

## Celo Grant Bankless

<https://prezenti.xyz/>

### **Members**

### **Hangout**

### **Proposal Title**

Research into Celo Use Cases in order to attract more users and builders into the ecosystem.

### **Details**

Celo's mission is to create prosperity for all and redefine money.

Bankless Lab's mission is to enable partners to cut through the noise, empowering them to make smart business decisions by providing them with the highest quality research analysis for their Web3 project.

This makes Bankless Labs well-positioned to conduct market research analysis on Celo's current use case mix. We understand that Celo is trying to break into several different areas in web3, and bankless labs can provide market insight into one of these areas. This research will inform a SWOT analysis for Celo's offering in Defi, NFTs or Gaming. The results of this analysis will be used to create documentation/reports on possible use cases for Celo's protocol in order to help them attract targeted users and builders.

Potential targeted User Groups/categories:

- 1) Defi protocols: Initial review indicates some success in attracting protocols, but not liquidity
- 2) NFT's: Celo has attracted several NFT projects, but their marketplaces have really low volume compared to other chains.
- 3) Gaming: Celo is a pretty obvious choice for cellular p2e games, and it's surprising that they have not gone that route. A potential analysis of the use case here and how to attract developers/projects to work on celo might be useful

In each user profile research and interviews focused on:

- a) Founders
- b) Whales
- c) Thought leaders (thinking more Bankless podcast than shilling youtubers!),
- d) Tech experts
- e) Community leaders

This report will be informed through research and detailed interviews with the different user profiles, extensive research into the ecosystem including sentiment towards alternative L1s, and

a comprehensive audit of near / adjacent competitive offerings, and a detailed understanding of the barriers and factors that can unlock adoption and growth.

We will aim to present the findings of our research to Celo in the form of detailed insights and recommendations focused on Possible use cases within Defi, NFTs and Gaming.

Future research to be conducted building on the foundation of understanding user research would be:

1. Improvement areas for User Experience
2. Sharpening and making the branding more differentiated
3. Marketing strategy for raising visibility, education and stronger engagement
4. Outreach strategy on how to effectively build more partnerships and strengthen the success rate of initiatives

The findings will be shared with Celo as an extensive report. We will also create an educational piece about Celo making the onboarding journey more effective for new users.

## **Goals**

- 1) Develop categories of target users for Celo, referencing researched use cases in order to highlight which user groups are most naturally suited to use Celo.
- 2) Provide Celo with guidance on which use cases make most sense for different user groups. Enables: Potential user groups to be more effectively targeted with tailored offerings
- 3) Provide Research driven content for more effective education programs
- 4) Support the development of strategic thinking on how best to apply Celo features, based on Research

## **Milestones**

- 1) Create Categorisation of potential user groups – 2 weeks – Output User categorisation report – 1000 USD Payout
- 2) Develop examples of use cases that meet the needs of these user groups 3 weeks – Case studies library – 1000 USD Payout
- 3) Develop explanations of how Celo features are benefits for these users groups – 1 month – Benefits applied to specific user reports – 1000 USD Payout
- 4) Deliver the final presentation of Research showing targeted user groups, examples of use cases for these groups and how in theory they will benefit users. – 2000 USD Payout

## Funding Breakdown

COMPONENTS	COSTS
Qualitative research, including Interviewing and micro-ethnographic research in emerging protocols and potential users	\$2900
Writing internal strategy report to suggest better market fit and identifying pain points for potential users of Celo	\$1500
Editing / Publishing of in-depth report + educational / outreach piece	\$500
Design work for educational / outreach piece	\$100
<b>TOTAL</b>	<b>\$5,000</b>

### How do you plan to contribute to Celo's mission of building an open financial system that creates the conditions of prosperity for all?

To provide research to Celo's community to make smart decisions in order to encourage increased adoption of an open financial system. Specifically around segmenting the user market and their individual requirements, focusing on Defi, NFTs and Gaming.

**Have you received funding from any other sources for the same work/build/product/services:** No

**If you have a website, what's the URL?** [www.banklesslabs.io](http://www.banklesslabs.io)

**In which country or countries is the team based in?** Bankless Labs is a web3-native research institution. Based globally, in true web3 fashion, we have members on many continents.

**Is your project open source?**

This is marketing research, and can be made available at the guidance of Celo! A lot of protocols don't want their weaknesses broadcast, which this research requires us to research.

**What are you planning to do with this grant? What is the proposal for the project you'd like to build? Please note projects should last no longer than 6 months**

This grant will enable a team to be formed to conduct research and collate it into a useful format for Celo.

The proposal is to perform research to better equip Celo with information needed to attract key user demographics and strategically important protocols

Specifically:

- 1) Develop categories of target users for Celo, referencing researched use cases in order to highlight which user groups are most naturally suited to use Celo.
- 2) Provide Celo with guidance on which use cases make most sense for different user groups. Enables: Potential user groups to be more effectively targeted with tailored offerings
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**Which country or countries will your tool/product/service be available in?**

All possible countries.

**Is the project part of a larger company/team? If it is please specify what the broader company/team does**

This specific project team is part of Bankless Labs. Bankless Labs is a Web3-native project creating research reports for projects & protocols in the ecosystem.

**What evidence of success/traction have you achieved to date?**

For an example of our work, see [Protocol X Chain Expansion SWOT](#)

**Do you have any references that we can contact ?**

We have previously done work for Low-Poly Duck over at saddle finance, and he is happy to give a reference.

**How do you know that people need your service/product/build?**

While Celo has been successful in attracting protocols to their network, they have failed in finding adoption in users and whales in their network. Our research can help inform Celo-affiliated granting agencies to make better choices, and can also inform the Celo team in strategy and design decisions to make their blockchain more appealing to users.

**What amount of Prezenti community funds are you requesting for this project (in cUSD)?**

5,000 \$cUSD