Meta Pool - stNEAR narrative

Name for Campaign: Narrative about the benefits of stNEAR

Company: Meta Pool

Track: Defi

Requested Service: Content creation and distribution of the message

Bounty: 10,000 USDC in NEAR tokens

One liner about your business/product:

stNEAR stands for 'Staked Near' and it is the token that Meta Pool issues to users when they deposit NEAR tokens for Staking through Metapool. stNEAR serves as a proof-of-ownership of the stake, enabling users to use stNEAR as collateral in other Decentralised Finance (Defi) platforms in the ecosystem while still earning staking rewards.

In short, where we could use your help(scope):

stNEAR is a relatively straightforward and powerful concept that has a tiny technological hurdle to pass for people to understand and feel comfortable using. We are looking for help to craft a compelling narrative that explains:

- The nature and value of stNEAR - it is backed 1-1 with real NEAR tokens currently locked in Staking. Anyone who holds stNEAR can redeem the real NEAR tokens, making them excellent collateral for loans.
- stNEAR is currently integrated into Defi platforms Ref.Finance, OIN Finance, and Burrow Cash. Highlight how stNEAR is a core part of the ecosystem, and the smarted way to maximise value for users when utilising these platforms.

- stNEAR can also be swapped any time back to original NEAR tokens to immediately unstake skipping any lockup period.
- At the core of what we want to achieve is **Trust** and **Convenience**. *There is no better way to Stake on NEAR.*

Any additional information about the problem:

Our goal is to increase the awareness and adoption of stNEAR is a way that becomes core to the NEAR ecosystem - a household brand, trusted and embedded into everyday activities - in such a way that increases the use cases: users demand stNEAR integration and new platforms go to stNEAR as their first choice for integrations.

We want to allow NEAR holders to engage and participate on DApps and partner platforms in the NEAR ecosystem and contribute to decentralization and censorship-resistance for the NEAR protocol.

We solve the problems associated with Proof-of-Stake networks: illiquidity, immovability and accessibility. Furthermore, we aim to increase the liquidity of staked NEAR tokens and while distributing them across multiple validators to improve censorship-resistance of the NEAR network.

stNEAR adds liquidity to the DeFi NEAR ecosystem, because the token can provide a good collateral asset for lending and borrowing. Right now it is the second most popular farm on Ref Finance (stNEAR‹ ›wNEAR) with more than $12m USD in TVL.

We want to create more value for NEAR token holders and also Meta Pool stakers.

Inspiration

- If you have NEAR, go to Meta Pool and multiply x 2 your NEARverse engagement.
- This is how we finish most of our communication: let's have fun and keep on staking!

Are there any restrictions for the campaign:
The target markets should focus on Asia Pacific (limit exposure to Euro, American markets).
Content should take into account local language and culture.

- ○ Korea
- ○ Vietnam
- ○ Philippines
- ○ China
- ○ Russia
- ○ Indonesia

Goals and metrics for this campaign:

- Number of NEAR Accounts interacting with the platform, for now the growth is 10-15% per month. Currently, there are 4500+ daily accounts interacting with the platform.
- Total NEAR staked in the platform, currently the total value locked is 2.6 million NEAR tokens.

Links and Resources
https://metapool.app/
https://twitter.com/meta_pool

- **Articles:**
  https://medium.com/nearprotocol/oin-finance-will-accept-stnear-at-collateral-in-its-stablecoin-platform-df850b9800c5?source=user_profile-----5--------------
- https://medium.com/nearprotocol/meta-pool-partnership-with-ref-finance-to-create-stnear-pools-4dfffe7931e6
- https://medium.com/nearprotocol/oin-finance-deep-dive-into-how-to-use-stnear-as-collateral-215d7eceb32e