives, and six (6) others.



The Arbitrum DAO community encompasses a broad array of skills, with **User Research** being the most prevalent, involving 63 members (16.8%). Following are skills in **Marketing Strategy** with 44 members (11.7%) and **Business Operations** with 43 members (11.5%). **Blockchain Protocol Analysis**, **Back End Development**, and **Smart Contract Programming** are equally represented by 36 members (9.6%) each for the first two and 35 members (9.3%) for the latter. **Marketing Channel Specialist** has 42 members (11.2%), while **DAO Governance and Operations** includes 39 members (10.4%). **Smart Contract Security Analysis** is a skill held by 32 members (8.5%). Expertise in **Cross-Chain Integration Solutions**, **Developer Relations**, and **Project Management** is also prevalent, each with 32 members (8.5%). More specialized areas like **Machine Learning**



Engineering and **LLM/NLP Engineering** are represented by 15 (4%) and 12 members (3.2%), respectively.



Findings Feedback

Overall, participants in Ethelo’s Community Engagement and Evaluation System viewed both Arbitrum DAO and the Ethelo process they participated in very positively. A significant majority, with **247 respondents (98%)**, reported they would recommend the Arbitrum DAO. Similarly, the Ethelo evaluation process was found useful by **239 respondents (94%)**. When rating the Ethelo process, the average score stands at **9.02 out of 10**, reflecting an exceptional level of approval and satisfaction among the respondents.



VI. LESSONS

Overall, the data collected and results provide a robust initial benchmark for assessing community perceptions of strategic priorities, and utilization of these priorities to assess perceptions of Arbitrum DAO grant programs. There are some shortcomings, however, with the data, particularly surrounding diversity of findings, and quality of the qualitative findings. Despite these shortfalls the process developed and proof of concept in applying Ethelo's unique community engagement and evaluation methodologies, and its multi-attribute decision-making engine to the benefit of Arbitrum DAO was overall very successful. Below are a number of lessons learned that will be applied in future iterations of Ethelo's Community Engagement and Evaluation System, and any other engagements in which Ethelo is used across the Arbitrum ecosystem.

1. **Preemptive token and wallet gating and ongoing and regular data validation:** Ethelo's traditional data quality assurance protocols involve validating data at the end of an engagement. In traditional settings this is sufficient. However, given the context of web3, and the association of incentives for participation, more stringent and ongoing data validation protocols are necessary. In future iterations of Arbitrum DAO engagements, Ethelo will implement preemptive validation of wallets for established metrics, as well as conduct daily automated data validation checks, with twice-weekly human review.
2. **Qualitative Data Sorting and Analysis:** Qualitative data collected as part of these engagements was extremely difficult to sort and analyze due to the extent of sybil attacks. The preemptive and persistent data validation measures discussed above would enable both real time synthesis of qualitative sentiments using AI, and easier dating cleaning and organization for analysis during the reporting period.
3. **Create distinct engagement periods:** Piloting of Ethelos Community Engagement and Evaluation System was conducted over a month and a half period, in three separate campaigns. Campaigns were released iteratively in approximately two week intervals, however, once a campaign was opened, it remained accessible, as new campaigns became accessible. This likely had two impacts. First, it created an overload of information, particularly for those seeking to complete all three during the latter periods of the engagement. Second, it created difficulty with data validation, increasing susceptibility of each campaign to sybil attacks. In subsequent iterations, evaluation campaigns should remain open for a set period of time, and should not be carried out in unison if conducting multiple rounds.
4. **Overabundance of information:** Each campaign included six grant programs for evaluation. This was the first time community members were being introduced to these programs, and the evaluations contained a significant amount of textual information. Survey fatigue may have contributed to limiting diversity of responses. In subsequent interactions, the amount of information contained within each campaign should be reduced, and presentation of



information broken up with different forms of media, including images and videos when relevant.

5. **Userinterface and Experience:** Ethelo used its out of the box solutions for this engagement, which includes a front-end and user-interface that is built on older technology, as the company has been operating for over a decade, and has built its tools and platform iteratively. As we increasingly develop web3 tooling and open APIs to our engine, design of more intuitive and web3-fitting user experiences will be possible.
6. **Direct targeting of Delegates and Direct Log in to Ethelo Platform:** While in the initial design of Ethelo's engagements, activities were intended to be separated between DAO Delegates and DAO Community Members. It was difficult to separate responses, in part given respondents were directed to Ethelo through the Thank Arb system. In subsequent iterations, Ethelo will first ensure that respondents enter into Ethelo engagements only through the Ethelo platform, and second, ensure that only those that meet the necessary conditions, either through wallet or token gating, can access the delegate-focused survey. Other conditions could be programmed to ensure that Community Members also meet a minimum set of criteria, in order to further prevent sybil attacks and skewing of results.
7. **Restructure of Dedicated Project Team:** The project team for this project included a Project Manager and Configuration Specialist. A successful community engagement project requires more regular interactions with the community from Ethelo, and due to the nature of web3, these engagements require near daily monitoring by a dedicated analyst. In future iterations of this project we will redistribute allocation of resources to enable the project manager to have more regular interactions with community members, and more persistent monitoring of data as it is being collected.

VII. CONCLUSION

Ethelo's activities during Milestone 1 engaged a total of 804 Arbitrum participants. Ethelo's multi-stage Governance Month consultation process effectively refined core priorities and values and supported crafting of widely supported mission and vision statements, as well as short- and long-term funding priorities. Subsequently, the evaluation of community perceptions focused on gauging alignment of 18 different grant programs with strategic objectives and assessing perceptions on value of investment and confidence in achieving stated goals. This process not only successfully increased awareness of grant program activities, but also provided insights into initial community perceptions, which can be used as a benchmark for future evaluations.

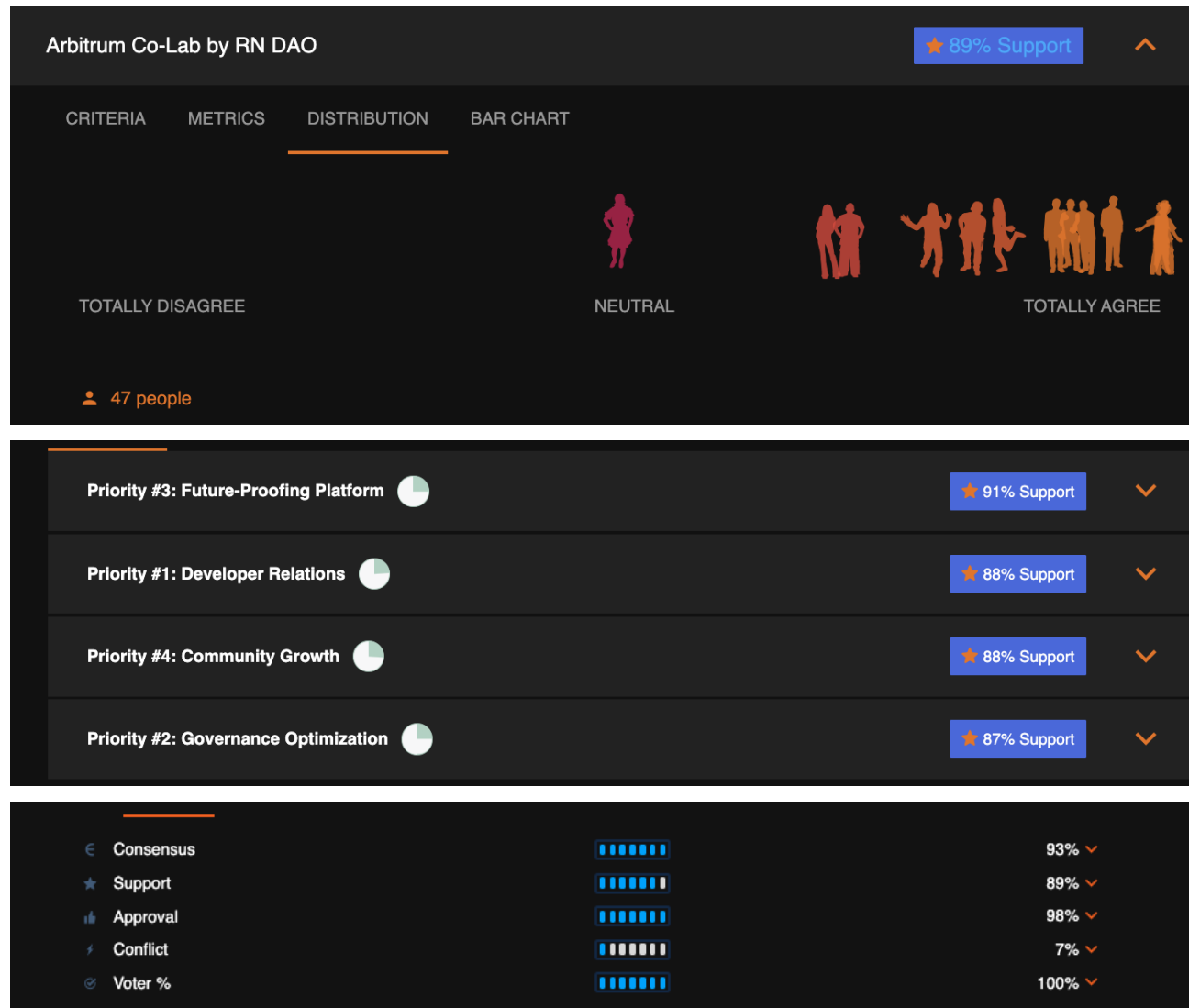


APPENDIX A: GRANT PROGRAM RESULTS

Arbitrum Co-Lab by RN DAO

- 89% perceived overall alignment to strategic priorities with 93% consensus across the community.
- Most closely aligned with future-proofing platform priority with 91% support.

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.22
Confidence in Achieving Goals	6.25
Familiarity with Objectives & Activities	6.19
Increased Knowledge & Awareness	6.29

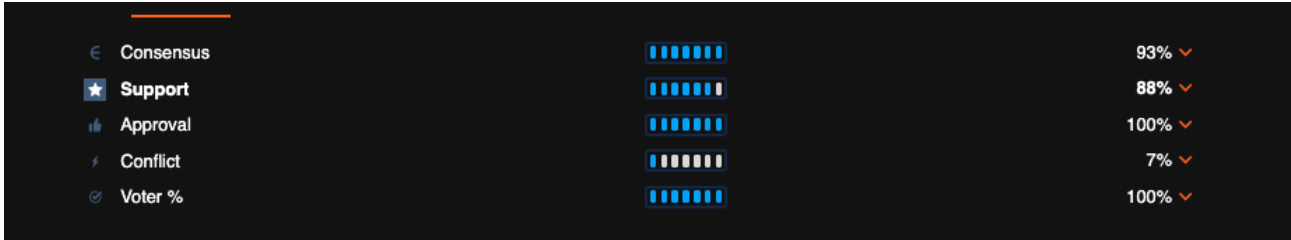
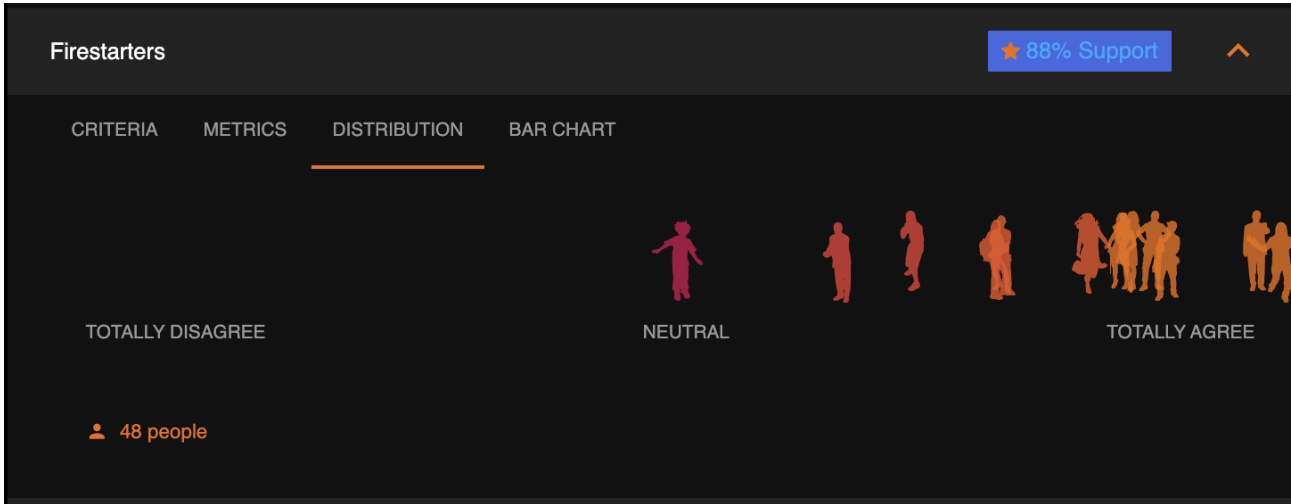




Firestarters

- 88% perceived overall alignment to strategic priorities with 93% consensus across the community.
- Most closely aligned with community growth priority with 90% support.

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.22
Confidence in Achieving Goals	6.14
Familiarity with Objectives & Activities	6.08
Increased Knowledge & Awareness	6.14

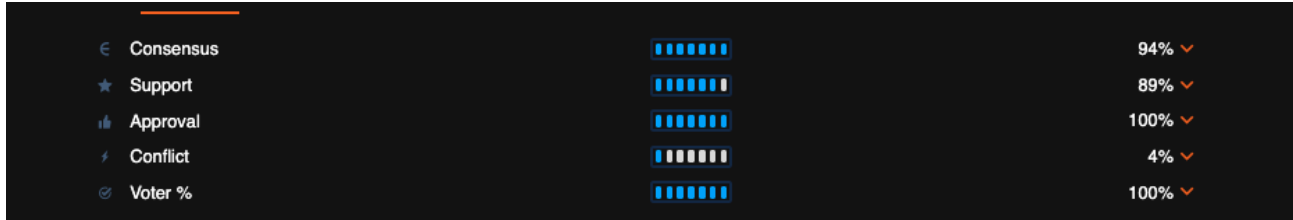
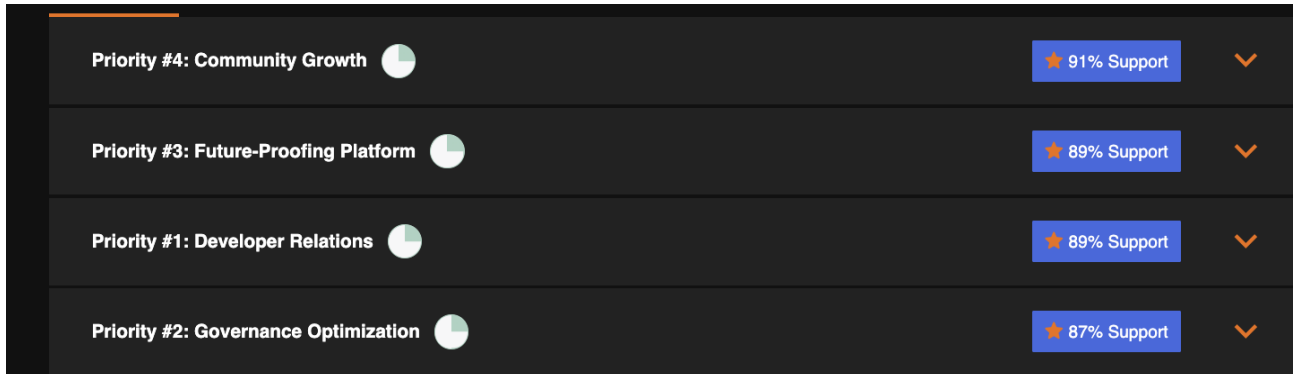
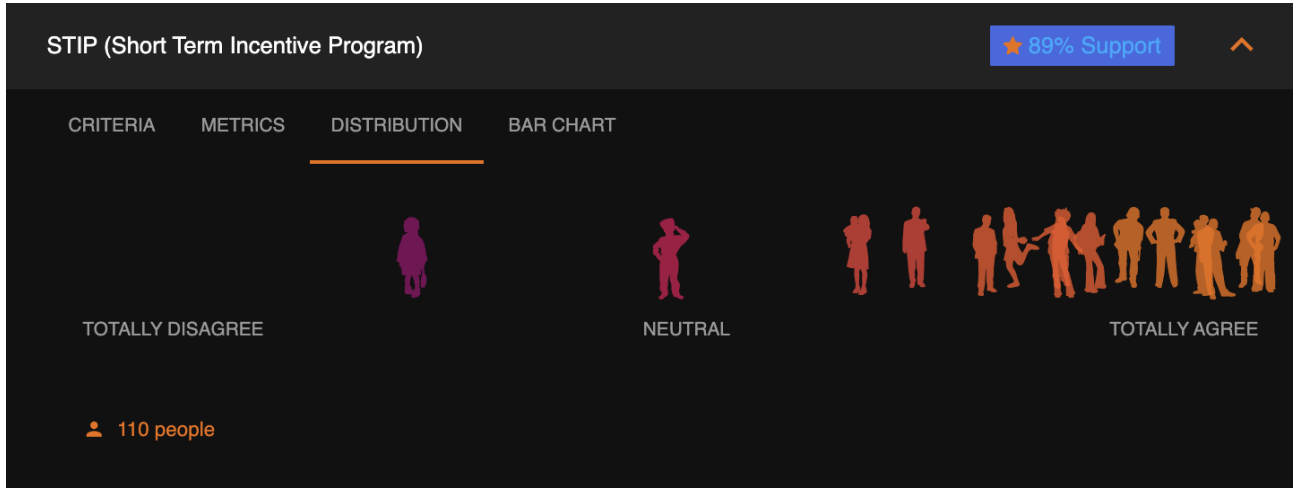




STIP (Short Term Incentive Program)

- 88% perceived overall alignment to strategic priorities with 93% consensus across the community.
- Most closely aligned with community growth priority with 90% support. Least aligned with governance optimization.

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.26
Confidence in Achieving Goals	6.14
Familiarity with Objectives & Activities	6.12
Increased Knowledge & Awareness	6.14

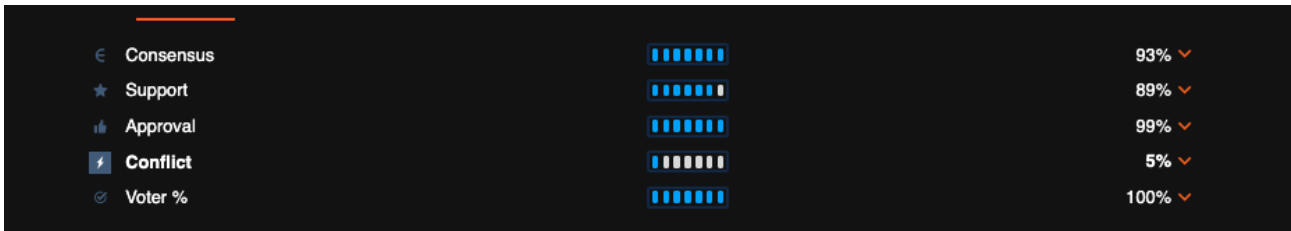
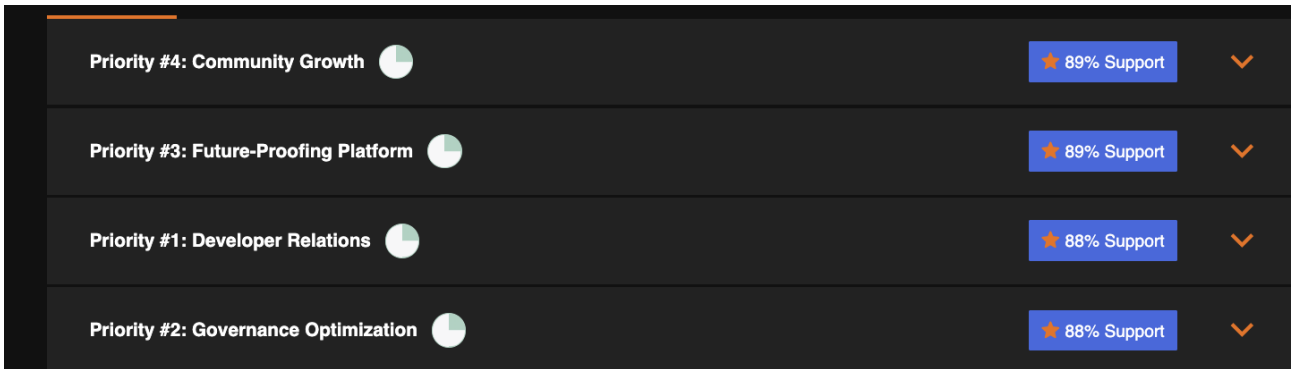
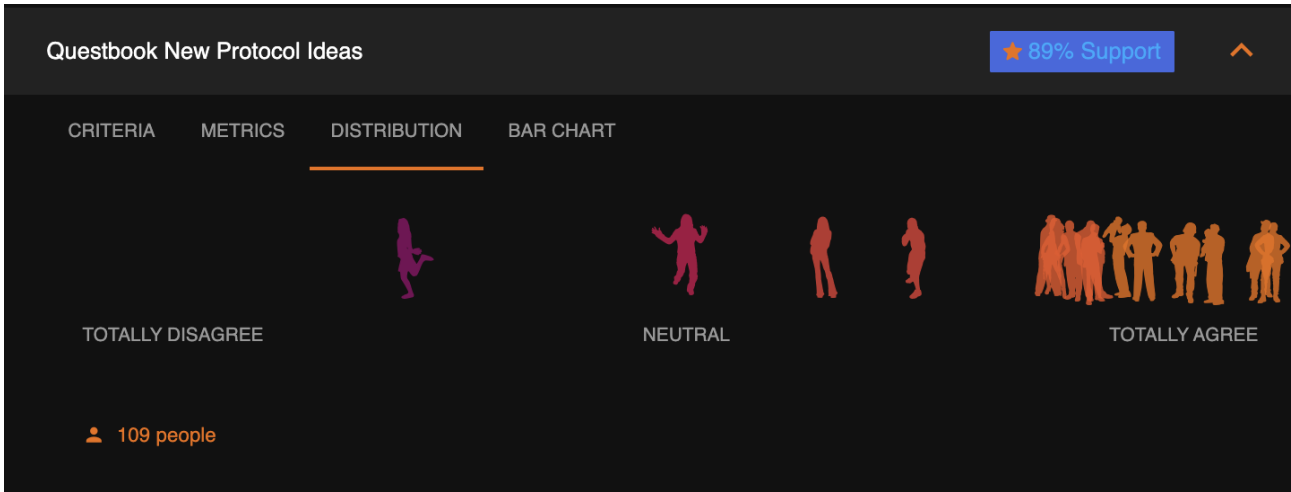




Questbook New Protocol Ideas

- 89% perceived overall alignment to strategic priorities with 93% consensus across the community.
- Evenly aligned with all four strategic priorities (88%-89%).

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.18
Confidence in Achieving Goals	6.11
Familiarity with Objectives & Activities	6.09
Increased Knowledge & Awareness	6.21

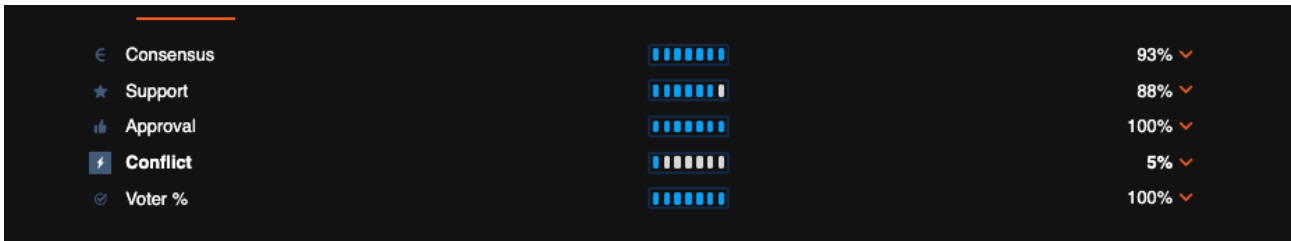
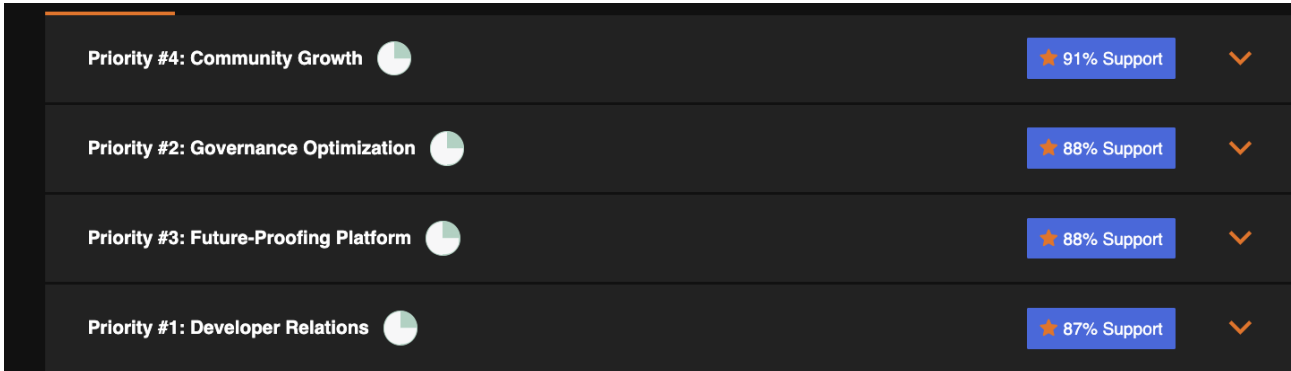
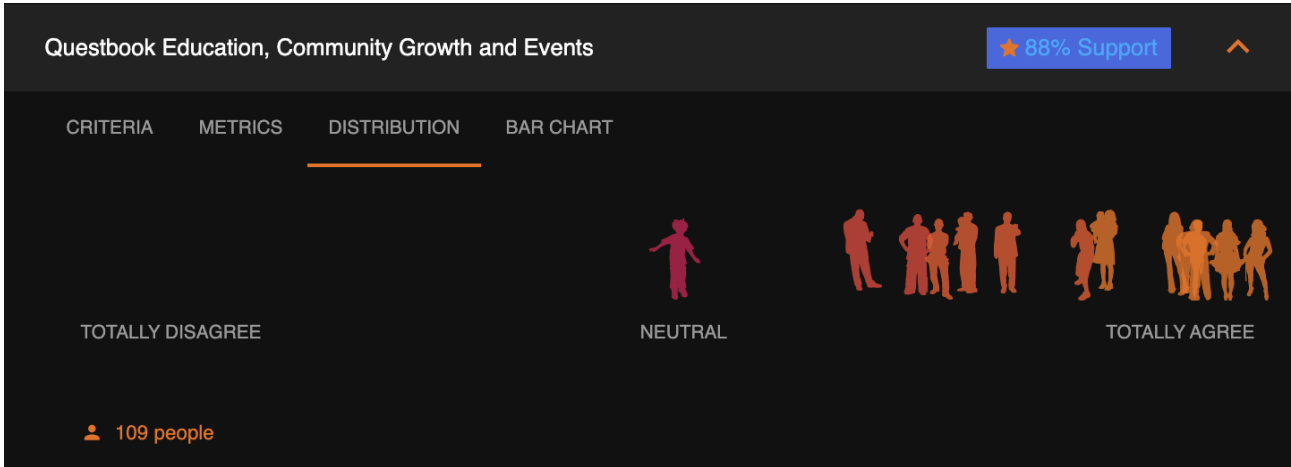




Questbook Education, Community Growth and Events

- 88% perceived overall alignment to strategic priorities with 93% consensus across the community
- Most closely aligned to community growth priority with 91% support. Least aligned with Developer relations with 87% support.

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.24
Confidence in Achieving Goals	6.09
Familiarity with Objectives & Activities	6.17
Increased Knowledge & Awareness	6.12

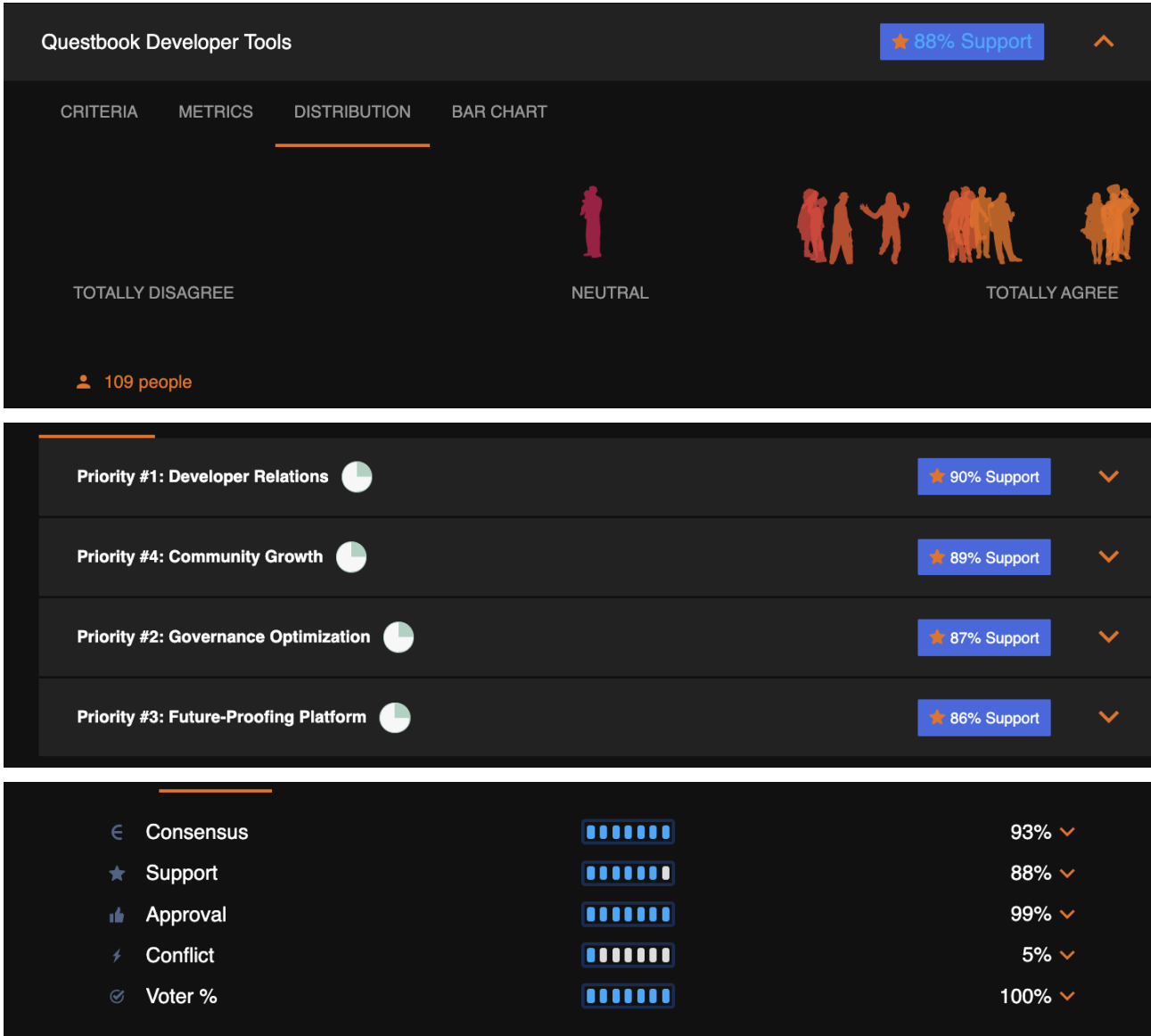




Questbook Developer Tools

- 88% perceived overall alignment to strategic priorities with 93% consensus across the community
- Most closely aligned to developer relations priority with 90% support. Least aligned to future proofing with 86% support.

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.22
Confidence in Achieving Goals	6.16
Familiarity with Objectives & Activities	6.18
Increased Knowledge & Awareness	6.17

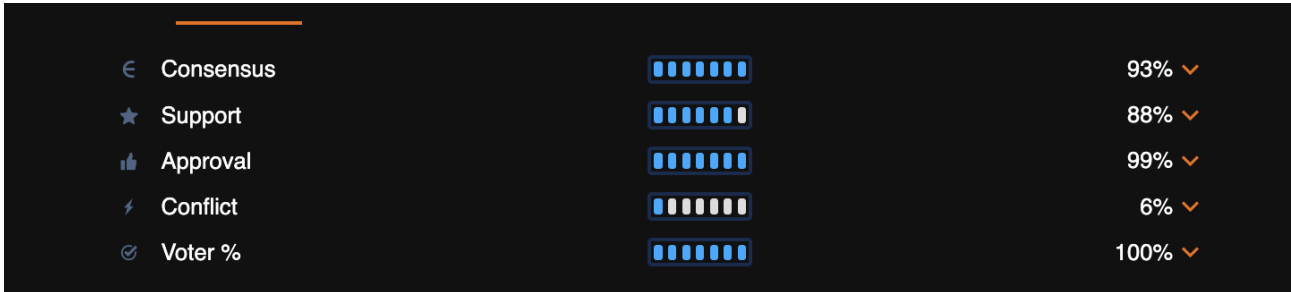
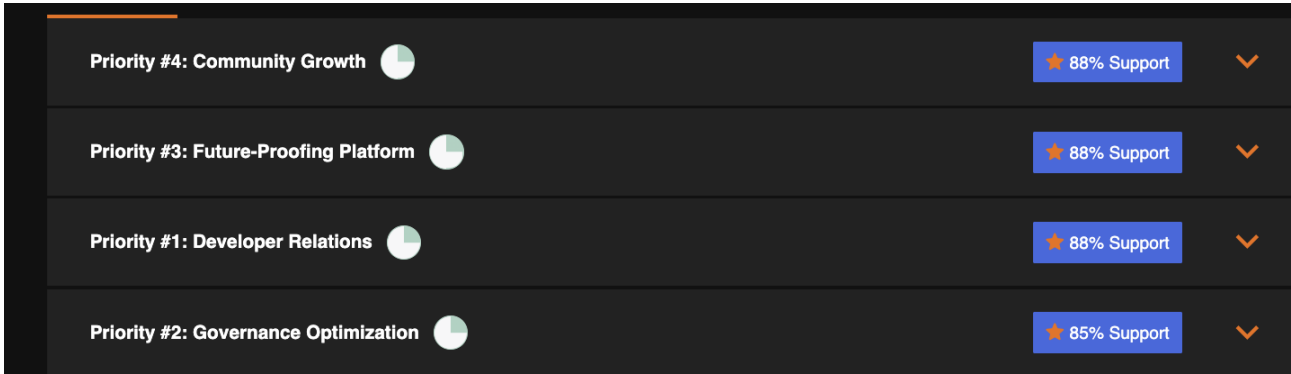
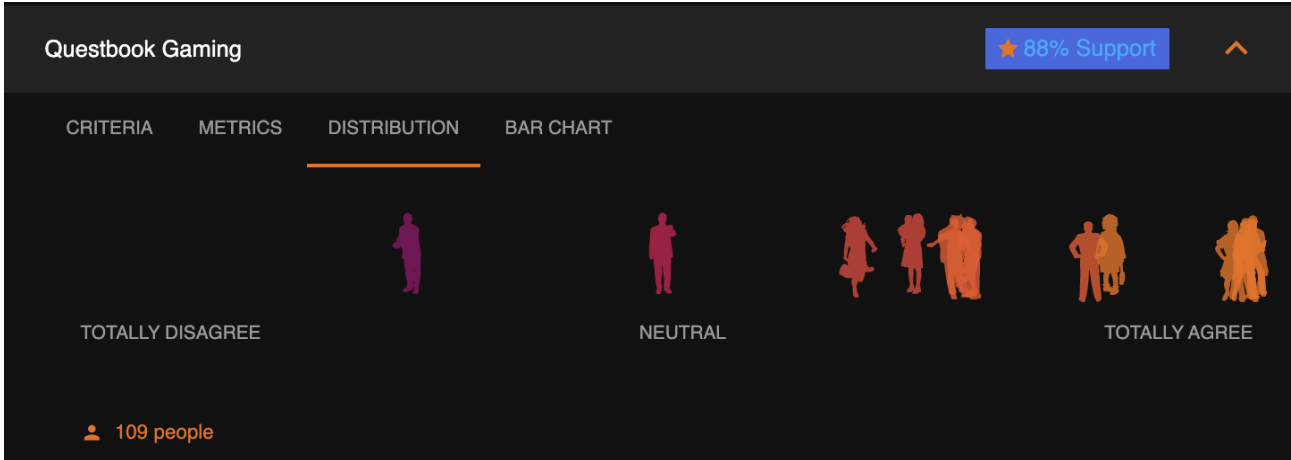




Questbook Gaming

- 88% perceived overall alignment to strategic priorities with 93% consensus across the community
- Most closely aligned to community growth priority with 88% support. Least aligned to governance optimization with 85% support.

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.17
Confidence in Achieving Goals	6.13
Familiarity with Objectives & Activities	6.13
Increased Knowledge & Awareness	6.19

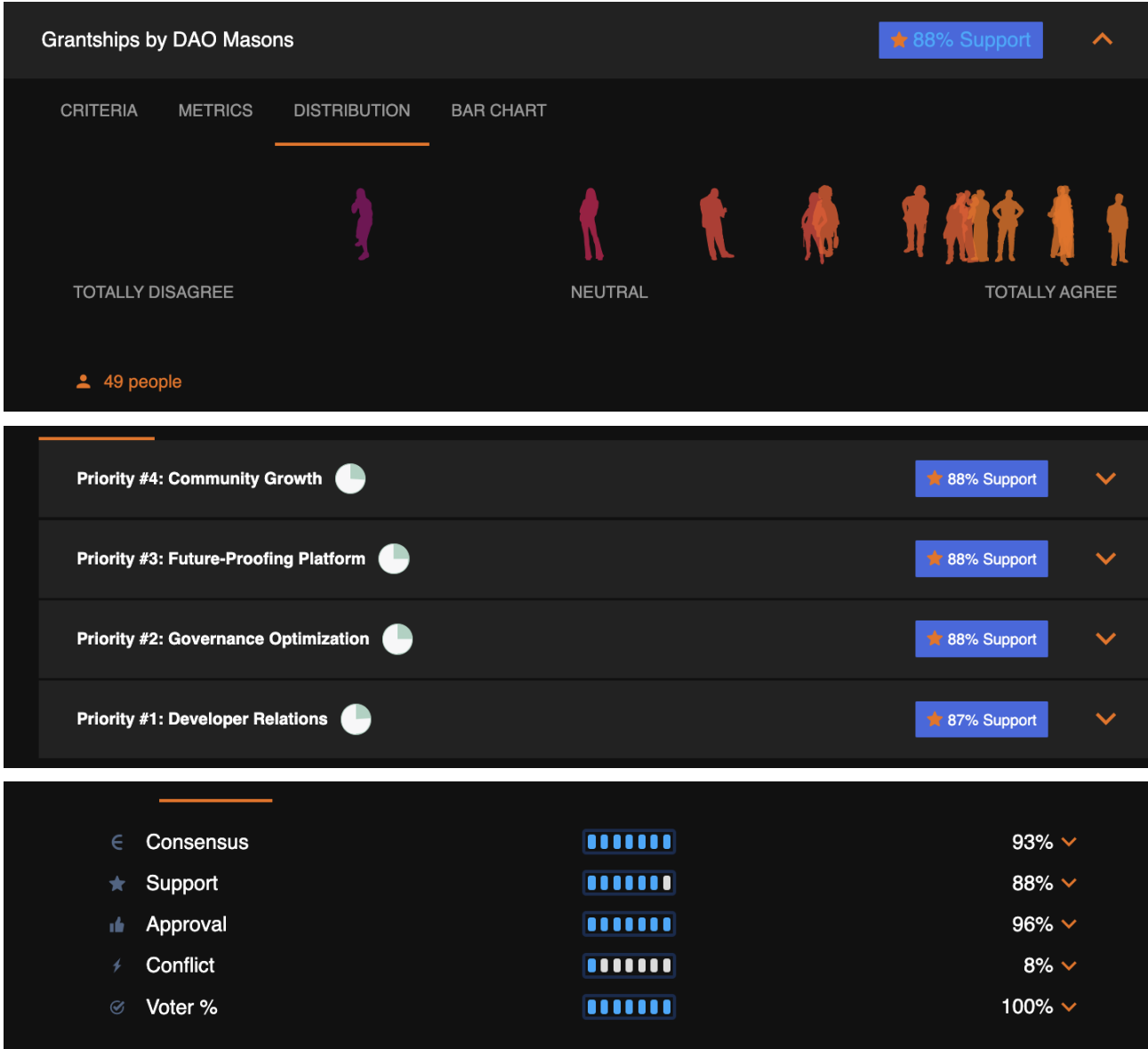




Grantships by DAO Masons

- 88% perceived overall alignment to strategic priorities with 93% consensus across the community
- Evenly aligned to strategic priorities, ranging from 87%-88% support.

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.21
Confidence in Achieving Goals	6.23
Familiarity with Objectives & Activities	6.15
Increased Knowledge & Awareness	6.21

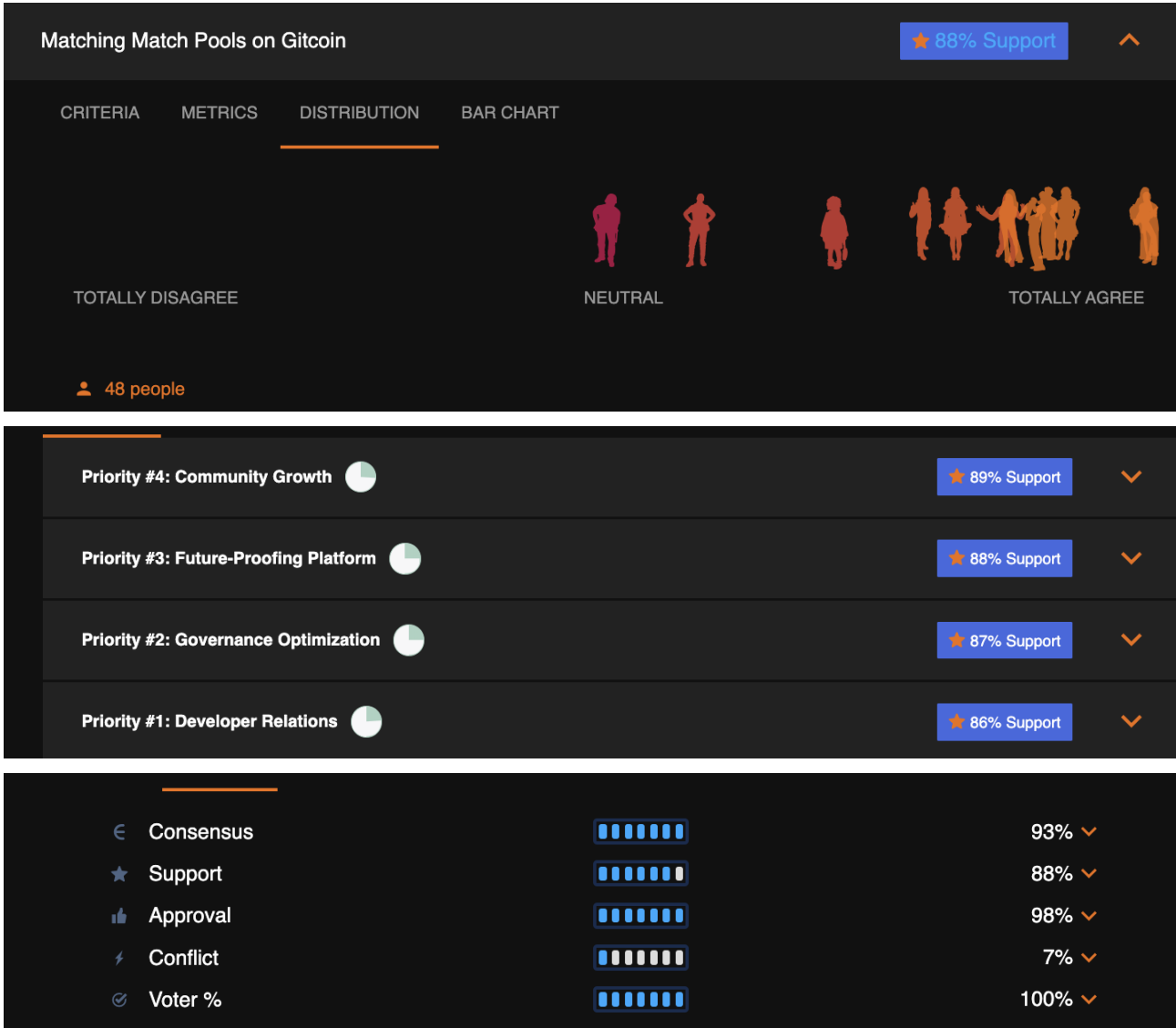




Matching Match Pools on Gitcoin

- 88% perceived overall alignment to strategic priorities with 93% consensus across the community
- Most closely aligned to community growth priority with 89% support. Least aligned to developer relations with 86%

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.22
Confidence in Achieving Goals	6.3
Familiarity with Objectives & Activities	6.22
Increased Knowledge & Awareness	6.24

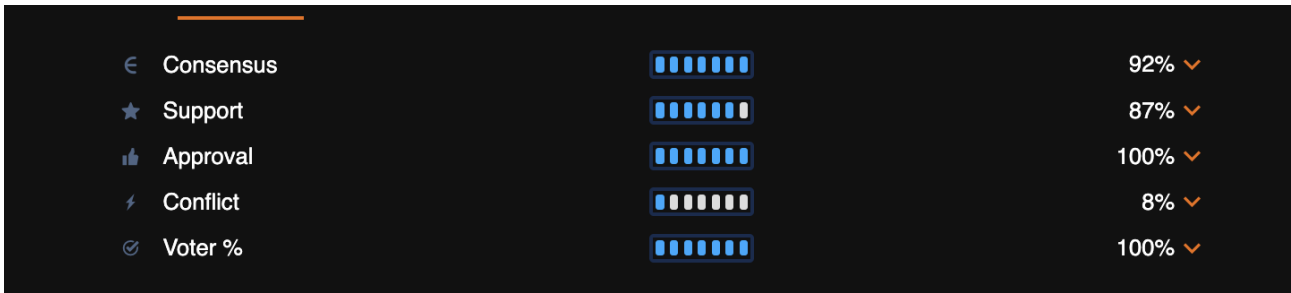
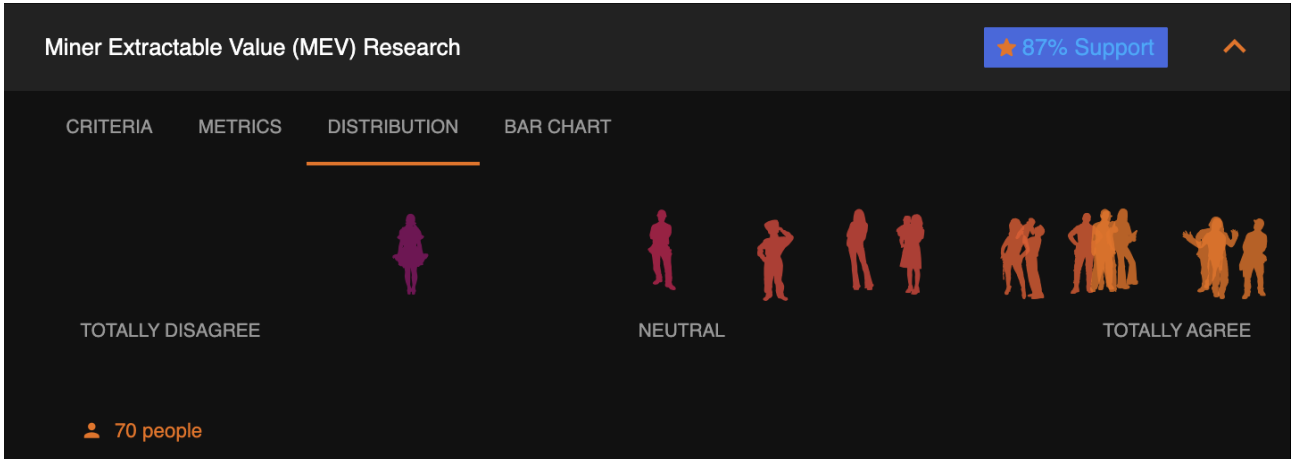




Minor Extractable Value (MEV) Research

- 87% perceived overall alignment to strategic priorities with 92% consensus across the community
- Most closely aligned to community growth priority with 90% support. Least aligned to governance optimization with 85%

Evaluation Metric	Average Score (1-7)
Justification of Funding	5.99
Confidence in Achieving Goals	6.08
Familiarity with Objectives & Activities	6.07
Increased Knowledge & Awareness	6.13

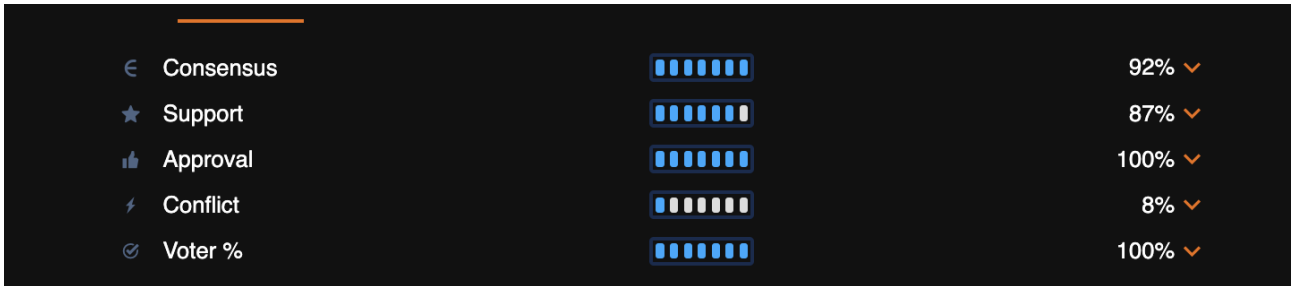
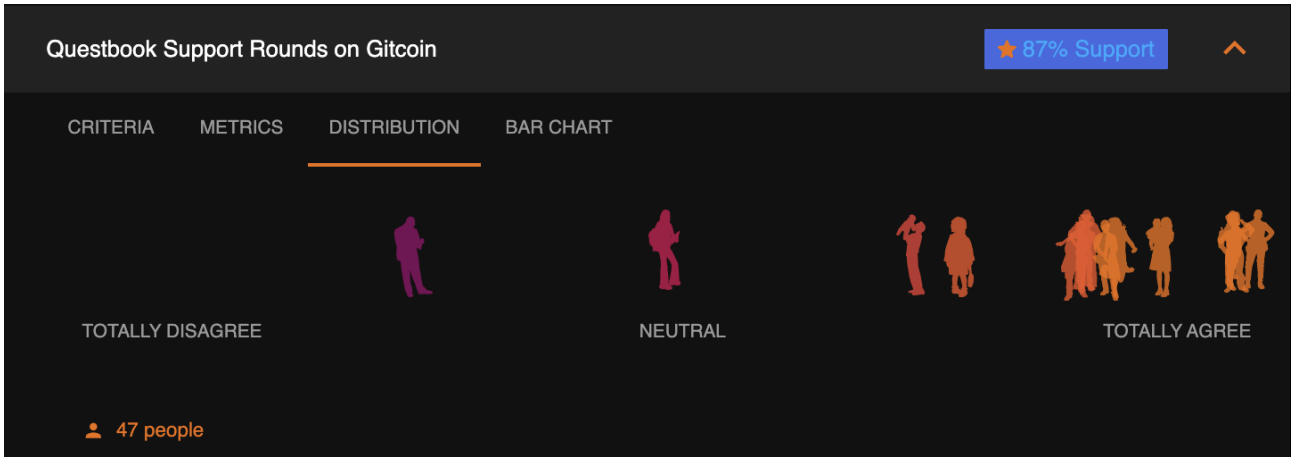




Questbook Support Rounds on Gitcoin

- 87% perceived overall alignment to strategic priorities with 92% consensus across the community
- Most closely aligned to community growth priority with 90% support. Least aligned to governance optimization with 85%

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.06
Confidence in Achieving Goals	6.16
Familiarity with Objectives & Activities	6.06
Increased Knowledge & Awareness	6.2

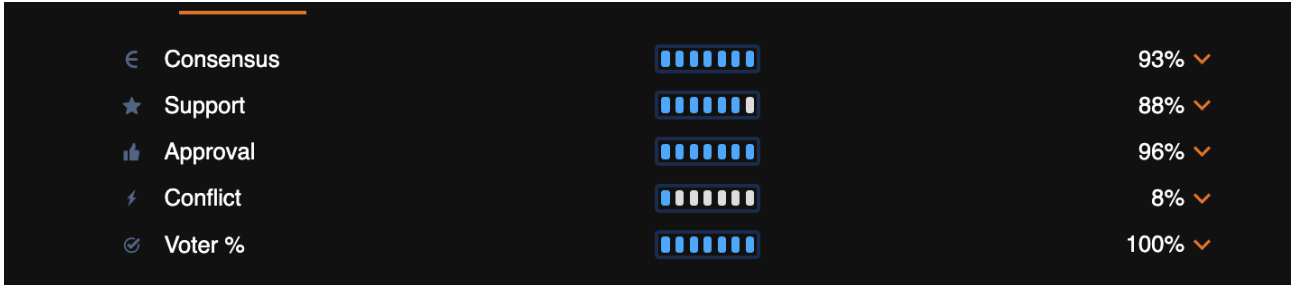
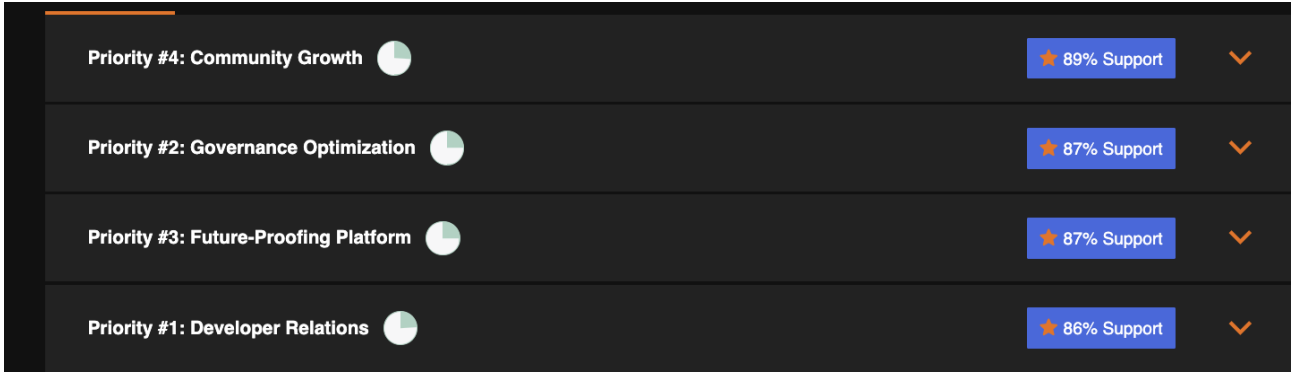
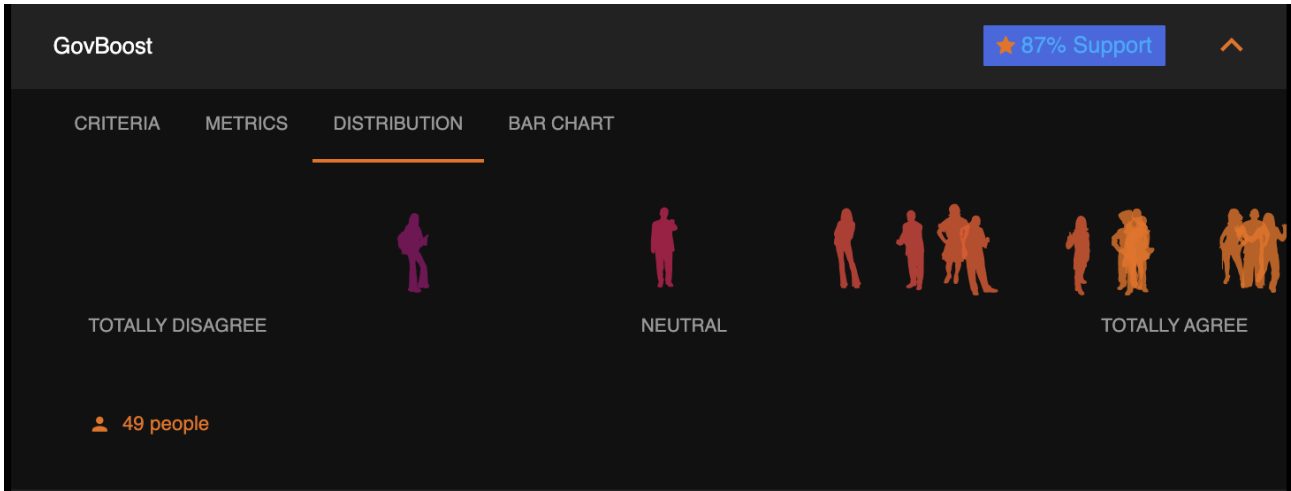




GovBoost

- 87% perceived overall alignment to strategic priorities with 92% consensus across the community
- Most closely aligned to community growth priority with 90% support. Least aligned to governance optimization with 85%

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.23
Confidence in Achieving Goals	6.24
Familiarity with Objectives & Activities	6.23
Increased Knowledge & Awareness	6.27

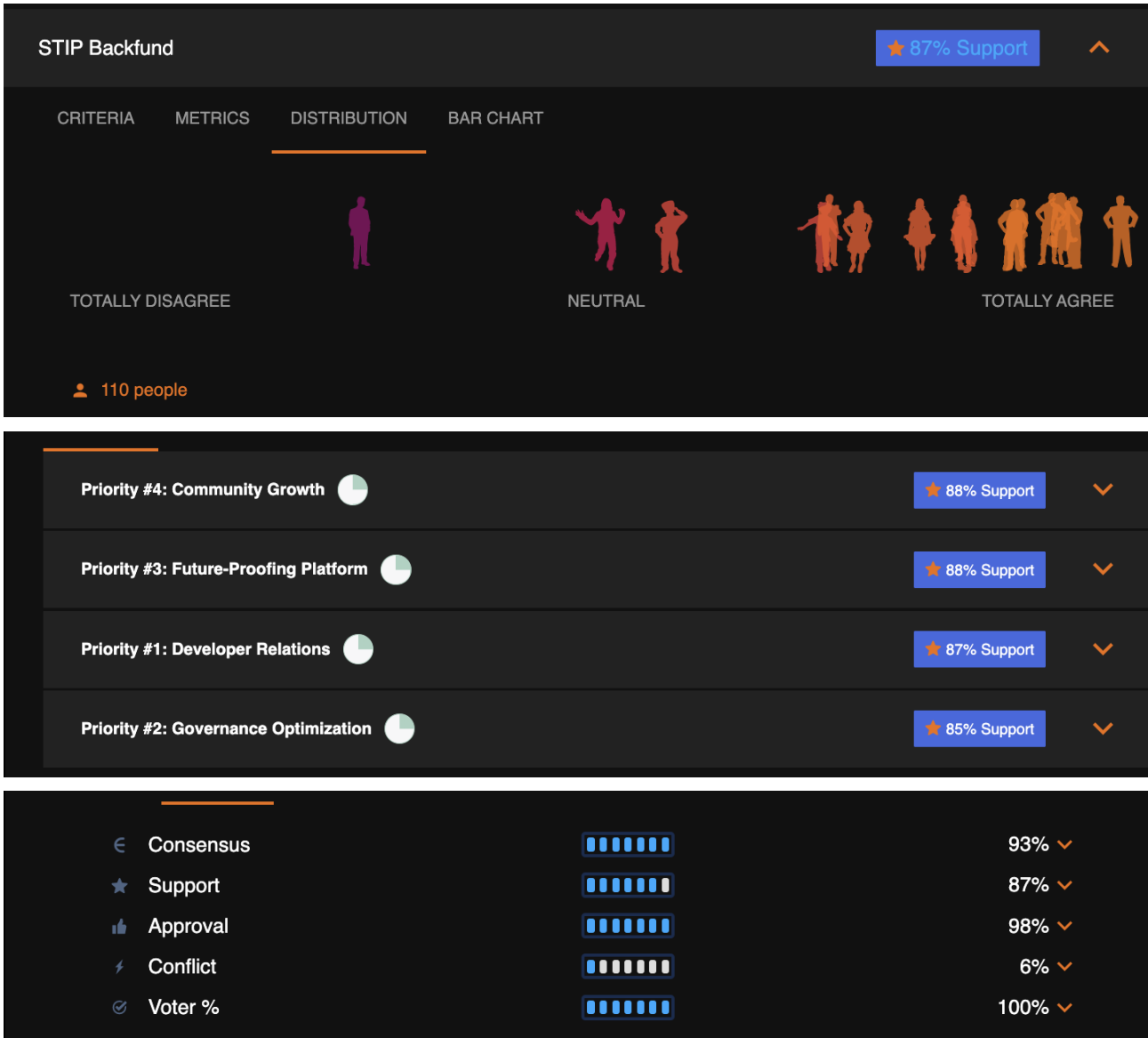




STIP Backfund

- 87% perceived overall alignment to strategic priorities with 92% consensus across the community
- Most closely aligned to community growth priority with 90% support. Least aligned to governance optimization with 85%.

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.14
Confidence in Achieving Goals	6.03
Familiarity with Objectives & Activities	6.22
Increased Knowledge & Awareness	6.22

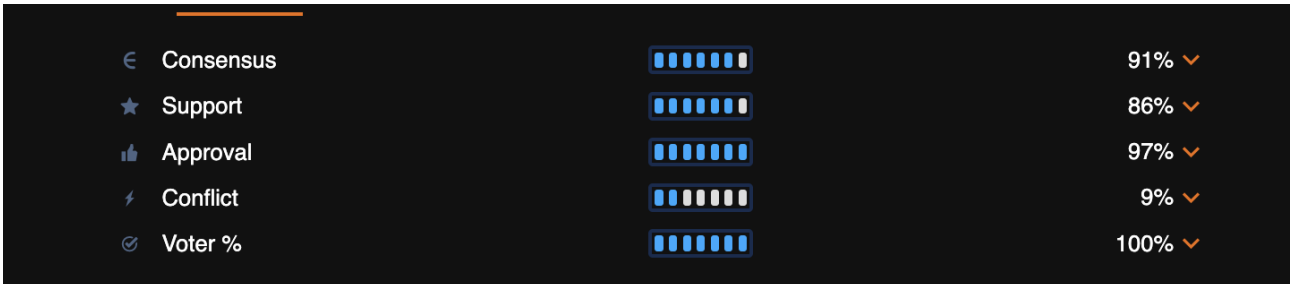
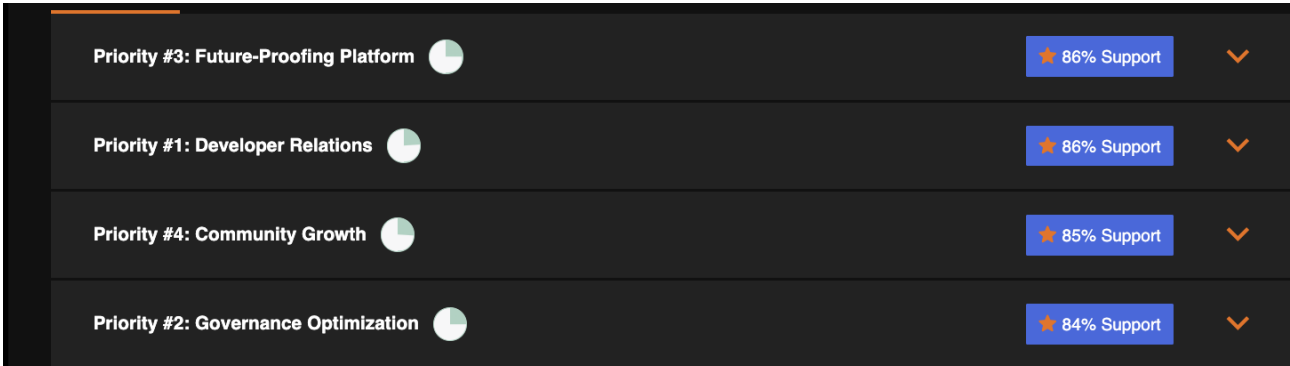
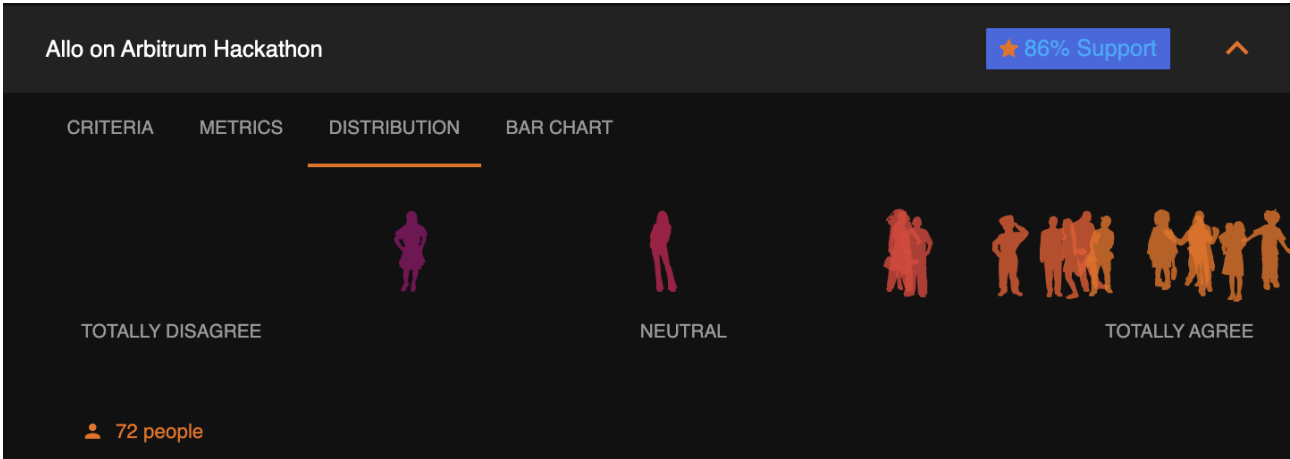




Allo on Arbitrum Hackathon

- 86% perceived overall alignment to strategic priorities with 91% consensus across the community
- Most closely aligned to future-proofing platform priority with 86% support. Least aligned to governance optimization with 84%.

Evaluation Metric	Average Score (1-7)
Justification of Funding	5.86
Confidence in Achieving Goals	5.96
Familiarity with Objectives & Activities	5.92
Increased Knowledge & Awareness	6.06

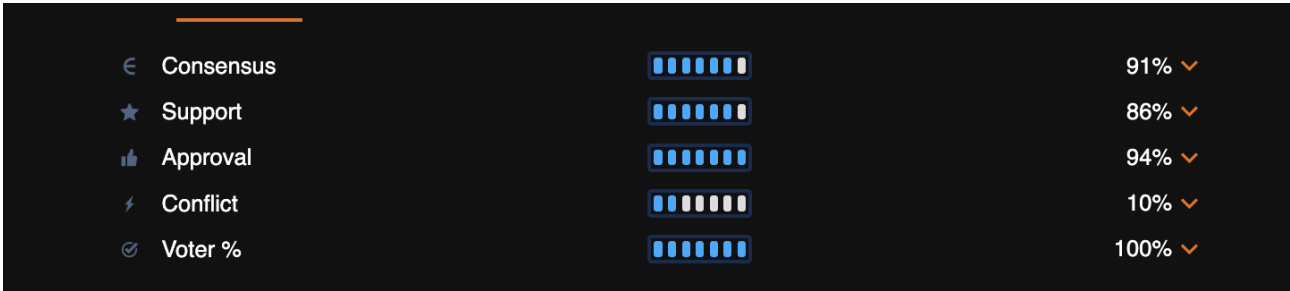
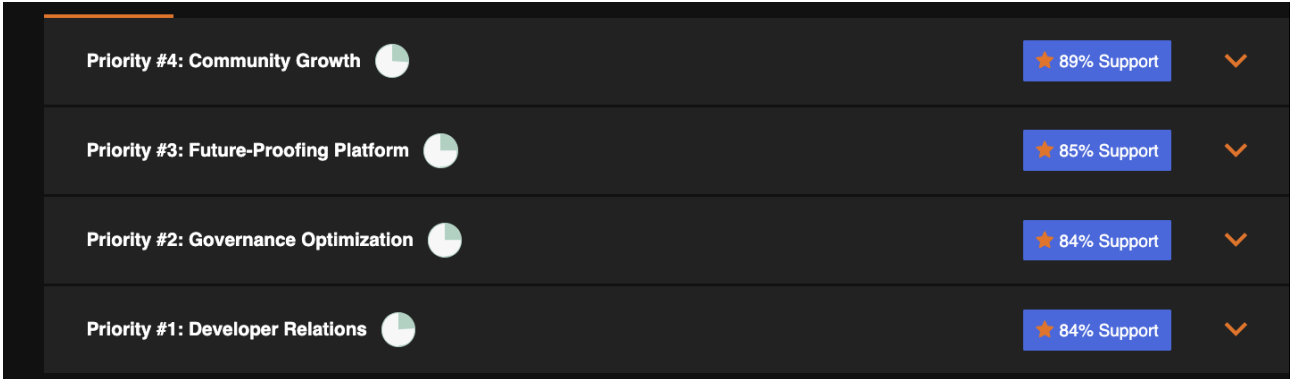
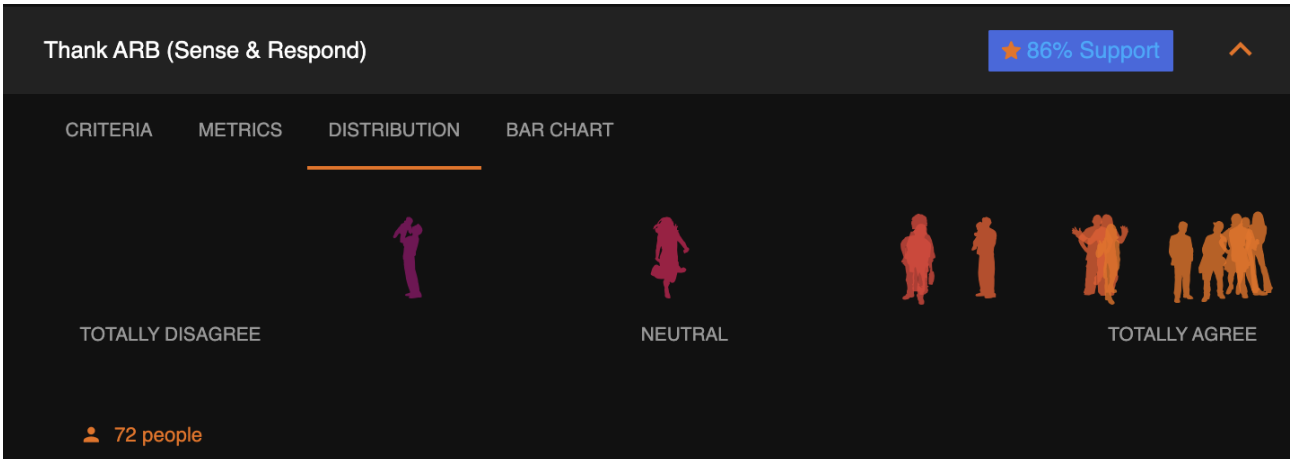




Thank ARB (Sense & Respond)

- 86% perceived overall alignment to strategic priorities with 91% consensus across the community
- Most closely aligned to community growth priority with 89% support. Least aligned to developer relations with 84%

Evaluation Metric	Average Score (1-7)
Justification of Funding	6.07
Confidence in Achieving Goals	6.26
Familiarity with Objectives & Activities	6.01
Increased Knowledge & Awareness	6.19

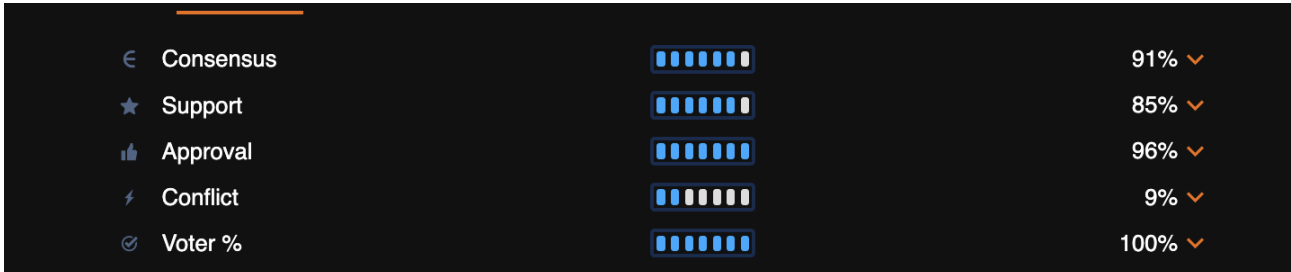
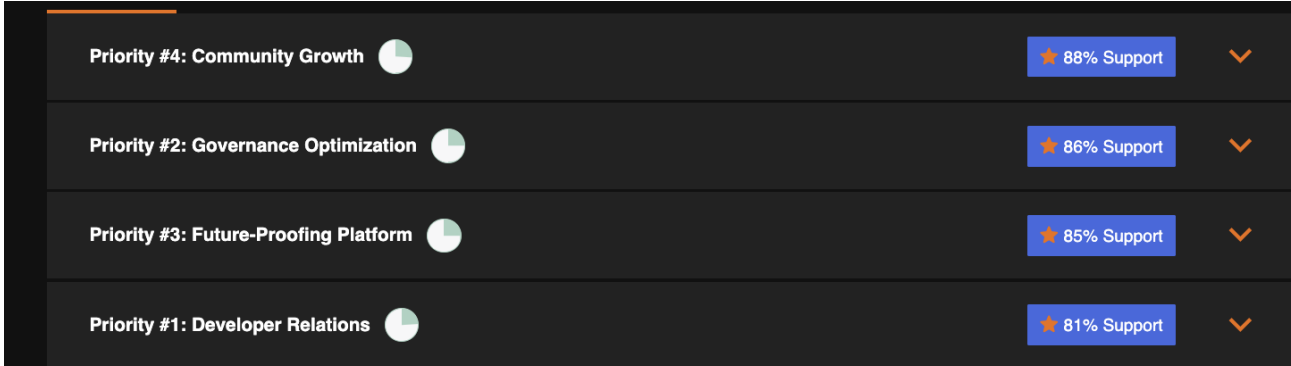
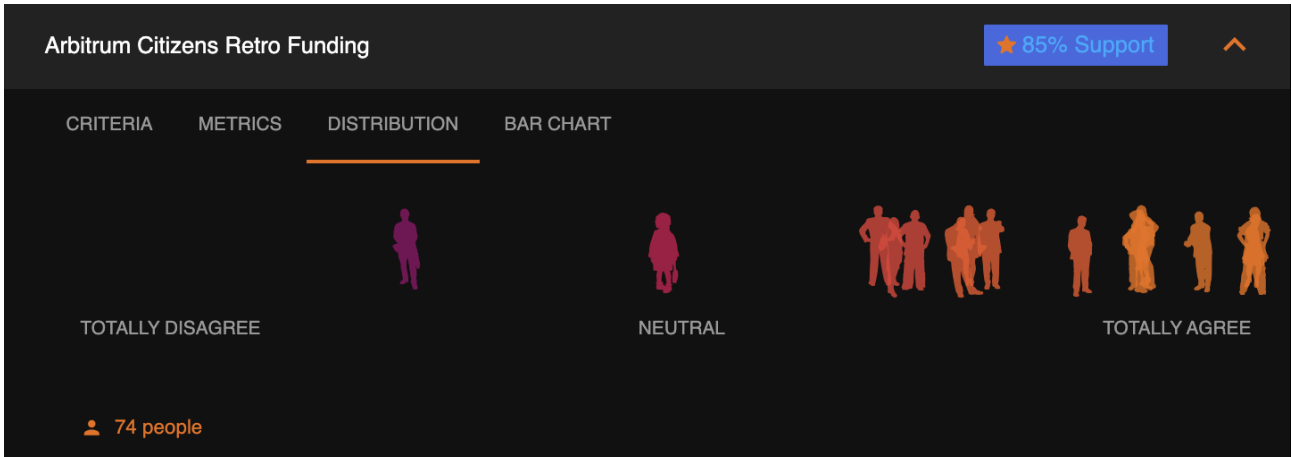




Arbitrum Citizens Retro Funding

- 85% perceived overall alignment to strategic priorities with 91% consensus across the community
- Most closely aligned to community growth priority with 88% support. Least aligned to developer relations with 81%

Evaluation Metric	Average Score (1-7)
Justification of Funding	5.99
Confidence in Achieving Goals	6.1
Familiarity with Objectives & Activities	5.85
Increased Knowledge & Awareness	6.08

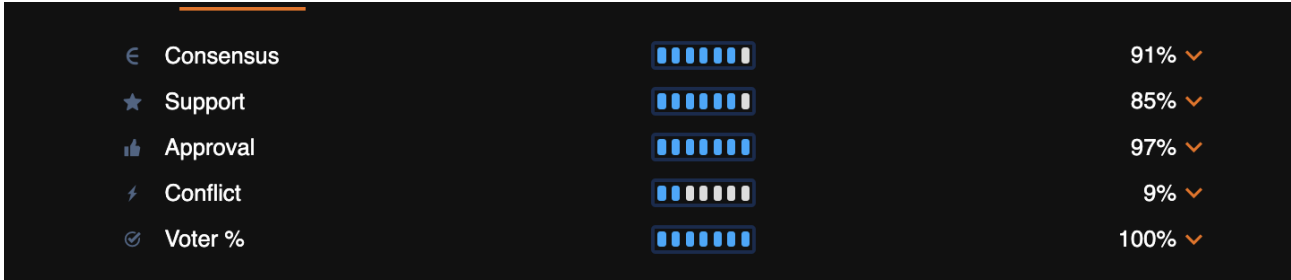
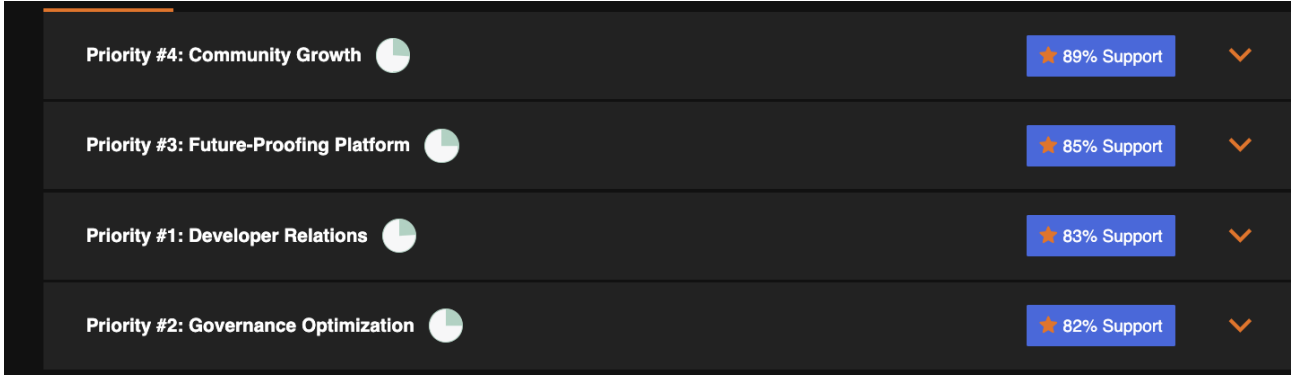
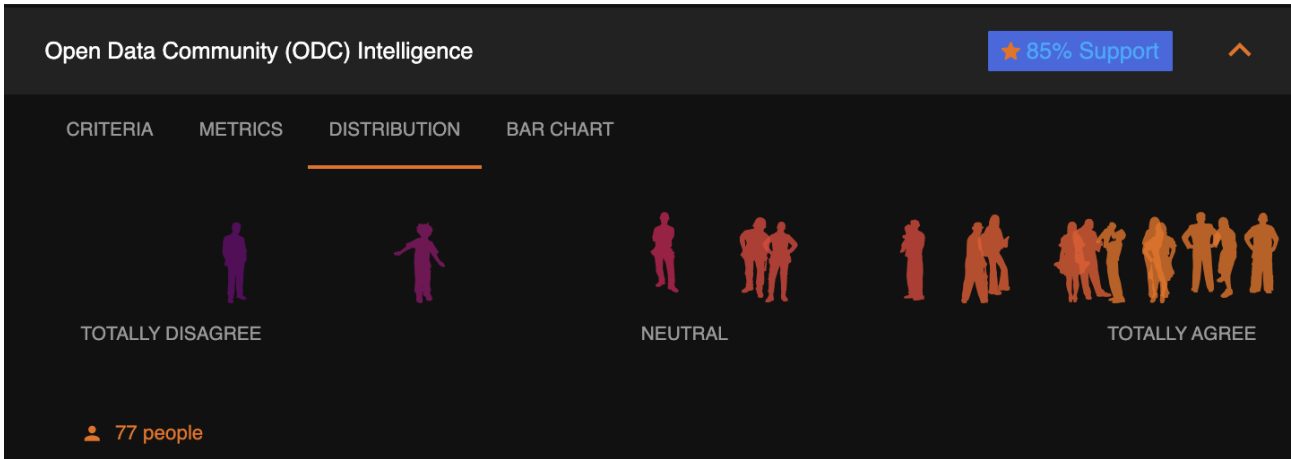




Open Data Community (ODC) Intelligence

- 85% perceived overall alignment to strategic priorities with 91% consensus across the community
- Most closely aligned to community growth priority with 91% support. Least aligned to governance optimization with 82%

Evaluation Metric	Average Score (1-7)
Justification of Funding	5.84
Confidence in Achieving Goals	5.92
Familiarity with Objectives & Activities	5.73
Increased Knowledge & Awareness	5.82

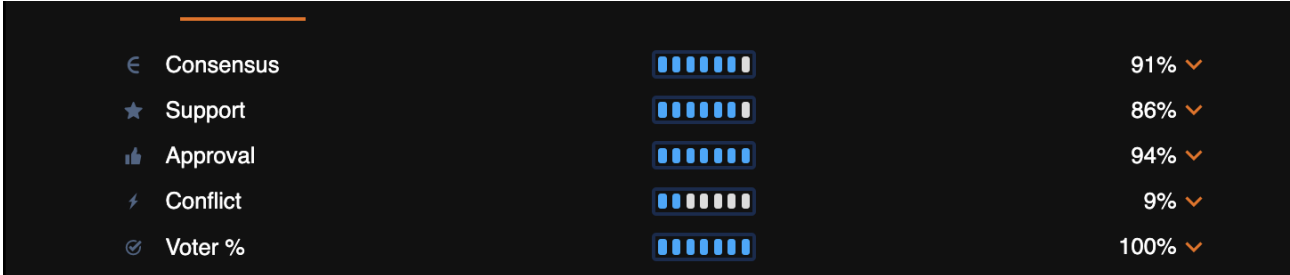
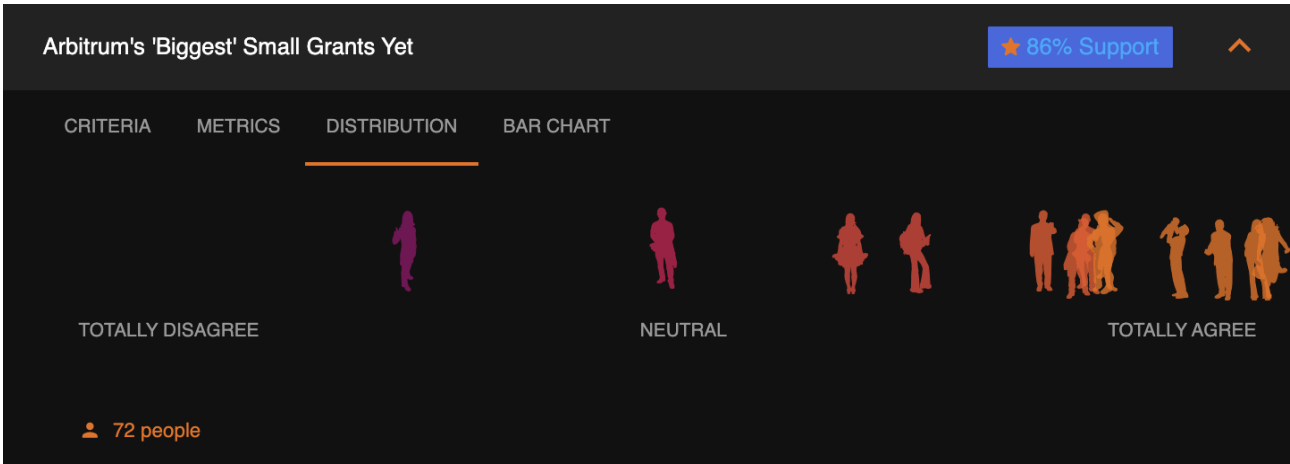




Arbitrum Biggest Small Grants Yet

- 86% perceived overall alignment to strategic priorities with 91% consensus across the community
- Most closely aligned to community growth priority with 89% support. Least aligned to governance optimization with 84%

Evaluation Metric	Average Score (1-7)
Justification of Funding	5.81
Confidence in Achieving Goals	5.9
Familiarity with Objectives & Activities	5.85
Increased Knowledge & Awareness	5.99





ETHELO