



Gnosticism

Gnosis Chain Mission

Goals

Awareness of the Gnosis Chain brand, platform narrative and values.

Developer engagement. Popular tooling for EVM and DAO communities.

Onboarding improvements for developers and users.

Adoption by developers and users through investments, marketing and business development.

Metrics

Quantitative

On-Chain

Transaction volume

Unique active wallets

Total Value Locked

Ecosystem

Number of applications

Number of developers

Active users

Qualitative

Developer satisfaction

User satisfaction

Social media sentiment

Organization

Marketing

Promote Gnosis Chain and ecosystem projects.

Business Development

Collaborations and partnerships in the ecosystem.

Developer Experience

Tooling, education and onboarding.

Ventures & Studio

Investment, incubation, governance, and advice.

Grants Program

Fund public-goods and open-source.



Ecosystem Strategy

General Strategy

Narrative that conveys a compelling and coherent message.

Initial Gnosis Chain as a blockchain that accelerates Ethereum.

Realized through differentiated governance, culture, community and strategy.

Growth in key areas through values, education, grants, and marketing.

Nourish existing ecosystem services and their user base.

Infrastructure Strategy

Infrastructure services are requisite foundation for all applications. Ensure completeness, diversity and ease-of-use in key categories of infrastructure services.

Wallets

Liquid Staking

Bridges

Layer 2s

Roll-ups

Ramps

Explorers

Indexers

Oracles

Distributions

Drops

Launches

UBI

DAOs

DeFi Strategy

Gnosis Safe on Gnosis Chain as a proven digital asset platform for institutional DeFi.

Gnosis Auction as a proven launch platform and clearinghouse for DeFi assets.

Incentivize AMM and lending pools as foundational building blocks of DeFi.

Bootstrap DeFi liquidity via partnerships with market-makers and protocols.

Enable cross-chain DeFi with scalable and cost-efficient bridges.

Extend Gnosis Safe and Gnosis Auction integrations throughout DeFi ecosystem.

DAO Strategy

Most comprehensive and cost-efficient platform for DAO governance and management.

Gnosis Safe and Zodiac are important tools for many DAOs.

Accelerate DAO innovation with Zodiac and others to expand the application of DAOs:

NFT DAOs

Service DAOs

Investment DAOs

Social DAOs

Protocol DAOs

Impact DAOs

NFT and Creative Strategy

Efficient, safe chain for NFT activity.

Fund products and services necessary for a thriving creator economy:

Markets

Analytics

Collaboration

Community

Resonance between NFT and DAO communities.

Cultivate relationships with creators and brands for NFT collaborations.

GameFi and Metaverse Strategy

Gas-efficient and PoS-friendly chain to launch and host games/verses.

Easiest chain to launch game-specific L2s for high-transaction-volume GameFi.

Foster new unique game genres uniquely enabled by crypto.

Hidden-information games (pioneered by Dark Forest).

“Ectogames” emerging from NFT primitives (pioneered by Loot).

Partner with guilds and studios to drive developer and user adoption.

Develop toolchain to make it easy to spin up app-specific L2 roll-ups.

Zero Knowledge & Privacy

Most gas-efficient chain to grow anonymity sets

Tornado Nova as the first to leverage GC for this purpose.

Inherent network effects in anonymity pools.

Privacy as a human right and key primitive on Gnosis Chain.

Encourage privacy by default.

Foster strong relationships with privacy and ZK communities.

Support privacy research, projects and standards.

Developer Strategy

Fund key initiatives in devops and dev experience infrastructure:

Testnet

Faucets

Onboarding toolchain

Indexers

Analytics

Wallets

Enhance official and community-based documentation and educational resources.

Recruit community ambassadors and peer mentors to scale technical support.