

Preamble

The Internet of Blockchains was a 10-year vision that was birthed about 5 years ago. Which means that we're about halfway there. But to truly get to that destination—as Cosmos—not as Polkadot, not as Binance, or any other ecosystem, but as Cosmos—we'll need to work together in the immediate term to get to where we need to be for that vision to become reality.

As it stands, competition to become the interoperability hub is fierce. When the Cosmos Hub was launched, it marked the first step for Cosmos to get to the next: a multi-chain connected network. Which means, we will be closer to getting there as soon as IBC is launched.

But the work ahead of us post-IBC launch will be far from over.

Meaningful user adoption starts to happen there. And Tendermint Inc will play some part in garnering this developer adoption. But the resource constraints of a single startup is finite and pales in comparison to tapping into the potential of a distributed community of 10,000+ large—the Cosmos community.

Some of us will play a larger role than others towards driving user adoption of Cosmos tech. Hub Governance should be prepared to think strategically about which proposals it should seek to fund based on which priorities it has. The Hub can play the role of an intelligent being that adapts to current events and market forces in order to be competitive.

Insights from Market Trends

Our users will be the zones that adopt IBC as the standard protocol for cross-chain communication. Users will by and large not arrive at this conclusion themselves without the Cosmos community deploying “sales representatives”, heretofore dubbed “Representative”, en masse to get the word out there. We need to be at the forefront of standardization procedures to ingrain IBC as the open cross-chain communications standard while simultaneously fighting the battle of obtaining user mindshare for meaningful adoption.

The competitive landscape for interoperability where hub and spoke is de facto architecture is a fierce one.

Let's become a DAO

One interesting take we can utilize the Hub for, which has never been done before, is for the Hub to become an active DAO. What does this mean? Historically, the Hub has only taken inbound proposals from projects seeking funding, but what are we missing out on if the

community is not actively seeking out projects that have not come to the Hub for funding but that ultimately align with the Hub's strategic vision?

Step 1: Discuss strategic vision in GWG calls, socialize knowledge and insights as much as possible rather than allow information to be siloed amongst ourselves/teams

Step 2: Once a "Strategic Partner" project has been identified, a "Representative" assigned on the call initiates talks with a strategic partner. If strategic partner project accepts the Challenge and is willing to take ATOMs from the Hub to make good on a deliverable, then the Representative and the Strategic Partner form a Hub proposal with Scope of Work and Cost Estimate to pass as a bill to the Hub. Representative may opt to receive a commission bonus for the work of taking on the operational overhead of initiating these early conversations.

Step 3: Hub Governance kicks in to vote and form consensus, if there is consensus. If passed...

Step 4: Strategic Partner gets funded and begins work to deliver on the Scope of Work outlined in the proposal.

Step 5: \$%^# b#%\$#es, make \$\$\$

Desirable Categories & Teams the Hub Should Seek Out

- Liquidity-enriching protocols
 - DEXs
 - Uniswap
 - Kyokan
- Privacy-preserving protocols
 - dPrivacy, B-Harvest
 - ZKV, Zero Knowledge Podcast?

Actionables

- Cosmos Hub roadmap?
- Sales rep model