DeversiFi

Marketing Budget Proposal

Term 1/3

Funds Request:	40,000 USD (in ETH) as stage 1 for a total of 100,000 USD breakdown
Reputation Request:	N/A
Estimated Delivery:	90 days
Part of Series:	Yes, 1 of 3 Proposals As Detailed Below
Main Lead:	Ben Wilson
Social Verification:	[ADD LINK]
Purpose:	DeversiFi & Nectar Marketing
Submission Address:	0x520Cf70a2D0B3dfB7386A2Bc9F800321F62a5c3a

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TL:DR

Below we go into detail covering our history up until this moment. In sum, after several years of developing decentralised technology, from decentralised governance to exchange, the DeversiFi platform is now at a mission-critical stage where we turn up the volume on our marketing efforts with the goal of attracting new users, increasing volume on DeversiFi and value/liquidity of Nectar, as well as brand awareness. Below we detail our methodology, chosen avenues and a cost for each. This proposal will be submitted to Nectar DAO for approval by Reputation owning Nectar holders. For ease, use the document guide and index below.

❖ DeversiFi is now at a mission-critical stage where it's time to ramp up marketing efforts
❖ The primary goal is to drive new users on DeversiFi while increasing Nectar value and liquidity
  ➢ We expect to attract ≈ 400 new users to the DeversiFi ecosystem with the initiatives outlined in this proposal
  ➢ An additional goal is to grow the DeversiFi/Nectar brand in the digital asset space
  ➢ The growth of the DeversiFi ecosystem equates to a growth in Nectar value as details below
❖ Although overlaps exists, this proposal focuses primarily on B2C marketing
❖ This proposal references a 3-6 month plan starting from the moment of approval
  ➢ This 3 month period spans our relaunch with StarkWare layer 2 scaling solution
❖ Due to the larger scope, we will request funds in 3 phases as detailed here
❖ This plan includes the cost of influencer marketing, public relations, content material and assets, PPC campaigns, event and newsletter sponsorship, in-house competitions and more.

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Document Guide

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Introduction

The decentralised finance space has been focused on 'buidling' - an industry-wide effort to develop successful, battle-tested DeFi applications instead of marketing unproven concepts. It is a responsible and refreshing approach, which puts sustainable growth and creation of new value above selling pie-in-the-sky ideas which may not be feasible for many years.

The team behind DeversiFi are in full agreement with this principle of building first and marketing second. Whilst the product was incubated under Ethfinex, and during the whole of 2019, the majority of firepower was dedicated to agile testing and development based on customer insights. This has ensured that coming in 2020, with a maturing Nectar token ecosystem, DeversiFi is now a fine-tuned, market-ready and innovative offering.

Concurrently, we used this time to learn about the DeversiFi and Nectar audience; where they spend their time and read their news, and what makes them tick. We have nurtured a lean and elite marketing team in preparation for this moment in our journey.

With the successful launch of **Nectar DAO**, **Nectar Burn**, the **migration of DeversiFi to an independent codebase** and the incoming StarkWare integration, we are now at a mission-critical stage in our journey — the point at which we ramp up our marketing efforts as the first-to-market exchange powered by STARK and Zero-knowledge scaling solutions, offering a compromise-free non-custodial trading solution, one of the largest DAOs in existence, and an array of Nectar incentives that sit at the heart of the DeFi revolution.

This serves as the start of an important chapter for DeversiFi and Nectar holders. Bringing wider attention, activity and adoption to DeversiFi, the Nectar token, necDAO and our entire ecosystem.

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What is this proposal?

This document offers a birds-eye view of a targeted three month marketing campaign, which spans the imminent roll out of DeversiFi 2.0 and the Nectar token in Q1 2020. The proposal also details the funding requirements to attract new users. Due to the large scope, we will request funds on a monthly basis (the total required being split into three tranches). A separate proposal is made for each tranche in order to provide a digestible outline of avenues, a break-down of costs and expectations.

We are preparing an organic push, including speaker slots, content creation, thought-leadership and more. Relevant associated costs for this will also be included below, alongside other marketing costs.

Additionally, as detailed below, our target audience spans both B2B and B2C markets -- retail, institutional, professional and algorithmic traders. The following plan outlines only our B2C campaign. Whilst a mutually beneficial overlap will exist, we are preparing a tailored B2B strategy separately.

Boosting Nectar Value

As Nectar holders and members of Nectar DAO, **you represent our ecosystem's primary stakeholders** and stand to profit directly from the adoption, volume and subsequent success of DeversiFi.

Our entire ecosystem has been designed to power an exponential feedback loop between Nectar and DeversiFi, with each feature, function and cornerstone working in tandem to drive value and utility of NEC through increased DeversiFi activity.

Awareness and adoption of the DeversiFi ecosystem therefore translates to **tangible increases in the value and liquidity of the Nectar token.**

How Does Adoption of DeversiFi Drive NEC Value?

1. **Nectar Buy & Burn**

   Nectar 2.0 marks a shift to deflationary tokenomics. Not only is 40% of the Nectar supply owned by Ethfinex being burnt, but DeversiFi will start conducting weekly auctions in order to buy back and burn (destroy) Nectar tokens in perpetuity. DeversiFi will use up to 50% (depending on trading volumes) of collected trading fees to purchase Nectar during these auctions. More volume means more funds used to burn more Nectar, which in turn means a reduced available supply. The full equation and breakdown can be found **here.**

2. **Nectar Fee Discounts**

   In addition to deflationary tokenomics, Nectar has a number of attractive utilities. The increased adoption of DeversiFi as an exchange and awareness of its ecosystem will drive more traders to purchase Nectar in order to engage and capitalise on the available trading fee discounts. Initially these discounts will give a 20% discount depending on monthly (30d) trading volume. A full breakdown is visible **here**.

3. **Nectar DAO Influence**

   With increased adoption of DeversiFi comes a greater desire (from Traders and Enthusiasts alike) to engage with and influence the direction of the ecosystem. To do this, participants will need to purchase significant amounts of Nectar in order to become members of the Nectar DAO. With 17,000 ETH committed, which can be spent on improving the exchange or adding new features, this presents an invaluable incentive to serious participants, and traders, and a perpetual demand for Nectar. Learn more about the necDAO **here.**

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Who is the team behind this proposal?

The team behind DeversiFi has crafted this proposal based on our understanding of DeversiFi and Nectar's identity, and its perception, and position within the cryptocurrency industry. This experience is a result of 3 years building the underlying technology, working closely with partners throughout the wider Ethereum and blockchain ecosystems and owing to a deep-seated commitment to seeing DeFi technology mature, and succeed.

Concrete examples include the development of:

The Ethfinex Trustless MVP: The first hybrid decentralised exchange offering permissionless access to deeply liquid centralised order books.

The Ethfinex Token Vote: A first-of-its-kind decentralised voting system putting Nectar holding traders directly in control over which tokens get listed next.

The Nectar Token: A loyalty and reward token giving holders a way to save and earn money, have a meaningful say in the direction of the exchange and be rewarded for their value.

Throughout this period, this team has put-to-the-test a number of marketing initiatives, zoomed in on where the DeversiFi target audience spends their time, worked closely with marketing agencies and built long-lasting relationships with relevant influencers, and partners.

As such, we have opted to remain lean, efficient, and not to allocate funds to an external marketing agency who would not know this product or market as well. The executing team of this proposal will, therefore, be the DeversiFi leadership team, primarily led by campaign manager Ben Wilson, Ross Middleton, Dan Yanev assisting with data analytics along with support from the wider team.

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Proposal Overview

*Disclaimer: Due to commercial sensitivity, we do not publish the low level details of our chosen media partners or campaign strategy, or in some cases conversion data. Instead, we provide averages, and cost snapshots based on our research and planning. For any more information please reach out to ben@deversifi.com or @brwilson on telegram.

We are now at a stage where we will be turning up the volume on our marketing efforts to increase market presence and drive value-based adoption of the DeversiFi exchange and the Nectar token. We are proud to have created two products which are technologically robust and unique, provide tangible value to cryptocurrency traders of both retail and professional levels as well as developers and enthusiasts of DeFi technology.

We are now integrating StarkWare technology to become the first non-custodial exchange to offer traders unparalleled liquidity, speed and privacy. Now is the time to cut no corners in presenting our ecosystem to our target audiences by harnessing an array of effective promotional avenues as outlined below.

Time-Frame

The budget in this overall proposal covers a 3-month stretch and the requested funds will be broken down into 3 intervals as detailed further on. Each period will be submitted to the DAO as a separate proposal linking back to this document.

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DeversiFi

Target audience

Our target audience is derived from our USP. DeversiFi is the industry's first non-custodial exchange that gives access (both direct and API) to deeply liquid order-books through a privately owned wallet without compromising on security, speed or user experience. This is made possible with our industry-leading integration of StarkWare which allows for 1000s of transactions per second, and unparalleled privacy.

Our target audience is therefore professional traders (frequent day traders, algo traders, arb traders) of digital assets seeking a speed and security edge in popular DeFi markets without sacrificing the cornerstones of profitable trading found on centralised venues (liquidity, speed, privacy, choice).

A secondary audience remains the developers and enthusiasts of Decentralised Finance who will be using the DeversiFi API to build valuable products, interfaces and integrations which will bring volume to DeversiFi and Nectar.

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Goals, Expectations & Methodology

In the section below, we highlight our two primary marketing objectives falling within the remit of this proposal and spanning the upcoming 3 months of the DeversiFi roll out.

GOAL 1. Web Traffic & New Traders

The primary goal over the next 3 months is to begin increasing the growth of new traders on DeversiFi through bespoke marketing campaigns. An increase in traders will translate to an increase in trading volume and subsequent Nectar adoption and will serve to trigger a network effect of growth throughout 2020.

A bulk of the requested budget is therefore allocated to this goal. We use a weighted CTR average (derived from our selected marketing vendors) and work backwards using our own historic *site-visit — conversion* (places at least one trade) data to predict our growth targets at the end of the 3 months.

IMPRESSIONS ➜ CTR ➜ CONVERSION ➜ EXPECTED NEW TRADERS

VENDOR	IMPRESSIONS	AVERAGE CTR	COST	CONVERSION (VISITS)	CONVERSION (USERS)
ALL	3.5m	0.806%	41k USD	29,000	400

*Note: For reliability, the above formula uses only paid marketing channels with a history of data to work from. In the service of this goal, we will also be conducting regular trading competitions, in-house marketing and content initiatives as well as sponsorships of events and research. These additional channels as well as a breakdown of those above can be found in later sections and will supplement the pursuit of these goals.

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GOAL 2. Brand Awareness & Outreach Power

In addition to growing our user base and volume, a secondary goal is to increase awareness of the DeversiFi brand and expand our marketing outreach capabilities. This will have a supplementary effect on increasing adoption of DeversiFi and Nectar while leaving us in a stronger position for future in-house marketing campaigns. A focus on driving only the most valuable as well as relevant email subscriptions and social media followers will be paramount and help us convert new users in the future.

We have optimised the user journey to increase following on social media as well as email sign-ups to the DeversiFi newsletter. Each campaign will primarily serve **GOAL 1** above while injecting the DeversiFi brand into the communities where our target audience spends their time. Additional in-house content strategies will incentivise traders to subscribe and stay up to date with our communications.

We will measure success in this area through monitoring social media mentions from Twitter, Telegram, Reddit and Others as well as external blog and google mentions and news pick-ups. Progress on GOAL 2 will be reported at the relevant DAOtalk thread.

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1.0 Sponsorships: Events, Newsletters, Podcasts

Sponsorships offer a powerful way to expose a brand to the right audiences, boosting credibility through association, adoption through education and familiarity through repeated exhibition. They play important roles in supporting the industry's most sought after and valuable events, newsletters, podcasts and research.

We intend to harness these opportunities to expose future adoptees to the DeversiFi and Nectar ecosystems whilst educating the space not only on what the Nectar token and DeversiFi exchange can offer but on the importance of DeFi and DEX technology and how it is changing the way we exchange for the better. We have invaluable experience in this area and two products with strong appeal, leaving us in a prime position to gain tangible brand following and strength in this industry. We have a number of confirmed partnerships and sponsorship options in the pipeline.

1.1 Events

TYPE	DETAILS	MAIN AUDIENCE & NUMBER	BUDGET
INDUSTRY EVENT 1	- TALK - WORKSHOP - MERCH/SPONSOR BOOTH - BRAND EXPOSURE - DEVELOPMENT WORK	DEVELOPERS / 400	7,500 USD
INDUSTRY EVENT 2	- TALK - MERCH/SPONSOR BOOTH - BRAND EXPOSURE - INTERVIEW CONTENT	DEVELOPERS, TRADERS, COMMERCIAL / 1000s	10,000 USD

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1.2 Newsletters

TYPE	BUDGET
INDUSTRY NEWSLETTER 1	5,000 USD
INDUSTRY NEWSLETTER 2	1,000 USD

1.3 Podcasts

TYPE	BUDGET
INDUSTRY PODCAST 1	1,000 USD

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2.0 Public Relations & Influencer Marketing

2.1 Public Relations

Using our existing relationship with YAP Global, we will continue to fund journalistic and editorial outreach to the industry-specific media outlets with the goal of educating new users on Nectar and DeversiFi, building brand credibility and reaching a wider trader-specific audience.

TYPE	DETAILS	NUMBERS	BUDGET
AGENCY	ONE PR PUSH/MONTH	c. 150,000+ REACH/MONTH	11,000 USD

2.2 Influencer Marketing

This will include reaching out to our network of YouTube, Twitter and Social Media influencers to create campaigns making users aware of Nectar and DeversiFi and driving volume and exposure through competitions, video interviews, AMAs and more.

TYPE	BUDGET
ALL	10,000 USD

3.0 Internal Content, Competitions & Campaigns

Moving forward, we will prepare a perpetual in-house content marketing strategy, boosting our SEO ranking for key search-terms whilst establishing an educational and enticing user-journey, driving awareness and ultimately adoption of Nectar and DeversiFi products.

In unison with this, alternative in-house campaigns will include rewarding trading competitions, engagement incentives, and gamified user interfaces offering added value and incentive to use DeversiFi and the Nectar token.

3.1 Visual content

An arsenal of visual assets including on-brand and uniform explainer videos, motion graphics and static graphics will be required to accompany our various campaigns. The importance of these appearing professionals cannot be understated and we have sourced a selection of potential creators who understand our product, the space and have the skills to deliver on time.

TYPE	BUDGET
EXPLAINER VIDEO	3000 USD
MOTION GRAPHICS	2000 USD
OTHER VISUALS	500 USD
INFOGRAPHICS	500 USD

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3.2 Competitions

Regular trading competitions will drive viral traffic to DeversiFi whilst simultaneously onboarding (and familiarising) new traders to DeversiFi who may otherwise never have used the exchange. We intend to strategically conduct these competitions, in a timely fashion, and in partnership with selected projects and pairs. Assuming two competitions a month:

TYPE	BUDGET
COMP 1	2000 USD
COMP 2	2000 USD
COMP 3	2000 USD

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4.0 Website Adverts & Campaigns

As part of a comprehensive marketing plan, we will include carefully designed PPC campaigns, putting DeversiFi in front of our target audiences across three primary demographics — Europe, Asia and Russia.

With the goal of driving click-throughs to the exchange landing page and/or campaign-specific content/competition pages, we will harness our relationships with a number of the industries highest-ranking websites, based strategically on the target demographic of each and their niche within this space. Additionally, we will begin to harness traditional channels including Google, Youtube, Twitter and Reddit to further zoom in on our target audience.

TYPE	IMPRESSIONS	BUDGET
TRADITIONAL OUTLETS	200,000	1,500 USD
CRYPTO INDUSTRY OUTLETS	3,200,000	41,000 USD

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Deliverables & Proposal Roll-out

Due to the large overall budget of this proposal, we have decided to split it into 3 sections. For simplification, each stage represents a month in length as broken down below, however there may be some natural overlap. The starting stage has a higher amount to account for preparation costs including motion graphics, materials etc.

PERIOD	REQUESTED BUDGET
Stage 1 (May 2020)	40,000 USD
Stage 2 (June 2020) *subject to change	30,000 USD
Stage 3 (July 2020) *subject to change	30,000 USD

Upon successful competition of stage 1, we will proceed with stage 2 and so on.

Who is responsible for the proposal

This proposal will be led, executed and managed by campaign manager Ben Wilson with the support of the DeversiFi team. Any questions, queries or concerns can be addressed within our DAOtalk, Telegram or Reddit groups.

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How will reporting be handled

Throughout the lifetime of this proposal, we will provide reporting on the usage of funds at regular intervals over at the dedicated thread on DAOtalk entitled 'DeversiFi Marketing Proposal', via the necDAO telegram group or both . It is within this channel that we will also hold bi monthly AMAs pertaining to this proposal which will allow Nectar holders and voting members to request specific clarifications or any other information they need.

*Note, whilst we are targeting roughly 400 new users at the end of the 3 month period, due to the strategic and time-based execution of campaigns, as well as other variables, this does not necessarily translate to 133 new users per month and as such reporting won't hold that metric in mind.

In summary, we will provide weekly progress reports on each campaign, both in the form of a document report shared in relevant channels (covering activities, outcomes and insights) and answer live questions from Nectar DAO stakeholders. Provided they have been launched and made public, we will offer snapshots and examples of each campaign and KPIs. At the end of each month, we will deliver a deeper report offering learning, takeaways and covering our plan moving forward into the following month.

These reports will be useful to ascertain ROI and adjust if needed our requests for each following fund request as part of this 3 part series.

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