

Name of Applicant Project: RugDoc.io

Application Type: Partnership

Overarching goals

- Grow and support Harmony's DeFi ecosystem alongside Team Harmony
- Offer information, rewards, and opportunities to both the Harmony and RugDoc IO Communities
- Educate the broader DeFi ecosystem about Harmony and Harmony's advantages for developers and investors
- Collaborate with Team Harmony to create consistent Harmony-relevant content on our wiki, education site, and social media
- Provide community security monitoring
- Educate Harmony community in best practices for investors and developers
- Create bespoke Harmony community content and education pieces
- Launch one of the most advanced, safe, multichain vaults on Harmony with exclusive incentive pools for Harmony-based projects and partners



About RugDoc.io

RugDoc IO is the #1 DeFi safety and education community. With high quality tools, content, and services, RugDoc IO makes DeFi safer by empowering users to take control of their crypto investments. With a variety of investor tools and services, we strive to create a safer, more accessible DeFi space for all. From our calendar features to consistent and free-to-access crypto project reviews, we are at the forefront of DeFi innovation and community development. In staying true to our mission, we provide helpful videos, articles, and other great content to cultivate an educated, empowered community.

RugDoc started in March 2021 as a community-led contract review resource and has rapidly grown to become the go-to platform for project legitimacy. Our engaged community has grown organically to 14,000 members on Telegram, 51,000 followers on Twitter and 230,000 unique visitors to our website, RugDoc.io, per month and rising. By working directly with the community to address their evolving needs in DeFi, we have cultivated an active, educated user base who holds our reviews and services in high regards, pro-actively encouraging developers to request a review and work with our team, or asking for those services directly.

Our product offerings are constantly evolving with the space and currently has an extensive reach servicing tokens, farms, DEXs, vaults, play to earn games, NFTs, DAOs, OHM forks, Tomb forks, and more. This breadth of experience and faith in our team has attracted developers to participate in security best practices with us such as completing KYC verification, using our consulting services prior to contract deployment to finish tasks safely and efficiently, or locking liquidity with our multi-chain locker. With a success rate of over 99% in our KYC program, our KYC program has become a coveted symbol of community trust, prominently put on display alongside our “RugDoc Reviewed” badges.

RugDoc is an entirely free community resource to users, meaning our funding primarily comes from our advertising and service sales. This partnership grant with Harmony will allow our team to expedite our growth while focusing on the quality of our core business and adding immediate value to reinforce and grow the Harmony ecosystem. This strategic partnership will bring our acquired legitimacy and reputation to a wider variety of Harmony projects and platforms, without being impacted by acute market conditions. We will be able to specifically target and support the Harmony community, encouraging best practice and empower users to understand and manage risk, resulting in a safer network.



Why HarmonyOne?

EveryOne in our team is committed to making DeFi a safer place for all. It is what drives us, it is what bonds us. We have seen the same commitment and drive in the HarmonyOne team while building the next era of the internet and becoming an industry leader. Harmony is fast, secure, low cost, and offers some of the most enjoyable bridge and wallet products on any network. The team is young and ambitious. We have seen Harmony aggressively grow over the last year and the team repeatedly meet its milestones, showing their dedication and drive. The Harmony community has been rapidly growing, and as we see the movement of large, unique protocols to Harmony such as DeFi Kingdoms, we are seeing more interest in development and investing on the Harmony network.

Despite its solid reputation and rapid growth, the Harmony network is still young which means it has strong continued growth potential and upside. While development is still in its infancy on the network, this offers a unique position to cultivate the reputation for a secure chain before scams increase. By educating the hungry Harmony community early on in what to look for in a safe protocol and to evaluate their risk metrics, we create a confident, empowered user base who is a savvier DeFi investor. This educated community will organically create demand for safer practices and better community surveillance which will reduce larger scams which could rock faith in the network. This community will encourage best practices from developers which many younger communities aren't aware of- what an audit means, the importance of liquidity locking, and the importance of evaluating the smart contracts when investing. We have previously seen networks die or fail to take off as their community becomes frustrated with rampant scams, an unfortunate side effect to decentralization. We believe that through education and community sourcing, we can implement a safe decentralized environment. By establishing a community that looks for safety and a developer pool who builds with user safety in mind coupled with Harmony's existing fast, affordable, and smooth infrastructure, Harmony has the unique opportunity to create a truly safe and enjoyable DeFi experience. We will work together to attract new DeFi investors and development looking to take advantage of a reputation for community safety.

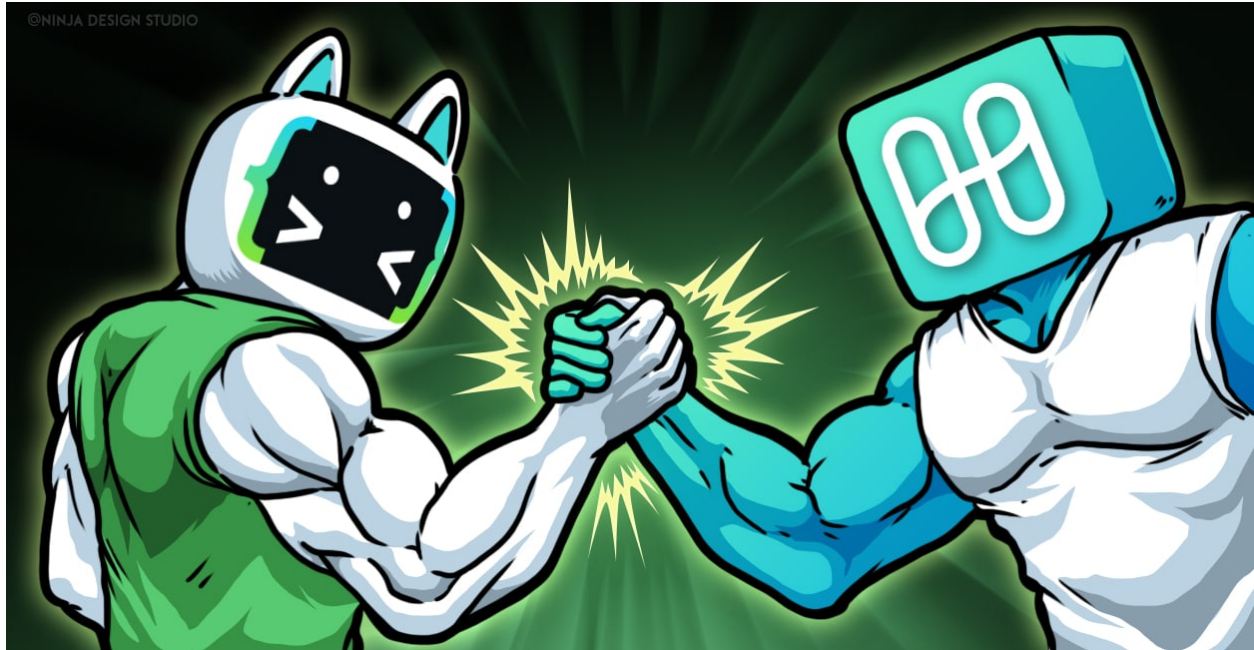
We are extremely proud of our young team, with its many different cultures, backgrounds and timezones. Our diversity has allowed us to make rapid progress in accomplishing our mission of making DeFi safer. We see these values reflected in the Harmony team. For RugDoc as industry leaders and our team personally as Harmony aficionados, it is logical to join our forces and strive for excellence in DeFi Safety and innovation together.

Requested Fund Amount

\$3,000,000

Partnership Deliverables

We envision a partnership that is beneficial to both Harmony and RugDoc while concomitantly positively impacting our communities. We have therefore outlined all the deliverables our partnership will entail, with an acceptable one year time frame, even though we are chasing a



partnership that lasts in perpetuity.

Deliverable 1: Community Security - Q1-Q2 2022

The first deliverable will focus on Security. RugDoc will provide services to the Harmony team and set up easy lines of communication between our platforms. All done with the goal of protecting the Harmony Ecosystem and its users. This will run for the entirety of our partnership and will be in effect immediately.

Services and Solutions

- Provide **consultation** services to projects of interest from Harmony
- Provide specific Harmony button and **branding** on review site on RugDoc.io
- Provide **monitoring** and scam **alerts**
- Work with Harmony to find and bring **awareness to scams** and malicious actors in the ecosystem
- Educate on user best practices to **decrease and mitigate common scams**
- Establish **two-way communication** regarding new projects - especially when there are community or internal concerns
- **Identify scam projects** and bring them to chain attention for further action and **provide KYC**, wallet information if we have it

- Provide expedited and **emergency reviews** where we provide rapid consultation and assessment
- Provide **expedited listings** for projects a chain is interested in boosting

Staff Required

Basic Reviewer Project Support Liaison Standard Reviewer Advanced Reviewer Junior Auditor Auditor Advanced Reviewer and Web3 Engineer Global Developer Relations Social Media Manager

Asks

- Reliable communication from HarmonyOne team
- Harmony to encourage their community to use RugDoc.io resources
- Cross promotion of safety concerns to inform users of risks when found

Deliverable 2: Harmony Education Portal - Q1-Q2 2022

Our second deliverable will assist Harmony by introducing the chain to new DeFi users. The idea is to target this group with engaging content and empower them to make full use of the Harmony Ecosystem in a safe and trusted manner with a helping hand of RugDoc. This campaign will run throughout our partnership.

Video/article content

Production of **two articles and one video a month** relevant to the HarmonyOne community. The initial month of our partnership will see the following topics being covered::

- What is Harmony?
- How can you participate in Harmony?
- How to get set up on Harmony?
- Programs and incentives for building on Harmony

Continued release **two times a month** on:

- Spotlights on major Harmony protocols, how to use them, and understanding their purpose

Special Programming which focuses on **Building the HarmonyOne community**:

- Release special content focusing on community building and developer incentives
- These programs will be more lighthearted and engage new community to the Harmony family
- Programming examples may be RugDoc herself teaching her mom how to start yield farming on Harmony or running Harmony specific contests, quizzes, and competitions with rewards that will feed back into the Harmony Community eg. prizes in ONE

Staff Required

Content Manager and Digital Media Creator Video Content Creator Content Writer Written Content Manager Global Developer Relations Communications and Marketing Communications and Public Relations
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Asks

- Cross Promotion of materials on HarmonyOne social platforms
 - Joint Marketing campaign/team
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Deliverable 3: Developer Security - Q2 2022

Working hand-in-hand with the Harmony team is one element of how we can make DeFi safer, which is why the third deliverable focuses on the developers that build on the Harmony protocol. RugDoc will allocate resources specifically for Harmony developers and projects starting from the very beginning to support the greater good of DeFi. With a HarmonyOne referral in hand, valued new projects will be put prominently on display on our platforms.

Services and Solutions

- Encourage new projects to **scan with RugDoc.io** and get reviewed or if needed **audit with Paladin** which would give them access to security badging
- **Discounted Paladin Audit** Services with **Harmony Referral**
- **Educate developers** on best practices to increase quality development
- Bug hunting/pen testing via Paladin
- **Discounted KYC services** with referral
- **Discounted marketing/advertising** services with referral
- Token whitelist or contract reviews for newly listed tokens on DEXs
- **Promoted launch Calendar listings**

Staff Required

Basic Reviewer Project Support Liaison Standard Reviewer Advanced Reviewer Junior Auditor Auditor Content Writer Content Manager and Digital Media Creator Advanced Reviewer and Web3 Engineer Global Developer Relations Social Media Manager Video Content Creator

Asks

- Direct communication lines with HarmonyOne team
 - Harmony to encourage their Ecosystem developers to use RugDoc.io resources
 - Cross promotion of new tokens, Calendar listings and finalized Audits
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Deliverable 4: Safe DeFi Campaign - Q1-Q4

Safe DeFi will expand on our wiki (wiki.RugDoc.io) and YouTube to become the defacto online destination for everyone in Web3 to learn best practices and get the resources they need to succeed in the space.

We will build an ecosystem of guides, certifications and host online educational events and hackathons to onboard new members to DeFi, the Harmony community, and encourage safe development.

For Harmony - Q1

RugDoc will develop a **SafeHarmony certification program** which incentivizes tiers of security. We can deploy this in the first quarter of our partnership to enhance security from the start.

Levels and security tiers	RugDoc review	Liquidity lock	KYC	Multisig Treasury	User Centered Audit
Level 1	✓				
Level 2	✓	✓			
Level 3	✓	✓	✓		
Level 4	✓	✓	✓	✓	
Level 5	✓	✓	✓	✓	✓

Online Programming For Builders - Q2-Q3

The program RugDoc will offer for builders on the Harmony Network consists of the following teachings to attain a better product-market fit. We will roll out all online programs in the second and third quarter of our partnership. We envision this program as one which will draw in the broad Web3 developer community with free resources and then point them toward targeted HarmonyOne incentives and programming, encouraging organic, safe development on Harmony from new developers.

- How to use Solidity
- How to build Farms
- How to share dominant DEX Liquidity
- How to get grants
- Auditing Services

RugDoc strongly believes that adding **live in person through our BlockPowered program below and joint online hackathons** for the Harmony ecosystem will make this an even greater success. It would also give us an opportunity to work closer together.

Online Programming For Users - Q2-Q3

RugDoc will offer DeFi users a strong foundational program RugDoc will offer to users on DeFi Safety. An online campaign consisting of articles, video content, social media posts, and live online events such as Twitter Space events and AMAs which will teach users how to evaluate risk for their investment strategies better. This content will comprise:

- Safe DeFi Practices
- Red flags
- Evaluating risk tolerance
- Understanding risk assessments and certification programs
- Basic safety maneuvers such as multiple paths to emergency withdrawal and revoking contract permissions
- How to interact directly with a contract
- How to trust a project
- Understanding audits
- How to use Safe DeFi Wallets

Online Programming For Cross-Chain Partners - Q2-Q4

The final piece of the puzzle is offering an online program for Cross-Chain partners. This is a key element in our approach as this group is often overlooked and would add value to the ecosystem. We will recruit established developers to the Harmony Ecosystem through targeted messaging and content including live online events. Targeting this group is critical for the consistent development of cornerstone projects on the Harmony ecosystem and established developer teams bring with them bolder ideas and a smoother launch process from their experience. This is a perfect time to target this demographic toward Harmony with the transition of dominance in several chains. During periods of turmoil in other L1 and L2 networks, this presents an opportunity to both bring investors hungry for fresh development and developers who would have built on a different chain to explore new, more promising networks to optimize their growth opportunities.

- How to Integrate with Harmony
- How to build Cross-Chain Safely
- Best Cross Chain Assets
- Development incentives for Harmony
- Grant opportunities
- Overview of the Harmony ecosystem to optimize development
- Grant writing workshops

Staff Required

Basic Reviewer Project Support Liaison

Junior Auditor
Event Coordinator
Executive Assistant
Content Writer
Social Media Coordinator and Marketing
Content Manager and Digital Media Creator
Global Developer Relations
Social Media Manager
Video Content Creator

Asks

- Promote SafeDeFi to developers by HarmonyOne team
 - Input from HarmonyOne regarding specific course material
 - Harmony to encourage and interest ecosystem users for SafeDeFi
 - Cross promotion of SD Events
 - Propose elements of RugDoc safety certification to Harmony projects
 - Harmony team member(s) to team up with RugDoc team member(s) in person
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Deliverable 5: BlockPowered by Harmony - Q2-Q4

BlockPowered seeks to be Consensus for the blockchain industry. This intensive 2 part program will be the **leader in live Web3 Education**, Development, and Events through BlockSchool (Web3 Education Portal) and BlockHacks (Web3 Developer Events) in Tier 1 cities around the world. This initiative will comprise 2-3 day events occurring every 1-2 months both online and in person. The in person events will feel like a combination of a workshop, networking event, conference, and celebration. New users will be able to attend live events in their home town and throughout the course of a day learn how to buy their first crypto to participate in the vibrant DeFi economy. Local developers will meet each other, form teams, collaborate, and build new projects in the course of one crazy day with workshops, live music, mixers, and an overarching competition for a coveted Harmony development grant to the winner. Curious startups and VC firms who want to ignite their DeFi development will host our program to teach their incubator how to grow their DeFi knowledge and investments. There is nothing like this out there, and we want to revolutionize onboarding and stimulating the DeFi movement through Harmony products and partners.

BlockSchool - The industry leading Web3 education portal- powered by Harmony

For non developers

BlockSchool Boot Camp for non-developers will provide an onboarding portal for brand new users of crypto and DeFi. In this **one day live training event**, completely new users to DeFi and even crypto will learn all the basics to go from buying their first cryptocurrency to basic yield farming. Portal will provide the following subjects:

- Learn what is cryptocurrency
- Learn what is DeFi and why they should care
- Getting started buying crypto on a centralized exchange
- Setting up a metamask wallet
- Moving from a centralized exchange to decentralized holding
- Safety
- Set up on the dominant DEX
- Learn to swap
- Learn to make LP pairs
- Learn to add liquidity
- Learn to harvest yields and compound earnings
- Learn to remove liquidity
- Learn to break apart LP pairs
- Learn to bridge

For Developers

BlockSchool Boot Camp for developers will provide an onboarding portal for interested teams and developers in crypto and DeFi. In this one day live training event, interested parties will

learn all the basics from choosing a blockchain to building DeFi products. Portal will provide the following subjects:

- Choosing a Blockchain
- Choosing Infrastructure
- Tokenomics considerations
- Community building
- Building DeFi products (tokens, farms, games, NFTs, etc)

For Startups

BlockSchool Bootcamp for startups will provide an onboarding portal for startups teaching them about all available opportunities in how to create a successful startup. In this one day live training event, startups will learn all the basics from legal aid to networking. Portal will provide the following subjects:

- Crypto-friendly legal aid
- Audits
- Blockchain grants
- Investment resources
- Go to Market Partners
- Networking

BlockHacks - The largest blockchain hackathon happening online and live in Tier 1 cities globally

RugDoc will organize multiple events for blockchain developers in a legion to meet each other and form teams. In order to turn this into a successful initiative, RugDoc will need funding for bootstrapping, but BlockHacks will be financially self-sufficient with time via ticket sales and having organizations such as VC funds or think tanks hosting us. This is our most intensive effort, but we believe it is the missing step in onboarding the next billion users to DeFi. Let's onboard these new users and builders to Harmony. We envision the following:

- A place to teach developer education
- A place for teams to get found for investments and grants
- Cultivation of talent on Harmony ecosystem through incentives and events

Staff Required

Project Support Liaison Junior Auditor Event Coordinator Executive Assistant Content Writer Social Media Coordinator and Marketing

Content Manager and Digital Media Creator Global Developer Relations Social Media Manager Video Content Creator
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Asks

- Promote BlockPowered in unison with RugDoc
 - Input from HarmonyOne regarding specific course material
 - Harmony to encourage and interest Ecosystem users for BlockPowered
 - Cross promotion of BP Events
 - Liaise with VC's and Think tanks that align with our strategy and vision
 - Harmony team member(s) to team up with RugDoc team member(s) in person
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Deliverable 6: Secure Harmony Vault - Q3-Q4 2022

RugDoc is looking to become a prominent player in the vault space as we have a unique position in being a trusted platform supported by a DeFi vigilant community.

RugDoc will provide a vault offering that is closely integrated in our platform for users to **easily invest in trusted Harmony farms** that we have faith in. We have developed a bare bones beta of the site which we have been using internally among team members for personal investment as well as for our company treasury. This is just a first step, our final product will allow for what we believe the ultimate, smooth, DeFi experience should be with seamless multi-chain swapping, LP creation, payout, and compounding. We want to integrate all EVM compatible chains with a focus on efficient transitions and incentives for the Harmony ecosystem through yield boosts and spotlights.

- Our platform provides the opportunity to invest in Harmony farms while we compound for them. Our **number one goal is fund safety** and we've been working carefully on the code for this for months making it as simple and auditable as possible.
- DeFi users often forget their yield farming strategies, and there are also some that don't trust the current offerings to the same degree as they would in our product. We are going to bridge that gap and **take concerns away for Harmony users**, while making DeFi safer.
- We expect that the community would see **real added value** in Violin, and in peripheral RugDoc, as Violin was designed to easily allow us to adapt to most of the farms and projects we review.
- Finally, there's a lot of **potential to capture revenue streams** from the projects that could potentially be listed on Violin (*pay-for-placement, ad-space, boosted vaults and so forth*).
- Even though the vault space is quite crowded, our belief and expectation is that this would bring **genuine value** to ourselves, our community, private partners and bring new users into Harmony with fast, easy transitions. We envision a product that replaces third party bridges and DEXes all with one broad platform.

Staff Required:

Senior Engineer Project Support Liaison Standard Reviewer Advanced Reviewer Junior Auditor Auditor Advanced Reviewer and Web3 Engineer Global Developer Relations Social Media Manager Community Moderator Digital Media and Graphic Design

Asks

- Trusted vaults and platforms suggestions from HarmonyOne team
- Harmony to encourage their community to use Violin

Life's like the piano and the violin, it's about how smart you could play the melodies to make a good harmony.

Requested Grant Amount Breakdown

<u>Deliverable</u>	<u>Estimated costs</u>
1: Community Security	\$ 50,000
2: Harmony Education	\$ 30,000
3: Developer Security	\$ 70,000
4: Safe DeFi Campaign	\$ 100,000
5: BlockPowered	\$ 1,000,000
6: Violin Vault	\$ 150,000
Marketing	\$ 500,000
Wages	\$ 1,113,000
Total	\$ 3,013,000

Wages take at least a third from the grant, but it is absolutely necessary to include these in our proposal. We believe that our team is well suited to accomplish these deliverables and we would like to be fully transparent of how the grant will be spent. Below you may find a breakdown of our current team.

Team RugDoc/Support Staff Needed to accomplish the directives

<u>Team member</u>	<u>Monthly Wage</u>
Basic Reviewer	\$1,250.00
Community Moderator	\$800.00
Project Support Liaison	\$2,400.00
Content Manager and Digital Media Creator	\$8,000.00
Bookkeeping and Accountant	\$3,200.00
Standard Reviewer	\$1,500.00
Community Moderator	\$800.00
Advanced Reviewer and Content Creator	\$4,000.00

Advanced Reviewer and Web3 Engineer	\$4,000.00
Written Content Manager	\$1,500.00
Basic Reviewer and Community Monitor	\$2,000.00
Community Moderator	\$800.00
Social Media Coordinator and Marketing	\$1,500.00
Junior Auditor	\$9,000.00
Auditor	\$12,000.00
Lead Engineer	\$18,000
Communications and Public Relations	\$4,500.00
Event Coordinator	\$3,600.00
Executive Assistant	\$2,400.00
Content Writer	\$1,000.00
Global Developer Relations	\$3,600.00
Compliance and Legal	\$4,200.00
Video Content Creator	\$2,700.00
Total Overhead monthly Wage	\$92,750.00

Timeline (quarters are measured not with the traditional financial quarter but the start of our partnership year)

Coordinating Movement: Q1

- Draft blog post (which can be forked to a press release)
- Begin regular meetings with Harmony Team
- Pick a date for announcement
- Coordinate press from both sides
- Launch on socials and press on announcement date
- Begin developer support through RugDoc.io and Paladin Blockchain Security onboarding
- Roll out the SafeDefi Certification proposal
- Begin community security initiatives
 - Offer consultation and security suite services, Harmony branding, basic best practices, support Harmony team in evaluating projects of interest, encouraging user education through content

Coordinating Movement: Q2

- Build out a Harmony education portal
- Launch the SafeDefi certification program
- Roll out a stand alone Harmony site for Web3 development information
- Produce minimum of two articles and one video a month relevant to Harmony
- Coordinate special programming for the Harmony development community
- Launch on socials and press on announcement date
- Start live online education events for users and developers
- Begin cross-chain recruitment to Harmony
- Begin outlining and planning live BlockPowered events

Coordinating Movement: Q3

- Launch Violin vaults with Harmony boosters
- Begin the first live BlockPowered events
- Coordinate press and marketing to cover these Safe DeFi incentives
- Launch complementary online programming for users and developers
- Launch online hackathon events and workshops to capture established developer talent

Coordinating Movement: Q4

- Evaluate growth metrics and feedback on launched programming
- Iterate to improve programming based off our evaluations
- Hire specialized Harmony and BlockPowered Staff to increase coverage
- Continue community security and education programming to consistently meet success metrics below

Success Metrics

Platform Success Metrics

Growth of reviewed HarmonyOne projects by 5% per month on RugDoc.io

Growth of audited HarmonyOne projects by 2% per month by Paladin Blockchain Security

Growth of KYC'ed HarmonyOne projects

Growth of listed HarmonyOne projects by 10% per month on RugDoc.io until estimated 70% coverage of new Harmony protocols or better

Growth of HarmonyOne content on wiki.RugDoc.io by 2 articles per month on RugDoc.io and wiki.rugdoc.io

Education Portal

Monthly usage statistics review- we will aim for consistent growth in unique visitors to our education portal and articles

SafeHarmony

Monthly review and score statistics review

BlockPowered and BlockHacks by Harmony

Event attendance- we have met with the teams at AngelHacks and Major League Hacking to estimate initial attendance for BlockSchool at 100-350 attendees in major cities such as New York, London, Miami and 40-120 for BlockHacks in these same cities. As this program creates a reputation for itself alongside a strong marketing thrust, we believe these events will rapidly scale and sell out

Event revenue- this program will be bootstrapped initially, but we expect it to be fully self-supporting by end of year through ticket sales. We estimate a ticket price for BlockSchool in the \$200-400 range and to encourage developer attendance, BlockHacks at \$50-100

Event visitor feedback- we will collect and analyze comprehensive reviews of this programming to improve the event as we go.

Social Success Metrics

Growth of RugDoc Telegram group by 30% by end of year

Growth of RugDoc Discord channel by 100% by end of year

Growth of RugDoc Twitter account by 80% by end of year

Growth of RugDoc YouTube subscribers by 40% by end of year

Growth of RugDoc/Harmony themed YouTube content by minimum one featured video per month

Growth of RugDoc/Harmony themed YouTube content views by 30%

Team Success Metrics

Monthly partnership communication review

Growth of RugDoc team (specialized focus on Harmony)

Secure Harmony Vault/Violin

We will accommodate every Harmony project which completes at least level 3 certification and will accommodate at least 50% of all Harmony farms reviewed by RugDoc.io

Percentage of Harmony vaults at least 20%

Usage statistics- accommodate at least 20% of all RugDoc.io traffic

TVL- \$100m TVL goal within one month of launch

Make sure to visit

RugDoc.io

Wiki.RugDoc.io

PaladinSec.co

[RugDocIO on YouTube](https://RugDocIO.onYouTube)

[RugDocIO on Twitter](https://RugDocIO.onTwitter)

