Team A - Internal Analysis Doc

[Background:](#)

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As a background to the Fellowship group, please see [here](#).
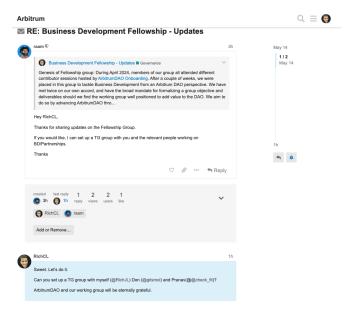
Contacts:

Name	Title	About	Person Assigned to	Status
Jack F.	Gaming & NFT Partnerships @ Offchain Labs			Have not reached out to
A.J. Warner	Strategy & Partnerships | Offchain Labs			Have not reached out to
Renna Ba	Partnerships @ Offchain Labs			Have not reached out to
Bharat Vishnubhotla	Senior Partnerships Manager at Offchain Labs			Have not reached out to
Ryan De Souza	Partnerships @ Offchain Labs		to ef	Have not reached out to
Eli			yo@gitsmol….	Tbd
Raam Chandrasekharan	DAO Governance and Operations		Rich Cuellar-…	Active conversation

Name	Title	About	Person Assigned to	Status
Anuja Khatri	Head of Growth at Arbitrum		Rich Cuellar-...	Have not reached out to
Peter Haymond	Senior Partnership Manager at Offchain Labs	Introduced by Hunter (Community Manager at Offchain Labs)	yo@gitsmol.com	Connected
Nina Rong	Ecosystem at Arbitrum Foundation	Introduced by Peter	pranavlearni...	Exchanged Calendars

Relevant intel:

Correspondence w/ Raam Chandrasekharan

Correspondence w/ Peter Haymond

- Feels that AF anc OCL have a handle on partnerships and that adding an additional 3rd party to that equation will complicate things and should be avoided.

- He suggested we focus on growth opportunities in Asia. "Take a look at the roles currently available at Berachain for some examples: https://careers.berachain.com/. Dan Reecer (https://twitter.com/danreecer_) provides an excellent benchmark for the ideal growth candidate, given his successful track record in promoting Polkadot before moving to Wormhole. Focusing on growth, in my opinion, could be significantly more impactful than concentrating on business development or partnerships."

Correspondence w/ Chewieee (Shin) | Arbitrum Foundation:

to measure growth in the Asia market, we can look at a few perspective such as the growth of TVL, increased developer activity, and an enhanced developer experience. onboarding users across different verticals like DeFi, gaming, RWA, and social would also be valuable. additionally, having builders in each region who can focus on dedicated use cases tailored to their respective communities, (eg: increasing access to capital in SEA, would be advantageous.)

while Arbitrum is already well-known within the crypto communities in APAC, our presence in the region can be further strengthened. to achieve this, we should consider organizing more meetups co-hosted with local communities across various APAC countries, as well well has more content produced in the local languages. Asia, especially SEA, has a growing number of developers interested in web3 and transitioning from web2 to web3. hosting tech bootcamps and workshops specifically about Stylus would be an excellent way to attract and onboard developers. currently, we have limited local tech resources in the APAC region. it would greatly benefit us if we could have someone technically proficient in Arbitrum technology to speak and present at these bootcamps/ workshops

Conversation with Peter Hammond May 24, 2024

Summary

Rich CL and Peter Haymond

Speaker 1 and Unknown Speaker discuss the Foundation's initial objectives and why they may not be interested in them now. Speaker 1 inquires about the Foundation's initial tasks and why they are not keen on them. Unknown Speaker provides context and asks questions about the Dow's potential involvement. The conversation highlights the potential for the Dow to handle the Foundation's initial objectives better than the Foundation itself.

Transcript

https://otter.ai/u/Li_6y2Qp1mBARMyYNu-8OZi3qno?view=transcript

Action Items

- [ ] Reach out to Nina for more information on Foundation roles and engagement opportunities.
- [ ] Follow up with Peter Haymond before Tuesday with any additional questions.
- [ ] Do more research on tactical opportunities in Asia vs. other engagement strategies.

Outline

Potential Asia hub for DAO Group, Foundation involvement, and leadership structure.

- Speaker 1 seeks clarification on off-chain labs bizdev team's purview and structure.
- Speaker 1 seeks to understand how their department fits into the larger picture with Tao's leadership in the social media fellowship.
- Speaker 1 and Unknown Speaker discuss the Foundation's initial goals and current priorities.
- Speaker 1 discusses potential role for Newsha in leading Dow group, aligning with Asia hub objectives.

Additional research:
https://docs.google.com/document/d/1c8qWbq13zvbeW4X6DdVnbzQU9Gl7uptKnGfN4g-VWNA/edit