



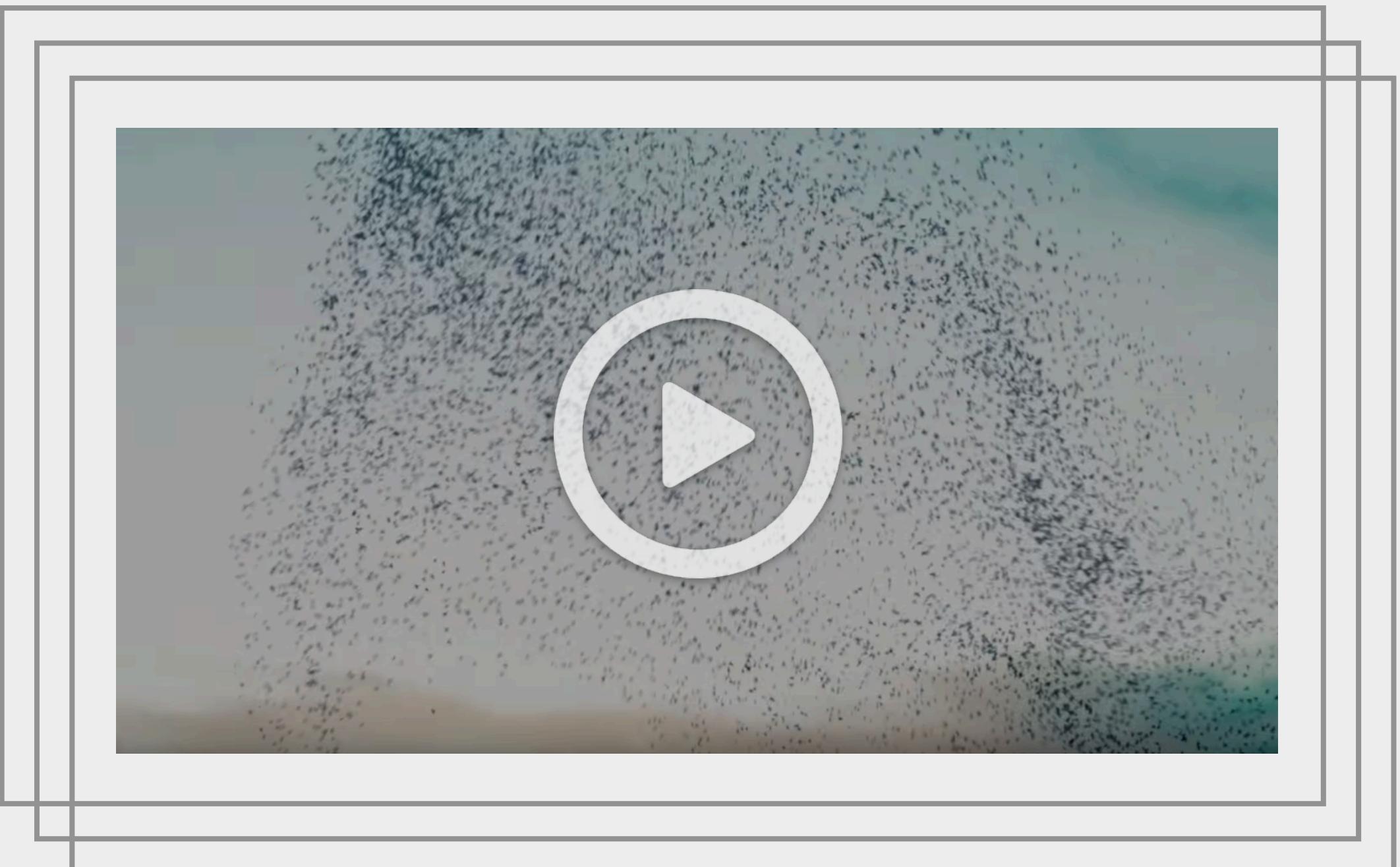
DAOstack

Welcome to the future of collaboration.

DAOstack is designed to catalyze the future of collaboration. It's a **platform for decentralized governance** that enables collectives to self-organize around **shared goals or values**, easily and efficiently. DAOstack is sometimes called an **operating system for collective intelligence**, or a **Wordpress for DAOs**.

The platform launches spring 2018 and includes a modular **smart contract framework**, a friendly **JavaScript developer environment**, and an **intuitive user interface** that allows anyone to create or participate in a decentralized organization without technical knowledge.

Most of the expected proceeds from the DAOstack token sale will be **reserved for management by a DAO fund**, in which the community of GEN token and reputation holders will create proposals for the allocation of resources.

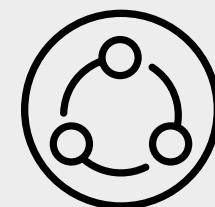


Introducing DAOstack: A Short Film

The Challenge

Decentralized Autonomous Organizations (DAOs) have become popular in concept because they hold the promise of peers self-organizing to **act collectively without concentrated power centers**. But DAOs have remained largely an abstract idea, and the decentralization movement has not scaled. One reason has been the lack of decentralized governance solutions that are both **resilient** and **scalable**.

Decentralized governance needs to be:



Resilient

- ✗ Not prone to corruption or influence-peddling
- ✗ Not fragile to bad acting or bad judgement of a few
- ✓ Distributes decision-making to the edges
- ✓ Incentivizes everyone to act in alignment with the common good



Efficient & Scalable

- ✗ Not subject to overwhelming noise of ideas & opinions
- ✓ Effectively manages of the collective attention, including
 - which proposals get the attention of voters
 - who should be involved in each decision
- ✓ Remains effective at 10K, 100K, 1M members & more

The Approach

"The first principle of designing the DAO stack was not to build a specific protocol or a specific application, but rather to build the soil, the ground from which a whole ecosystem can grow and thrive."



Jordan Greenhall
DAOstack Advisor
MP3.com cofounder
DivX Cofounder & Ex-CEO



"How do you do governance in a way that doesn't compromise on decentralization, still keeping the openness, and not fall back to centralized decision-making? That's what DAOstack is about."



Adam Levi
DAOstack CTO



Matan Field

DAOstack architect and CEO

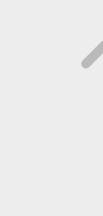


"We have to invent an entirely new toolkit for how human beings coordinate their sense-making, their choice-making, and their actions... as a collective intelligence. That is precisely what DAOstack is endeavoring to do."



Martin Köppelmann

DAOstack advisor and CEO of Gnosis, a DAOstack Partner

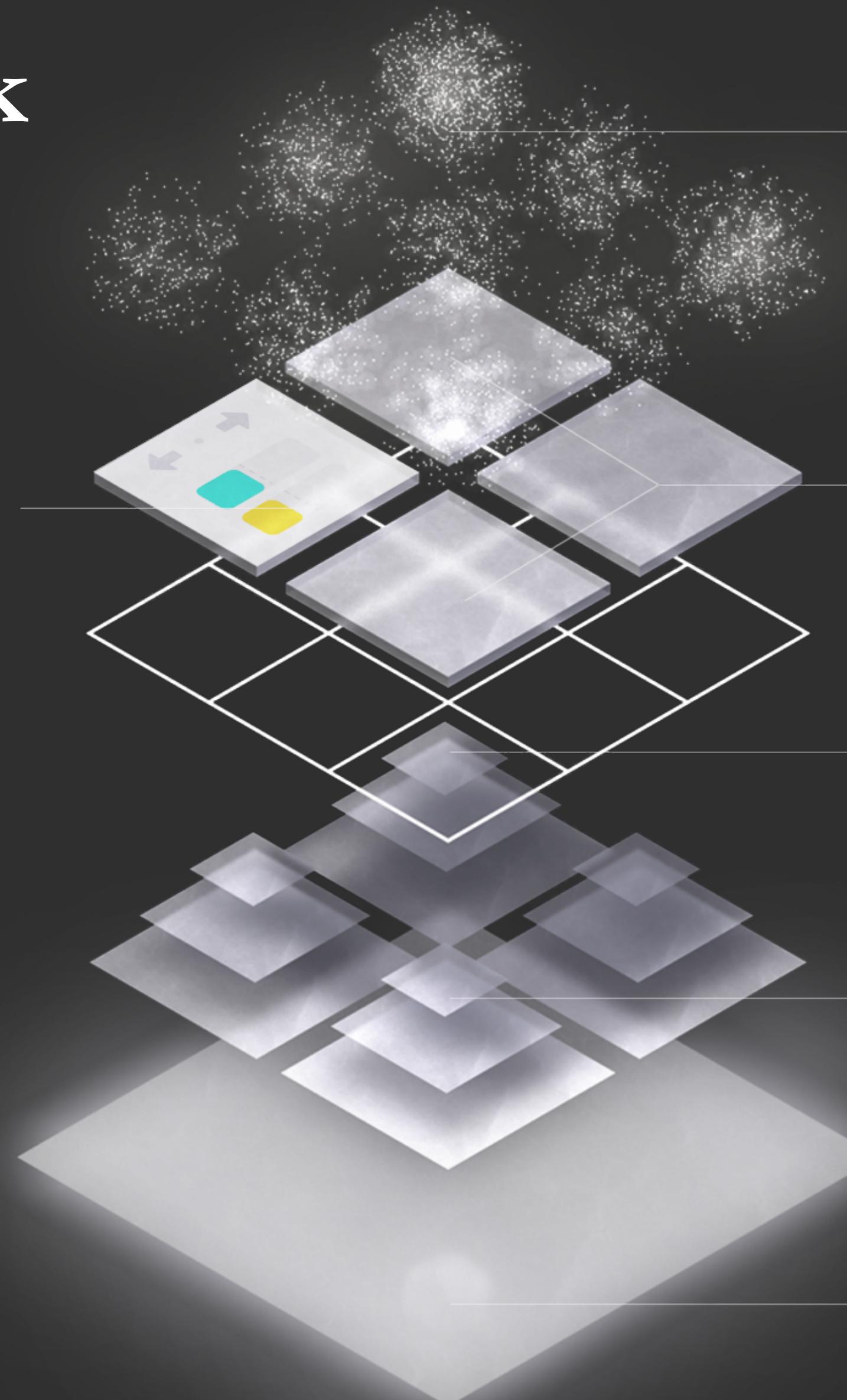


"DAOstack is committed to a fully open architecture. The more eyes on the code, the better. That's some of the best support we can have, you know."

The DAO Stack

Alchemy

The first application built on the stack: an intuitive, native user interface for interacting with the DAO stack.



DAOs

Decentralized collaboration at scale.
Mesh networks of smart organizations,
jointly building a collaborative economy.

dApps

Collaborative applications built on
top of the DAO stack, customized to the
needs of various DAOs or industries.

Arc.js

A friendly API layer that lets
front-end developers easily build
dApps on top of Arc.

The Archives

Shared registries that enhance the
interoperability and network effect
among collaborative dApps built on top
of the stack.

Arc

A library of smart contracts
implemented on the Ethereum blockchain,
representing modules that can be mixed,
matched, and even modified to configure
the governance protocol for any
organization, like a Wordpress for DAOs.

DAOstack Use Cases

Collaboration

DAOstack can help coordinate decision-making among large groups working to produce an outcome, such as how much to value the contributions of individuals, or whether to invest in infrastructure.

Imagine Decentralized Versions of:

- A film project of 1,000 artists
- An open-source software project of 10,000 developers
- A climate initiative of 50,000 scientists
- A collaborative news network of 100,000 journalists

Shared Ownership

Many DAO use cases involve the management of assets and the allocation of funds.

Imagine Decentralized Versions of:

- Venture funds
- Insurance networks
- Charitable funds
- Pension funds
- Real estate investment collectives

Curation

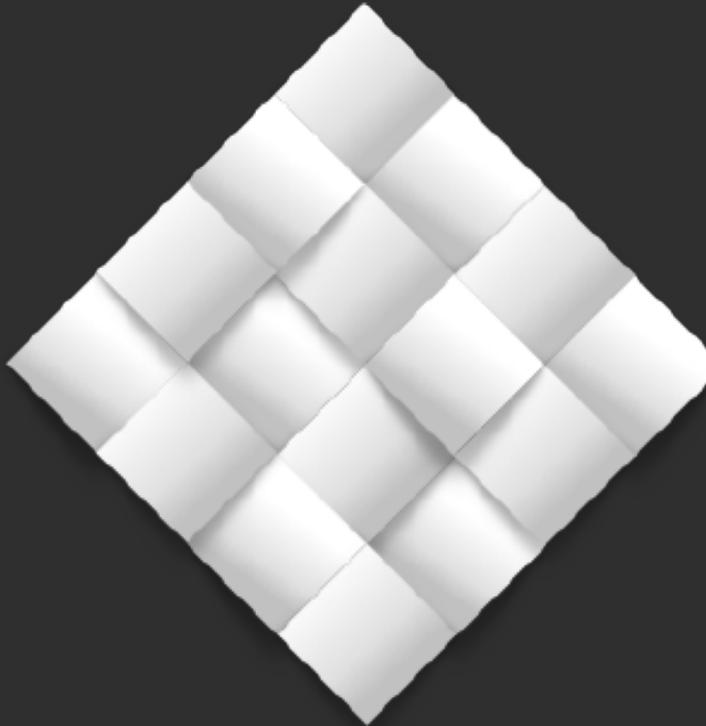
Curation networks leverage the wisdom of the crowd to rank the quality of anything.

Imagine Decentralized Versions of:

- Restaurant or hotel guides, similar to Yelp or TripAdvisor
- Article or video feeds, akin to social news feeds or Reddit
- Website listings, like a socially curated Google search

The Arc Framework

An evolutionary framework for scalable governance



ADAPTIVE

Arc supports an infinite number of governance elements. Its library of schemes and global constraints will evolve as the DAOstack ecosystem grows, with new templates and modules developed and added by the open-source development community and third parties.



MODULAR

Every DAO's governance structure is made of small building blocks – governance modules, or elements – that can easily be added, combined, edited or removed. Modules do not need to be redeployed onto the blockchain, but rather only referred to, saving storage and operation costs and enhancing security.



UPGRADABLE

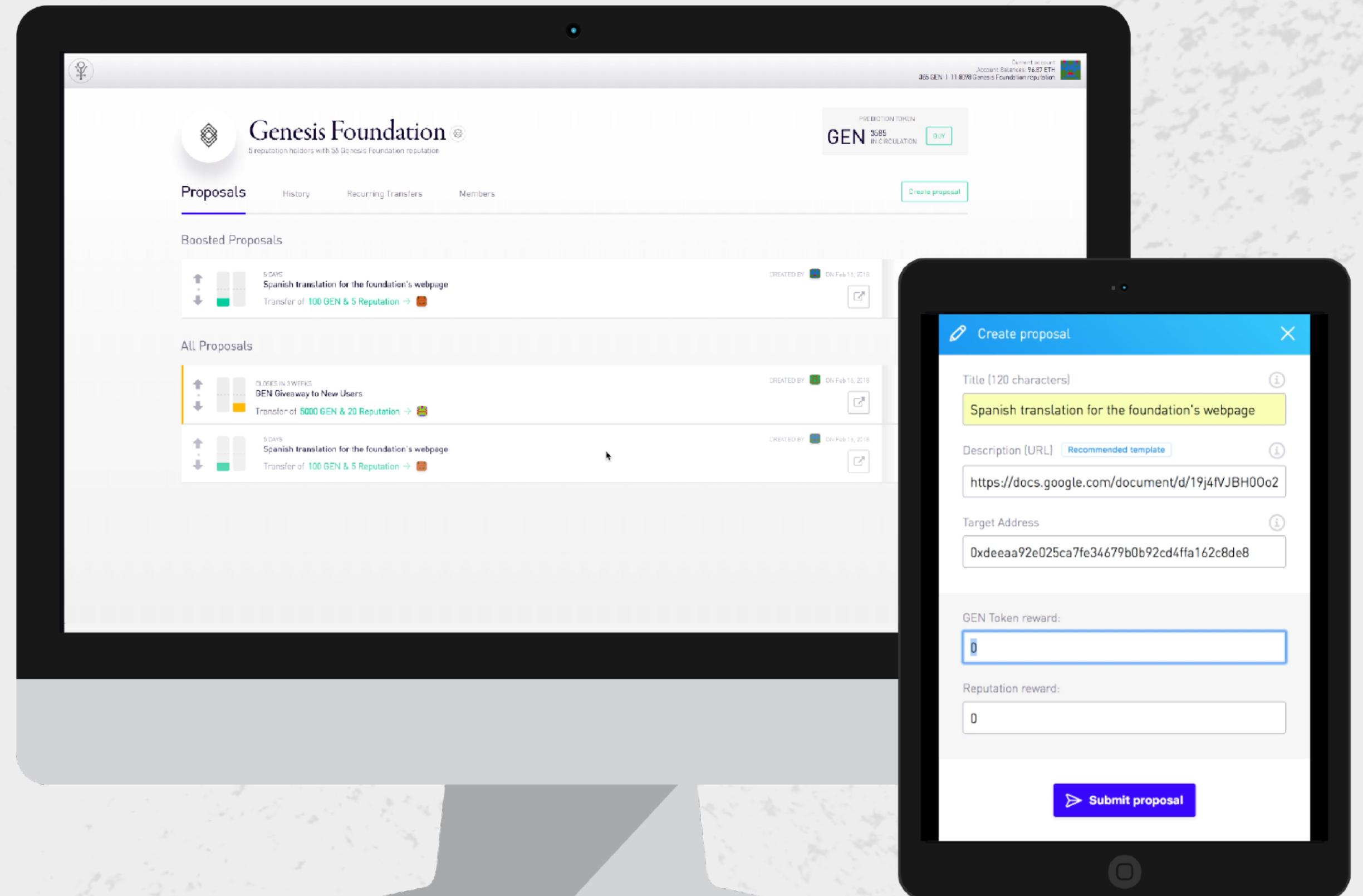
The governance structure of each DAO can easily be upgraded to use new schemes and constraints, or different parameters of existing ones. More granularly, each DAO created through Arc comes with a particular set of rules, which by default include the rules to change the rules.

Alchemy

The first application being built on the stack is Alchemy, an intuitive user interface for budgeting and resource allocation for decentralized organizations. With Alchemy, anyone will be able to create a DAO in a few clicks, create an ERC20 crypto-token if desired, and invite others to participate in a hub of decision-making and talent-sharing.

In Alchemy's early releases, participants will be able to create and vote on proposals, have funds transfer automatically when proposals pass, and reward contributors with both tokens and reputation (voting power).

The future roadmap for Alchemy includes greater customization, integration with other popular collaboration tools, mobile support, and bounty systems.





“The first principle of designing the DAO stack was not to build a specific protocol or a specific application, but rather to build the soil, the ground from which a whole ecosystem can grow and thrive.”

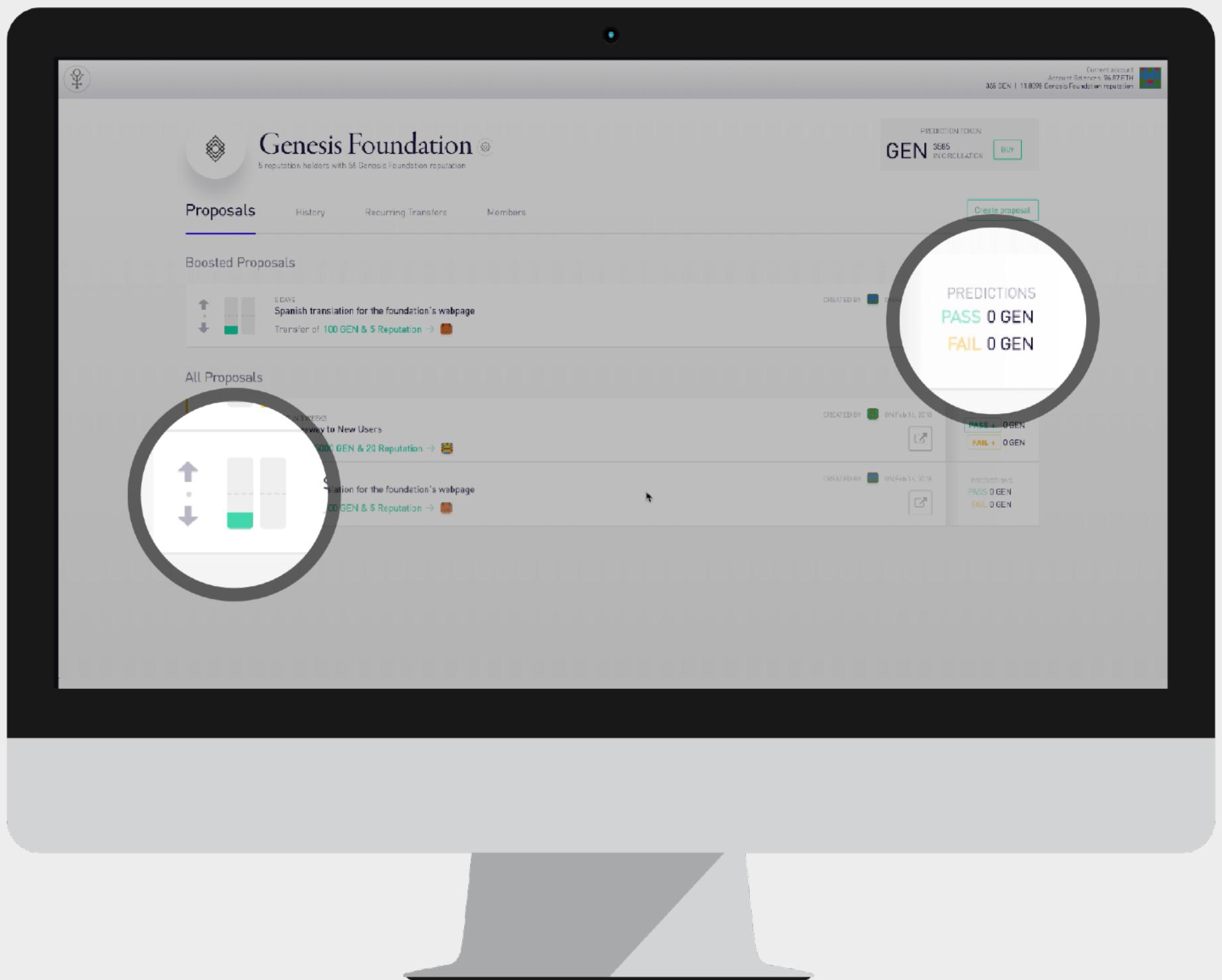
Matan Field - DAOstack architect & CEO

The GEN Token and the Holographic Consensus

GEN is the **attention token** of the DAOstack ecosystem. Just as gas, paid in ETH, procures the collective attention of the decentralized world computer known as Ethereum, GEN can procure collective *human* attention. And a prediction market, running on GEN, helps each DAO to prioritize the most important proposals.

Voting Protocol

- ✿ The **decision-making engine** within a DAO
- ✿ **Reputation-holders** vote for or against the passing of proposals
- ✿ Reputation is **non-transferable**
- ✿ Reputation **may be redistributed** through the passing of proposals



Prediction Market

- ✿ The **attention-management engine** within a DAO
- ✿ **GEN-holders** stake GEN to boost proposals into the attention of the reputation-holders, or to prevent boosting
- ✿ GEN is **fungible and transferrable**
- ✿ GEN **cannot be taken** without permission

The Genesis DAO

Beginning in spring 2018, the Genesis DAO – the first DAO within the DAOstack ecosystem – will be piloting Alchemy to collectively manage a fund, with the purpose of advancing the DAOstack project and ecosystem.

DAOstack will be inviting the community to participate in the Genesis DAO and help manage its resources by creating and voting on proposals according to its governance system, the Genesis Protocol.

The Genesis DAO will manage an increasingly large fund as it demonstrates stability, eventually being responsible for most of the expected funds resulting from the GEN token sale.



The Collaborative Economy

DAOstack is designed to underpin an **ecosystem of decentralized organizations**, a community of interoperable DAOs that are able to share talent, ideas, and learnings with one another.

Imagine what becomes possible when hundreds of millions of people are participating in a collaborative, decentralized economy in which...

- ⊗ No one wields a **disproportionate amount of power**
- ⊗ All are **rewarded in proportion** to the value they contribute
- ⊗ Everyone is **incentivized to act in alignment with the common good**



Team

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Matan Field

CEO & Architect

Leading expert in decentralized governance. PhD in physics. DAO architect and blockchain entrepreneur since 2014.



Adam Levi

CTO/Technology

Deep blockchain technologist. PhD in physics from the Technion. Former IDF radar engineer. Twenty-two years writing code.



Roberto Klein

Legal & Finance

Investor and entrepreneur with a focus on blockchain regulation, IPOs, and corporate/startup financing. M.Sc, MBA.



Yehonatan Goldman

Operations

Polymath and connoisseur of operations. Crypto investor & explorer since 2014. Winemaker and archaeologist.



Nathalia Scherer

Biz Dev & Community

Culture and living systems catalyst. Dalai Lama Fellow and Systems Engineer with a focus on social innovation and complex problem solving.



Josh Zemel

Communications

Designed and executed major growth initiatives for Equifax, Blue Cross Blue Shield, and Toyota. Former VP at IMM, a digital agency.



Primavera de Filippi

Alchemist

Permanent researcher at the National Centre of Scientific Research (CNRS) in Paris. Fellow at Harvard Law School.



Advisors

Jordan Greenhall

Cofounder and ex-CEO of DivX. Co-founder of MP3.com. One of the leaders of the Deep Code movement.



Yoni Assia

Founder and CEO of eToro.com. Board Member of Meitav Dash. One of the pioneers of crypto trading.

Martin Köppelmann

Cofounder and CEO of Gnosis. Blockchain entrepreneur and thought leader.

Partners



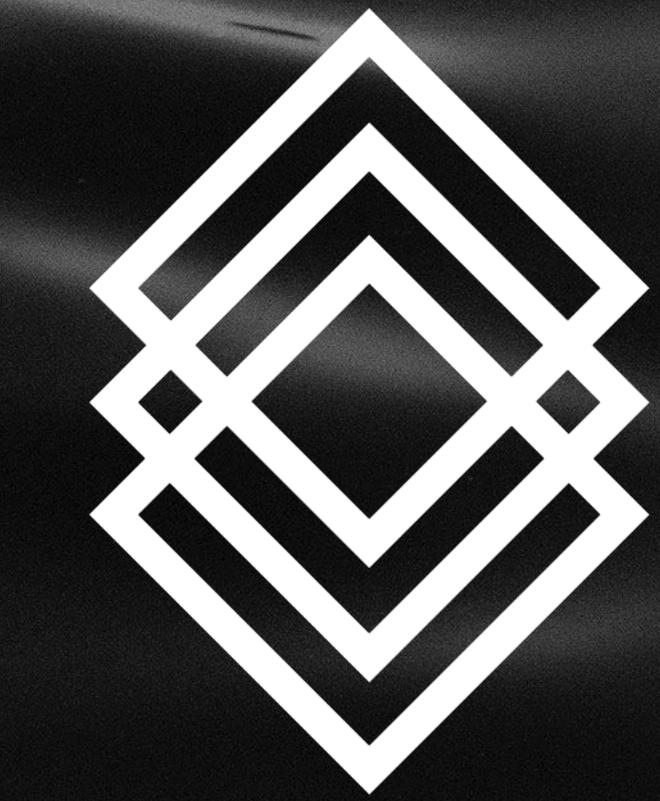
Menlo

ENDOR

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