



Masari Collaboration Corner

Design Guide

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Table of Contents

Introduction	2
Goals	4
Teams	5
Charter Notes	11
Conclusion	13

Introduction

There are a variety of ambassador, outreach, community engagement or informational hub type programs within the crypto space. In review, none possess unifying protocols that apply to the entire stewardship of the project; meaning that nearly all these programs reflect top-down, hierarchal structures with something resembling a Core Team at the top. This is a vertical structure, something well documented in the field of organizational theory. It's also somewhat oxymoronic to tout decentralization as a network competency while retaining project stewardship in the hands of the few. This phenomenon is amplified when governance fees come into play.

Decentralization is actually a respected & utilized approach to specialized problems for modern businesses. In discussing decentralization as an organizational structure, Bateman states: *"Ideally, decision making occurs at the level of the people who are most directly affected and have the most intimate knowledge about the problem."*¹ As witnessed in the quote, decentralization is not simply a buzz word used to describe hashrate distribution or node counts; it has value within any organization of people.

Then the question is how does one provide a fair, non-hierarchal path to crypto project stewardship, that empowers decision making to those most affected with the most knowledge; one that is shielded against corruptibility, can stand the test of time, in which decentralized stewardship is housed? It's a challenging question with no real or theoretical examples to learn from or build off of.

What exactly is stewarding pieces of code? It's the advancement and maintenance of the chain itself. It's letting the world know what you're doing, how you're doing it, and why you're doing it. It's building a network of people who learn,

use, and spread the technology. It's setting expectations, managing relationships, and building. In its entirety, being a steward of a project like Masari is contributing where you can, how you can, with the help of the community around you, in a positive fashion.

Some will ask why a program like this is necessary. Many coins have grown in reach and adoption without any semblance of a social engagement program, nor a unifying framework for project participation. People will say Bitcoin rose without anything like this and that is partially true. But nearly 10 years after Bitcoin's genesis block, the environment has been completely turned upside down. Thousands of cryptos exist, of which many are obvious securities or scams. Extortion artists have moved into the space with half of crypto journalists willing to do pay for play stories². Exchanges want to see legal opinions that the coin is not a security as well as decentralized computational networks behind the coins. It's a new world for crypto. This program isn't a necessary feature of a cryptocurrency, it's an improved one. One with better efficiencies, significantly greater decentralized leadership, and a simple charter that only empowers participants to endorse & vote.

This guide will elaborate on the author's design and suggest certain paths within the program. The information here is only meant to provide further clarification on the charter, teams, and actions as designed. It should not be seen as canonical, and participants are encouraged to morph/mold the program through initiatives and the established processes within the charter.

Goals

Thesis - The Masari Collaboration Corner Charter provides a fair and open framework for project participation that legitimizes efforts, fosters teamwork, decentralizes stewardship, and encourages longevity through social equity.

Stated project goals include:

- Further decentralize project leadership.
- Legitimize contributors' efforts and channel the community's creativity.
- Provide a path for anyone to collaborate within their area of expertise.
- Expand adoption of Masari as a payment method.
- Production of effective marketing, advertising, and social media material.
- Produce and deploy educational efforts relating to the topics of the Masari project. These include fungibility, privacy, technology, and concepts of money.
- Host & attend meetups/conferences on behalf of Masari.
- Recruit talent to the project in all forms.
- Build out a global network of Masari hotspots.
- Prevent the program's, and thereby project's corruption through vested, active participants.

Teams

In his Medium post discussing decentralization, Vitalik Buterin cited this diagram to visualize networks³.

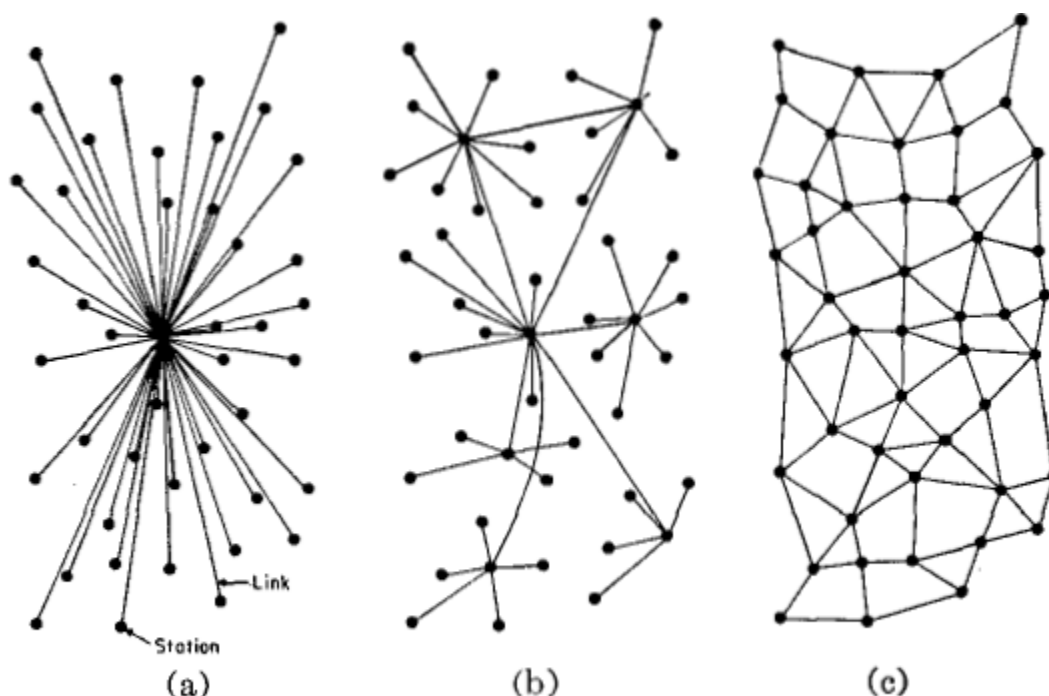
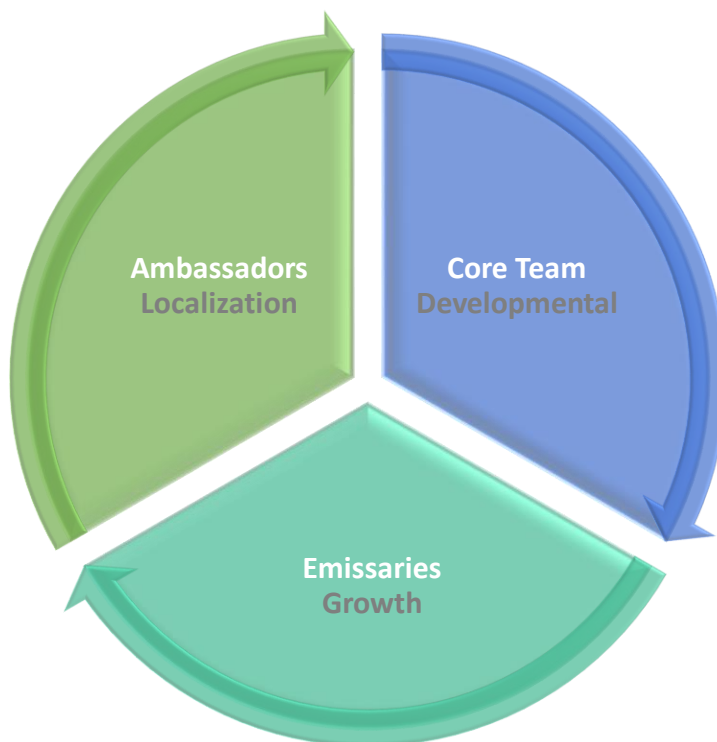


Fig. 1—(a) Centralized. (b) Decentralized. (c) Distributed networks.

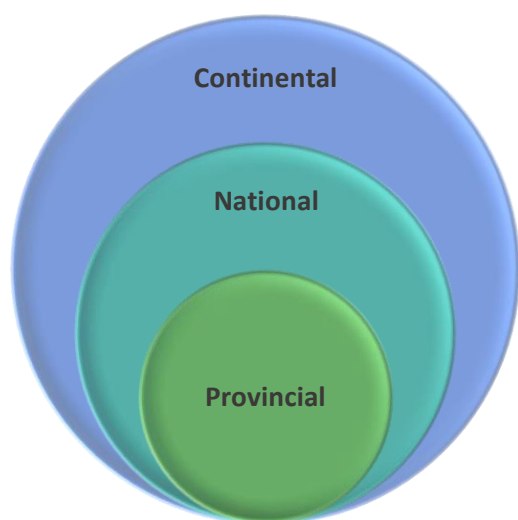
This diagram is not exclusive to computer networks; it can be applied to groups of people as well. In most crypto Ambassador or community engagement programs, the structure is centralized and reflected in (a). The Core Team brings on and maintains contributors at arm's length, sending information out to them from within. This is also the structure of most businesses and government bodies.

The Collaboration Corner aims to deploy (b) into the stewardship of the program. This can be achieved by moving a variety of opportunities and responsibilities to willing, adequate contributors who are grouped in a non-hierarchical, yet connected fashion. The groupings can't exist simply for the sake of existence; they must have relevance to the

overall success of the project and offer avenues for creativity. For the Collaboration Corner there will be three macro groupings, referred to as bodies, each with their own primary concentration.



The Core Team has to this point been largely concerned with development, and that will continue. The lead developer's role on maintaining GitHub will remain the same, and the Core Team will still manage all their current accounts on social media or otherwise. The Core Team is often required as a point of contact for exchanges and other partners and that is expected to remain the same. This program will afford the Core Team the ability to vote and provide an established process to onboard new team members. Participants interested in joining the Core Team will typically be developers, but opportunities for any type of role exist and will be extended to those with merit.



Ambassadors will localize Masari through a variety of creative efforts. In some form they will attend and host meetups on behalf of Masari, conduct university outreach, manage translations, expand payment adoption, project recruitment, regional or local marketing efforts, PR/media relations, and whatever future efforts they deem effective localization measures. Ambassadors will take all aspects of Masari and bring them to neighborhoods, schools, and businesses.

Ambassadors will have tiers within their body. The tiers do not imply any sort of hierarchy, rather, they reflect a person's ability and willingness to contribute. The tiers are organized geographically with two of the three having a cap on contributors. As the geographical scope scales down, so does the anticipated range of the participant's contribution. These tiers are the micro groupings of the Ambassador body.

- Continental Ambassadors – 8 total. One from each of the following zones: [North America](#) | [Central & South America](#) | [Africa](#) | [Middle East](#) | [Europe](#) | [Slavic](#) | [Asia](#) | [Oceania](#) |
- National Ambassadors – 195 total. There can only be one National Ambassador per country, and the entire country is the focus of the Ambassador.
- Provincial Ambassadors – Unlimited. Provincial Ambassadors will work within states, cities, and neighborhoods. There is no restriction on Provincial Ambassadors per location.

The tiers of the Ambassador program allow people to take on more responsibility and thereby garner more recognition for their contributions. A Continental Ambassador

is someone who wants to make significant contributions to the project. Be it time, money, or leveraging their personal networks. Continental Ambassadors should speak the languages of their zone, travel frequently or have the ability to, have time available to attend/host conferences & meetups, and should have in-depth knowledge of the Masari project. The Continental Ambassador is someone who has penchant for management, sales, relationship building, organization, and be well spoken. For all Ambassadors, but particularly Continental, there should be an expectation of being public in some forms. It would be challenging for a Continental Ambassador to fulfil the role while remaining entirely anonymous.

National and Provincial Ambassadors take on the same role as Continentals, only with a smaller geographical scope. A National Ambassador is focused on promoting Masari localization within their country, and Provincials within their city or neighborhood. With all Ambassadors the methods and techniques to achieve localization should be created, shared, built upon, and used in the real world.

Emissaries will grow Masari in both the real and online world. They will congregate within committees dedicated to a particular specialization. The committees allow like-minded individuals to work together on projects that bring greater awareness and adoption for Masari.

At program launch, there will be four committees interested participants can look to join. These committees can be seen as micro groupings within the program:

- Adoption – for the connected, salespeople, and businessmen. After the code itself, this is the second most critical component of Masari’s potential success as a currency. People have to be able to buy and sell goods or services with it. The adoption committee will be the main drivers for this by connecting with both brick & mortar stores and online businesses alike. This committee will

also partner often with Ambassadors on adoption initiatives.

- Education – for the teachers, preachers, and privacy advocates. The education committee will look to produce, host, and spread educational material relating to all facets of Masari. From discussions about monetary policy to explaining the bits of code in Blocktree, this committee will look to advance education on all things Masari. Committee members should partner with Ambassadors on setting up talks at schools or businesses, or take part in those themselves.
- Multimedia – for the graphically inclined, producers, and the artistic. Memes, art, videos, podcasts, graphics, gifs, these are all things that this committee can produce and be used by all facets of the community and Collaboration Corner. This committee will mold the media of Masari through their combined efforts.
- Social – for the influencers, socialites, and networkers. This committee will focus on Masari activity in the realm of social media. They can produce posts for the Core Team managed accounts, create their own networks, monitor mentions, promote, and chart a sustainable path for Masari in social media.
- New Committees – Protocols that involve the entire Emissary body exist that allow for creation of new committees. The variance restriction would be applied post creation.

Below are example workflows of the program that highlight the decentralized structure:

1. The Core Team releases a technological advancement like SECOR. The Multimedia committee produces a video explaining SECOR, and in turn a Provincial Ambassador uses the video in a meetup. In this example, all three macro groups are utilized, as well as two micro – committee and Provincial.
2. An Emissary on the Adoption committee encourages a local brewery to accept MSR as a payment method. The National Ambassador happens to be travelling through the merchant's city and visits. The Ambassador sets up the merchant and shows them how to send/receive MSR. The Social committee creates a story about the merchant, and it is tweeted out by the Masari Twitter account.
3. A Continental Ambassador wants to attend his zone's largest blockchain conference with the country's National Ambassador and a Provincial one. They post their proposal on the Masari Funding System, and it reaches its goal. In response the Education and Multimedia committees produce an informative index card with relevant Masari information and details that can be handed out at the conference.

In these workflow examples, the Core Team plays a minimal role. This highlights the decentralized stewardship that can happen with the Collaboration Corner. Without this framework the Core Team would shoulder responsibility for all of the above, with help from sporadic volunteers. In this environment the division of work is assumed and completed by interested parties on their own accord, to the shared benefit of all.

Charter Notes

The charter is fairly straightforward and uses clear language. Some articles warrant further elaboration or clarification.

Article I– Participants can move from one committee to another, or take on a larger role in the Ambassador program. It would fall under a transitional vote and it's up to the body to determine the process for moving within. But one person can only have one role at any point in time.

Article III– This keeps the lines blurred between the participants. Of course cooperation is expected and encouraged, but a Core Team member cannot be an Ambassador or Emissary and vice versa.

Article IV– This ensures participants do not enter into contractual agreements that will cause financial or material harm to the project.

Article VI– Participants should view endorsements as extraordinarily valuable. When an endorsement is extended, the endorser is staking their reputation within the program on the endorsee. Continued streams of bad endorsements could warrant a transitional vote.

The endorsement model was chosen for onboarding new participants as it empowers those with the most at stake to onboard with longevity and cohesion in mind. As the bodies grow, so will the required endorsement levels. It would not be surprising to see strong relationships form within bodies and participants peg endorsements to each other to facilitate further program growth. I.e. – the National Ambassador of a country in South America pegs their endorsements to the South American Continental Ambassador. This is totally fine per design and seen as something inevitable as the

project grows. The hope is that any stated pegs are made publicly known to the other participants within the body.

Article VIII – Voting is restricted to three types to stop abuse, limit the scale, and provide off-ramps in case of necessity. The exemption feature exists as a buffer between being inactive for a short period of time and the finality of being transitioned out of the program.

Conclusion

In an organizational setting, decentralization offers three general benefits. It encourages motivation and creativity, allows many minds to work simultaneously on the same project, and accommodates flexibility and individualization⁴. The Collaboration Corner will bring a decentralized leadership structure to the Masari project. The entire Masari community will enjoy the associated benefits of the program.

Creating a structure for volunteers to equitably contribute requires a custom system. There aren't any pre-existing programs that can be ported or slightly modified. Comparisons to other engagement programs will be published alongside the launch to highlight this. The program is designed to be modified by participants as time passes, and the hope is that this model can serve as a foundation for other communities seeking decentralized leadership structures.

Citations

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