

Proposal for Mission request: Marquee governance hackathon

Applicant Information

- **Community/Organization Name:** WER S.r.l.
- **Primary Contact (Name & Position):** Marco Galluccio, CEO
- **Email:** info@wersrl.com

About WER S.r.l.

WER S.r.l. (Web3 Events Rome) is an Italian company established within the [urbe.eth](#) community, co-founded by Marco Galluccio (Cryptogallo) and Simone Staffa (limone.eth). The company was created to expand urbe.eth's reach by elevating its events from local Italian initiatives to high-profile international gatherings that draw participants from across the web3 ecosystem. Moreover, WER is in charge of the realization of the Urbe Hub, a coworking space opening in 2025 for every web3 builder who wants to join the urbe.eth community in Rome.

Since its founding in May 2024, WER has successfully organized six major events, each strategically designed to foster collaboration and innovation within the web3 space. The team has overseen:

- [Urbe House ETHCC edition](#)
- [Urbe Campus ETHWarsaw edition](#)
- [Urbe Campus ETHRome edition](#)
- [ETHRome 2024](#)
- [Urbe Campus Devcon edition](#)
- [Urbe Hub](#)

WER S.r.l. is committed to delivering high-quality, community-driven events that support the growth of the web3 ecosystem. With each event, WER actively supports project development, education, and community building.

The Team

WER S.r.l. is composed of a dedicated team with a deep understanding of both event management and the web3 landscape. Each team member brings a unique set of skills and expertise that contribute to the successful execution of WER's high-quality events, emphasizing project development, ecosystem engagement, and the creation of collaborative environments for participants. Key team members include:

Marco Galluccio (Cryptogallo.eth): As CEO of WER and co-founder of urbe.eth, Marco has over five years of experience in organizing impactful events. Since the launch of urbe.eth in 2022, Marco has led the logistical execution of all community events. He served as Head of Logistics for ETHRome, coordinating every element of the event, from venue management to sponsor relations. Before focusing full-time on web3, Marco spent three years as a consultant for large-scale institutional events in Italy, giving him a strong foundation in

high-level event management. Now, he is fully dedicated to growing the reach and quality of Web3 events.

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Andrea Plazzi (andreapl.eth): Andrea has been organizing events since 2018, with a dedicated focus on the web3 ecosystem since 2021. Initially working independently, Andrea then launched a dedicated web3 event branch within [Recall agency](#), producing high-impact events internationally, including a couple for the NEAR Foundation. Andrea's collaboration with Recall culminated in the launch of ETHMilan in 2023.

Since October 2023, Andrea has worked independently, launching projects of various scales in 2024, including [FutureDays.io](#) in Lisbon and [ETHNA](#) in Catania. Andrea also coordinated the European Pizza Day with [PizzaDAO](#) in 2024.

In July 2024, Andrea joined WER, focusing on international events.

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Luca Morelli: With eight years of experience in the event industry as an audio engineer, Luca moved into the tech field in 2022 by studying computer programming at 42 Roma Luiss, where he was introduced to the web3 ecosystem. His first collaboration with urbe.eth came as the lead audio engineer for ETHRome 2023, where he quickly recognized his passion for event organization beyond technical roles. This experience inspired him to fully transition into event management, bringing his technical and operational expertise to planning memorable events. Since then, Luca has co-organized a variety of web3 events and campus meetups, both in Italy, including ETHRome 2024, and abroad.

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Simone Staffa (limone.eth): Simone's background is in Computer Science & Engineering, he's been working as a Software Engineer in startups and fast-paced work environments for 4 years before joining Web3 professionally by working with [Backdrop](#) in 2022. He's one of the co-founder of urbe.eth, being a driving force behind all the activities and initiatives run through the community, from small meetups to the bigger events like ETHRome. He's also been pushing all the Farcaster events that have ever happened in Italy. While working with Backdrop and growing the urbe.eth community, he attended 20+ major Ethereum events around the world - mostly hackathons where he's been competing and winning multiple prizes. In July 2023 he left Backdrop to start [Builders Garden](#), a consumer crypto focused product studio which has worked on multiple projects within the Base, Farcaster and XMTF ecosystem, from social to payment applications, passing by frames and bots. He's now working on his own startup [Drift](#), with the goal of helping businesses accept stablecoins as a form of payment.

Farcaster: <https://warpcast.com/limone.eth>

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Project Overview

- **Project Title:** OP stHack
- **Summary:** A premier in-person hackathon in Lisbon, set to attract over 100+ skilled web3 developers to collaboratively build innovative solutions that enhance the Optimism Superchain ecosystem.
- **Event Format:** In-Person
- **Event Location:** Lisbon, Portugal
- **Proposed Dates:** Summer 2025 (June/July)
- **Expected Duration:** 3 days, with a minimum of 36 hours dedicated to coding

Hackathon Concept

This proposal aims to organize an in-person hackathon in Lisbon, a major European hub for web3 talent. Scheduled for summer 2025, this timing aligns strategically with other significant European blockchain events, such as ETHCC, creating opportunities to capture and engage a concentrated audience of developers. Lisbon has become one of the most active web3 centers in Europe, making it an ideal location to attract builders with the skills and drive to develop meaningful contributions to the Superchain ecosystem.

Event Structure

The hackathon will follow a classic format, similar to ETHRome, with support from Optimism as the primary sponsor. The Superchain will be the central theme, allowing participants to explore various technical and conceptual challenges directly aligned with Optimism's ecosystem goals. The event will be structured to maximize engagement, with a focus on developer education, hands-on coding sessions, and community building.

Expected output

With a secured grant of 50,000 OP, we are confident in our ability to deliver a successful, high-impact hackathon engaging up to 100+ developers. This OP funding alone will enable us to provide essential event elements, including:

- **Dedicated Hackathon Space:** A suitable venue equipped for 100+ hackers, with an additional room designated for workshops and breakout sessions.
- **Bounties and Incentives:** \$20,000 will be allocated as bounties for standout projects that address core challenges within the Optimism Superchain.
- **Basic Event Logistics:** Coverage for fundamental needs such as food, drinks, and refreshments throughout the 36-hour hackathon.
- **Event Communications:** Comprehensive marketing materials, including a dedicated website, social media channels, a hacker manual, and a hackathon platform (ex. TALKAI) to support participant engagement and event visibility.

Enhanced Experience with Additional Sponsorship

Given the relevance of the Superchain topic within the web3 ecosystem, we anticipate strong interest from potential sponsors aligned with our objectives. WER's extensive network includes leading web3 protocols and partners, and we have already identified promising candidates like:

- Base & Coinbase Developer Platform
- Farcaster
- World
- Privy
- Ethereum Attestation Service (EAS)
- Talent Protocol
- Alchemy
- Thirdweb
- Dynamic
- Biconomy
- Safe
- XMTP
- TheGraph
- Circle

If additional sponsorships will be secured, these funds will allow us to expand the event experience through a range of value-added services:

- **Expanded Prize Pool:** Increasing bounties and prizes to incentivize more innovative and technically advanced project submissions.
- **Enhanced Catering:** Expanding food and beverage options to maintain energy and morale during the event.
- **Community-Building Events:** Organizing an opening party and a closing ceremony to foster networking and celebrate project achievements.
- **Additional Amenities:** Enhanced workspace setups, support staff, and supplies to ensure a seamless and productive environment.
- **Co-living Spaces or Private Rooms:** Providing comfortable accommodations for participants to stay close to the hackathon venue.

All sponsorships will be carefully selected from protocols within the Superchain ecosystem. WER will transparently disclose sponsorship agreements to the grant allocator, if necessary, before finalization to ensure alignment with the grant's objectives.

Goals and Objectives

This hackathon is strategically designed to achieve two core objectives:

1. **Attract Skilled Web3 Developers to the Superchain and the OP Stack:**
By organizing a high-visibility hackathon in Lisbon, we aim to draw top developers from across Europe and beyond, specifically those skilled in blockchain development, decentralized applications, and Layer 2 solutions. This event will serve as an introduction to the Superchain, inspiring participants to explore its tools, infrastructure, and community.

2. **Facilitate Collaboration and Deepen Developer Engagement with Superchain Protocols:**

Through curated workshops, mentorship sessions, and collaborative challenges, the hackathon will encourage developers to work alongside established protocols within the Superchain ecosystem. This approach not only provides developers with hands-on experience but also strengthens ties between the Superchain and the broader developer community.

Intended Impact on the Optimism Ecosystem

1. **Increased Participation and Awareness among Developers:**

Hosting the event in Lisbon creates an excellent opportunity to boost awareness of the Optimism Superchain among the web3 developer community. The event's visibility will help position Superchain as a leading choice for Layer 2 solutions, drawing continued interest and engagement from European developers.

2. **High-Quality Project Submissions with Long-Term Potential:**

The hackathon's targeted format, focused on Optimism and the Superchain, is designed to generate a portfolio of innovative, high-quality projects. Our goal is for these submissions to go beyond initial prototypes, with potential for continued development and sustained contributions to the Superchain ecosystem.

Expected Outcomes and Success Metrics

With the support of the OP funding, we have set clear, measurable targets to assess the hackathon's success and its impact on the Optimism ecosystem. These metrics reflect both the immediate outcomes of the event and the broader engagement potential of the projects developed.

Core Metrics with OP Funding

1. **Number of Participants:**

- **Target:** 100+ developers, specifically selected for their interest and expertise in web3.
- **Potential for Expansion:** If additional sponsors are secured, we will explore expanding participant numbers to accommodate more developers, increasing the potential talent pool contributing to the Superchain ecosystem.

2. **Project Submissions:**

- **Target:** A minimum of 30 high-quality projects that address challenges relevant to the Optimism Superchain.
- **Project Focus:** These projects will be evaluated for their technical merit, creativity, and potential for ongoing development, with the goal of yielding viable, long-term contributions to the Superchain.

3. **Hackathon Content and Engagement:**

- **Workshops and Mentorship:** Conduct hands-on workshops led by Superchain protocol and project representatives and secure mentors to guide participants throughout the event.
- **Community Engagement:** Active online engagement through dedicated social media channels, a hackathon website and a dedicated group chat,

building excitement around the event and sustaining community interest post-hackathon.

Enhanced Metrics with Additional Sponsorship

With the onboarding of additional sponsors, we aim to elevate the event's impact by increasing both the number of participants and the quality of the overall experience.

Roadmap

End of 2024 (November - December)

The foundational phase focuses on securing funding and establishing the logistical framework needed to execute a successful event. Key actions include:

- **Funding Confirmation:** Secure the OP grant to confirm initial financial resources.
- **Pitch Deck Development:** Create a detailed event deck to support sponsorship outreach.
- **Logistics Initiation:** Begin planning logistics, including initial quotes, vendor outreach, and preliminary timelines.
- **Venue Booking:** Secure an appropriate venue in Lisbon to accommodate the event's requirements for hackathon space, workshops, and breakout rooms.
- **Social Media Setup:** Establish event-specific X (formerly Twitter) and Farcaster accounts for consistent and focused updates.
- **Website Development:** Launch a dedicated hackathon website to host event details, applications, updates, and resources.
- **Sponsor Engagement:** Initiate outreach to additional sponsors to secure commitments that will enhance the event's offerings and impact.

First Trimester 2025 (January - March)

With foundational logistics in place, the focus will shift to participant outreach, sponsorship finalization, and preparation of essential resources.

- **Event Announcement:** Officially announce the hackathon, detailing its theme and goals.
- **Application Portal Launch:** Open applications for hackers, with a clear selection process for quality and experience.
- **Hacker Manual Development:** Begin creating a detailed guide for participants, covering event rules, resources, and Superchain integration.
- **Communication Strategy Launch:** Start a comprehensive communication campaign, sharing updates, insights, and engaging content across social channels and the website.
- **Mentor, judges and Volunteer Recruitment:** Select a team of mentors, judges and volunteers, ensuring participants have access to technical guidance and support throughout the hackathon.

Second Trimester 2025 (March - May)

In this phase, we will finalize logistics, solidify partnerships, and ensure a smooth experience for participants, mentors, and sponsors.

- **Sponsorship and Partnership Finalization:** Confirm all sponsorships and partnerships, with clear terms for visibility and contributions.
- **Event Promotions and Updates:** Maintain regular updates about the hackathon, key partners, and any new event features to build anticipation.
- **Logistics Finalization:** Secure final logistics details, such as equipment rental, catering, and event materials, ensuring everything is in place.
- **Mentor, judges and Volunteer Recruitment:** Confirming the team of mentors, judges and volunteers.

Third Trimester 2025 (June - August)

This phase includes the event itself and the subsequent post-event reporting to provide Optimism with detailed outcomes.

- **Finalizing:** Solving up any last minute end and do the last communication both in team, for the sponsors, for the suppliers and for the attendees.
- **Event Execution:** Host the hackathon in Lisbon, including setup, participant registration, mentor guidance, workshops, coding sessions, and project presentations.
- **Post-Event Reporting:** Compile a comprehensive report covering key metrics, project outcomes, participant feedback, and sponsorship engagement. This report will be submitted to Optimism as a record of impact and potential future opportunities.

Evaluation and Reporting Plan

Evaluation and Reporting Plan

To ensure transparency, accountability, and alignment with the mission's objectives, WER will implement a structured evaluation and reporting plan throughout the hackathon's planning and execution phases.

1. Roadmap Tracking and Monthly Reports

- **Progress Monitoring:** WER will closely monitor each milestone in the roadmap to ensure timely execution. Any adjustments or adaptations will be documented, with a focus on maintaining alignment with the initial project goals.
- **Monthly Reporting:** Each month, WER will provide a summary report detailing all activities completed, upcoming priorities, and any challenges encountered. These reports will give an ongoing view of project status and ensure transparency.

2. Tracking Success Metrics

- **Engagement and Participation Metrics:** We will measure participation rates, including the number of applications received, selected participants, attendance, and overall engagement throughout the event.
- **Project Quality and Impact:** Each project submitted will be evaluated for quality, innovation, and potential for ongoing development within the Superchain ecosystem. Metrics will include the number of completed projects, projects integrating Superchain features, and feedback from mentors on project viability.

3. Post-Hackathon Reporting

- **Comprehensive Event Report:** A detailed report will be submitted to the grant allocator post-event, covering the full spectrum of outcomes. This report will include:
 - **Participant Feedback:** Insights into participant experience, with feedback on event structure, technical guidance, and value gained.
 - **Project Outcomes:** A summary of submitted projects, notable achievements, and potential next steps for promising ideas.
 - **Sponsorship and Partnership Impact:** Evaluation of sponsor engagement, contributions to the event, and any future collaboration opportunities identified.
- **Future Opportunities Assessment:** The report will conclude with recommendations for future hackathons, potential ecosystem partners, and ways to strengthen Optimism's presence within the European web3 developer community.

This structured evaluation plan ensures a clear, data-driven assessment of the hackathon's impact, with regular updates leading up to a comprehensive post-event report.