The Movement DAO

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ABSTRACT

The Movement is a Decentralized Autonomous Organization (DAO) that is entirely owned and shaped by its participants. By harnessing the power of the Ethereum computing platform and related cutting-edge technologies, the world's first fully crowdsourced DAO is being created. Without any central leader and built from the bottom up, the Movement supports humans on the internet to come together and create freely.

New and innovative spaces are emerging, communities and markets governed by internet citizens are arising. Independent from government agendas or corporate entities, the Movement uses the latest technology to offer a decentralized and unstoppable breeding ground for people from all around the world to connect and create.

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1 | THE INTERWOVEN ANALOG AND DIGITAL WORLD

Today, people from all around the world have access to the internet, allowing anyone to potentially interact, cooperate, and create. Decentralized blockchain technology can be utilized to facilitate new opportunities for connecting with fellow humans, allowing friendship across cultures to be made and enhanced. With access to the growing capabilities of the digital world, before us lie unimaginable ways of collaboration. In today's world society that is growing more and more intertwined, people can have the power to personally create and recreate parts of both the digital and analog environments that they live in by cultivating networks based on trust and friendship, thereby transcending organizational boundaries.

The ever-increasing digitalization brings with it both new benefits and issues. By focusing on the human roots of technology, the beneficial power of the internet can be fuel for positive social activity. In this interwoven analog and digital

world, the true power of decentralized movements by and for humans comes to light. The Movement aims at building bridges between existing forms of organizations, be it social groups or full-fledged non-government organizations, and decentralized blockchain technology. Its core idea is not against governments but for people a priori – guided by the vision of creating valuable environments and sustainable networks.

2 | A MEETING POINT FOR GRASSROOTS MOVEMENTS

The Movement is establishing a virtual meeting point for participants to interact and create. In addition to traditional channels such as websites and forums, anyone with access to the internet and a web browser will be able to immerse in Greenpoint, a place in a 3D open virtual reality world. Having acquired 50,000 MANA (50 LAND, 1000 MANA = 1 LAND) in the original Decentraland token sale, the Movement is securing its headquarters for the community within the virtual world of the future.

By using our own decentralized LAND, we build an environment that thrives to create new opportunities for human collaboration. No matter where you reside, the virtual world offers a meeting point to connect to at any time. On top of that, Greenpoint is owned and fully shaped by the Movement's participants, creating an immutable record of ownership. Within the land, you can use Decentraland's native currency MANA, as well as The Movement's TAO token.

We will begin by building a virtual coffeehouse for people to get together. Greenpoint is a place where people can meet, new organizations can be created, and existing organizations can connect. Whether you would like to hang out with friends, lead stimulating conversations, or start a new social movement, the green meeting point is a vibrant place to get started. You are heartily invited to come around.

Host a meeting or a party in the virtual world. Create a study or research group. Connect with likeminded people and make new friends. Engage in creativity exercises. Start a social movement. Do what you love. Greenpoint is a place to connect.

3 | INCENTIVIZING COLLABORATION WITH TAO

To incentivize activity within the organization's movements, as well as to allow participants to vote and take part in the creation and governance of the DAO's parts, The Movement introduces TAO. The TAO token is based on Ethereum's ERC20 Token Standard. No ICO has been held, and no funds have been raised. The Movement, in essence, is not for profit but for people.

On August 06, 2017, a bot called *Dropper* (Bitcointalk ID 1091123) posted the Movement's original announcement thread on the Bitcointalk forums, allowing Bitcointalk members to apply for a free so-called airdrop by sending a private message to the bot. Thousands of accounts applied to become early participants of the organization, and eventually, about 700 founding members were accepted. To ensure widespread distribution only one account per person is allowed – alt accounts, automated signups, and robots are effectively removed by an extensive audit system. Over the course of several weeks, the Movement's founding members voted the airdrop to end on August 31, 2017.

In order to distribute TAO in a fair and beneficial manner, every participant's activity towards the project is measured. Before the official genesis snapshot and the establishment of The Movement on the Ethereum blockchain, all participants can increase their activity and earn a higher share by actively participating in creating and extending the DAO's infrastructure. TAO is distributed proportional to each participant's contributions towards the DAO, and according to the below scheme consisting of both Bitcointalk Activity Ranks

and Movement Activity Ranks. The number next to each rank is the respective activity value.

Bitcointalk Ranks: Newbie 2, Junior 1.75, Member 1.5, Full Member 1, Senior Member 0.9, Hero 0.8, Legendary 0.7 (Decreasing numbers: higher reward in TAO)

Movement Activity Ranks: Idler 0.5, Mover 1, Contributor 1.75, Ambassador 2, Developer 3 (Increasing numbers: higher reward in TAO)

In total, 3,000,000 (3 Million) TAO will be created and distributed according to the below formula (where Δ = founding member and τ = TAO):

$$\{(3,000,000\tau/(\Delta total * \Delta rank)) * (\Delta activity + boni)\}$$

The absolute amount of TAO distributed to each participant will become available on the official data spreadsheet. TAO will be distributed between the end of September and the first half of October 2017. It will be solely in the hands of the community and can be used to incentivize activity and the creation of value. If you are a founding member it is a wise idea to redistribute a part of your TAO tokens and reward people for valuable contributions. The DAO is not affiliated with or controlled by any third party entities, and it is solely governed and shaped by those who take part in its development and governance.

4 | BRIEF TECHNICAL OVERVIEW

The Movement will run on the Ethereum blockchain and make use of advanced technologies such as the Aragon Network (which acts as a digital jurisdiction that makes it easy and friendly for organizations to operate on the blockchain), the District0x Network (which is a network of decentralized markets and communities), as well as the Decentraland Open Virtual Reality Platform (which builds a virtual open world that runs on open standards).

This symbiosis constitutes the foundation for the Movement's decentralized organizational structure. Holders of TAO will be able to make proposals and vote. In the virtual meeting place Greenpoint, people can get together. The Movement DAO's infrastructure will be built over time and is a collective work of the community. Core developers are working on the technical infrastructure, and all participants together are building and growing the Movement by "painting the walls with many magnificent colors".

5 | FREQUENTLY ASKED QUESTIONS

1. HOW TO JOIN THE MOVEMENT, HOW TO CONTRIBUTE?

No matter if you are among the approximately 700 founding members of The Movement or simply interested in its endeavor, please feel free to join and take part anytime you wish. Simply start by visiting one of the official channels and reaching out to members of the community. Founding members are responsible for TAO's redistribution by offering TAO rewards. Make new friends and create value.

2. WHAT IS THE DIFFERENCE BETWEEN THEDAO AND THE MOVEMENT?

The name DAO refers to "Decentralized Autonomous Organization" and is often linked to "TheDAO" which was founded in 2016. However, The Movement DAO is not an investor-directed venture capital fund as TheDAO manifested. The Movement does not raise any funds, and its token, TAO, is distributed as a free gift. Once the Movement is established, TAO is its fuel. There is no central

authority that owns TAO or can create more TAO. The token can only be obtained by either participating in the community or by acquiring it on the open market. Whereas TheDAO aimed at providing an entirely new model for the organization of both commercial and non-profit organizations, The Movement aims at providing a breeding ground for new ways of social collaboration. Fully crowdsourced by and for the people and thereby built from the ground up, The Movement is not designed for profit but for the advancement of cross-cultural and transnational human interaction in conjunction with blockchain technology. It is a decentralized organization that can evolve freely.