MAVIN DAO
Community & Fan Based DAO Platform

Web 3 | PADL House | January 2022

The Experience

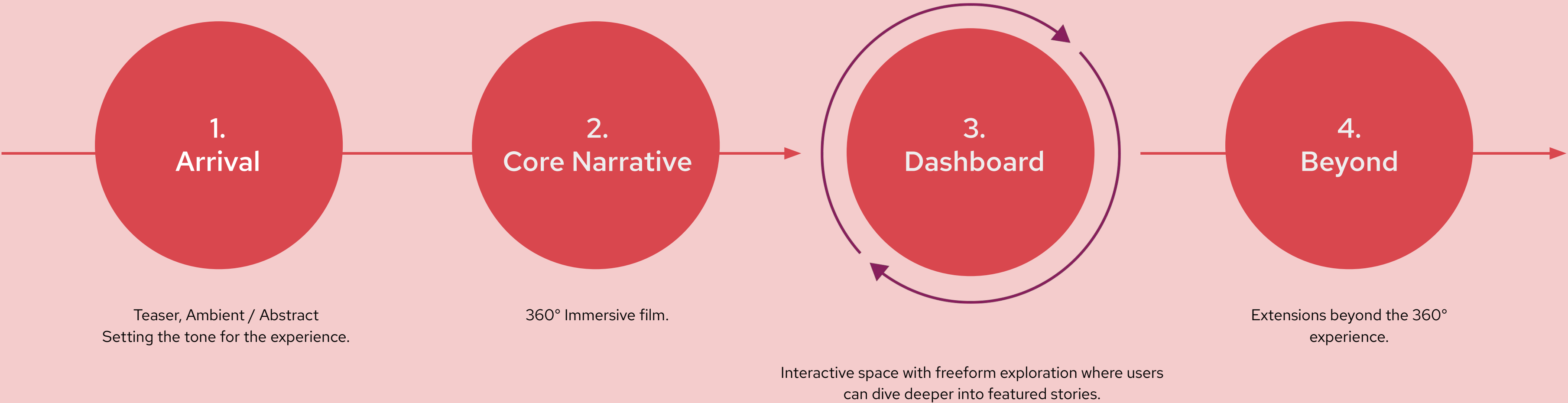MavinDAO enables creators to build subDAOs for their community and fans.

Fans then have the ability to vote on the path the creator will take.

Imagine a musician who lets you vote on what songs they will play at their next show? A TV show like Bandersnatch that lets you vote on the storyline. An artist that lets you have a say on their next NFT drop! An indie game dev that lets you decide on characters and levels.

Journey Map

1.
Arrival

Teaser, Ambient / Abstract
Setting the tone for the experience.

2.
Core Narrative

360° Immersive film.

3.
Dashboard

Interactive space with freeform exploration where users
can dive deeper into featured stories.

4.
Beyond

Extensions beyond the 360°
experience.

The Experience

03: The Dashboard

The dashboard is the last phase of the experience but the most interactive and exploratory. Once our core narrative has wrapped, the screen transitions to an interactive dashboard containing three breakout modules, each focusing on how other organizations have applied innovative thinking to their unique challenges.

As our guests explore the space, they are free to approach any module they choose; upon approach, the tiles become activated by holding their hand in front of it, opening it up for deeper exploration and interaction.
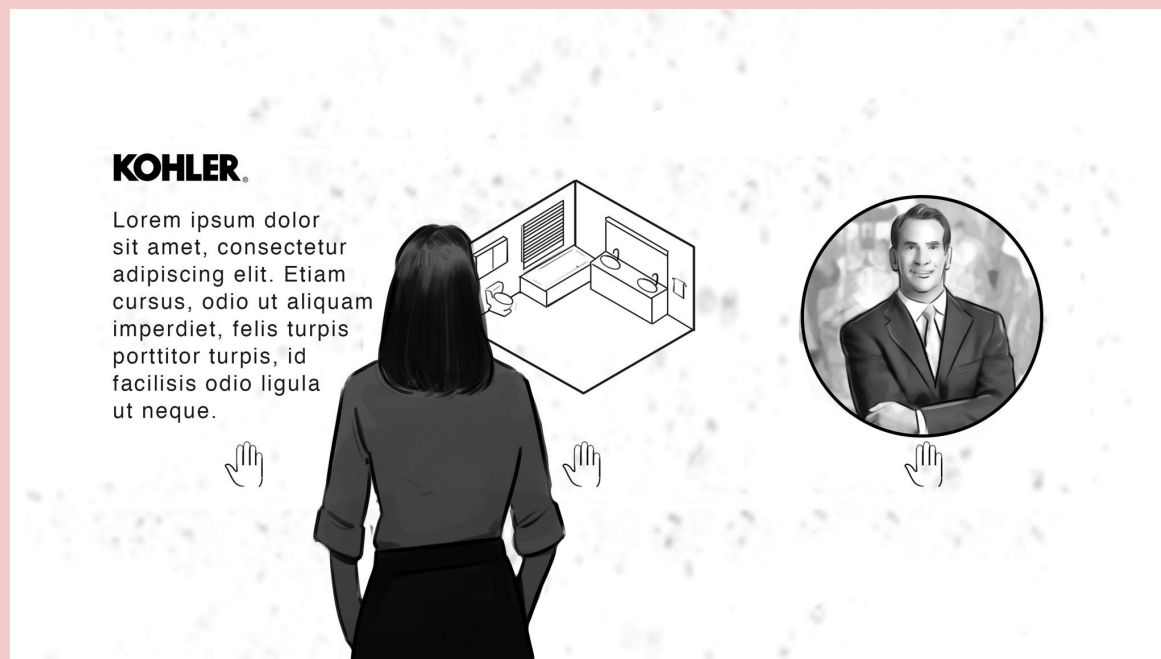
The breakout modules are intended to be templatized to fit into three societal categories; Industry, Humanitarian, & Sustainability. The intent is to show the impact of scale that innovative thinking can have.
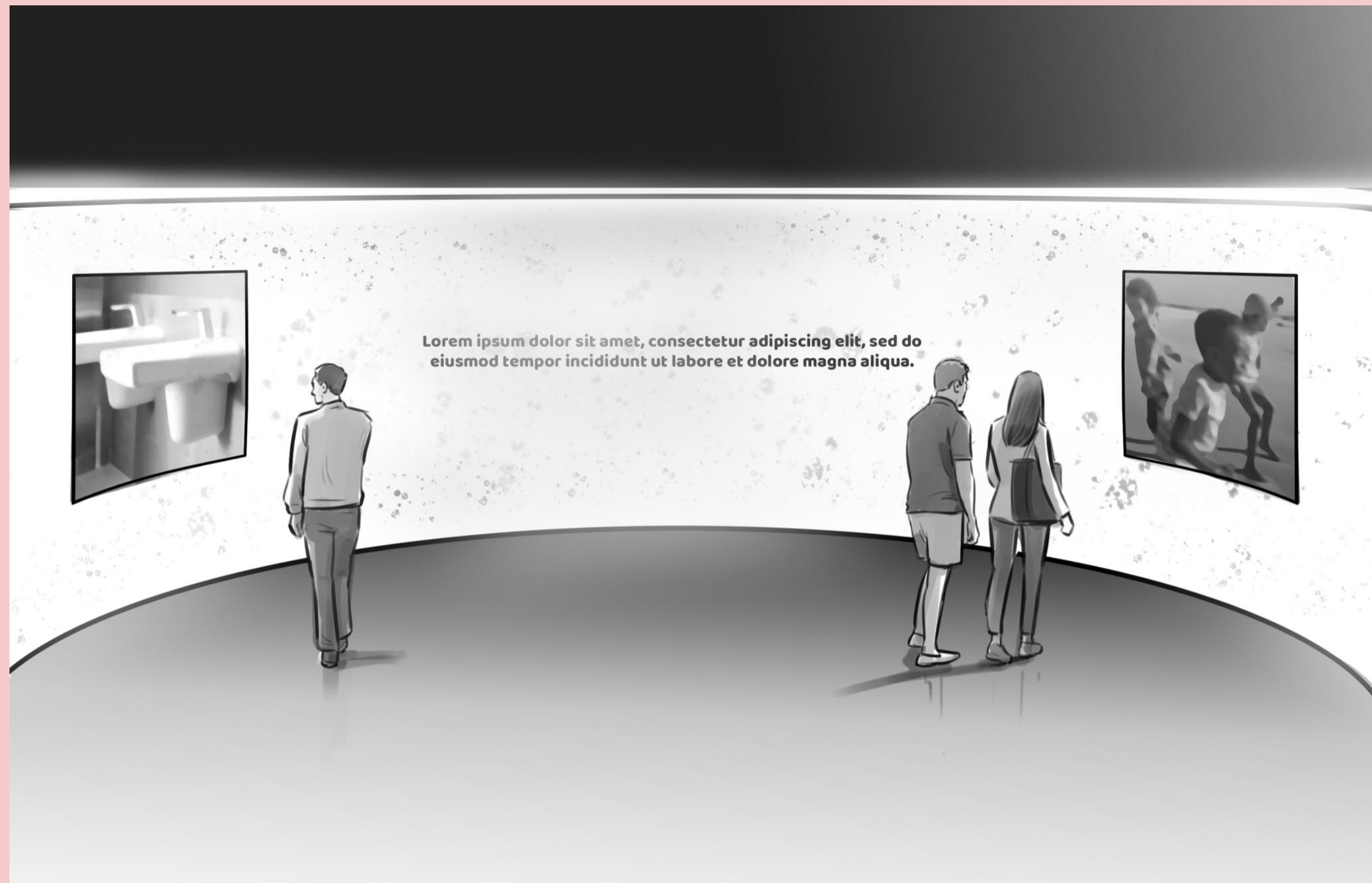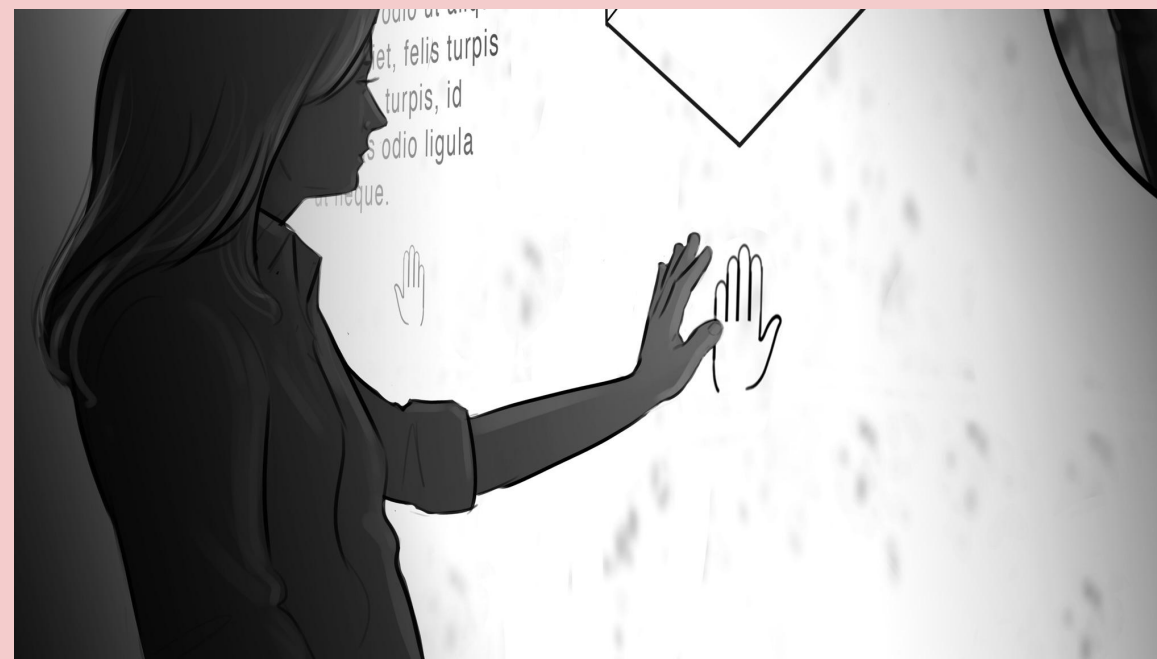
Use Case #1

Gaming

When each breakout opens up, the interface gives three options for guests to interact. The focal point is the deep interactive state. There will be the text on the left where users can gesturally scroll through to learn about the project. On the right, users can activate a video to hear from a project's figurehead in an interview-style format.

Continuing with our gestural base interaction system, guests can choose where and when to interact with each part by hovering one hand over the appropriate spot.

In this example, guests have activated Kohler's digital showroom and can design their bathroom. Guests can choose between cabinetry, different models, colors, and finishes.

Use Case #2

Immersive Media

Thorn is an organization that uses technology to build tools to help prevent kids from child abuse. One of its founders, Ashton Kutcher, is a vocal representative who educates the public on the problem and Thorn's mission.

Thorn combines separate databases across the world into one intuitive platform that allows different networks to speak to each other and share information to help stop the spread of sensitive information.
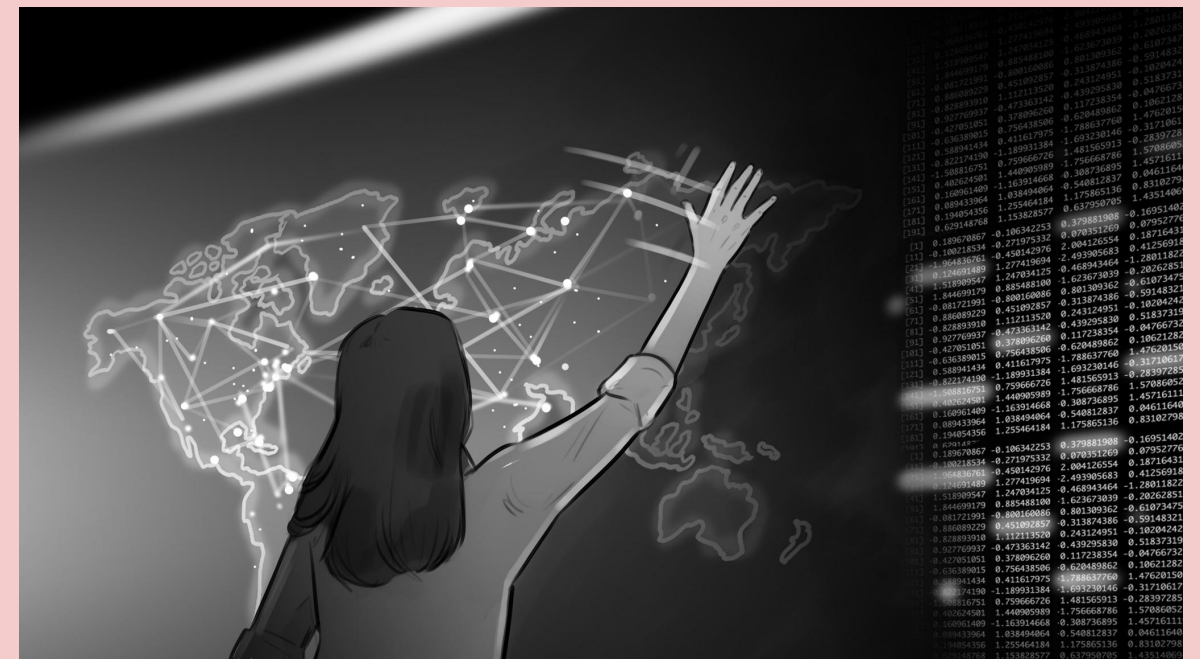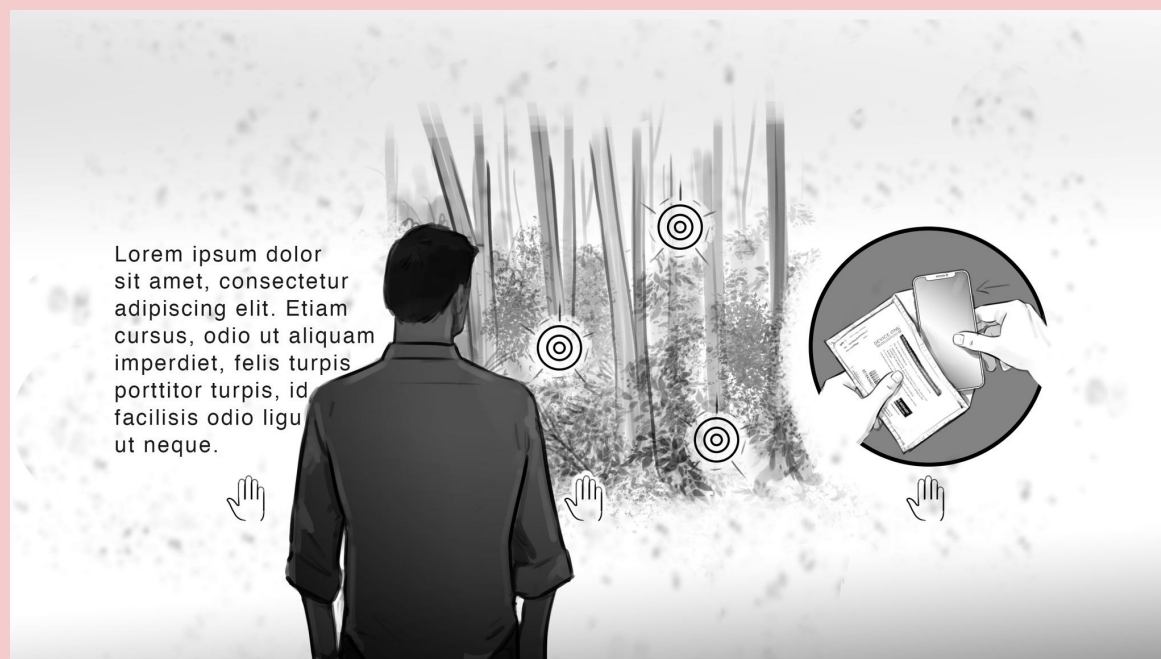
As users engage with this breakout model, they can see the before and after effect of Thorn's software. By waving their hand over a map of the world, corresponding numbers light up, revealing connected information to help authorities track down online predators.

Use Case #3

Influencers

Building off the Topher White story, the third breakout module allows users to pinpoint different hotspots in the Rainforest and listen in for illegal logging activity.

By activating different hotspots on the screen, users can be on the hunt for different sounds until they've found the source of the problem.

A corresponding video educates users on how they can be involved going forward. By sending in old cell phones no longer in use, they can contribute to the network of alarm systems scattered around the rainforest.

The Experience

04: Beyond

As our guests leave the experience, they receive a tangible takeaway that provides further information regarding each breakout module.

An example for the Rainforest story could be a prepaid envelope that they can take home to package up any old cell phones to be apart from the alarm network. If they choose to provide an email, they can receive annual "Reports From The Rainforest" that show data collected from the network.

Technology Integration

The technical execution of Mavin DAO is built on Polygon with a Solidity Smart Contract. Using Moloch for the DAO technology.

View our smart contract here:
https://github.com/MavinDAO/MavinDAO/blob/main/smartcontract.sol

Creators can deploy smart contracts via our website using web3.js. We used web3.eth.Contract
https://web3js.readthedocs.io/en/v1.2.11/web3-eth-contract.html

DAO Technology: Moloch: https://github.com/MolochVentures/moloch

Chain Technology: Polygon

Front-End: Web3.js

Infrastructure: DigitalOcean: cloud for developers <3

Schematic Overview

Arrival

[Insert Image Here]

Core Narrative

[Insert Image Here]

Dashboard

[Insert Image Here]

VR Hardware

Oculus Quest 2

- The VR execution will be targeting the Oculus Quest 2 with it's overwhelming market share.

- Unity assets and code from the physical installation will be reused and modified for the VR environment, saving execution time and staying true to the intent of the execution.

- A simple wireframe is included with a layout of the intention of the VR execution. You can see each of the phases of the physical installation mirrored in the VR experience.

- There will be additions that increase playability on the VR execution, depending on the the final modules.

[Insert Image Here]

Web Based Version

WebGL and React

- The web instance of the innovation lab will be a recreation and partial reimagining of the presentation, allowing the user to experience it on the web.

- A responsive mobile website will be built using WebGL for The Arrival animation and React as a holding framework for the rest of the single page web app.

[Insert Image Here]

The Team

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