



Lends Ambassador Program



Below, you will learn about the benefits, perks, and special rewards you'll obtain by participating in the Lends Ambassador program. We've made it as easy as possible for you to access all kinds of benefits, regardless of your experience (even the lower tier gets rewards and perks).

These include tokens, special roles in our Discord server, private channels, access to alpha news, closer interaction with the core team and much more. Additionally, there's a special participation bonus for all of our Ambassadors (see "Magic rewards" pool system below).

The higher your commitment, the more you get!

Contribution structure

Below is the summary of all the benefits you get by participating in the program:

	Casual Supporter	Lends Promoter	Expert contributor
Token multiplier *(see details below)	1X	2X	3X - 7X
Access to channels	<ul style="list-style-type: none"> • Ambassador chat 	<ul style="list-style-type: none"> • Ambassador chat • Alpha News 	<ul style="list-style-type: none"> • Ambassador chat • Alpha News • Direct access to the team
Discord badge			
Social support		<ul style="list-style-type: none"> • Casual retweets 	<ul style="list-style-type: none"> • Constant retweets • Custom Twitter banner done by our designer for you
Hidden rewards (*tba)	TBA	TBA	TBA

Ambassador roles

Our program includes distinctions among three key Ambassador roles based on your contributions. The more you contribute, the higher your role and the greater your rewards (see table above). Let's explore what each role means and how you can obtain it:

- **Casual Supporter:** To get this role, you'll need to create at least one piece of content per month based on the quality guidelines described in this document (see below). The content must be posted on social channels such as Twitter, YouTube, Medium, or Warpcast. Once the content has been posted, you must share it in the special Ambassador channel on Discord. Our team will review it and assign a score, which will affect the token reward multiplier (see details below).
- **Lends promoter:** The promoter role is granted to those Lends Ambassadors who take their contributions seriously and have created at least two high-quality pieces of content about the protocol. The main distinction between casual supporters and promoters is that the latter are active community members who support Lends Protocol growth. You need to create content that people will love to consume and that will bring more liquidity to Lends.
- **Expert contributor:** The last tier is reserved for those who made exceptional contributions as content creators, connectors, and more. You will be able to win tokens using our maximum token multiplier, enjoy special Discord perks, and have direct access to the team. To achieve this tier, make sure to contribute to the protocol in multiple ways. Important: the quality standard for this tier is higher than the tiers below. Even if you were granted the Expert Contributor role, we will be rewarding the 7x multiplier only to exceptional pieces of content.

Token multipliers

The Lends Ambassador structure is based on your contributions to the protocol. Below is a quick summary of each multiplier:

1X

Each piece of content gets paid 1x tokens of the baseline and gets a chance to win from the Magic Rewards pool (see details below). Valid for Casual Supporters only.

3X

Each piece of content gets paid 3x tokens of the baseline and gets a chance to win from the Magic Rewards pool (see details below). Valid for Lends Promoters only.

7X

Only exceptional pieces of content get paid 7x tokens of the baseline. The rest of the content gets paid 3x. Valid for Expert Contributors only. This tier doesn't qualify for the Magic Rewards pool.

Current token baseline: \$33.00 in \$LENDs

IMPORTANT: all content submissions will be reviewed under the acceptable quality guidelines (see below).

“Magic rewards” pool system

At Lends, our goal is to make the Ambassador experience fun and easy to win. That's why we've introduced additional reward tiers distributed each month at the sole discretion of the team to random contributors. By participating in the Ambassador program, you can multiply your chances to win in the following ways:

- **Random Winner:** Become a random winner of the 2x multiplier and double your rewards on top of the initial bounty.
- **Social multiplier bounty:** We will reward specific pieces of content based on their social performance. The team will distribute rewards at our sole discretion to the top-performing content, regardless of quality, and according to our internal criteria.

The “double your rewards” pool will be announced at the beginning of each month exclusively for Casual Supporter and Promoter roles.

Access to channels

Once you start contributing content, you’ll be able to access a variety of channels, including:

- **Ambassador chat:** Here you can present your content, ask questions, suggest improvements, and chat with other Ambassadors and some team members. This will also be the channel where we announce each month’s Magic Rewards pool.
- **Alpha news:** Here you’ll receive key announcements and protocol development news before anyone else. This privilege allows you to prepare content in advance and earn even more rewards.
- **Direct access to the team:** This special group for close friends allows you to chat with the team, including the co-founders.

Discord badges

The team will be introducing a series of Discord badges to better identify our close friends. The badges will have a broad spectrum of benefits yet to be announced. A badge will be assigned to you once you achieve one of the following roles:



Lends promoter



Expert contributor

Social support

At Lends, we want to reward your efforts by sharing your amazing content with more readers and helping you grow your social reach. Once you submit content based on the guidelines below, it will go through a review process to determine the quality. Our team will support you with mentions, retweets, and even massive emails to our email list in some specific cases. The support will depend on your Ambassador level:

- Lends promoter: casual retweets and mentions of your best content pieces
- Expert contributor: frequent retweets, mentions, AMAs, cross-promotions, and broadcasts to our email list. You also get a custom Twitter banner done by our designer for you.

Content quality guidelines

In this section, you will find quality guidelines and examples of high-impact and poor content. As you will learn below, focusing on quality over quantity should be your most important priority. Before we explore specific examples, here is some basic information about Lends:

A quick note about Lends

Lends is a decentralized loan marketplace where users can participate and contribute as lenders and borrowers. Its architecture is designed to ensure borrowers find ready lending pools with terms that optimally align with their loan interest. Lenders continually provide liquidity to the pool to earn interest, while borrowers take out collateralized loans at defined APR and terms.

Why Lends?

Lends exists to create a competitive loan marketplace by enabling user-centric loan terms and streamlining the lending process.

About Lenders

A lender can lend assets from their treasury, allowing them to earn interest on otherwise idle funds. Lenders are entitled to the interest rate payment on loans, which is a function of the borrow rate of their pool. Notably, a high pool utilization rate translates to higher earnings for the pool creator (lender).

Example of lending: A pool has \$10,000,000 in seed amount of USDC. The pool owner (lender) can then lend out those funds at an interest rate of 3% for a fixed term of 6 months. The lender knows exactly how much interest they could make and the exact date to expect the income if their pool is fully utilized.

About Borrowers

Borrowing allows you to quickly access liquidity from a secondary source without selling your assets, so you don't have to liquidate your positions in any given asset. In practice, this means you will continue enjoying future value gains that may come with that particular asset. On the Lends P2P platform, borrowers deposit collateral into their pools of interest. The amount of collateral deposited is dependent on the pool's Loan-to-Value ratio and the amount the borrower intends to withdraw.

Example of borrowing: A lender is accepting wETH as collateral with a lent token of USDC. You deposit your 1 wETH to receive \$1,000 USDC at a 30% LTV and a fixed interest rate of 1% due in 3 months. You can borrow the \$1,000 USDC and farm at a higher interest rate of 10%.

Quick definitions

- **Loan-to-Value (LTV) Ratio:** the ratio set by the lender for their pools, indicating the amount lent out per unit of collateral.
- **Repayment Due Date:** the date by which the borrower must repay their loan amount, including interest owed. Lenders set this date.
- **Annual Percentage Rate (APR):** the rate at which borrowers must repay their loan. This can be a fixed rate per annum or a fixed rate per loan term, depending on the lender's preference. Borrowers must repay this by the repayment due date.
- **Default:** to forfeit your collateral while keeping your loan.

These examples will help you understand how to create unique pieces so you can quickly advance through the Ambassador roles.

High-impact vs. poor content

Below you will find examples of high-impact and poor content. These examples will help you understand how to create unique pieces so you can quickly advance through the Ambassador roles.

- **High-impact content:** High-quality, well-researched pieces that provide valuable insights, are visually appealing, and are engaging for the audience.
- **Poor content:** Low-effort posts, poorly researched articles, or content that doesn't add value to the community.

Key points to consider when creating content for Lends

Creating high-quality content involves a few simple considerations to ensure that your contributions are valuable and engaging. Here are some key points to keep in mind:

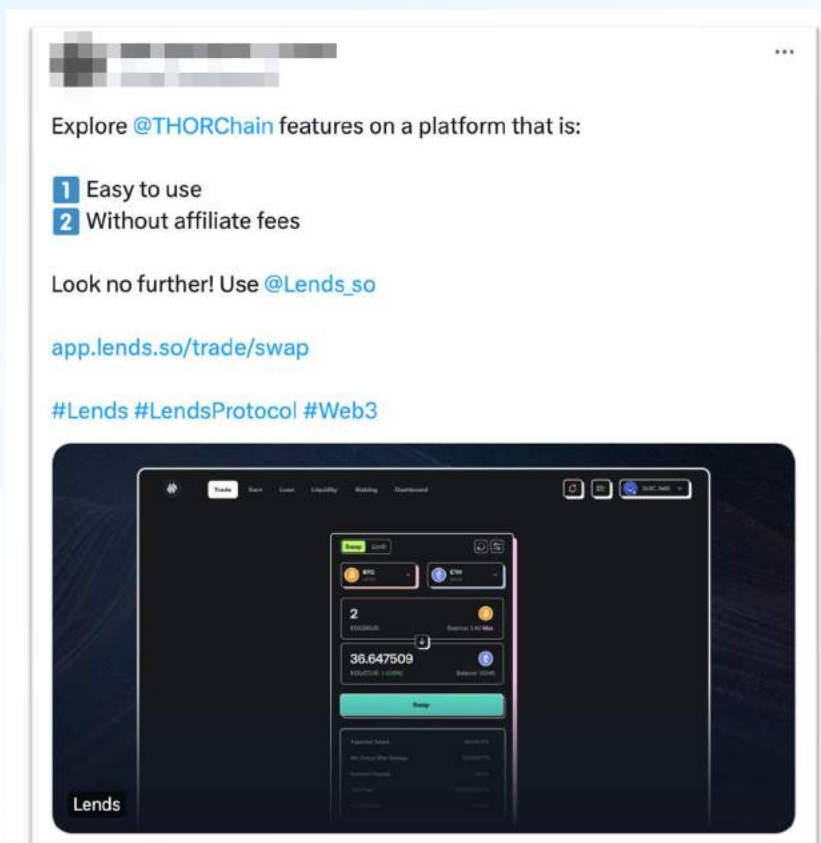
- 1. Accuracy:** Ensure your content is factually correct and well-researched. Double-check any data or claims you include. You can include DeFi opportunities on multiple chains, earning strategies, etc.
- 2. Engagement:** Create content that encourages interaction. This could be through detailed steps, calls to action, etc.
- 3. Visual Appeal:** While high-quality images, graphics, and formatting are the easiest ways to make your content more appealing, step-by-step screenshots are more than welcome. Make sure the images you include are relevant to the content and illustrate each step.
- 4. Originality:** Ensure your content is unique and not copied from other sources. Original posts are appreciated by the community, yet copy-paste content will be rejected by the mods.
- 5. Clarity:** Write clearly and concisely. Avoid jargon and complex language that might confuse readers. Give clear steps and attach example images when needed.

By adhering to these guidelines, you can create compelling and impactful content that resonates with the Lends community, enhances your reputation as an Ambassador, and helps you advance through the Ambassador roles.

Examples of poor content

Creating content that fails to meet quality standards can harm your reputation and provide little to no value to the Lends community. Here are some examples of bad content that should be avoided:

Example #1: The following is a low-effort post. It's hastily written and lacks depth and insight. This post doesn't provide any new information or value to the reader.



Example #2: This is an example of unengaging content. It doesn't encourage readers' interaction nor does it explain the benefits of the partnership. This piece could be more engaging if it covered what Kado money is, how it's been integrated into Lends, or if it included a step-by-step guide on how to use it.

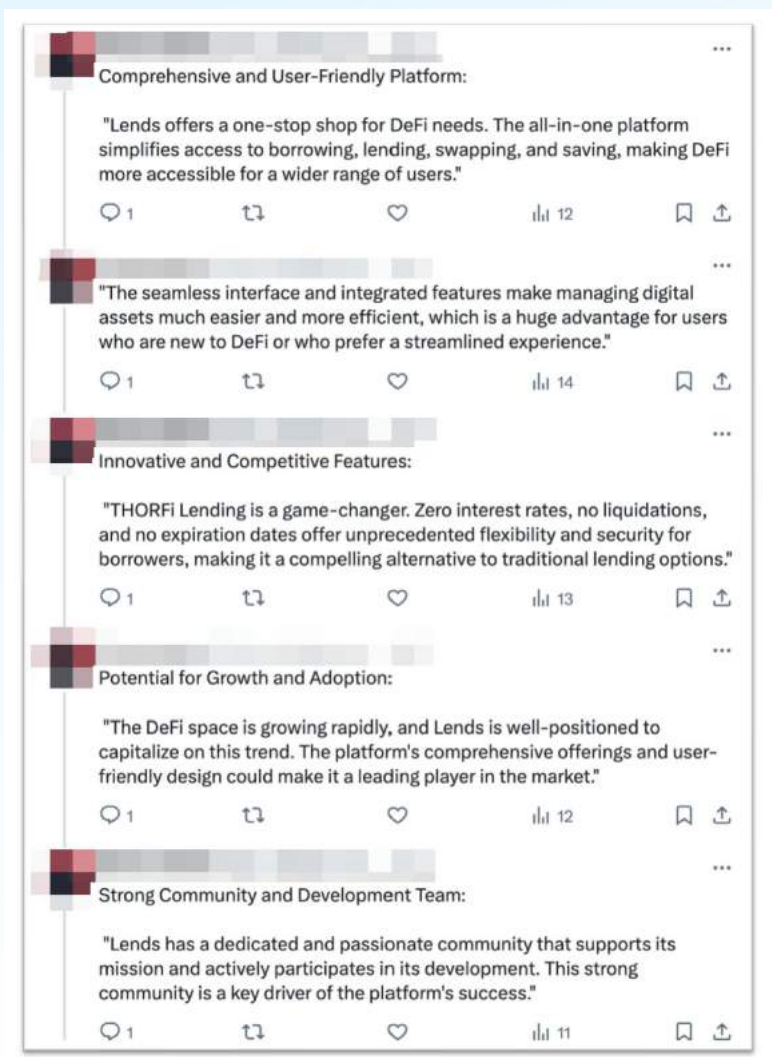


Example #3: This is an example of a post with redundant content. While we are always grateful for reposts, in this case, it's repeating information that doesn't add much value besides the original announcement. This could be improved by giving practical examples of the content that will get you more retweets and engagement.

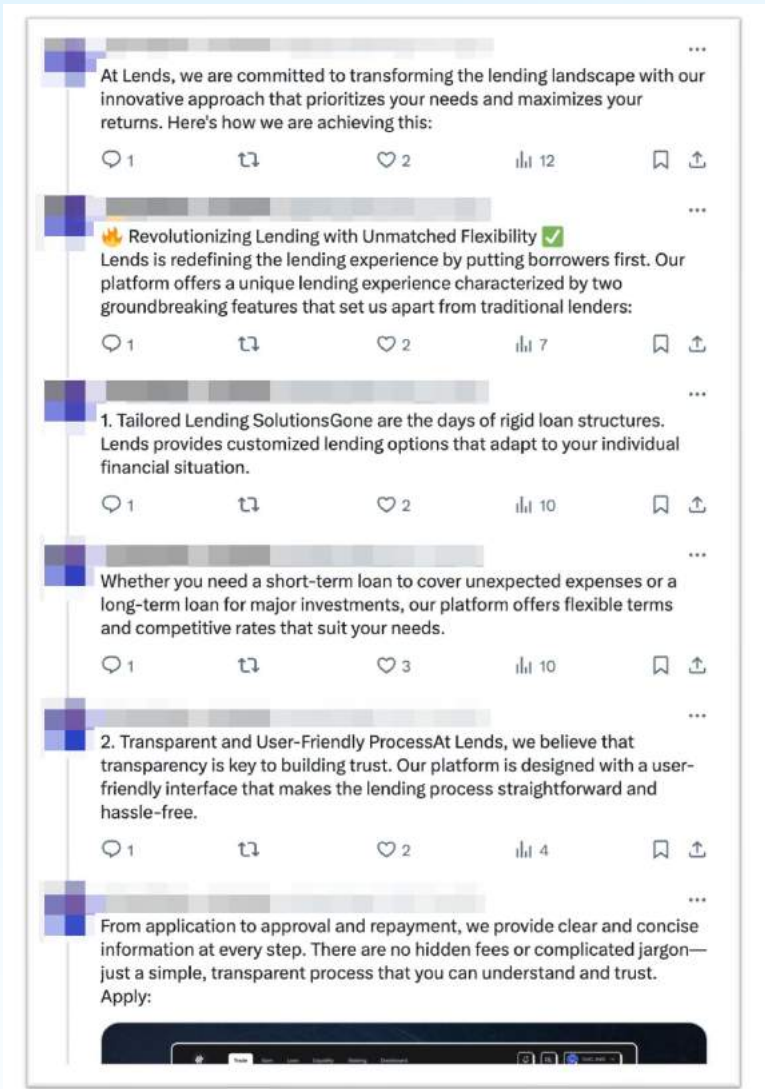


By adhering to these guidelines, you can create compelling and impactful content that resonates with the Lends community, enhances your reputation as an Ambassador, and helps you advance through the Ambassador roles.

Example #4: In this example, the author took the time to write a thread, which is much better than a single post with no information at all. However, it feels like copy-paste content with no added value. There are no practical examples, personal experiences, or useful tips. Should users spend their time reading this post? Probably not.



Example #5: This is another example of poor content. In this case, the author didn't even bother creating his own voice to describe how Lends works. But even if he did, this post is a repetitive copy about the platform. There are hundreds of similar threads, and none of them adds real value to the users:

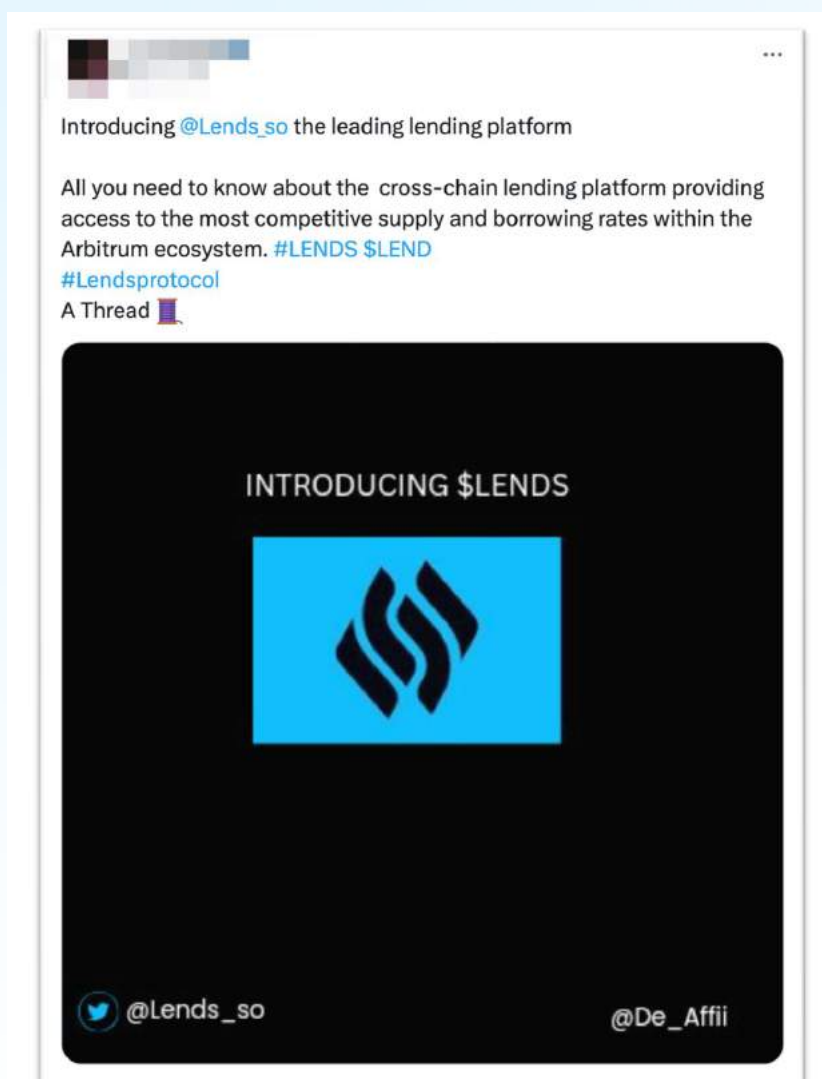


Important note: repetitive content with no added value describing the platform in general terms won't be rewarded. We are looking for quality content that users appreciate and are happy to share.

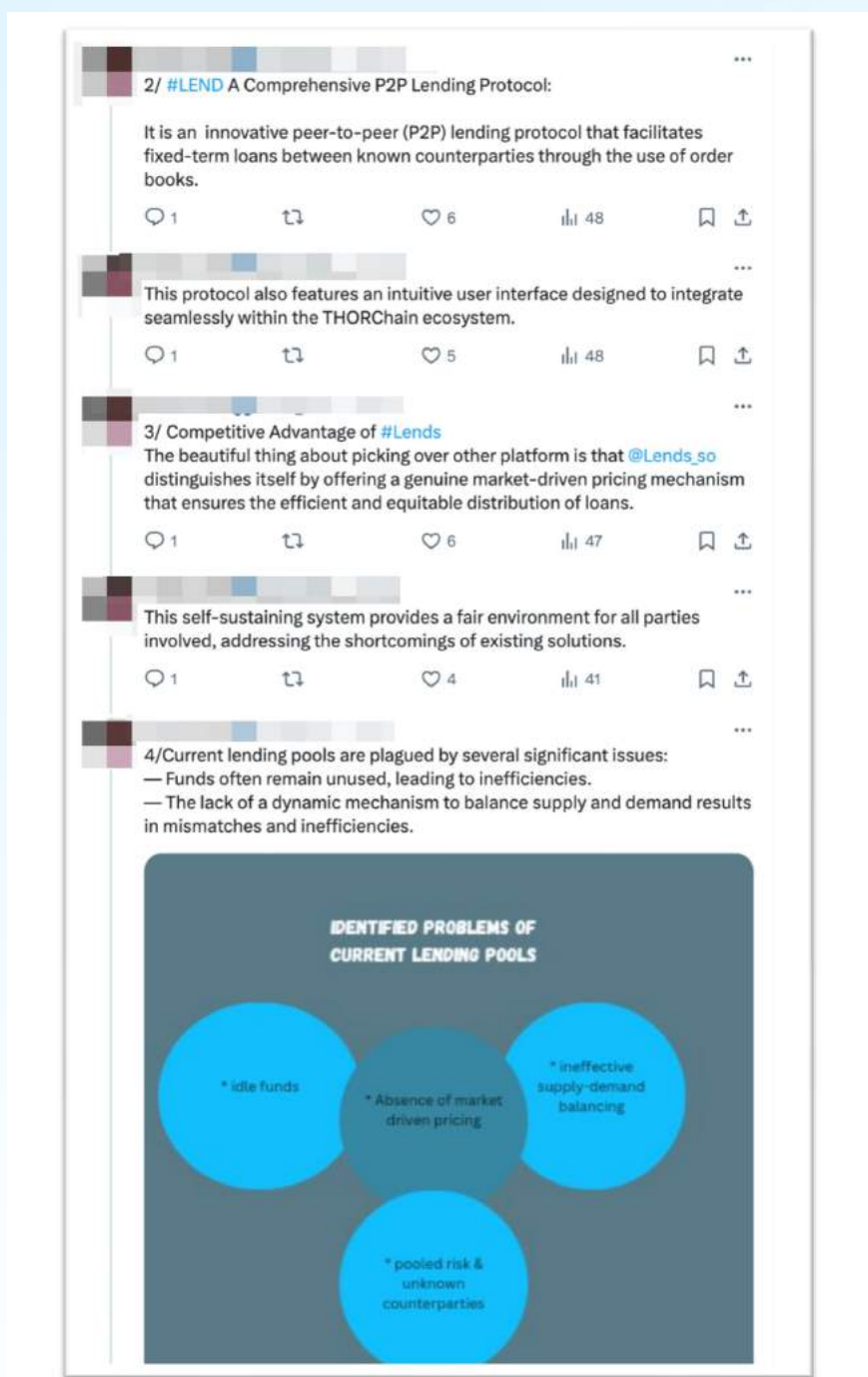
Examples of high-impact content

Creating high-quality content can significantly enhance your reputation and provide substantial value to the Lends community. Here are some examples of high-impact content that you should aim to produce:

Example #1: This is an example of an in-depth, high-impact, and comprehensive content post. It uses simplified language to explain complex concepts, features charts to illustrate key points, and includes a call to action at the end. Also, notice how it starts with a big promise and a strong value proposition:

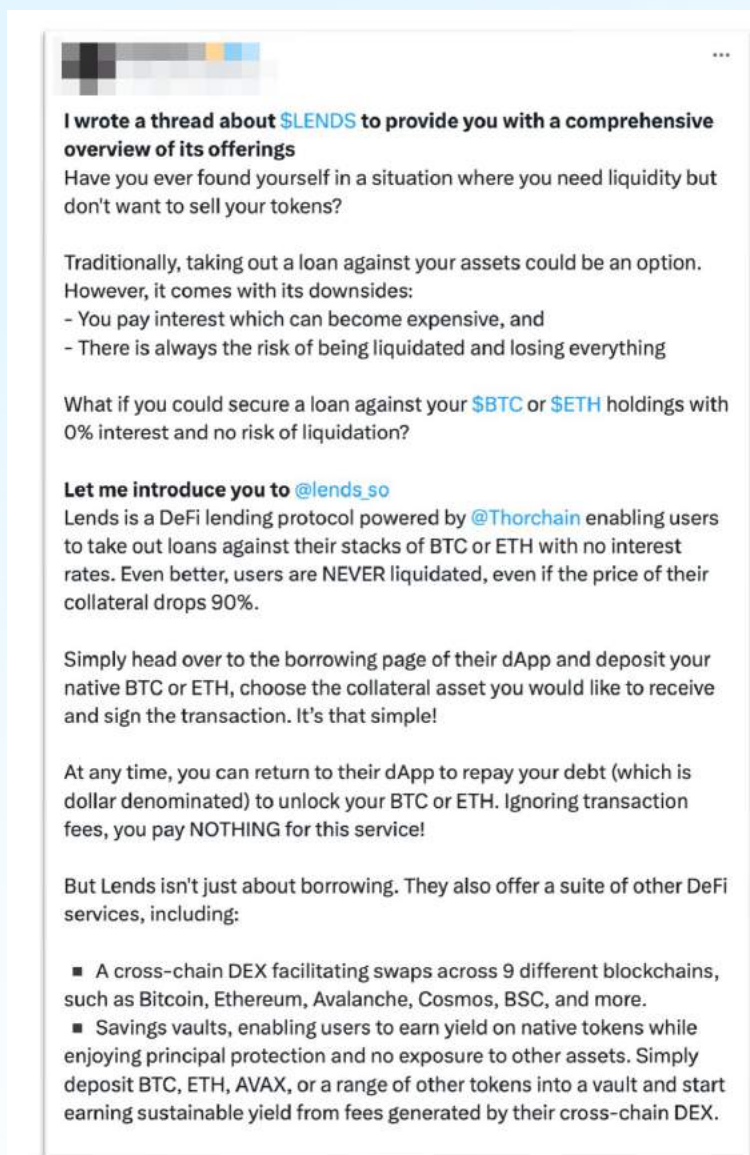


Notice how each point is explained in detail. Additionally, the Venn diagram completes the whole idea of the thread. This way, it's easier to understand the subject, and the readers can derive true value.



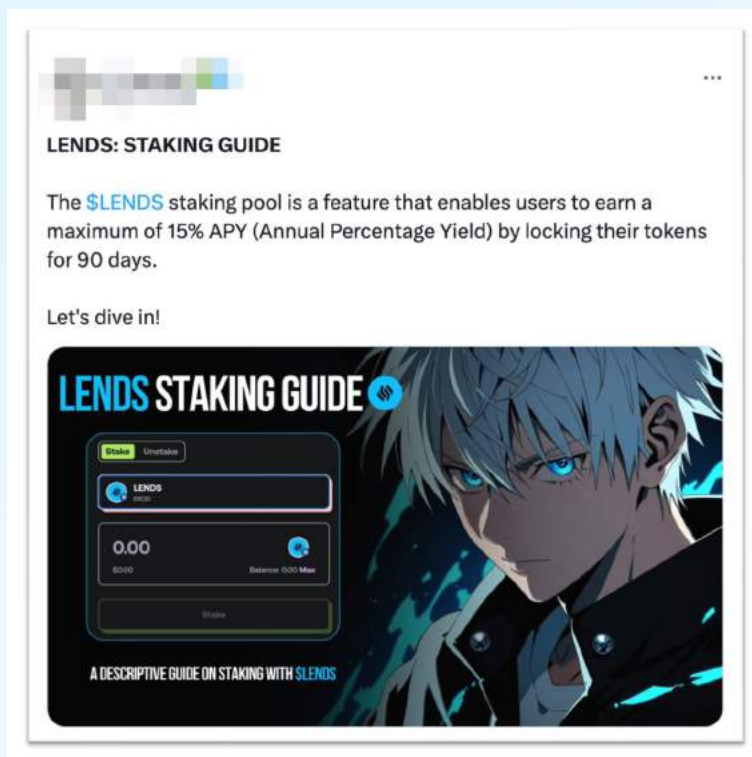
This thread has more content, but let's look at other examples:

Example #2: This is an excerpt from a comprehensive piece about Lends. This thread showcases a unique approach to explaining how Lends operates, utilizing clear and simple language to ensure accessibility for all readers. By breaking down financial concepts into easy-to-understand terms, it also highlights the benefits and functionalities of the platform:

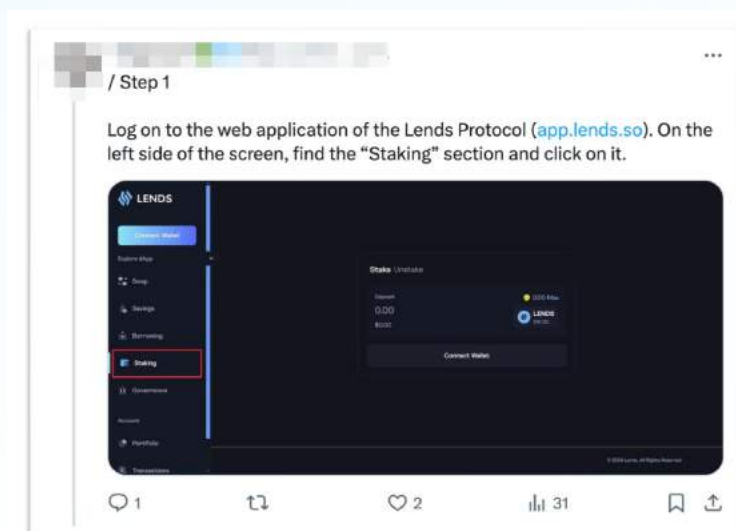


Overall, this thread serves as an excellent introduction to Lends, demonstrating its value proposition and ease of use.

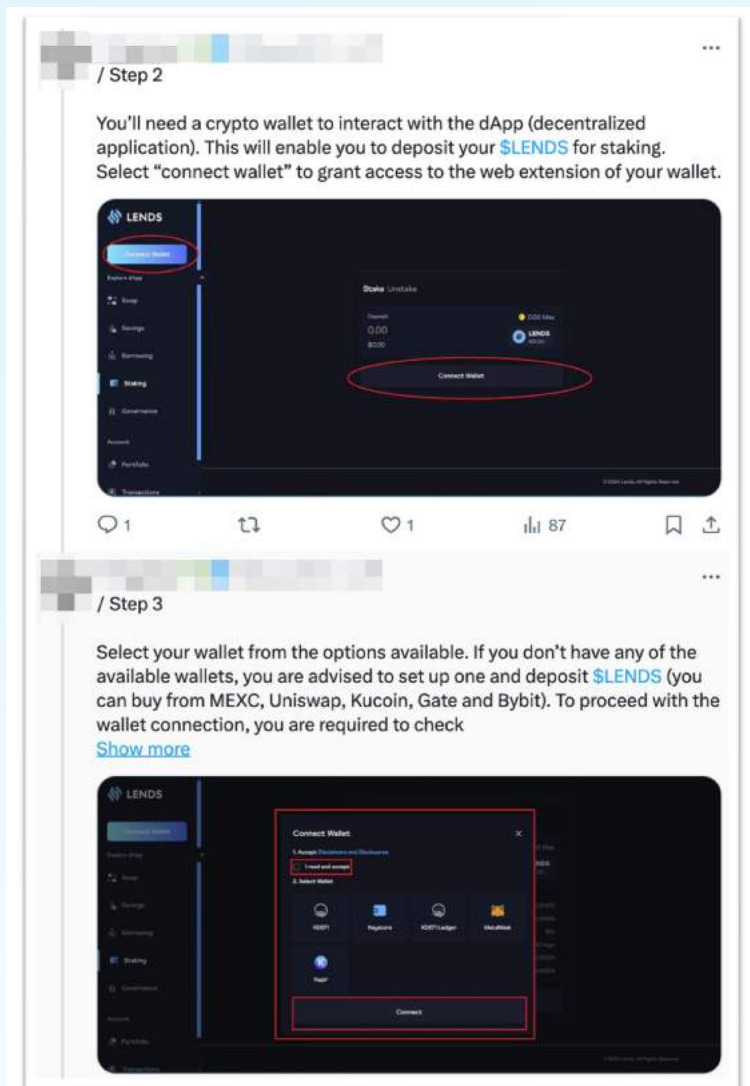
Example #3: In this example, the author made an effort to cover all the steps needed to stake on Lends, including screenshots of each step with some custom graphics. Notice how the thread starts with a clear promise:



It follows by explaining what needs to be done, breaking it into easy and digestible steps:



Each of the steps includes a screenshot:



Example #4: In this example, the author hosted an AMA session with multiple retweets and a wide community participation.



Even more ways to win tokens

Lends thrives on the active participation and support of our community members. There are numerous ways you can contribute to the platform's growth and success, such as outreach activities, hosting events, translating content to relevant communities, and more. Below are some examples of meaningful activities that can help you win even more tokens.

Outreach to relevant groups

Help spread the word about Lends by reaching out to relevant Telegram and Discord communities. We are seeking highly relevant groups of crypto enthusiasts with organic engagement willing to do content partnerships.

- **Relevant groups:** These groups focus on DeFi and crypto topics, sharing high-quality, well-researched content. They have active, engaged members and are well-moderated to ensure respectful and informative discussions. They prioritize education, offer valuable resources, and encourage collaboration and support among members. These groups are reputable, innovative, and include a diverse range of participants, all adhering to clear community guidelines.
- **Non-relevant groups:** These groups have a broad focus on general investment topics, often sharing low-quality, inaccurate content. They tend to have inactive or automated (bot-driven) members and lack proper moderation, leading to unproductive and sometimes harmful discussions. They often engage in unethical practices like pump-and-dump schemes and fail to provide a safe, respectful environment. Such groups lack a focus on education, innovation, and meaningful engagement, making them unsuitable for fostering the growth and success of Lends.

Reach out to our team if you can connect us with relevant groups. You will be rewarded if we engage in a partnership.

Hosting AMAs (Ask Me Anything)

Connecting with relevant KOLs (Key Opinion Leaders) and organizing AMAs is a powerful way to spread the word about Lends and provide direct answers to the community's inquiries. We are looking for opportunities to host AMAs with relevant KOLs.

- **Relevant KOLs:** These are respected and trusted influencers within relevant ecosystems. They should have a significant following and consistently produce content. Their involvement will ensure that the AMAs are of high quality and provide deep insights into the project.
- **Non-relevant KOLs:** These include influencers with smaller audiences, constant shillers, and individuals with bad reputations, known for unethical behavior, misinformation, or controversial activities.

Reach out to our team if you can organize AMA sessions with relevant KOLs. You will be rewarded if we engage in a partnership.

Other activities

Our team is open for collaborations, including YouTube videos, relevant podcasts, blog posts, social media campaigns, etc. By partnering with content creators and influencers, we aim to broaden our reach and engage with new audiences. Reach out to us with your proposal.

Brand Kit

To ensure your content aligns with the Lends brand and maintains a consistent look and feel, please refer to our Brand Kit:

- **Brand kit:** <https://lends.so/assets/brand-kit.pdf>