

October 2025

ZKSYS GLOBAL DEVELOPER ONBOARDING CAMPAIGN · PHASE 01 · ACTIVATION

Monthly Community Transparency Report
October 2025
Report Date: November 4, 2025
Program Manager: Patrick Breaux
Regional Coordinator: Matthew Oyebanji
Report Period: October 1-31, 2025 (First Operational Month)

EXECUTIVE SUMMARY

October 2025 marked the inaugural month of Syscoin Africa operations under the Ledger Architects campaign. Operating with approximately 65% of the proposed budget due to funding constraints, the team executed an aggressive discovery and awareness strategy across 6 African countries, established critical media relationships, and captured essential ecosystem feedback that will benefit the entire Syscoin developer experience.

Mission Alignment

This campaign prioritizes builders over speculators, targeting university students, developers, and innovators who value technical excellence and long-term ecosystem participation. October's strategic focus was discovery, feedback collection, and relationship building, not premature conversion optimization.

Key Highlights

- Established presence across 33 universities in 6 countries
- 120+ attendees at Lagos State University (LASU) flagship event
- Secured mainstream media partnership with Channels TV (Nigeria)
- Captured critical ecosystem feedback on SuperDapp UX and documentation gaps
- Achieved 11.1% social media engagement rate (+25% growth)
- Secured November hackathon partnership with BlockchainUNN

Strategic Positioning: Rather than chasing vanity metrics, October focused on building authentic relationships, identifying ecosystem friction points, and establishing Syscoin as a serious technical platform for African builders. The university-first approach positions Syscoin for long-term developer pipeline growth, not short-term speculative attention.

FINANCIAL OVERVIEW

Budget Context

Proposed Budget (Ledger Architects Proposal): \$16,850 USD for Month 1 (Africa program + KOL/PR support + Lagos Conference)

Actual Allocation: ~\$10,900 USD equivalent (320,000 SYS distributed)

Operating Capacity: ~65% of proposed resources

SYS Distribution Breakdown

CATEGORY	SYS	USD
University Events & Operations (Matthew)	110,000	\$3,750
Program Management & Operations (Patrick)	59,150	\$2,000
Latam Event Coordination & Merch (Fernando)	44,400	\$1,500
Community Engagement	~30,450	\$1,046
Infrastructure (BlockNaija Website Creation)	N/A	\$160
Social Media & Marketing Materials (Includes Account Setups and Promotion for Syscoin, Syscoin_Africa, BlockNaija, SuperDapp)	~76,000	\$2,444
TOTAL	320,000	~\$10,900

Important Notes

Matthew's allocation is 100% operational spend on university events, travel, venue costs, materials, and partnerships (not salary).

Budget aligns with proposal: 4-5 Nigeria events per month at \$600-750 per event plus coordination costs.

Missing from October allocation: \$5,000-7,000 KOL/PR budget, \$5,550 Lagos Conference funding, and Core Ledger Architects cross-support.

Budget Efficiency Assessment: The team delivered exceptional results operating at 65% of proposed capacity. Cost per university partnership (~\$330), cost per LASU attendee (~\$91), and cost per content asset (~\$419) represent lean, efficient operations for Sub-Saharan Africa.

KEY ACHIEVEMENTS

► University Penetration Strategy

Geographic Reach: 33 universities across 6 African countries (Nigeria, Ghana, Kenya, Zambia, Ethiopia, Cameroon)

Featured Institutions:

Nigeria (17): University of Abuja, Lagos State University (LASU), University of Nigeria Nsukka (UNN), University of Lagos (UNILAG), Baze University, Nile University, and 11 others

Ghana (4): University of Ghana, Regent University, University of Education Winneba, UPSA

Zambia (5): University of Lusaka, University of Zambia, Levy Mwanawasa Medical University, Eden University, ICU

Ethiopia (4): Addis Ababa University, Adama Science and Technology University, Mekelle University, Mekelle Institute of Technology

Cameroon (4): University of Douala, Polytech de Douala, IUG of Douala, IUC of Douala

Kenya (1): University of Nairobi

► **Flagship Event: Lagos State University Meetup**

Date: October 31, 2025

Venue: Hallowed Chamber, Student Arcade, LASU

Total Registrations: 312 participants

Physical Attendance: 120+ confirmed participants

Event Outcomes:

80+ attendees learned about Syscoin for the first time (first-touch exposure)

100% SuperDapp onboarding rate for attendees

100% X (Twitter) account follow rate for @Syscoin_Africa

Active technical discussions on Syscoin's scalability, Bitcoin security model, and developer opportunities

Partnership presentations from HumbAfrica (healthcare blockchain), ImportaPay (cross-border payments), and GlobalAfriverse (Web3 creator tools)

38% registration-to-attendance conversion rate (strong for free university events)

► **Developer Engagement Initiatives**

BlockchainUNN Hackathon Partnership

Event: Buildathon - BlockchainUNN 4.0 Conference + Hackathon

Dates: November 3-7, 2025 (daily workshops at Roar Hub, UNN)

Conference: November 8, 2025 at Ekpo Ref Auditorium, UNN

Format: 5-day physical hackathon with \$1,000+ in bounties, free transport for Enugu attendees

Role: Syscoin Africa confirmed as Ecosystem Sponsor

October Achievement: Onboarded 14 developers during online introduction session

Bitcoin Builders Session (Bitnob)

Date: October 18, 2025

Venue: The Zone, Lagos State

Focus: Introduced Syscoin's Bitcoin-secured Layer 2 architecture to developer community

► **Content Production & Distribution**

Total Output: 26 pieces of educational and promotional content

15 video assets covering Syscoin fundamentals, zkSYS overview, SuperDapp tutorials, and event highlights

11 written articles featuring technical deep-dives, use case analyses, and ecosystem updates

Strategic Approach: Content localized for African audience with accessible explanations of Bitcoin security, modular architecture, and practical Web3 applications. Focus on education over hype, building genuine understanding rather than speculative interest.

► **Latin America Expansion: Peru University Event**

Event: Seminario Blockchain + IA en acción: Syscoin

Date: October 18, 2025

Venue: Pontifical Catholic University of Peru (PUCP), Lima

Attendance: 35 participants | Budget: \$1,866.85 | Social Reach: 9,100 impressions

First Syscoin event at Peru's premier private university, introducing Bitcoin-secured architecture to Latin American developers. Part of Core Ledger Architects Program supporting Fernando's South America outreach.

STRATEGIC INSIGHTS & COMMUNITY FEEDBACK

October's Discovery Phase Purpose

Rather than prematurely optimizing for conversion metrics, October focused on discovery and feedback collection. This strategic approach captured critical insights from university students (the target builder demographic) that will improve the entire Syscoin ecosystem, not just African operations.

Critical Ecosystem Feedback Captured

1. SUPERDAPP USER EXPERIENCE GAPS

Finding: University students (non-crypto-native users) identified specific onboarding friction points in SuperDapp that create barriers for Web2 → Web3 transitions.

Impact: These insights will inform UX improvements benefiting all new Syscoin users globally, not just African markets.

2. DEVELOPER DOCUMENTATION INSUFFICIENT FOR BEGINNERS

Finding: Syscoin's developer documentation assumes too much prior blockchain knowledge. University students flagged specific areas where step-by-step guidance, code examples, and conceptual explanations are missing.

Impact: Documentation improvements will accelerate developer onboarding across all regions and reduce friction for the Ledger Architects campaign globally.

3. BUILD KNOWLEDGE GAPS IDENTIFIED

Finding: Students expressed strong interest in building but lack structured educational pathways. They need intermediate content bridging basic blockchain concepts to production-ready dApp development.

Opportunity: This feedback validates the need for the 6-week Ledger Architect Certification program proposed in the campaign, which will be piloted at the November BlockchainUNN hackathon.

Why University Student Feedback Matters

Unlike speculative audiences, university students represent genuine builder prospects. Their feedback on documentation, UX, and educational gaps is more actionable and valuable than engagement metrics from speculative audiences. Addressing these issues before mass activation prevents wasted resources and improves retention across all developer cohorts.

STRATEGIC PARTNERSHIPS ESTABLISHED

October 2025 established foundational partnerships across multiple sectors, positioning Syscoin Africa within Nigeria's broader blockchain and innovation ecosystem. These partnerships provide cross-promotion opportunities, shared infrastructure, and collaborative event programming.

► Fintech & Payments Infrastructure

ImportaPay

Sector: Cross-border payments, remittances, fintech

Platform: @importapay_ng

Value Proposition: ImportaPay addresses a critical African challenge: cross-border payments and remittances. The African diaspora sends billions in remittances annually, but legacy systems charge high fees and create delays. ImportaPay's blockchain-based solution aligns perfectly with Syscoin's low-cost, Bitcoin-secured transaction infrastructure.

Strategic Alignment: Partnership showcases real-world Syscoin use case (payments infrastructure) while providing ImportaPay access to LASU event attendees and university networks. Positions Syscoin as practical solution for African financial inclusion, not speculative asset.

HumbAfrica

Sector: Healthcare innovation, digital assets, health-tech

Platform: @HumbAfrica

Value Proposition: First healthcare-focused digital asset exchange in Africa. HumbAfrica bridges blockchain technology with healthcare services, medical records, and health insurance systems. This represents a unique vertical application of blockchain beyond traditional DeFi.

Strategic Alignment: Healthcare applications require high-security, regulatory-compliant infrastructure. Syscoin's Bitcoin-secured architecture and compliance-friendly approach position it ideally for health-tech partnerships. HumbAfrica partnership demonstrates Syscoin's applicability to regulated industries beyond finance.

► **Developer Education & Web3 Training**

BlockchainUNN

Institution: University of Nigeria, Nsukka

Platform: @BlockchainUNN

Event: Buildathon 4.0 Conference + Hackathon (Nov 3-8, 2025)

Value Proposition: BlockchainUNN is one of Nigeria's most active university blockchain organizations, hosting major developer events with hundreds of participants. Their Buildathon represents the premier student-led hackathon in Southeast Nigeria.

Strategic Alignment: Syscoin Africa secured Ecosystem Sponsor status for Buildathon 4.0, providing direct access to 100+ developers during intensive 5-day workshop programming. This partnership converts awareness into hands-on building, with \$1,000+ in bounties incentivizing Syscoin/zkSYS project development. UNN's location in Enugu positions Syscoin in Eastern Nigeria's tech hub.

GlobalAfriverse

Sector: Youth empowerment, AI education, Web3 creator tools

Platform: @GlobalAfriverse

Value Proposition: GlobalAfriverse empowers African youth through AI, Web3, and creator economy tools. Their focus on practical skills training (not speculation) aligns with Syscoin Africa's builder-first approach.

Strategic Alignment: Partnership provides access to creator economy audience interested in Web3 monetization tools. GlobalAfriverse participated in LASU event, introducing their community to Syscoin's infrastructure capabilities. Future collaboration opportunities include creator-focused dApp development and NFT infrastructure.

► **Media & Content Distribution**

Morph's Corner

Sector: Web3 media, project storytelling, ecosystem coverage

Platform: @morphscorner

Value Proposition: Morph's Corner is a dedicated media hub for the Morph Layer ecosystem, specializing in Web3 project spotlights, developer stories, and ecosystem updates. They provide professional media production and distribution across African crypto communities.

Strategic Alignment: Partnership provides media amplification for Syscoin Africa events and developer stories. Morph's Corner attended LASU event and will feature Syscoin builders in their content pipeline. Cross-ecosystem collaboration benefits both communities while avoiding direct competition (Morph Layer 2 vs. Syscoin's distinct architecture).

▶ **Bitcoin Infrastructure & Developer Networks**

Bitnob Bitcoin Builders Session

Organization: Bitnob

Event: Bitcoin Builders Session, October 18, 2025 (The Zone, Lagos)

Value Proposition: Bitnob is a leading African Bitcoin infrastructure provider focused on developer education and Bitcoin adoption. Their Builder Sessions attract serious developers interested in Bitcoin scaling, Lightning Network, and Layer 2 solutions.

Strategic Alignment: Syscoin Africa's participation positioned Syscoin as a Bitcoin-aligned scaling solution to an audience already committed to Bitcoin's security model. This addresses a key market fit challenge: developers building on Ethereum-aligned chains often overlook Bitcoin-secured alternatives. Bitnob partnership provides ongoing access to Bitcoin developer community in Lagos.

Partnership Strategy Assessment

October's partnerships demonstrate strategic sector diversification: fintech (ImportaPay), healthcare (HumbAfrica), education (BlockchainUNN, GlobalAfriverse), media (Morph's Corner), and Bitcoin infrastructure (Bitnob). This multi-sector approach positions Syscoin as general-purpose infrastructure rather than niche solution, while each partnership provides tangible value (event access, media coverage, developer pipelines, or real-world use case validation).

November Partnership Objectives

Deepen BlockchainUNN relationship through successful hackathon execution

Launch co-branded content series with Morph's Corner featuring African Syscoin builders

Explore technical integration opportunities with ImportaPay (Syscoin payment rails)

Coordinate with Bitnob for joint Bitcoin + Syscoin developer workshop in Q1 2026

MEDIA BREAKTHROUGH & HIGH-VALUE RELATIONSHIPS

► **Mainstream Media: Channels TV Partnership**

Achievement: Secured attendance from Channels TV reporter and E-commerce manager at Gateway to Gains event (Tofunmi coordination)

Key Contact:

Name: Omoburujii (@omoburujii on X)

Role: Nigerian Journalist, Channels TV Reporter, E-commerce Manager

Credentials: MSC in Mass Communication, Serial entrepreneur

Platform Reach: Channels TV is Nigeria's leading 24-hour news network with millions of viewers

Strategic Significance

This relationship represents legitimacy signaling far beyond crypto Twitter engagement. Mainstream Nigerian media coverage provides credibility with universities, government institutions, and traditional businesses exploring blockchain adoption. One broadcast segment on Channels TV reaches more decision-makers than 10,000 crypto influencer followers.

Gateway to Gains Event Context

Original Date: October 2025 (Abuja)

Status: Postponed to November 1, 2025 due to regional protests

New Venue: 1301 Lounge, Dutse Sagwari, Abuja

Outcome: Despite postponement, event secured two high-value media/business connections that will benefit long-term ecosystem growth

► **Regional Infrastructure: BlockNaija Launch**

Website: <https://blocknaija.com/>

Purpose: Dedicated hub for Nigerian blockchain community, Syscoin ecosystem news, and developer resources

Cost: \$160 (domain + initial setup)

CHALLENGES & OPERATING CONTEXT

Resource Constraints

As outlined in the Financial Overview, Syscoin Africa operated at approximately 65% of the proposed Ledger Architects budget for Month 1. This funding gap eliminated the following planned components:

KOL & Engagement Program: \$5,000 allocated for influencer partnerships and social amplification (not deployed)

PR Boost Campaign: \$7,000 for professional media outreach and press release distribution (postponed)

Lagos zkSYS Conference: \$5,550 for major launch event at Lagos Country Club (postponed to future quarter)

Strategic Impact: Despite these limitations, the team prioritized grassroots community building and authentic relationship development over paid promotion. This approach aligns with Syscoin's values and mirrors the early Bitcoin community growth model.

Regional Operating Challenges

Political Instability

Gateway to Gains event (Abuja) required postponement due to regional protests. Event coordinator Tofunmi successfully rescheduled to November 1, 2025 and maintained relationships with Channels TV and other key attendees despite the setback.

Infrastructure Limitations

Many African universities lack reliable internet connectivity and power supply. This constrains virtual engagement strategies and increases reliance on physical events, which carry higher per-attendee costs than digital-first campaigns in developed markets.

Ecosystem Education Gap

As identified through community feedback, Syscoin's documentation and educational materials assume too much prior blockchain knowledge. African students need intermediate-level content bridging Web2 concepts to Web3 development, requiring additional content creation resources not fully funded in Month 1.

Opportunities from Constraints

Operating with limited resources forced creative problem-solving and strategic prioritization. The team's ability to deliver 33 university partnerships, mainstream media relationships, and valuable ecosystem feedback with 65% less budget than proposed demonstrates operational efficiency and adaptability. This lean approach also reflects a grassroots, community-first approach rather than top-down marketing spend.

SOCIAL MEDIA PERFORMANCE & ANALYTICS

Platform: X (Twitter) - @Syscoin_Africa

Reporting Period: October 1-31, 2025

METRIC	OCTOBER TOTAL	GROWTH
Impressions	460,500	+6.8%
Engagement Rate	11.1%	+25%
Profile Visits	1,200	-58%
New Followers	628	+16%
Replies	5,900	+94%
Likes	33,100	+49%
Reposts	7,000	+60%
Bookmarks	3,500	+96%
Shares	88	+66%

Performance Analysis

Quality Over Quantity: Profile visits dropped 58% while engagement exploded. This indicates the existing audience is highly engaged rather than passively following. Content resonates with the target demographic (builders and students), not speculative audiences.

Community Activation: Reply growth of +94% demonstrates active conversation and relationship building. Bookmarks increased +96%, indicating educational value worth saving for future reference.

Organic Growth: All metrics achieved without paid promotion or KOL partnerships (which were not funded in October). Growth driven entirely by authentic content and community engagement.

Content Strategy Performance

11 Twitter Spaces hosted with developer Q&A sessions and ecosystem education

Daily content calendar maintained across video, written, and social formats

Reply-guy strategy deployed across Syscoin ecosystem tweets and relevant African crypto conversations

Partnership content amplification with HumbAfrica, ImportaPay, GlobalAfriverse, and Morph's Corner

NOVEMBER 2025 OBJECTIVES

► Strategic Focus: Discovery to Activation Transition

October established awareness and captured feedback. November shifts to developer activation and builder conversion. The team will implement improvements based on October's ecosystem feedback while executing hands-on hackathon programming and university builder clubs.

▶ **Primary Initiatives**

1. BlockchainUNN Hackathon Execution

Dates: November 3-7 (workshops), November 8 (conference)

Format: 5-day physical hackathon with daily mentorship, technical workshops, and \$1,000+ in bounties

Goal: Minimum 20 developers completing Syscoin/zkSYS projects, at least 5 deployments to testnet

Success Metric: 3+ teams continue building post-hackathon, tracked via GitHub activity

2. Federal University of Agriculture Abeokuta (FUNAAB) Campus Activation

Target: Agricultural technology + blockchain use case discussions with students

Format: Campus event with SuperDapp onboarding and Web3 career pathway presentations

Opportunity: Connect Syscoin's supply chain and real-world asset capabilities to agricultural sector challenges

3. Ghana Physical Community Event

Purpose: Consolidate university ambassador network in Ghana, bring together students, developers, and local blockchain advocates

Focus: Syscoin's scalability advantages, zkSYS launch opportunities, developer incentive programs

Expected Attendance: 80-100 participants across University of Ghana, Regent University, UPSA, and UEW

4. Ecosystem Improvements Implementation

Documentation Sprint: Work with Syscoin core team to address gaps identified by African university students

SuperDapp UX Fixes: Provide specific friction point feedback to SuperDapp team for onboarding improvements

Educational Content: Produce intermediate-level tutorials bridging Web2 concepts to Syscoin dApp development

▶ **Success Metrics for November**

Builder Activation Metrics (Primary)

Active Developers: 30+ developers actively building on Syscoin/zkSYS (measured via GitHub commits, testnet deployments)

Deployed Projects: 5+ testnet dApp deployments from hackathon participants

Continued Engagement: 10+ developers maintaining bi-weekly GitHub activity 30 days post-hackathon

Wallet Activations: 500+ new SuperDapp/Syscoin wallet creations from November events

Community Growth Metrics (Secondary)

Event Attendance: 250+ combined physical attendance across November events

Social Engagement: Maintain 10%+ engagement rate on X, grow followers to 1,200+

Content Production: 20+ pieces of educational content (hackathon recaps, builder spotlights, technical tutorials)

► **Media & Partnership Objectives**

Channels TV Coverage: Pitch feature segment on blockchain in African universities, target broadcast by December 2025

Hackathon Documentation: Produce case study video showcasing BlockchainUNN partnership and developer projects

Core Team Integration: Request Syscoin main X account to repost 2-3 Africa highlights per week, coordinate developer AMA in Discord

CONCLUSION

October 2025 established Syscoin Africa as a credible, authentic presence in 6 African countries despite operating with 65% less USD funding than proposed. The team prioritized strategic relationship building, ecosystem feedback collection, and mainstream media positioning over vanity metrics and speculative audiences.

Key Accomplishments

33 university partnerships across Nigeria, Ghana, Kenya, Zambia, Ethiopia, Cameroon

120+ attendees at flagship LASU event, 100% SuperDapp onboarding rate

Channels TV media relationship secured (millions of Nigerian viewers)

Critical ecosystem feedback captured on SuperDapp UX and documentation gaps

11.1% social engagement rate achieved without paid promotion

November hackathon partnership locked in with BlockchainUNN

26 pieces of educational content produced (15 videos, 11 articles)

Strategic Positioning for Q4 2025

October's discovery phase identified specific improvements needed in Syscoin's developer experience that will benefit the entire ecosystem, not just African operations.

November transitions to hands-on builder activation through the BlockchainUNN hackathon and campus builder clubs. The feedback loop established with university students provides authentic product-market fit testing that speculative audiences cannot deliver.

Request for Community Support

To maximize November's activation initiatives, Syscoin Africa requests:

Core Team Integration: Syscoin main X account to repost 2-3 Africa highlights per week for visibility amplification

Developer Support: Syscoin technical team participation in 1-2 Twitter Spaces per month for African developer Q&A

Documentation Sprint: Two-week focused effort to address gaps identified by African university students (benefits all new developers)

Syscoin Africa operates with the understanding that genuine ecosystem growth comes from empowering builders, not extracting value from speculators. October's foundation positions the campaign for long-term developer pipeline success rather than short-term metrics manipulation.

Report prepared by: Patrick Breaux, Ledger Architects Program Manager

Regional coordination: Matthew Oyebanji, Syscoin Africa Lead

Contact: @Syscoin_Africa on X

Next report: Second week of December 2025 (November 2025 activities)