Funding Request: Celo Arabia 2025 H1

Proposal Key Aspects

- **Title:** CeloArabia 2025 H1 Proposal
- **Authors:** CeloArabia Team
- **Type of Request:** Funding
- **Funding Request: 25,000 Celo.**
  ~~*Our budget was 17,000 cUSD - but since the current budget is limited, we will stick to requesting **25,000 Celo** for now and will do the same work.~~

Summary

This proposal seeks funding for **Celo Arabia DAO** to expand Celo's presence in the MENA region for the H1 2025. With a focus on **financial inclusion, education, and community empowerment**, the initiative will drive adoption of Celo's mobile-first solutions through localized content, workshops, and strategic partnerships. The budget of **25,000 Celo** supports three core areas:

1. **Community & Growth**
2. **Education & Content Creation**
3. **Coordination & Transparency**

By fostering grassroots innovation and leveraging MENA's high remittance volumes and growing blockchain interest, Celo Arabia aims to bridge financial gaps and build trust in decentralized technologies.

Reflections and Motivation

In 2024, CeloArabia has sparked strong community interest and engagement, offering valuable insights to refine our strategies. This proposal builds on those lessons, ensuring a targeted approach to maximize impact while maintaining operational efficiency.

Motivation:

- **Strategic Location:** The MENA region is a key hub for global trade and finance, offering access to diverse markets and economic opportunities.
- **High Remittance Volume:** The region has a substantial volume of inbound remittances, making it an ideal market for financial technologies that can provide cheaper, faster, and more secure transfer options.
- **Growing Interest in Digital Assets:** There is an increasing interest and engagement with digital assets and blockchain technology in the MENA region, providing a fertile ground for Celo's expansion.
- **Financial Inclusion:** Many people in the MENA region are underbanked or unbanked. Celo's mobile-first approach can provide accessible financial services to these populations, promoting greater financial inclusion.

Goals:

- **Revolutionize Financial Access:** Use blockchain and Celo's mobile-first solutions to unlock financial opportunities for the unbanked and underbanked populations in the MENA region.
- **Stabilize Local Economies:** Promote adoption of Celo stablecoins to provide a hedge against volatile local currencies, enabling seamless and stable financial transactions.
- **Inspire Innovation:** Foster a vibrant ecosystem of developers and entrepreneurs by supporting Celo-based projects focused on remittances, decentralized finance, and sustainability.
- **Empower Communities:** Create culturally tailored educational campaigns to demystify blockchain technology and make it accessible to diverse audiences across the MENA region.

Specification

Our DAO will focus on building community and increasing adoption through a range of initiatives:

Community Building:

- Active social media engagement across platforms like Twitter and Telegram.

Education and Awareness:

- Conduct webinars to introduce blockchain concepts and highlight Celo's ecosystem.

- Create localized content in Arabic.
- Collaborate with fintech companies, universities, and NGOs to promote the adoption of Celo's ecosystem in the future.
- Develop use cases for Celo's stablecoins in areas like remittances and financial inclusion.

Stablecoin Adoption:

- Introduce and facilitate the use of $cUSD and $cEUR as stable alternatives for daily transactions.
- Engage with businesses and merchants to integrate stablecoins into their payment systems

Focus Area 1: Community Engagement and Growth

Summary
Strengthen Celo's MENA presence by fostering active communities, driving participation, and supporting grassroots initiatives.

Initiatives
- **Social Media Management:** Engagement on X (Twitter) and Telegram to grow and nurture Arabic-speaking communities including, translation, original posts, support and guide users.
- **Webinars:** Host virtual webinars to educate users about Celo.

KPIs
1. 6 Webinars
2. Number of social media impressions and engagements.
3. Increase Twitter and Telegram followers by at least 70%.
4. Enroll 50+ learners who will mint an NFT certificate (on-chain) after course completion.
5. Average of 25+ attendees per webinar.
6. Distribute POAPs to 100+ attendees across all events.
7. Generate 100+ on-chain transactions from community members
8. Track developer engagement through GitHub contributions and event participation

Focus Area 2: Education and Content Creation

Summary
Build blockchain literacy through localized educational resources and developer training.

Initiatives
- **Articles & Videos:** Produce Arabic-language content explaining Celo's ecosystem, governance, and real-world applications.
- **Courses:** Launch structured programs on blockchain basics, smart contracts, and Celo development, with certification.

KPIs
1. 8 articles, 6 videos and 3 courses will be published and shared.
2. Course completion rates and certifications issued on-chain.
3. 200 to 400 views at least for articles and videos.

Focus Area 3: Coordination and Transparency

Summary
Ensure operational efficiency, accountability, and alignment with Celo's mission.

Initiatives
- **DAO Governance:** Formalize decision-making and fund management through multisig wallets and community input.
- **Transparency Tools:** Implement dashboards for real-time tracking of expenses and progress.
- **Operational Support:** Allocate resources for website maintenance, tool subscriptions, and coordination.

KPIs
1. Timely execution of milestones and initiatives.
2. Regular publication of financial and impact reports.

Milestones

CeloArabia Operational Plan

Stage 1 (Months 1-3)

- Launch website and Academy.
- Start social media campaigns and produce content (blog posts, videos, infographics, and translations).
- Produce 2 courses

Stage 2 (Months 4-6)

- Produce 1 course
- Produce content (blog posts, videos, infographics, and translations).
- Scale community engagement through events and initiatives.
- Measure impact and refine strategies for growth.

Budget breakdown

- **[check here](#)**
- **Multisig Wallet:** 0xe1B10f25eb56446bAF94A48b6b63f100f1f686c9
- **Signers:**
  - **Mostafa:** 0x6e4E55A49a8C8938BD8D8668E18DE95962740Fe1
  - **Gemy:** 0x7C04b6F7Eedf698D0659ED873a0bCc227bD9FA00
  - **Victoria:** 0x90FF0a4078A91d6b79c4C34A2024EE3c34503333

Team and Responsibilities

- **Mostafa** - **Founder**: Over 7 years of experience in community creation and management, content creation and strategy development. Leads the vision and direction for impactful projects and initiatives.
- **Gemy** - **Content & Translation Specialist**: 3 years of experience in translation and content creation. Develops engaging educational and promotional content.
- **Victoria** - **Events & Partnerships Manager**: 3 years of experience in organizing events, establishing partnerships, and design. Focuses on building strategic collaborations and creating impactful events.
- **Nesmo** - **Community Manager**: 4 years of experience in community management. Works on growing and nurturing community engagement and ensuring strong interaction with the audience.
- **Ziad Mahmoud** - **Academic & Blockchain Developer**: Over 7 years in the academic and programming fields. As a teaching assistant at Pharos University, teaches Blockchain and Solidity, and plays a key role in educating the next generation of developers.

Conclusion

Celo Arabia DAO will serve as a catalyst for blockchain adoption in the MENA region, empowering communities to leverage Celo's tools for financial resilience and innovation. By prioritizing education, inclusivity, and transparency, this initiative aligns with Celo's mission to create equitable prosperity.