

A. Name of project and Project URL on Ideascade/Fund

Kaizen Crypto | Cardano Dubai Hub - Ecosystem Onboarding and Education
<https://cardano.ideascale.com/c/cardano/idea/110502>

B. Name of project manager

Pritesh Gosai - Kaizen Crypto

C. Date project started

March 2024

D. Date project completed

February 2025

E. List of challenge KPIs and how the project addressed them**Overview**

The Cardano Dubai Hub was established to help foster education and onboarding for newcomers into the Web3 space. By participating in local events and hosting educational workshops, individuals could come together to share ideas and learn more about Cardano and blockchain technology. This project has allowed us to foster meaningful relationships between enthusiasts and help to onboard newcomers.

KPIs

Cardano Dubai Hub was submitted under the Fund 11 Challenge for Cardano Open: Ecosystem. This challenge setting aimed to help bootstrap ecosystem growth and applied to Cardano Dubai Hub in several ways:

- Give Cardano community a presence at local crypto events
- Facilitate educational workshops to onboard newcomers and get them started within Cardano's ecosystem
- Create content and marketing material aimed at growing awareness

These key metrics have allowed us to play a role in growing the presence of the Cardano community in Dubai and the wider MENA region.

F. List of project KPIs and how the project addressed them

The main objective of our Fund 11 proposal was to create a campaign that showcased Dubai as a leader in the global cryptocurrency industry. The goal of our proposal was to meet several criteria:

Host in-person workshops and events that fostered Cardano education

Throughout the time of working on this proposal, I relocated to Dubai to get a deeper understanding of the landscape related to cryptocurrencies in the region. Our team was able to grow and facilitate several in-person events, including a networking event, a Catalyst education workshop, and a Cardano Summit satellite event. During each of these events, the focus revolved around expanding education of the Cardano ecosystem and onboarding newcomers to the space.

- **Who attended our events? How many were newcomers to Cardano, how many were veterans?**

Our events attracted a diverse range of attendees, from seasoned Cardano veterans to newcomers who were completely unfamiliar with cryptocurrency.

- **Networking Event:** Of the approximately 20 attendees, around 70% were completely new to cryptocurrency and blockchain. Many of them were business professionals, startup founders, and investors who were curious about Cardano but had no prior experience. The remaining 30% were existing Cardano community members, some of whom had built projects within the ecosystem.
- **Catalyst Education Workshop:** Attendance was smaller (5-7 people), but all attendees were engaged in learning the basics of Cardano and blockchain. Most were Dubai-based residents who had some familiarity with crypto but were not yet involved in the Cardano ecosystem. Veterans like myself and @Hydra_2017 led discussions and answered questions.
- **Cardano Summit Satellite Event:** This was the most veteran-heavy event, with approximately 40 attendees. A large number were existing Cardano contributors, including Adam Dean, Rick McCracken, Lily Brodi, and others who have actively participated in the ecosystem. However, there were also a few individuals who were new to Cardano but had prior experience in blockchain or other crypto projects.

- **How many people attended each event, and how were they identified/qualified?**
- **Networking Event:** ~20 attendees. Identification was done through a simple sign-up sheet where names and emails were collected.
- **Catalyst Education Workshop:** 5-7 attendees. Due to the small group size, we identified attendees informally through introductions and discussions about their experience in crypto.
- **Cardano Summit Satellite Event:** ~40 attendees. Due to the yacht charter company's requirements, we collected detailed attendee information, including name, email, and contact details.

- **Is there any quantitative information/statistics to demonstrate the impact of the events you organized?**

While we did not conduct formal surveys or collect extensive data, we can provide some key insights:

- **Networking and Awareness Growth:** The networking event resulted in follow-ups with at least 10 attendees who were interested in learning more about Cardano and how they could get involved.
- **Educational Impact:** Several attendees from the education workshop have since reached out for guidance on setting up wallets and staking ADA. At least three individuals have actively started engaging with Cardano community channels as a direct result of attending the workshop.
- **Onboarding via Proof-of-Onboarding System:** We physically distributed token claim cards to attendees, allowing them to create their first Cardano wallets. Feedback was overwhelmingly positive, with multiple requests for additional cards to share with friends and colleagues.
- **Social Media & Content Reach:** Our marketing campaign reached thousands of viewers across different platforms. For example, the Cardano Summit event coverage received over 5,000 views across various social media posts and videos.

- What was achieved with these events?

The key achievement of hosting these events was that we were able to foster collaboration and awareness for the Cardano ecosystem. Many attendees of our events were unfamiliar with basics related to Cardano, and after attending our event, they were able to better understand Cardano and how they should go about participating within the ecosystem.

- Engaging content showcasing Dubai's progress related to crypto adoption

Our team created a targeted marketing campaign that highlighted several of the key elements related to blockchain and cryptocurrency innovation in Dubai. One notable example includes the collaboration of the Cardano Foundation and the Dubai Police. We were even able to attend the official signing of this MOU and met with Frederick Greggard. Our marketing campaign contained both short-form and long-form content optimized for their respective social media platforms.

G. Headline Cost Breakdown - Budget Expenditures

Listed below are several of the costs associated with our proposal's completion. The payment for each of these line items was made in the local currency. Throughout the course of this proposal, the ADA price did fluctuate, with the average exchange rate being approximately 1 ADA = .25 AED

Tax invoices for several of the larger line-item expenditures can be found on Google Drive using the link provided below.

Invoices: Tax Invoices - Cardano Dubai Hub

Unbox Bay Square Conference Room Reservation - 10,815 AED

Photographer/Videographer - 2,000 AED

Cardano Proof-of-Onboarding Cards - 2,835 AED

Xclusive Yacht Charter Reservation (40 people) - 13,500 AED

Pizza Hut Catering (20 pizzas) - 2,000 AED

Alcohol Beverages - 1,500 AED

Photographer/Videographer - 2,500 AED

Social Media Manager (20 hours) - 5000 AED

Transportation Costs (Fuel, Parking, Tolls) - 500 AED

Miscellaneous Expenses - 1000 AED

Total Budget: 41,650 AED

H. Key achievements (in particular around collaboration and engagement)

With the completion of this proposal, our team was able to successfully foster growth and awareness of the Cardano ecosystem in Dubai. We were able to partner with Cardano community members to implement a Proof-of-Onboarding system that allowed us to physically distribute token claim cards to event attendees. This initiative proved to be very well received by the broader community, as we even had several people reach out to me personally to ask if we had any extras. This allowed us to physically place something in the hands of newcomers and even get them started with creating their first Cardano wallet.

I. Key learnings

This project was a nice experience, and our team learned many things along the way. One of these lessons was that booking events typically requires a deposit, paid in the local currency, to secure the venue at the selected time slot. This meant we had to book many of the event expenses using a local bank account. This was a challenge at first because banks in Dubai require many different documents, such as identification, proof of income, and proof of residence, and the process can also take several weeks. Another key learning was that Dubai has many different venues and locations, and understanding your audience is just as important as picking the correct spot to hold your event. For instance, tourists coming into Dubai often go to Marina, Downtown, or Business Bay. It was critical to understand these areas and find out which venue location was best suited for our events.

J. Next steps for the product or service developed

The next steps for us moving forward are to continue pushing for education and growth of Cardano in Dubai and the Middle East region. I am now a resident of Dubai and plan to be for the foreseeable future. I have also joined several groups related to crypto outreach, including the Cardano MENA WhatsApp group, to make myself available as a resource for anyone who would like to learn more.

K. Final thoughts/comments

Our team has worked hard to put this project in motion. Despite this being the conclusion of this proposal, I still think the Cardano community has a lot of work ahead to continue pushing for greater adoption and awareness of the ecosystem. I'm very grateful for all of the amazing people I was able to meet as a result of hosting these events and am very excited to see what the future holds for our passionate community!

L. Links to other relevant project sources or documents. Please also include a link to your video here.

Close Out Video:

 **Cardano Dubai Hub Closeout | Fund11 - 1100178 - Ecosystem Onboarding and E...**

<https://youtu.be/1ASzum6cqCA?si=qwZhDLZIf8dFN1uB>

<https://youtu.be/NLmEsbIW1rk?si=O4-5easrrC-uehoA>

https://youtu.be/_XmbKTEHYo?si=cLjIULIHoazOcUB0

https://youtu.be/-VsAITw0f18?si=A_GPLJyWZb9Kf_JX

 **Cardano Summit Dubai Yacht Party Media**