

V.8 Celo EU Proposal — Season 1 (H2 2025)

- **Receiver Entity:** Celo Governance
 - **Status:** [FINAL]
 - **Author(s):** Rica (@ricaax), Joan (@Joan_DeRB)
 - **Type of Request:** Funding
 - **Intent:** Season 1
 - **Funding Category:** Regional Community Growth
 - **Funding Request:** 80,000 cUSD+34,000 Celo (\$10,200)
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Summary

Celo EU proposes to establish a **builder activation funnel in Eastern Europe** (Estonia, Poland, Romania, Serbia, Finland) with collaboration and guidance from the **Rise In Eastern Europe network**.

The funnel will integrate developers into **Celo's global programs** (e.g., Celo Camp, CPG rewards, Prezenti Grants, Proof of Ship, MCP, Stabila, etc.), ensuring a measurable pipeline from **fresh developer interest** → **Celo-native startups and protocols**.

All outcomes will be tracked transparently via KarmaGAP, GitHub, and a public dashboard, directly contributing to Season 1 intents:

- **Grow Daily Transactions**
 - **Grow TVL on Celo**
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Motivation

Eastern Europe is one of the most promising pools of technical talent globally, with strong traditions in mathematics, engineering, and open-source development. Despite this, Celo's developer presence in the region remains fragmented and under-activated.

Current efforts are scattered and event-driven, lacking a systematic funnel that converts developer interest into measurable on-chain outcomes.

By partnering **with Rise In**, the largest onboarding platform for emerging markets, Celo EU can leverage proven education and incubation infrastructure while adapting it to the European context.

This proposal consolidates Eastern European activity into a **regional funnel**, rather than siloed, country-based efforts. It positions Celo EU as the gateway for Europe-based builders to access global programs, creating a **replicable model** that can expand across the continent.

Focus Areas & Deliverables

1. Top of the Funnel: Fresh → Interested Developers

Objective: Generate interest and onboard developers to the Celo ecosystem.

Markets: Estonia, Poland, Romania, Serbia, Finland. + Germany

Activities:

- **Builder-focused roadshows** across Eastern Europe
- **Participating in Hackathons** in collaboration with RiseIn Eastern Europe
- **Technical workshops & sprints** on MCP, MiniPay, Farcaster mini apps

KPIs:

- **250+ developers onboarded** (actively participated in programs)
 - **25+ projects built** (tracked via KarmaGAP & Electric Capital)
 - **150k+ impressions generated**
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2. Middle of the Funnel: Interested → Inspired Builders

Objective: Retain engaged developers and funnel them into Celo's global programs.

Activities:

- **1:1 mentorship & technical guidance** via Rise In mentors + Celo DevRel
- **Cross-chain onboarding support** (migrating projects to Celo)
- **Direct funnelling into Celo's programs** (Prezenti, Proof of Ship, MCP challenges, etc.)

KPIs:

- **3+ high-quality projects/startups** funnelled into Celo programs
- **5+ ambassadors activated** in the region
- **10+ MCP-compatible apps deployed** with open-source repos

Expected Outcomes

- **Measurable growth in developer activity in Eastern Europe**
 - **Sustainable funnel into Celo's global programs**
 - **Strong Rise In partnership** as long-term regional infrastructure
 - **Transparent dashboard** with builder activity, projects, and transactions
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Budget Request

Total: 80,000 cUSD + 34,000 CELO

- **Program Operations (50,000 cUSD)**
 - Salaries for the core team and operational support
 - Admin & logistics
- **Activities, Events & Marketing (3-5 countries) (30,000 cUSD)**
 - Builder workshops & technical sprints
 - Roadshows and regional hackathons
 - Mentorship support and onboarding cohorts
 - Regional promotion & content production
 - Local events
- **Contributor Rewards (34,000 CELO)**
 - Deploy-to-earn incentives for builders
 - Ambassador stipends
 - Rewards tied to MCP-compatible apps and project milestones

Any funds that remain unused will be returned to the Community Fund.

Multisig signers

Rica Amaral- 0x7F2053A876Cb053d8BB122Bde961F6ec5Fb6fFc5

Joan de Ramón- 0x5d1ed874ea2f4269c2e1D075973c7fdb7b39154A

Erik Brinde- 0xB63965691aa9A71D4f99Be87e5a6f8520692D26F
Multisig- 0x357438e4Df52288a137B955E3401E9C1EAf8AF17