

1. AS - Spaces and Streams program in Spanish about Astar Network and Soneium

2. Proposal Overview:

2.1. **Project Name:** AS - Spaces and Streams program in Spanish about Astar Network and Soneium

2.2. **Proposer:** Jorge Sáez.

2.3. **Recipient Address:** YWnGuuAVHMLzSWSAb5VmUCzrjyoHaEAwZwnAyunnqS9ceXb

2.4. **Contact Information:**

- **2.4.1.** **Email Address:** jorge.alen.saez@gmail.com
- **2.4.2.** **Telegram ID:** @CJorgeSaez
- **2.4.3.** **LinkedIn:** https://www.linkedin.com/in/cjorgesaez/

2.5. **Submission Date:** July 25-31, according to the feedback.

3. Proposal Description:

3.1. Objective:

Launch a pilot program for **Spaces and Streams on X** (Twitter) in **Spanish** to strengthen the Spanish-speaking community of **Astar Network** and **Soneium**, educate about the ecosystems, and generate valuable connections with communities, builders, content creators, and ecosystem enthusiasts in Latin America.



3.2. Background:

As Astar Network and Soneium gain traction globally, the creation of structured, real-time content for the Spanish-speaking public becomes necessary. Latin America is a region with enormous potential for the Crypto and Web3 ecosystems, with large, active communities seeking to educate themselves and actively participate in various areas of the field.

With **Astar Network**'s successful participation as **Official Sponsor**, led by **Jorge Sáez**, at Bitcoin Pizza Day Lima 2025, one of the ecosystem's main events, a strong receptiveness and interest in solid projects such as Astar Network and Soneium is confirmed, not only locally but regionally.

AS was born in response to this need, and as part of giving continuity to these growth efforts both locally and regionally, offering a constant and curated virtual space for learning, debate, and dissemination of the ecosystem.

I recently conducted a **stream** with **ITEMZ LATAM**, one of the main gaming communities in the ecosystem in the region, where we explored and tested two of the ecosystem's projects, **Legends of Venari** and **Arcas Champions**. We also had the participation of **Carlos Rodríguez**, who provided valuable information about **Astar Network** and **Soneium**, including relevant information about the **Soneium For All** incubation program.

Stream: https://x.com/i/broadcasts/1yNGaLQAwyWKj

The name of this program was conceived by **Audiarmis García**, with her initiative to develop **Spaces** on the Astar Network for the Latin American community. This effort complements my own initiative to launch **Spaces** and **Streams** for the Astar Network and the Soneium account in Spanish, aimed at the Spanish-speaking community.



Likewise, **Audiarmis García** has been involved with the Astar ecosystem since 2024, participating in local events to showcase Astar Network's technology. She is an ambassador for **Archisinal**, a project also incubated in Astar Network's dApps space. She has recently shared audiovisual content, articles, memes, and publicized the activities of **Astar Network** and **Soneium**:

Video: https://x.com/casi_audi/status/1935111127316230422
Video: https://x.com/casi_audi/status/1940815069031682249

Next **Thursday, July 10, 2025**, we will be working together as Hosts in an AMA that we will carry out with a representative of **CoinEx**, an event in which we will also have the participation of **Carlos Rodriguez**, who will share some relevant information about the Astar Network and Soneium ecosystems.

Link: https://x.com/AstarSoneium_ES/status/1941221686881157259

The idea behind developing this program of **Spaces and Streams in Spanish**, **"AS, The Master Card in Web3",** is to continue developing these types of initiatives aimed at positioning **Astar Network** and **Soneium** in the Spanish-speaking community.

3.2.1. Relevance to Astar Network:

3.2.1.1. **AS** is highly relevant to both Astar Network and Soneium as it presents itself as a structured and ongoing initiative, connecting directly with the Spanish-speaking community in Latin America, one of the main regions with the most crypto adoption and Web3 growth.



3.2.2. KPIs and Deliverables:

3.2.2.1. 20 Spaces are planned to be held from August 4 to December 15, 2025

3.2.2.2. 4,000+ total views expected.

3.2.2.3. 500+ direct interactions expected (likes, reposts, quotes, and comments).

3.2.2.4. 10+ guests from the ecosystem expected.

3.2.2.5. 200+ new followers expected across the involved accounts.

3.2.2.6. Assistance and outreach:

3.2.2.6.1. 20+ live listeners per session expected (with numbers projected to grow progressively).

3.2.2.7. Interaction and community:

3.2.2.7.1. Audience participation will be encouraged through interactive dynamics including polls, POAPs, and giveaways. Every Space will include POAP distribution.

3.2.2.7.2. New followers expected on both the AS account (@As_talks) and the Spanish account of Astar Network and Soneium (@AstarSoneium_ES).

3.2.2.8. Ecosystem growth:

3.2.2.8.1. 5+ guest projects from the Astar Network and Soneium ecosystems.

3.2.2.8.2. 5+ collaborations with other Web3 communities in the region.

3.2.2.9. **Content and reputation:**

3.2.2.9.1. All Spaces will be recorded, published, and made available for replay (100% episode publication rate)

3.2.2.9.2. Creation and distribution of visual content such as banners, summaries, and short clips.

3.2.2.9.3. Mentions and appearances of the program on other accounts and media outlets.



3.2.2.10. Report:

3.2.2.10.1. To guarantee transparency with the community, monthly updates will be published including detailed reports on engagement, attendance, community growth, and full disclosure of giveaway transactions, including transaction IDs (TX IDs) and Screenshots,

4. Team Information:

4.1.1. Team Members:

4.1.1.1. **Jorge Sáez:** Host, Strategist, Operations Lead, Business Development, Designer, Public Relations Manager.

4.1.1.2. **Audiarmis García:** Co-host, Organizer, Designer, Content Coordinator and Curator, Public Relations Manager.

4.1.2. Experience:

4.1.2.1. Jorge Sáez.

I'm a professional with over five years of relevant experience in the sector, specializing in the development and execution of growth, operational, organizational, and marketing strategies. This has allowed me to successfully build Web3 communities, strategic alliances, and integrations in Peru and Latin America. During my career, I have worked as:

4.1.2.1.1. **AirDAO Peru Country Manager and LATAM Operations:** Responsible for establishing this L1 project's presence in Peru, leading adoption initiatives, strategic partnerships, and community development.

4.1.2.1.2. **Ambassador, LATAM Lead, and Operations Lead at Pixel Realm (formerly Nftb):** I designed and executed



growth, operational, and marketing strategies to drive the growth of one of the leading NFT Marketplaces within the BSC ecosystem, as well as maintain and develop new partnerships with projects and key opinion leaders (KOLs), achieving more than 50 pre-sale launches and NFT collections.

4.1.2.1.3. **Previous work:** Below are some examples of both in-person and virtual events I have organized and led in collaboration with some of the ecosystem's leading exchanges as part of implementing marketing strategies to drive community growth and engagement, which have achieved high attendance and participation rates:

4.1.2.1.3.1. Astar Network Sponsorship at Bitcoin Pizza Day Lima 2025
4.1.2.1.3.2. Stream Gaming on exploring the Astar Network and Soneium ecosystems
4.1.2.1.3.3. Community networking event - Lu.ma 200+ attendees
4.1.2.1.3.4. Educational community event - Lu.ma 100+ attendees
4.1.2.1.3.5. Attendance at Key Ecosystem Events
4.1.2.1.3.6. Gate.io - Spanish AMA
4.1.2.1.3.7. Gate.io - Portuguese AMA
4.1.2.1.3.8. Binance - Spanish AMA
4.1.2.1.3.9. Kucoin - Spanish AMA

4.1.2.2. **Audiarmis García:**

I'm a communication graduate and content creator with strong experience in Web3. I specialize in community building, educational



content, and storytelling, with a focus on inclusive growth and visibility for Latin America within the decentralized ecosystem.

Throughout my career, I've worked as:

4.1.2.2.1. **Community Builder on the Hive Blockchain:** Moderator, ambassador, and speaker within Hive, supporting community growth through content creation, onboarding strategies, and event participation.

4.1.2.2.2. **Ambassador at Archisinal:** Part of a creative collective exploring the intersection of Web3, design, and digital culture, with a strong emphasis on local impact and collaboration.

4.1.2.2.3. **LATAM Content Contributor at Polkadot:** Producer of *Columna Web3*, a community-driven editorial project documenting the presence of Polkadot in Latin America, covering events, stories, and initiatives from the region.

4.1.2.2.4. I'm currently a **candidate for the Astar Network Agent Program**, where I aim to further contribute to the Web3 space by promoting education, adoption, and ecosystem collaboration from a Latin American perspective.

4.1.2.2.5. Organizer and host of the Polkadot Decoded 2024 View Party in Lima

4.1.2.2.6. Speaker at Web3 Palooza 2024, representing Hive

4.1.2.2.7. Speaker on behalf of Astar Network at the Archisinal showcase in Lima, Peru

4.1.2.2.8. Host of Spanish Twitter Spaces introducing Astar Network to the LATAM community with 50+ live listeners



5. Proposal Plan:

5.1.1. Methodology:

5.1.1.1. Monthly selection of relevant topics such as SocialFi, NFTs, Culture & Art, Tokenomics, dApp Staking, Governance, among others.

5.1.1.2. Weekly planning of scripts, questions, interactive dynamics, and promotional strategy.

5.1.1.3. Guest outreach and coordination.

5.1.1.4. Live execution and moderation from official accounts.

5.1.1.5. Post-event follow-up, performance tracking, and continuous optimization.

5.1.1.6. Rewards system based on POAPs and NFTs, where we will award both commemorative and special POAPs and NFTs, which will be linked to limited-edition merchandise and token rewards for those members who actively contribute and make valuable contributions to the community.

5.1.1.7. Brand Activation:

As part of the brand activation, we plan to distribute commemorative **POAPs** and **NFTs** in each Space and Stream, as well as hold monthly recognitions for the most outstanding contributions within the community. These recognitions will include special NFTs and symbolic prizes such as limited-edition merch, to incentivize continued participation, a sense of belonging, and reputation building within the ecosystem.



Additionally, this program will be promoted through local media, regional Web3 communities, and strategic partners, allowing us to expand its reach and impact.

This strategy replaces monetary airdrops with more sustainable incentives aligned with the cultural and community values of Astar Network and Soneium.

5.1.1.7.1. About the POAPs:

We plan to award commemorative POAPs in each episode of the show, as a way to recognize attendance and encourage digital collecting within the ecosystem.

Each POAP will be unique and themed based on the episode's content, allowing participants to build a collection that reflects their journey within AS - The Master Card in Web3. This approach not only motivates users to actively participate but also appeals to the emotional and symbolic value that many Web3 enthusiasts find in these items.

POAPs have established themselves as effective tools for building community loyalty, capturing important moments, and strengthening a sense of belonging within these types of initiatives.

5.1.1.7.2. About the NFTs:

In response to valuable feedback from the community on the forum, we have completely adjusted the rewards strategy for the **AS - The Master Card in Web3** program. Instead of using airdrops with ASTR tokens, which could attract short-term and low-commitment users, we have designed a **system focused on**



collectible NFTs, gamification, and rewards based on merit and real contributions.

This new approach seeks to encourage active participation not only in the AS program but also in the Astar and Soneium ecosystems, a sense of belonging, and long-term community building, aligning with the core principles of Astar Network and Soneium.

5.1.1.7.2.1. **“AS - The Master Card in Web3" NFT Collection**
We have created this collection on **OpenSea**, which will host the minted NFTs on the **Soneium Blockchain:**
https://opensea.io/collection/as-la-carta-maestra-web3

5.1.1.7.2.2. These NFTs will be issued under different categories:

5.1.1.7.2.3. **Genesis NFT – Legendary Program Card - Legendary**

5.1.1.7.2.4. This NFT represents the beginning of the program and will be issued as a foundational piece. It will have special symbolic and reputational value within the community.

This NFT will be the first card in the "AS - The Master Card in Web3" collection deck.

You can view the card at the following link:
https://opensea.io/item/soneium/0xdf51c2b4b3850f35712d8f56ebded14cf1665f62/1



5.1.1.7.2.5. Outstanding Contribution NFTs - Epic

These NFTs will be issued monthly to those who contribute significant value: active participation, quality contributions, promotion of the program and/or the Astar Network and Soneium ecosystems, as well as community leadership. These NFTs will provide access to direct rewards of $15 for the two most outstanding community members of the month.

This differs from the previously mentioned airdrops, as in this case we are only awarding monthly rewards to the two participants who have made the most contributions during the month.

These NFTs will be awarded in the last Space or Stream of each month, where the work done by these two contributors will also be publicly highlighted.

How will we evaluate the most outstanding users?

In order to keep track of this and conduct an appropriate evaluation, we have created the following form:

Contribution Form:
https://forms.gle/6Hih5QsjDvcRn8mQ7

This form must be filled out by community members who decide to contribute and opt for these NFTs. This form must be filled out for



each contribution (Post, Threads, Articles, Tutorials, Videos, etc.). This way, we will keep a complete record of each of the participants' activities and, at the end of the month, evaluate and decide who were the two most outstanding participants of the month. Additionally, these contributors are required to be active participants in the Spaces and Streams.

5.1.1.7.2.6. Commemorative NFT per Episode - Rare

Each Space or weekly stream will award a unique NFT as proof of participation. These will act as "base cards" for the program, encouraging attendance and collecting. This will allow participants to expand their deck as they attend and participate in each Space or Stream.

5.1.1.7.2.7. NFTs with Limited Edition Merch - Mythic

The most committed members who accumulate multiple cards throughout the season and excel in the participation rankings will be able to access physical merch kits.

These NFTs will be awarded at the end of the season, incentivizing participation.

These NFTs will be awarded only once per person.

The merch kit associated with these NFTs consists of the following:

- 1 T-shirt.
- 1 Thermo.
- 1 Notebook.



- 1 Mousepad.
- 1 Circular metal keychain.

- **Astar T-shirt.**





- **Soneium T-shirt.**







- **Thermo.**





- **Notebook.**







- **Mousepad.**





- **Circular metal keychain.**







For reference, the merch kit will look something like this:



A total of 42 NFTs will be issued this season.

However, this type of prize, while exciting for the winners to obtain exclusive physical merchandise from Astar Network and Soneium, represents a limitation, at least in the short term,



for those winning participants from other countries.

In this regard, we would like to propose the following:

22 NFTs will be distributed locally (Peru), as this does not pose any logistical problems. These NFTs will be distributed as follows:

20 NFTs will be used for cross-marketing with the ecosystem's main Web3 communities, encouraging participation among members of these communities and increasing both the reach and impact of the AS program.

2 NFTs will be for us, 1 for Audirmis, and 1 for me! We would love to have this merch!

The remaining 20 NFTs will be for the most prominent collectors during the season, who are located in Latin American countries other than Peru. However, due to the logistical limitations involved in getting them to the winners, we propose the following options:

*__Award the winners an amount in $ASTR tokens equivalent to the USD price of the merch kits associated with the NFTs, which in this case would be $25.__

Now, while this option completely eliminates logistical limitations, we believe it diminishes the impact and importance of these special NFTs



associated with a physical merch kit, as it would undoubtedly generate a greater impact if the winners could receive this gift physically in their homes.

However, we may opt for this option if the community agrees that it would be the most viable option.

*__Award the winners of these NFTs the physical merch kits at the end of the season.__

For this to be logistically feasible, we would need to collect data from all winning collectors, such as their country of origin, number of winners per country, and home address. We would also need to develop a dedicated budget for this purpose, including all expenses incurred to physically deliver these kits to the winners' homes.

Considering that these will be distributed at the end of the season (December 2025), once all the information is collected, we will submit a proposal to the treasury for this sole purpose if the Astar Network and Soneium communities agree to pursue this option.



5.1.2. Milestones and Timeline:

5.1.2.1. August:

5.1.2.1.1. Launch of AS and execution of the first 4 Spaces.

5.1.2.1.2. Active promotion campaign across platforms.

5.1.2.1.3. Award to the most outstanding collectors and contributors of the month: $30 in ASTR tokens.

5.1.2.2. September:

5.1.2.2.1. Format adjustment based on community feedback.

5.1.2.2.2. Execution of 5 new Spaces.

5.1.2.2.3. Ongoing promotion.

5.1.2.2.4. Award to the most outstanding collectors and contributors of the month: $30 in ASTR tokens.

5.1.2.3. October:

5.1.2.3.1. Execution of 4 additional Spaces.

5.1.2.3.2. Continued promotion.

5.1.2.3.3. Award to the most outstanding collectors and contributors of the month: $30 in ASTR tokens.

5.1.2.4. November:

5.1.2.4.1. Execution of 4 new Spaces.

5.1.2.4.2. Continued promotion.

5.1.2.4.3. Award to the most outstanding collectors and contributors of the month: $30 in ASTR tokens.

5.1.2.5. December:

5.1.2.5.1. Execution of the final 3 Spaces.

5.1.2.5.2. Continued promotion.

5.1.2.5.3. Program conclusion and wrap-up.

5.1.2.5.4. Award to the most outstanding collectors and contributors of the month: $30 in ASTR tokens.



6. Budget Breakdown:

6.1.1. Total Funds Requested: 33,541,67 ASTR

6.1.2. Detailed Budget:

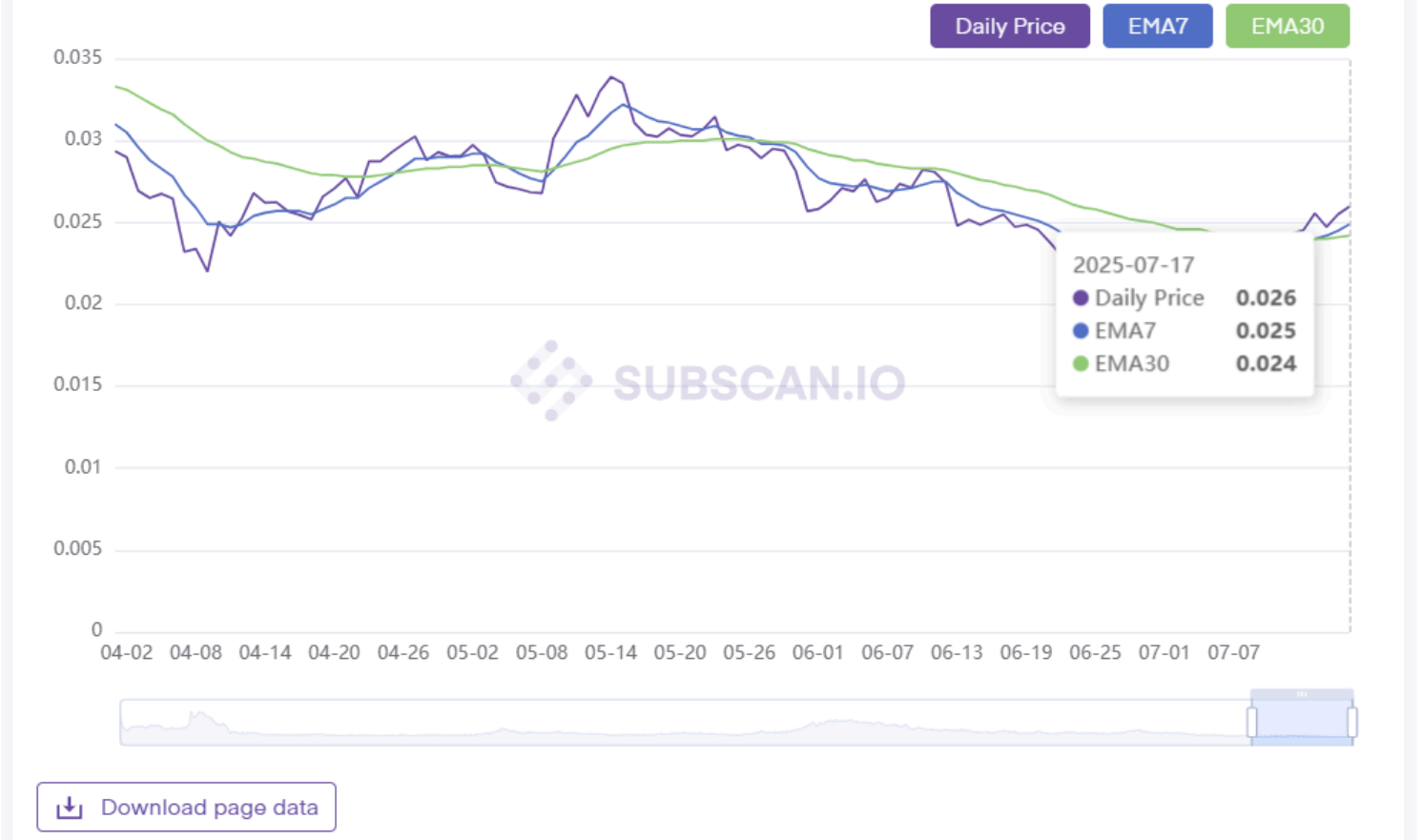
Itemized list of expenses associated with each milestone.



Details	Category	Units	Price per unit $	Budget	Notes	Quotes
NFTs with Limited Edition Merch - Mythic	NFT rewards	22	**$25,00**	**$550,00**	Merch kit associated with the NFT	Quote Link
Outstanding Contribution NFTs - Epic	NFT rewards	5	**$30,00**	**$150,00**	Rewards associated with these NFTs 2 winners per month $15 each	
Sub-Total				**$700,00**		
Buffer				**$105,00**	**15% Buffer to cover price fluctuations**	
Total USD				**$805,00**		
Total ASTR		**1 ASTR @ $0,024 EMA 30**		**$33.541,67**	**ASTR**	



6.1.3. ASTAR price Subscan



7. Alignment with Astar's Principles:

The AS program aligns perfectly with Astar Network's core principles by fostering global adoption from a local and regional perspective, providing educational and valuable content for the Spanish-speaking community.



This program promotes open collaboration, community participation, and social innovation by integrating topics such as SocialFi, NFTs, dApp Staking, governance, and other ecosystem-related topics.

Additionally, it promotes long-term community participation and engagement.

8. Risk Management:

8.1. Low participation..

8.1.1. To mitigate the low participation, we will have the X account with a Premium subscription, which will allow us to obtain greater reach, validation by the community and access to X statistics and metrics. Likewise, we will carry out promotions in local media and regional Web3 communities, in addition, we will have both ecosystem and local guests, which will allow us to have greater reach and increase the participation rate as the Spaces are developed.

9. Conclusion:

AS is a concrete, measurable, long-term proposal aligned with Astar Network's expansion strategy. In this proposal, we join forces to continue promoting and positioning Astar Network and Soneium as leading blockchain projects in the ecosystem, implementing a professional and educational program with a high impact on the Spanish-speaking community.

At the end of the **AS - The Master Card in Web3** pilot program, participants will not only have experienced a unique journey of education and connection within the ecosystem, but will also become holders and collectors of an



exclusive virtual deck of cards that reflects their path, contributions, and growth in Web3 and the ecosystems of Astar Network and Soneium. Each card will represent their learning, engagement, and creativity, turning education into an exciting and meaningful game.

This deck will hold both symbolic and collectible value, while also unlocking benefits, rewards, and recognition within the community. Together, we will have built a network of better-prepared, visible, and empowered Web3 creators and leaders across LATAM!