

Project Summary

The Product:

Alphaday builds crypto experience dashboards for enthusiasts, developers, and projects. Users can drag and drop from hundreds of services, news and social feeds, charts, and dapp functionality to create their daily workflows inside a single dashboard. This eliminates the need to have multiple browser tabs open to get different bits of information. i.e. imagine having token prices, gas prices, twitter feed, latest news headlines, TVL, and any other information any user could possibly want all within one single dashboard.

Research and Concept:

Crypto has exploded in popularity over the last 4-5 years and there is so much going on that it's almost impossible to keep up with everything. Our user research showed that users are overwhelmed with information and spend a lot of time jumping from one news source to another, from one social site to another, and usually have dozens of tabs open to stay up to date with everything happening in a community.

Projected Results (Intended goals)

The grant work will result in a dashboard dedicated to serving the Pillar community by aggregating all relevant information about Pillar including media communities, on-chain metrics, Pillar documentation, PLR tokenomics into one place. Our desired outcome is to provide a new end-point for community engagement and to bolster Pillar's outreach.

We launched our public beta in August 2022 and have been growing roughly 40% month on month and currently have 10,000 MAU but have in mind this is with minimal marketing and promotion.

Once we've created a Pillar dashboard, we will promote this across its community and start collecting feedback so that we can keep iterating and improving our dashboard. For us success is if a large number of Pillar stakeholders come to the dashboard to stay up to date with everything happening within Pillar and then use the available data as jumping off points into the various parts of the project's ecosystem. i.e. PLR holders using the board to finding trending governance topics to participate in, devs using the resource library to dive deeper into the technical documents, newcomers listening to the latest podcasts and learning more about Pillar.

Deliverables and Milestones

We would like to create a Pillar ecosystem dashboard that aggregates the following information into a single community dashboard:

- The latest Pillar official announcements and blog post content.
- A feed of all news mentions of Pillar from coindesk, cointelegraph and 20+ other news sources aggregated from across the internet.

- A calendar containing all Pillar events including Pillar meetups, hackathons with Pillar bounties, AMA, other important events.
- Podcast feed containing the latest appearances and interviews given by Pillar team members.
- Youtube stream containing educational Pillar content.
- Integration with Pillar Forum to show the latest and trending discussion topics.
- Twitter, Discord, & Telegram Integration to show a feed of latest discussions.
- FAQ, PLR tokenomics information.
- Pillar metrics including TVL, total wallets created and other metrics pulled in from Dune Analytics.
- Team member information and links (where applicable).
- A widget featuring the Pillar roadmap with all the descriptions and links included.
- Links and descriptions of platforms, NFT's, wallets, and exchanges around the Pillar ecosystem.

We should be able to build and deploy the above dashboard within 2 months so if this grant is approved we want to launch the Pillar dashboard by June 2023.

Thereafter, we will maintain & curate the dashboard on a daily basis throughout a year, as well as improve the functionality and availability of features in our application as a whole.

Please note that we can add and remove widgets and/or contents as required by your team. For a brief idea about other widgets and data that we can include, please visit our Live product page (Beta) at: <https://app.alphaday.com/>

Budget Breakdown

1,200 USD upfront costs for development including integrating the discussion forums, blog post, social feed, jobs listing, TVL and other on-chain metrics.

120 USD per month for 12 months for maintenance including having an Alphaday content analyst quality-checking the dashboard every day and ensuring the Calendar widget is up-to-date with latest Pillar events, all news mentions across the internet are captured by the dashboard, any updates not automatically captured by the Alphaday aggregator engine is manually added to the board, and other maintenance tasks.

Total Requested Budget: 2,640 USD

Payment address (Ethereum): 0x48e239Fa0B364Cd92Fc750A50045c9f9E04DD781

Team

Name: Deniz Omer

Position: Founder

Short Bio: Has been involved in the Ethereum space since early 2016 and joined Kyber Network in 2017 as Head of Ecosystem Growth before quitting to start Alphaday full-time in 2021. Previously he worked at Thomson Reuters for a decade building financial products that rivaled the Bloomberg Terminal. He is currently also a Venture Partner at IOSG.VC.
<https://twitter.com/DenizOmer>, <https://www.linkedin.com/in/denizomer/>

Name: Felipe Faraggi

Position: Co-founder

Short Bio: Has also been involved in Ethereum since 2016 and was a Developer Advocate at Pegasys and Consensus before quitting to work full time on Alphaday.

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Name: Pablo Palomo

Position: Technical Lead

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Name: Vicente Almonacid

Position: Software Engineer

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Name: Charles Nwankwo

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Name: Gideon Anyalewechi

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Name: Paris Charanas Giannakou

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Name: Michael Hagopian

Position: QA & Analyst

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Legal Structure

Legal Name: Alphabox Solutions Pte. Ltd.

Registered Address: North Canal Road, Singapore, Singapore, 059294

Legal Status: Incorporated

Contact Details

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Applicant Name: Deniz Omer

Relevant Links

Live Product: <https://app.alphaday.com/>

Landing Page: <https://alphaday.com/>

Twitter: <https://twitter.com/AlphadayHQ>

Discord: <https://discord.com/invite/8KSmPyT5k8>

Github: <https://github.com/AlphadayHQ>