Cardano Summit 2025 - Regionals KPIS EVENT KPIs

Cardano Summit + Regional Events KPIs	Totals of all Summits	Europe (Cardano Foundation)	Asia (EMURGO)	LATAM (ADA Solar)	USA (Rare Network)	Africa (WADA)
Total sign ups	12883	2166	5530	1701	730	1,088 (Hackathon) 1668 (Day 3)
Total no of participants	4353	1463	674	719	500+	321(Day 1-2 at ATS Cardano Corner) + 676 (Day 3)
# Developer Participation - sign ups	n/a	306	448 / ~66%	40%	50%	1,214 participants throughout the whole Hackathon programme (online and in hubs) 34% on Day 3
# Government Participation	n/a	4%	15 (target 15 participants)	15%	10%	2.6% of Day 3 Participants (Government & Education is combined)
# Enterprise Participation	n/a	48%	59 (target 37.5 participants)	30%	25%	8.72% of Day 3 Participants
# Education Institution Participation	n/a	4%	152 (target 37.5 participants)	15%	15%	2.6% of Day 3 Participants (Government & Education is combined)
# Submitted Hackathon Projects	582	14	128	283	50+ (14 Bounties)	107
# Strategic Collaborations - Government Institution	26	10	2	10	2	2
# Strategic Collaborations - Enterprise	75	39	8	10	15	3
# Strategic Collaborations - Education Institution	25	12	2	8	2	1
# Cardano Mentors	227	144	18	33	25	7
# Expert-Led Workshop Sessions	132	64	6	38	16	8
Media Visibility (Coverage) # Outlets	167	124	32	20	30	14

Last Update Feb 25, 2026

POST EVENT METRICS

Target Developer Growth YoY	15-20%

Cardano Summit + Regional Events KPIs	Additional Description	Post-Summit Comments
Developer Activity Measures	Key metrics for assessing developer engagement after the tech events	Developer engagement across regions suggests strong builder density. Metrics from Electric Capital show a **sharp increase in active developers on Cardano** between end of October 2025 and end of December 2025, dates that coincide with many of the Summit-related hackathons. Moreover, in key markets such as Asia, events attracted a high proportion of technically active participants (~66% developer participation). Overall, the various events saw a **combined number of 582 submissions in hackathon projects**. All of this together with sustained mentorship, point to a significant depth of engagement, translated to hands-on building, problem-solving, and ecosystem integration rather than just audience growth. A mailing list for hackathon sign-ups has also been establish to better measure engagement after tech events. All these metrics together show considerable impact in developer activation and ecosystem maturation rather than in just short-term net-new headcount.
Github Activity post event	Tracking code contributions and repositories on GitHub	While direct GitHub attribution is difficult to track centrally, 582 hackathon submissions and continued project development across regions indicate active code production.
Track DApp Deployments	Number of decentralized applications launched	582 hackathon projects were submitted, with multiple regions reporting follow-up development and bounty participation. Full deployment tracking beyond hackathon stage was not standardized but pipeline signals remain strong. It is clear that the developer journey needs more attention in the future with a dedicated team within the Cardano ecosystem dedicated specifically to developer onboarding and retention. Out of the 3 winners of the Cardano Foundation track, one Dapp is fully functional and still maintained.
Social & Community Engagement: Followers on developer forums, Discord/Telegram members, and mentions will see a 10-20% increase directly tied to education, hackathon and follow-up activities	Growth in online community engagement	An overall increase in Cardano mentions and reach across different socials channels correlates with all the Cardano Summit events (flagship and regionals). For the flagship event we measured an increase from 18k to 27k (as per Meltwater). During the period of the Summit hackathons, the Developer Office Hours also saw spikes in new Calendar Subscribers throug the AddEvent platform (+120% increase during the hackathons).
Track geographic split	Distribution of participants by region	Participation spanned Europe, Asia, LATAM, USA, and Africa, with Asia showing the highest developer sign-up concentration (~66%).
Projects Submitted to Catalyst post hackathons (measured up to 12 months after)	Number of projects seeking funding via Catalyst	Catalyst funding rounds have been suspended in recent months and remain paused for the foreseeable future. Future measurement will depend on the resumption or replacement of the Catalyst program.
Talent Onboarding to Developer Companies	Number of event participants hired by Cardano companies	Formal hiring data was not centrally captured.
Partnerships & Enterprise Leads, PoC and Sandbox Inquiries	Number of PoC or partnerships at enterprise level	While several of the solutions that came out of the hackathons show promise, and one DApp is even already fully functional and maintained, it is still too early to fully report on enterprisal partnerships and sandbox inquires. Nonetheless, more ecosystem wide support and growth paths are necessary to fully create such circumstances.

Results Ratings

Poor - 50%	
Fair - 75%	
Great - 90%	
Exceptional - 120%	