# ZERA

# SPARK

## COMMUNITY GOVERNED MARKETING

# PROPOSAL

Presented By:

**THE IGNITION CREW**

## Disclaimer:

This marketing proposal and any associated roadmaps do not represent the views, direction, or endorsement of any central authority, company, or foundation, as ZERA is a fully decentralized network. All concepts, strategies, and initiatives are products of community proposals and collective decision-making under ZERA's governance framework.

The content may adapt based on observed outcomes, community feedback, changing priorities, or regulatory constraints. Flexibility and continuous input are central to ZERA's governance-first model, ensuring alignment with the community's will.

The ZERA community website and all social media platforms are developed and maintained per community governance protocols by various members. These are community-driven resources, not managed by any single entity.

This document is not financial, legal, or investment advice. It is a community-developed strategy for awareness, education, and adoption of the ZERA ecosystem. Participation involves risks, including loss of capital, regulatory changes, technical failures, volatility, and liquidity issues. DYOR.

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# Executive Summary

Fellow ZERA community members,

With ZERA fresh to the public via the Solana bridge and SolidProof audits, we stand at a pivotal moment. This proposal introduces an innovative, synergistic marketing plan: "ZERA SPARK", designed to accelerate adoption through multilayered outsourcing, guerrilla tactics, and TVL-focused incentives—rooted in Fantom's proven 2018-2022 playbook. This is a multi-directional marketing strategy, as changing market conditions demand foresight, adaptation, revision, and change.

Bull market conditions benefit from efficient marketing via proven KOLs, social media, and partnership exposure, etc. When overall market conditions turn bearish, programs like the TVL ambassador initiative and developer bounty incentives for the ZERA network become essential priorities.

Led by The Ignition Crew —a team of crypto natives with 40+ years of combined experience — we aim to drive exponential adoption while complementing the approved "Shattering the Rules" marketing plan. By filling blind spots like experienced KOL management and rapid scaling, we'll create ZMT-funded programs to boost TVL, onboard the masses, and solidify ZERA as the governance-first leader. KOL and influencer marketing is an art that involves selecting those who will truly believe in the project and have the proper audience for Zera.

## Key Innovations:
- Adapt Fantom's successful ambassador bounties and TVL rewards program tailored to ZERA's foundationless autonomous execution for long term adoption.
- Multilayered KOL networks for 24/7 global reach.
- Incentives tying utility development (e.g., DAO pilots) to liquidity general adoption.

**Target:** Mass adoption of ZERA community/TVL initiatives in 6-month tiers. This is a fresh and innovative proposal seeking community approval—let's ignite ZERA's revolution.

## ZERA's Current Momentum and Challenges

ZERA, the governance-first blockchain, is maturing rapidly. With autonomous execution, WASM contracts, and a self-sustaining treasury, it solves crypto's "execution gap"—making votes binding and automatic. The Solana bridge opens a matured cross-chain ecosystem

**Momentum:**
- Capable of 3,000+ TPS.
- Community proposals reshaping tech and awareness.
- Resonance with global democracy movements.

**Challenges:**
- Pre-launch: Need rapid onboarding to capitalize on bridge.
- Treasury debates: Ensure early composition aligns with long-term utility.
- Competition: Ethereum/Solana dominate; ZERA must differentiate via governance—a foremost solution to an industry problem that needs translation to the masses.

This plan addresses these by leveraging our dynamic team's expertise for viral, incentive-driven adoption.

## The Ignition Crew: Battle-Tested Architects of Crypto Communities

Fellow ZERA community members,

At the heart of this proposal stands a dynamic team of six seasoned influencers, KOLs, and high-finance crypto marketers with experience in capital, primary, and secondary markets —a weathered team forged in the trenches of Web3's most volatile battlegrounds. We are OG believers in what crypto was built for: true decentralization. Drawing from the team's bios, we've blended our individual journeys into a unified force: a collective with over 40 combined years of entrepreneurial grit, including 15+ years in high-stakes entertainment, public speaking, and business leadership, pivoting seamlessly into full-time crypto expertise since as early as 2016.

Our members aren't newcomers; we're crypto natives who've generated 100% of our livelihoods through Web3, hosting electrifying X Spaces, crafting viral content, moderating AMAs, and orchestrating project launches that have propelled meme coins, NFTs, and DeFi ventures to multimillion-dollar peaks. The market has shifted, the 'meme casino' has dissolved, and once again true utility stands its ground. ZERA is the prime battleground for this pivot, with nothing else like it out there. Our team members reside all over the planet, covering almost all time zones across North America, South America, Asia, and the UAE— allowing us to operate 24/7 from every time zone if needed during clutch times to bring ZERA the community members it deserves.

What sets this trench-weathered crew apart is our proven track record in growing project communities from the ground up—turning obscure ideas into thriving ecosystems through grassroots marketing, strategic partnerships, and unrelenting engagement, all grounded in integrity and honesty. We've been behind the scenes on hundreds of projects, steering them away from costly pitfalls like unreliable KOLs or ineffective strategies, saving thousands in misdirected resources. We've managed KOLs and served as marketing directors for innovative platforms, while leading communities across multiple token projects and exclusive lounges.

Some of us were part of the inner workings of Fantom's (FTM) early 2019-2022 post-ICO run, helping attract millions of network users even during bear market periods through innovative marketing tactics like incentive programs, bounties, and grants that rewarded developers and promoters—strategies we'll adapt similarly for ZERA. Inspired by Bitcoin's core values—decentralization, trustlessness, permissionlessness, immutability, scarcity, borderlessness, pseudonymity, and censorship resistance—we've adopted mottos like "Freedom Through Technology" to guide our work, viewing crypto as solutions to global problems via peer-to-peer networks.

With nearly nine years in the space, we've founded consultation businesses, educated countless individuals, built and managed multiple Discord and Telegram communities, and mastered the complex social dynamics that sustain long-term projects. We've witnessed and participated in key milestones: from .dat wallets without GUIs and Bitcoin forks like No2X, to the rise of Telegram integration, Crypto Twitter, smart contracts, PoS blockchains, ICOs, DeFi, NFTs, DAOs, and AI waves—navigating hype cycles, breakthroughs, and chaos while uniting people around shared visions. This hands-on experience—from developer collaborations to community networking—equips us with vast blockchain knowledge, creative out-of-the-box solutions for real-world problems, and access to Tier 1 KOL and VC programs, including relationships with the space's biggest names to help accelerate adoption of the ecosystem.

**Our capabilities form a powerhouse synergy tailored for ZERA's governance-first revolution:**

- **High-Energy Hosting & Engagement:** As professional Spaces hosts, Telegram/VC moderators, and X live streamers with entertainment-level charisma (from acting, comedy, and circus backgrounds), we foster productive discussions, boost audience retention, and turn passive viewers into active SuperFans.

- **Content Creation Mastery:** End-to-end producers who script, shoot, edit, and align content with brand ethos, we've created doxxed video influence that builds trust and authenticity in the community.

- **Community & KOL Management:** Experts in audience moderation, onboarding, vetting influencers, and coordinating collaborations, we've grown multiple Telegram groups to thousands of members and amplified stories for billion-dollar market cap projects.

- **Viral Social Reach:** We command hundreds of thousands in our following networks, specializing in small and mid-cap crypto spaces for targeted, guerrilla-style infiltration.

- **Community Building & Leadership/Telegram:** Skilled builders and organizers rooted in early crypto culture, we manage Discord and Telegram communities, leverage intersubjective value for network success, and unite diverse groups around decentralization as the foundational principle. With an abundance of experience in Telegram community admin positions, running TG bots and conversing with Telegram communities for years. With this in mind, we will be creating a Zera Network Telegram Channel, and we ask the community to come and join the discussion.

This team's value to the ZERA marketing initiative is crystal clear: We're not theorists; we're survivors who've navigated bull runs, bear markets, and regulatory storms, emerging with bulletproof reputations and insider insights. This team found each other through grit, honesty, and golden integrity. In a space riddled with hype and failures, our rich experience ensures ZERA avoids common traps, channeling resources into what truly drives exponential adoption—organic virality, developer dominance, and institutional trust.

Aligned with ZERA's decentralized ethos, we're community-aligned outsiders ready to outsource multilayered efforts under community governance, transforming your vision into a global movement. Most importantly, we believe in ZERA. Vote for us, and watch ZERA ignite like never before.

## Tailoring Fantom's Success to ZERA

Fantom (FTM) transformed from a post-ICO underdog in 2018 to a DeFi powerhouse by 2022, attracting millions of users despite bear markets. Their success hinged on niche, incentive-driven tactics: ambassador programs for grassroots evangelism, TVL-based bounties (e.g., 370M FTM fund rewarding protocols), and grants for builders. This multilayered approach created viral loops—ambassadors recruited via referrals, developers built for rewards, users locked assets for yields—driving TVL from <$1B to $7B+ peaks.

For ZERA, we tailor this to our governance-first ethos:

**Ambassador Program Adaptation**: Launch ZERA "Governance Gurus"—multilayered teams rewarding referrals with special governance ZRA for onboarding. Unlike Fantom's foundation-led model, ours executes autonomously via community-voted smart contracts.

**Bounty and Grant Evolution**: Fund proposals with tiered bounties for dApps achieving milestones (e.g., ACE token integrations), emphasizing utility over hype. Via appropriate vehicle tokens TBD.

**Bear-Market Resilience**: Like Fantom's 2018-2020 focus on community tasks (translations, events), we'll use 24/7 global teams for persistent engagement, turning ZERA's automatic execution into a viral hook: "Vote once, change forever."

This customization leverages ZERA's strengths—no managerial reliance—for trustless, self-sustaining adoption.

## Creating TVL and Adoption Incentives for ZERA

Inspired by Fantom's 370M FTM Incentive Program, which boosted TVL through vested rewards for DeFi protocols, the Ignition Crew will orchestrate ZMT-funded initiatives to drive ZERA's adoption. Unlike Fantom's foundation, we'll use ZERA's autonomous governance for transparent, code-enforced distributions—eliminating delays and building trust.

**Proposed TVL Ignition Program**

To make this program accessible, let's break it down simply. The TVL Ignition Program is a reward system to encourage projects and users to "lock up" tokens on ZERA, expanding the network's long-term commitment. TVL (Total Value Locked) is just the total amount of tokens committed to ZERA's apps and contracts—think of it as tokens commited to a long-term mindset, but here it's decentralized and automatic.

**Mechanics**: (NOTICE: The Zera community can look to reflect different scales and numbers; the following are to be used as example purposes only). The community votes to set aside ~1.5M ZRA from the ZMT as rewards. These are given in tiers (levels) from qualifying project to project, based on the project's average TVL over time (time-weighted to reward steady commitment, not quick flips). TVL is tracked automatically using tools like DeFi Llama, which can be integrated to Zera. To qualify for a tier, a project must hit a minimum TVL: calculated as (current ZRA rate × the reward amount) × 20. For example, if ZRA spot rate is $3 and you're aiming for a 100k ZRA reward, you'd need at least $6 million in average TVL. Rewards aren't paid all at once—they "vest" (unlock gradually) in equal parts over 6 months, starting after a 2-month waiting period (the "cliff" to ensure commitment). If TVL drops below the minimum during vesting, rewards pause until it recovers. This keeps everyone focused on long-term success.

**Multilayered Growth Loops**: Developers create apps (e.g., self-executing DAOs) that attract users. Users contribute by staking tokens—like locking ZRA or ACE in a smart contract for a fixed term (e.g., 6 months - 5 years, renewable via community vote). Staking schedules could include weekly checks for TVL averages, with yields (rewards) distributed monthly. Promoters get referral bounties for bringing in new stakers or liquidity, creating a chain reaction: more apps → more staking → higher TVL → bigger rewards.

**Grant Synergies**: A separate ~150k ZRA fund supports innovative ideas (e.g., building cross-Solana bridges), voted on via community tools like $SGV for fair distribution.

**Expected Impact**: Like Fantom's program (see comparison below), this could surge ZERA's TVL to $1B+ in Year 1 by drawing users from centralized chains, turning them into long-term holders through real utility demos (e.g., governance-backed pilots).

**This creates a flywheel**: Higher TVL funds more incentives, executed automatically—tailored for ZERA's democracy.

**Comparison of ZERA's TVL Ignition Program to Fantom's Incentives**

In simple terms, both ZERA and Fantom (FTM) use reward programs to encourage developers and users to lock up tokens (TVL), growing their networks like offering bonuses to fill a new shopping mall. Fantom was a big push for DeFi during a bull market, while ZERA's is smaller and more community-focused for its "vote-and-execute" style attracting a more balanced adoption initiative.

**Similarities**:
- Both base rewards on TVL averages over time to promote steady commitment, not quick tricks.
- Tiered payouts with vesting (gradual unlocks) to keep projects engaged long-term.
- Aim to bootstrap ecosystems: Fantom grew TVL from under $1B to $10B+; ZERA targets $1B+ by Year 1, emphasizing utility like DAOs and long term adoption.
- Use trackers like DeFi Llama for transparent monitoring.

**Differences**:
- Size: Fantom committed 370M FTM (~$500M-$1B, 15% of supply) for broad DeFi appeal. ZERA starts modest at ~1.5M ZRA (~$4.77M, 6% of circulating supply) to fit its marketing treasury and early phase.
- Management: Fantom's foundation handled approvals (some criticism for centralization). ZERA's is fully automated via community votes and smart contracts—no humans, true to its "no broken promises" ethos.
- Focus: Fantom targeted lending/swaps with flexible reward use. ZERA prioritizes governance utility (e.g., ACE staking for DAOs) with stricter pauses if TVL drops.
- Timeline: Fantom vested over 12 months without a cliff; ZERA adds a 2-month cliff and shorter 6-month vesting for quicker feedback.

Overall, Fantom's succeeded in hype-driven bulls but had central risks. ZERA's is decentralized and sustainable, reducing dilution while building trust. If it hits $1B TVL, it could match Fantom's impact proportionally, with stronger community adoption.

# $ZMT Funding Request

To execute this plan, we request 1,750,000 ZRA from the $ZMT. This conservative allocation ensures sustainability while fueling rapid scaling. Breakdown (vested over 6 months via autonomous contracts):

**Team Payment (6 Months)**: 150,000 ZRA (released daily in linear vesting to mitigate any potential sell pressure, over 6 months/person for full-time professional operations). 6 full time and 1 part time members.

**KOLs, Ads, Content**: 100,000 ZRA (for partnerships, production, and virals). Tiered release, via community updates through $SGV-0002 for autonomous token distribution. We recommend a front loaded release to take advantage of the new SOL bridge and alt season market conditions.

**Incentives (TVL/Multilayered/Grants)**: 1,500,000 ZRA (core flywheel for referrals, bounties, and ecosystem rewards). Tiered release, via community updates through $SGV-0002 for autonomous token distribution.

This ask aligns with ZMT's purpose, with built-in milestones for release. i.e., deploying a $SGV- special governance vehicle token for autonomous tiered token distribution.

Monthly reporting on both KOL marketing and TVL incentive programs will be presented to the community.

Any remaining ZRA not used at the end of 6 months and not carried on for a governance approved extension will be returned to the $ZMT.

## Differences and Synergies with the Approved Marketing Plan

The approved "Shattering the Rules" marketing plan excels in organic, content-driven growth: building SuperFans via utility narratives, nurturing developers, and demonstrating traction through pilots. It's agile, with strong controls like weekly feedback.

**Synergies**:
- We amplify their foundation—using their messaging (e.g., "Blockchain Democracy") in our viral content, integrating pilots into bounties, and aligning with ZMT use for incentives.

**Differences**:
- Internal vs. External: Approved is gradual/internal (e.g., developer-first); ours is explosive/external via multilayered KOLs for rapid onboarding.
- Content vs. Incentives: They focus on stories; we add Fantom-style rewards for virality.
- Blind Spot Filling: Approved lacks KOL expertise—we provide it through our Tier 1 networks, vetting/managing influencers to avoid pitfalls. Their complex messaging gets simplified in our guerrilla explainers.

**Together**: Steady foundation building from approved + controlled jet fuel ignition tactics = Balanced equanimity experience, through all conditions, with a laser combined vision.

# Actionable Strategies: Multilayered Outsourcing and Guerrilla Tactics

All strategies require community approval; funded via special governance vault SGV.

## 1. Multilayered KOL Outsourcing
- Deploy Ignition Crew's networks for tiered teams: Level 1 earns for direct outreach; downlines for referrals. Example: Bounty 500 ZRA per new developer onboarded, such as chain development or ZIP successful proposals for protocol improvements.
- Target small/mid-cap crypto spaces for guerrilla infiltration via network.

## 2. Viral Guerrilla Campaigns
- Flash X Spaces/AMAs with KOLs demoing autonomous votes.
- Meme wars contrasting ZERA's execution with competitors' delays.
- Offer new network development socials exposure.

## 3. TVL-Focused Incentives
- Launch "ZERA SPARK Fund": Reward dApps achieving TVL milestones with vested ZRA.
- Cross-chain bounties post-Solana bridge: Referrals for bridged liquidity. Incentives for tokens that integrate with a ZERA pairing and maintain liquidity for a minimum period.

## 4. Community Nurturing Enhancements
- 24/7 global support via time-zone coverage.
- Educational bootcamps with grants for WASM builders.

## 5. Measurement and Pivot
- Integrate with approved controls; add real-time TVL dashboards

**SWOT Analysis**

**Strengths**
- Expert team with FTM experience; global 24/7 reach.
- Outsourcing risks misalignment (mitigated by community votes).
- Incentive-driven virality; KOL networks.

**Weaknesses**
- Potential hype perception (focus on utility).

**Opportunities**
- Post-bridge expansion; regulatory resilience.

**Threats**
- Competition from established chains.
- TVL incentives in utility shift.
- Market volatility affecting bounties.

**Controls and Metrics**

- Weekly Zera Telegram community and X reports on engagements, TVL, referrals.
- Bi-weekly community meetings for feedback.
- KPIs: Mass adoption new wallets/TVL in 6 months; 3-month interim performance vote.
- Full 6-month review for continuation for another 6 months.

## Prerequisites and Amendments

### Prerequisites:

For any campaign to be effective the token must have sufficient on-chain liquidity. Without it, new users face high slippage, poor pricing, and an overall experience that erodes trust and credibility in the project.

To enhance the effect of this proposal, minimum liquidity (ie $100,000 USD) provided via liquidity pools or equivalent mechanisms should to be in place *before* significant marketing allocations are deployed.

Experience shows that once a healthy initial pool exists and marketing begins driving awareness, liquidity tends to increase organically.

Attempting to attract retail users or engage KOLs/influencers without a respectable minimum liquidity position makes the process extremely difficult and significantly reduces the effect of any campaign.

### Amendments & Governance:

Future proposals are executed through the Special Governance Vehicle ($SGV+0002), which retains the ability to modify associated smart contracts if needed.

The SGV will primarily be used in the following cases:
- If the liquidity prerequisite is not met by Jan 1st, 2026
- If market conditions change materially
- If campaign performance or new opportunities require adjustments to strategy, allocations, or timelines

This structure provides the necessary flexibility while protecting resources and maximizing the probability of a successful outcome.

## Call to Action: Vote for SPARK

ZERA Community: This plan ignites our shared vision. Approve to unleash multilayered adoption, TVL incentives, and global dominance. Vote yes—let's open ZERA to the world.

**FAQ: Addressing Community Questions**

Here are answers to common questions that might arise, especially for newer members unfamiliar with strategic marketing:

Q: What is TVL and why should I care?
A: TVL stands for Total Value Locked—it's the total amount of tokens committed to ZERA's apps and contracts. Higher TVL means a stronger network with more long term commitments made through real usage, not hype.

Q: Who are these KOLs? Will they shill and dump?
A: KOLs are Key Opinion Leaders—influencers with proven crypto audiences. We'll vet them rigorously for alignment with ZERA's values; no paid pumps—just education and demos focused on long-term holders. The point isn't to market ZERA as the next big thing, it's about presenting the platform and how it can benefit the world.

Q: What happens if the market crashes?
A: Our plan is resilient. In bear markets, we pivot 80% of the budget to TVL incentives and bounties, ensuring steady adoption even when hype fades.

Q: How do I earn from this as a holder?
A: Stake in TVL programs for yields, refer developers for bounties, or vote on $SGV distributions. It's all community-driven—no central team takes a cut.

Q: What if the team underperforms?
A: Funding stops if KPIs aren't met. The 3-month interim vote lets the community reallocate, with unused ZRA returned to ZMT.