API3 DAO Team Proposal

Team: Platform / dapp focused BD team
Operations cycle: #2
Period: 1 February 2021 - 30 April 2021
Amount: 43,000 USDC
Destination: 0xbf399b10c6ceb2cb0706db7d72f1185ef8773a89

Scope

The platform/dapps BD team has the main responsibilities below. The secondary items are examples and do not cover the entire scope. The size of this team is expected to increase as the dAPIs approach production. The overarching aim is to improve the options for developers looking to use API3 data by deploying on as many platforms as possible, and reach out to the projects being developed on these to find consumers for our dAPIs.

- Coordinate with the marketing subteam to raise the profile of API3 among projects in the ecosystem
    - DAO2DAO efforts
    - General networking

- R&D
    - Tech side feasibility of integrations
    - Business side feasibility assessment

- Outreach (dapps)
    - Communicate with projects identified through r&d
    - Identify areas for collaboration
    - Propose a deliverable and mutually beneficial solution

- Outreach (platforms)
    - Communicate with suitable platforms identified through r&d
    - Establish integration potential and discuss marketing to developers

- Communicate with development team for integrations
    - Smart contract platforms
    - dApps

- Communicate with Marketing subteam to raise awareness among the general community
    - Co-author blogposts
    - Ensure technical content of posts correct
    - Schedule announcements, verify content and timing with partners
    - Discuss and align publicity requirements with prospective partners and marketing

- Recruit technical personnel to aid in BD integrations
    - Liaise with development subteam to determine job role specification
    - Coordinate recruitment with internal recruitment personnel

Budget

	Amount (USDC)
Salaries	22,500
Expenses	20,500
Total	**43,000**

Team and Salaries

The team is composed of a lead business developer currently. Extra members will be onboarded over time, with recruitment for extra business developers ongoing, and extra integration engineers pending.

Core BD platform/dapp team	Role	FT/PT	Monthly Salary (USDC)
Dave*	BD Lead	FT	7,500.00

* The destination wallet will be managed by Dave.

Expenses

The team will be recruiting new members. These will result in the following expenses:
- New members will need to be paid for the rest of the cycle. The compensation guidelines [here](#) give a range between $3000/month to 6400/month from junior up to a senior level,

full time, developer to work on integrations. This will be the initial priority. The expenses reflect 3 months of a Senior level developer salary, and any remaining funds will be rolled over at the end of the cycle.
- Additional expenses such as [job postings](#)

In addition to the recruitment expenses, the team will potentially need access to tools to help streamline the BD pipeline. Some specific examples (not an exhaustive list) are:
- Docusign
- Hubspot
- Docsend
- LinkedIN Premium

When jobs are posted, and tools or features are chosen, receipts will be kept for production at the end of the cycle. Any remaining expenses will be rolled over to the next cycle.

The final category of expenses is for on-chain transactions, such as creating proposals in other DAOs. Transaction IDs will be retained for these and produced at the end of the cycle.

Deliverables

The team aims to create partnerships with platforms and dapps that will be of mutual benefit. Details of these will be published through the API3 Twitter, Medium and other agreed upon channels.