

API3 DAO Team Proposal

Team: Business Development API Team
Operations cycle: #2
Period: 1 February 2021–30 April 2021 (3 months)
Amount: 128,800.00 USDC
Destination: 0x98f1d35bB3A4570AeAa601aA3eB54d8fc7aB37e1

Scope

The Business Development API Team has the responsibilities listed below.

The secondary items are examples and do not cover the entire scope. The scope of the project will expand over time, and this list represents the current state.

- Sales process
 - Outreach
 - Continuous improvement of outreach processes
 - CRM structure
- API Industry specific marketing
 - Content creation for DAO blog
 - Various digital marketing strategies (i.e. email, social, SEO, etc.)
 - Webinar
- Reporting
 - Accounting processes

Growth of the team will be primarily through the addition of new business developers.

Budget

	Amount (USDC)
Salaries	49,600
Salaries (previous cycle)	7,200
Expenses	72,000
Total	128,800

Team and Salaries

The team is composed of Business Developers, HR/Marketing/Admin & CRM Support personnel. Salaries are estimates based on business development outcome goals, and will vary between employees and months. Three new additions to the team in January require retroactive compensation due to not having been included in the operating budget proposal for cycle #1.

Business Development API Team					
Member	Role	Previous Cycle*	February	March	April
Emily	HR, Admin & Support - FT	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00
Gio	Business Developer	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Camron	Business Developer	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Ugur	Business Developer	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Mo	Business Developer		\$ 3,000.00	\$ 2,000.00	\$ 2,000.00
Mason	Business Development Lead - FT		\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Salary Subtotal		\$ 7,200.00	\$ 17,200.00	\$ 16,200.00	\$ 16,200.00
Expenses					
Commission & Performance Bonuses**			\$ 16,000.00	\$ 16,000.00	\$ 16,000.00
Administrative Expenses			\$ 8,000.00	\$ 8,000.00	\$ 8,000.00
Expensed Subtotal			\$ 24,000.00	\$ 24,000.00	\$ 24,000.00
Monthly Totals		\$ 7,200.00	\$ 41,200.00	\$ 40,200.00	\$ 40,200.00
Total					\$ 128,800.00

*The people in the previous cycle were not included in the operations Cycle #1 Proposal

**Commission & Performance bonuses will be deployed as needed

Expenses

The team will be recruiting new members as well as offering tools and team specific marketing support for lead generation purposes. These factors will result in the following expenses:

- Trello Business Pro Memberships
- App specific automation tools
- Docusign Pro Membership(s)
- Linked In Premium Sales Navigator Memberships

Additionally there is a heavy commission and performance based bonus structure that is difficult to estimate in advance. Any unspent amounts in the aforementioned expenses will roll over to the next cycle. Additional proposals will be made if needed should higher than expected growth be achieved.

Deliverables

For the #2 operations cycle, the API-facing business development team's goal is to build an autonomous, highly efficient and effective business development process for onboarding API providers to the Airnode solution, along with a team to execute said process. The business development in question will be executed using a strategic approach that considers the general go-to-market strategy of the API3 project, and results will be published in cooperation with the marketing team, and in alignment with the overall marketing plan.