Strategic Direction & Focus Areas

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A guiding framework for the Ecosystem Growth Council (EGC) | Last updated: September 3rd, 2025

Why Strategic Guidance Matters

Scroll is still in its early days, with much of its growth still ahead. Together, we have the chance to grow a network that is useful, inspiring, and built to last. That requires focusing our energy where it makes the biggest difference. This document sets a shared direction for the EGC and the wider community on all matters of growth, ensuring that proposals, programs, and initiatives push the ecosystem forward with intention and consistency.

It serves as a reference point rather than a fixed plan. The aim is to stay anchored in our growth vision while remaining open to new opportunities. What follows is shaped by lessons from past research, community conversations, and insights from across other ecosystems.

Our Vision and Values in Action

Every growth decision we make stems from [a clear vision of Scroll's role](#) in Web3. We are building an open, zkEVM-powered Layer 2 that scales Ethereum while staying true to its values of transparency, decentralization, and community ownership.

Scroll is designed to be the natural home for builders creating meaningful, long-lasting applications, from financial infrastructure to products that reach everyday users. Achieving that vision means fostering an environment where ideas can grow, supported by a strong economic foundation, engaged users, and local and global communities working together. This direction helps guide growth investments so they consistently add long-term value to the network.

Strategic Focus Areas

As a young ecosystem, Scroll doesn't have the luxury to do everything at once. Spreading efforts too thin will only dilute impact. Focus is our edge. By concentrating on a small set of high-leverage areas, we can drive real progress, learn faster, and build a stronger foundation for sustainable growth.

We've identified four key areas of focus, each rooted in Scroll's purpose and values, insights from the EGC, and a deep review of community inputs, proposal drafts, governance discussions, forum threads, research documents, and lessons from other ecosystems.

While all four areas matter, our approach is not to lock in fixed priorities upfront. Instead, the EGC will remain flexible and responsive, allocating time, attention, and funding toward the proposals with the strongest strategic fit and highest potential impact on Scroll's long-term growth.

Builder Support and Liquidity Infrastructure may currently present more ready-to-activate opportunities, but User Acquisition & Retention is equally important, especially where it connects to product-market fit or community-led content strategies. Budget allocations between programs are therefore not pre-defined and may shift over time based on the quality of proposals, measurable ecosystem outcomes, and emerging opportunities.

Program Area 4 - Community Building and Local Ecosystems - remains out of scope for direct EGC funding at this time. It will be fully led by the Community Council, with the EGC offering support and coordination where useful, but not allocating funds directly.

1. Builder Onboarding and Support

Everything starts with builders. They create the products that attract users, define the Scroll experience, and drive on-chain activity. If we fail to support builders early and well, nothing else will follow.

We need to help founders go from idea to scale with clear pathways and deep support. That means investing in structured programs as compared to simple one-off grants, and providing mentorship, venture support, onboarding kits, SDKs, and tailored tooling. We also need to regionalize talent funnels and fund projects that demonstrate real-world value.

A key part of this is building a founder-to-founder network. Founders should not only receive funding and mentoring, but also connect with and support each other, sharing distribution channels, credibility, and product feedback in ways that make the ecosystem self-reinforcing.

2. Liquidity and Economic Infrastructure

For Scroll to work well, there has to be liquidity. Builders need it to launch and grow their apps. Users need it to transact. The SCR token also needs to have real-world uses, such as staking, payments, and app integrations, beyond just trading or speculation.

Liquidity is not only about having enough tokens. It also depends on important infrastructure like oracles, KYC providers, transaction monitoring, aggregators, dashboards, and future aggregation layers such as unified wallet experiences. These tools are necessary but expensive, and Labs should not carry this cost alone.

We have also seen that strong products with effective go-to-market strategies, like [EtherFi Cash](#), can attract a significant number of users and capital without relying heavily on incentives. In addition, we recognize that there are ongoing efforts to create a more unified liquidity experience on Scroll, which is expected to make things easier for both users and builders while avoiding too much fragmentation. In particular, payments, stablecoins, and tokenized real-world assets (RWAs) stand out as verticals with the clearest product-market fit and should be prioritized in this area.

One of the proposals currently up for vote is the [Treasury Management](#), where delegates are asked to choose a service provider. The results will be known in September once voting concludes, but this already reflects an important step in the broader strategy: diversifying the treasury to strengthen long-term sustainability and reduce potential sell pressure on SCR by converting part of the holdings into stablecoins.

Looking further ahead, intent-based and cross-chain systems may reduce the need for liquidity to sit directly on Scroll. But for now, we still need to invest in the basic infrastructure, support useful apps, and make sure SCR is being used in meaningful ways.

3. User Acquisition and Retention

Users are essential, but acquisition without real product utility doesn't last. Scroll's post-airdrop drop-off made that clear. That's why we believe user growth should be tied to real product–market fit and sustained liquidity, while also recognizing that strong acquisition and retention strategies can create value at any stage.

We'll support UX improvements, onboarding flows, educational tools, and user-facing apps with credible product–market fit. We also see growing potential in community-led content creation, where users contribute tutorials, explainers, and narratives that help onboard others - shifting the focus from incentivizing people to join, to empowering them to contribute.

4. Community Building and Local Ecosystems

Scroll's long-term adoption depends on grassroots growth. But meetups alone aren't enough. We need regional leaders who take ownership, build trust, and create meaningful pipelines into the ecosystem. Our focus should stay narrow rather than spread too thin, with early concentration on regions like Malaysia, Kenya, and Nigeria where founder pipelines are already developing.

That said, this work is already being led by [Scroll's Community Council](#). Our role in the EGC will therefore focus on supporting their efforts by sharing learnings, co-designing top-of-funnel programs, and ensuring that regional funnels are connected to builder pipelines and product traction.

How We Use This Guidance

The EGC will use these focus areas to guide decisions on current and future growth proposals. When evaluating an idea, we will look for strong alignment with these priorities and clear potential to deliver measurable growth outcomes for the ecosystem.

We will also be clear about what we won't support. This includes activities that don't create long-term value for the ecosystem, such as pure token speculation, short-term farming programs, or other initiatives with no sustainable growth impact. Having this defined helps set expectations and gives us a reference point when developing eligibility for downstream programs.

This direction will evolve over time. We will revisit it regularly to ensure it reflects both our long-term growth vision and emerging opportunities. By staying focused while remaining adaptable, we can ensure that Scroll grows in ways that stay true to our values and create lasting impact.

Backup

1. Builder Acquisition, Onboarding, and Support

Strategic Reasoning
Builders are the core drivers and multipliers who generate long-term value and utility for users. The ecosystem's goal is not to fund isolated dApps but to attract Scroll-native builders committed to using zk tech in meaningful ways.

What We Heard

- Raza described Scroll as the "power grid and plumbing" – the infra layer, not the consumer app layer
- Eugene and Emily stressed the need to attract 20+ dedicated, aligned founders, not just bounty hunters
- Builder support is fragmented and often lacks ongoing mentorship
- Talent funnels (Level Up → Arena → Campus) exist, but are not fully regionalized or reinforced

Gaps Identified

- No clear zero-to-one path for new builders (especially in regions like LATAM)
- Sticky, lighthouse projects (beyond the crypto bubble) are missing
- Mentorship, founder coaching, and post-hackathon retention are weak
- Scroll and its builders often lack the product marketing capabilities, from messaging to positioning, needed to translate technical strengths into market traction and funding success

Implications for the EGC

- Support programs that attract, retain, and accelerate founders across the builder lifecycle (from idea → PMF → scale)
- Prioritize selective investments in high-potential founders and teams, not blanket grant programs. Funding should be meaningful enough to support venture-style growth, while ensuring recipients demonstrate commitment and "skin in the game"
- Fund onboarding kits, SDKs, and support layers tailored to high-priority verticals (e.g., DeFi, stablecoin infra, RWAs)
- Invest in venture support: founder coaching, storytelling and product marketing help, GTM strategy, and targeted messaging frameworks
- Focus on priority verticals (Payments, Stablecoins, RWA) and fund "Why Scroll" showcases that leverage zkEVM/ZKP advantages or achieve fast time-to-market, making products sticky. Include lighthouse projects demonstrating real-world utility with adoption beyond crypto-native audiences
- Fund regional builder funnels (e.g., adapt Arena → Campus for LATAM)
- Cultivate a founder-to-founder network where aligned builders support each other socially, technically, and financially. This should include shared distribution channels, credibility loops, and peer-driven mentoring to make Scroll a self-reinforcing ecosystem

Main Sources

- EGC Call with Raza
- [Call with Emily](#)
- [Builder Support Research](#)

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2. Liquidity & Economic Infrastructure

Strategic Reasoning

Activity on Scroll depends on liquidity. Healthy trading pairs, lending markets, and stablecoin access are essential to attract apps, users, and capital. Just as importantly, Scroll-native tokens like SCR must have clear, deliberate use cases to maintain value and velocity.

Having said that, liquidity encompasses not only tokens but also the underlying infrastructure that supports safe, compliant, and efficient capital flows, including price feeds (oracles), fraud detection, and KYC systems. As we build out Scroll's economic foundations, we must invest in the infrastructure and apps that create lasting liquidity, as compared to just funding temporary incentives.

Recent developments such as EtherFi Cash demonstrate that apps with strong GTM strategies can drive significant TVL and usage to Scroll, without relying heavily on

ecosystem subsidies. In addition, we recognize that there are ongoing efforts to create a more unified liquidity experience on Scroll, which is expected to make things easier for both users and builders while avoiding too much fragmentation. Payments, stablecoins, and RWAs represent the most immediate and impactful verticals for Scroll in this area, and should be treated as priorities.

In the future, new technologies (like intent-based and cross-chain interactions) will make it easier to move liquidity between different blockchains. That means Scroll might not need to have all the liquidity in one place. But for now, we still need to build the basic infrastructure, support useful apps, and make sure SCR is actually used in meaningful ways.

What We Heard

- Stablecoins, DeFi apps, and payment infrastructure are strategic priorities for Scroll Labs
- SCR velocity and utility remain underdeveloped, particularly in fee markets and app integrations
- Capital-efficient staking products (e.g. LRTs, restaking) are in demand
- Ecosystem teams benefit from access to oracles, transaction monitoring, and reusable KYC systems, since this is ecosystem infrastructure, it might make sense for the DAO/Foundation to fund this going forward, rather than Labs

Gaps Identified

- Lack of native SCR use cases beyond governance or speculation
- Missing or underdeveloped liquidity infrastructure (e.g., oracles, AMMs, transaction monitoring)
- Redundant or fragmented efforts across different DeFi teams
- Weak alignment between apps, infra teams, and liquidity initiatives

Implications for the EGC

- Prioritize proposals that bootstrap liquidity (SCR, stablecoins, RWAs)
- Support liquidity infrastructure (e.g., aggregators, stablecoin rails, fee dashboards, unified wallet experiences) that doesn't overlap with Labs's efforts
- Fund SCR use cases in apps, staking, payments, or fee markets
- Promote mission-aligned DeFi apps over short-term mercenary capital
- When launching new DeFi products, ensure accompanying GTM campaigns, clear positioning, and e.g., liquidity education for end-users
- Begin preparing for long-term changes in liquidity dynamics (cross-chain UX, intent-based flows), while staying focused on current needs

Main Sources

- [Strategy Update Call](#)
- [DAO Growth Council Discussion](#)

- EGC Call with Raza

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3. User Acquisition and Retention

Strategic Reasoning
Users are critical even for great apps. Scroll's UX is zkEVM-native, but the average user doesn't care about provers. They care about affordability, speed, rewards, and ease. And they need the right message. Acquisition without the right messaging leads to poor conversion; Scroll needs user-facing narratives that communicate tangible benefits, not just zkEVM tech. Scroll's UX must thus be supported by intentional acquisition and retention loops.

User acquisition follows naturally from great products with product-market fit (PMF). The EGC should therefore prioritize funding products and teams that show credible PMF and a smooth user experience, rather than relying on artificial acquisition incentives alone.

Alongside product-led growth, user-generated content (UGC) offers a scalable and authentic path to attract users. The EGC should explore ways to support content creators from within the community, amplifying organic narratives, tutorials, and social proof that drive curiosity and adoption. UGC incentives are expected to be more sustainable and better aligned with long-term ecosystem health.

What We Heard

- Post-airdrop, activity dropped sharply
- There is no fiat ramp, and user onboarding is fragmented, but Labs is tackling this at the moment
- Shine staking aggregator and LRTs are promising, but underutilized
- There's strong interest in grassroots content creation as a growth lever
- Community members want to contribute via storytelling, education, and local events - not just quests or airdrops

Gaps Identified

- No end-to-end funnel from first wallet → dApp → looped habit
- Many proposals have weak user acquisition strategies
- Retention is not measured or incentivized
- Lack of infrastructure or funding mechanisms to support grassroots creators and community-driven distribution

Implications for the EGC

- Support campaigns that bring in and retain users (quests, yield loops, fee rebates)

- Fund onboarding improvements: abstraction, wallets, guides
- Reward programs that track and improve retention (e.g. via dashboards, cohort metrics)
- Encourage use-case-based growth: payments, remittances, staking-as-savings
- Integrate GTM playbooks, onboarding copy, and storytelling into funded user acquisition campaigns to ensure they resonate and convert
- Explore a creator incentive program that funds community members to produce educational, narrative, or meme-based content

Main Sources

- [Strategy Call](#)
- [Grants & Education Threads](#)

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4. Community Building and Local Ecosystems

Strategic Reasoning
Scroll's growth strategy puts strong emphasis on emerging regions (Nigeria, Kenya, Malaysia) and founder pipelines rooted in local ecosystems. The aim is not to cover the entire Global South at once but to concentrate resources where founder alignment and demand are already strongest.

What We Heard

- "Meetups are not enough" - Emily
- Focus on Global South
- LATAM, Brazil, Vietnam seen as next expansion zones, however, we are spreading too thin
- Scroll's vision includes founder-to-founder support networks
- Most importantly, a newly formed Community Council is fully focused on this program area and will be working on strengthening Scroll's communities and local ecosystems
- "We should focus on quality, not quantity. Better a narrow focus than doing everything" - Raza

Gaps Identified

- Weak handoff between local education and Arena/Campus funnels
- Lack of regional permanence or regional leaders
- No programmatic content localization or tooling support
- No clear grant pathway for high-quality local projects

Implications for the EGC

- This program area will be led by the Community Council, not the EGC

- Our role will be to support them in achieving their targets
- Support could include sharing our own learnings, providing expert feedback, running top-of-funnel activities, or collaborating to design a grant channel that can support high-quality local projects
- Given Scroll's treasury size, community investments should focus on quality over quantity, concentrating resources in fewer regions and programs where Scroll has a clear advantage and can build a lasting presence.

Main Sources

- [Call with Emily](#)
- [Regional Hubs Research](#)
- [Community Council Proposal](#)
- EGC Call with Raza

Sources

- Scroll [forum](#)
- Scroll blog posts, esp. [Vision & values 2021](#) and [Roadmap 2025](#)
- [Scroll Whitepaper](#)
- Scroll CCC (Co-Creation Cycles), esp. [#1](#)
- Previous research, esp. [Builder support research](#) and [RnDao Notion page](#)
- Various [ecosystem calls](#), particularly: the EGC call with Raza, [this call with Emily](#), the [weekly DAO call with Eugene](#), where the EGC was discussed, and [this strategy update call](#)
- Weekly EGC calls
- [EGC formation proposal](#)
- Learnings and best practices from various other ecosystems

Note: Most sources initially researched and screened using ChatGPT 4o (incl. Agent mode & Deep Research). All subsequent analysis and insights were conducted and developed by our team.