



Find a DAO that fits your needs!

# Team



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## **Problem Statement**

More and more people are joining and will be joining DAO's.

However, after various scams that have already taken place in  
the DAO world, how do people know that they can trust a DAO  
and if it's even a good fit for them?

## **Value Proposition**

DoOrDon't supports new DAO joiners to evaluate the transparency and decentralization of a DAO. With the help of our trust scores, they will only join DAOs that align with their values!

## **Mission Statement**

To reinforce the transparency and  
decentralization of DAOs.

# Market Analysis

Currently, there are already tools like DeepDAO out there that give insights into various DAOs. But especially for newbies, it is hard to understand what all those metrics really mean.

The screenshot shows the DeepDAO platform's user interface. At the top, there is a navigation bar with links for 'organizations', 'people', 'daofeed', and 'dao tools'. A search bar is also present. Below the header, a banner displays statistics: 4227 Organizations, 185 Enriched by DeepDAO, and an update timestamp of Feb. 18th, 12:39. On the right side of the banner, there is a sidebar with metrics: treasury (\$6.2M), 5.9k members, 24 proposals, and lifetime activity. The main content area features the 'CityDAO' organization profile. It includes the organization's logo, a brief description stating it is a legally registered tokenized collective exploring NFT real estate ownership, and a list of its stakeholders. Below this, there are sections for 'Top Stakeholders' and 'Organizations with the same people', each listing several other DAOs. The overall design is clean and modern, using a light gray background and white text for the main content.

# First Impressions

On our website, new joiners will notice our trust score. It is built up of different metrics such as token distribution and governance. The highest trust score is 100 points and the higher the score, the more decentralized, transparent, and active the DAO is.

The screenshot displays the DAOINT website's user interface. At the top, there is a navigation bar with links for 'Explore', 'Preferences', 'FAQ', and 'Connect wallet'. Below the navigation, a search bar is followed by the text 'Find a DAO that fits your needs.' A callout box for 'SuperDAO' shows a trust score of 80% with a green progress bar. The main section is titled 'The Trust Score' and features three circular gauge charts: 'Trustworthy' at 80%, 'Questionable' at 40%, and 'Critical' at 10%. A descriptive text explains that the trust score is built from various metrics, with 100 points being the highest. A note encourages users to personalize metrics in the 'Preferences' section. The bottom section is titled 'Trending DAOs' and lists three DAOs with their trust scores: 'SuperDAO' (80%), 'ExampleDAO' (40%), and 'UltraDAO' (10%). Each entry includes a small map icon and a callout box for understanding and validating metrics.

This is an example DAO to understand and validate the metrics of this tool.

### ExampleDAO

Trust Score: 40%  
Questionable metrics found

Governance Treasury Token Distribution Social Media Ratings

Avg. active voters (in percent) #50 rank

Monthly completed proposals #22 Rank

Avg. monthly proposals: 3  
Total proposals: 60

### ExampleDAO

This is an example DAO to understand and validate the metrics of this tool.

Trust Score: 40%  
Questionable metrics found

Governance Treasury Token Distribution Social Media Ratings

Member ratings

Category	Rating	Count
Onboarding	★ ★ ★ ★	2.0
Execution and roadmap	★ ★ ★ ★ ★	3.0
Community	★ ★ ★ ★ ★	2.0
Governor management	★ ★ ★ ★ ★	3.0
Opportunities & payouts	★ ★ ★ ★	2.0

3,0 Avg. based on 200 ratings

Select time of interest: Latest

20th of February 2022

Onboarding ★ ★ ★ ★ ★ 4.0  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus et porttitor enim aliquam pellentesque turpis. Nam interdum dignissim at nunc. Pellentesque diam, pellentesque etiam sed et dictumst sapien enim.

Execution and roadmap ★ ★ ★ ★ ★ 3.0  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus et porttitor enim aliquam pellentesque turpis. Nam interdum dignissim at nunc. Pellentesque diam, pellentesque etiam sed et dictumst sapien enim.

10th of February 2022

Onboarding ★ ★ ★ ★ ★ 4.0  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus et porttitor enim aliquam pellentesque turpis. Nam interdum dignissim at nunc. Pellentesque diam, pellentesque etiam sed et dictumst sapien enim.

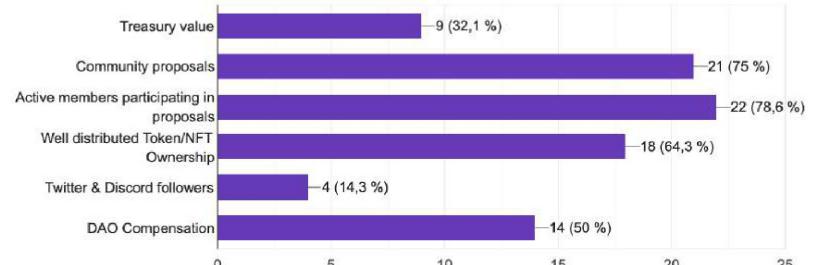
Execution and roadmap ★ ★ ★ ★ ★ 4.0  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus et porttitor enim aliquam pellentesque turpis. Nam interdum dignissim at nunc. Pellentesque diam, pellentesque etiam sed et dictumst sapien enim.

## Trust Score personalization

The priority of each metrics is based on interviews and a survey we conducted with different DAO members. But since we still know that our defined trust score is quite subjective, we also allow user the option to set their own preferences.

According to you, which of the following metrics contribute to the decentralization of DAO?

28 Antworten



Screenshot of the DAOINT platform interface showing the "Personalize the trust score" section. The top navigation bar includes "DAOINT", "Explore", "Preferences", "FAQ", and "Connect wallet". Below the navigation, there are tabs for "Governance", "Treasury", "Token Distribution", "Social Media", and "Reviews". The "Personalize the trust score" section contains three sliders for prioritization, monthly proposals, and active voters, each with a "Save changes" button at the bottom right.

Prioritization: How important is the governance of a DAO for you? (Scale from 0 to 5, currently at 5)

Monthly proposals: Set your ideal number of avg. monthly completed proposals. (Slider from 0 to 10, currently at 3)

Active voters: Set your ideal number of avg. active voters per proposal. (Slider from 0 to 100, currently at 10%)

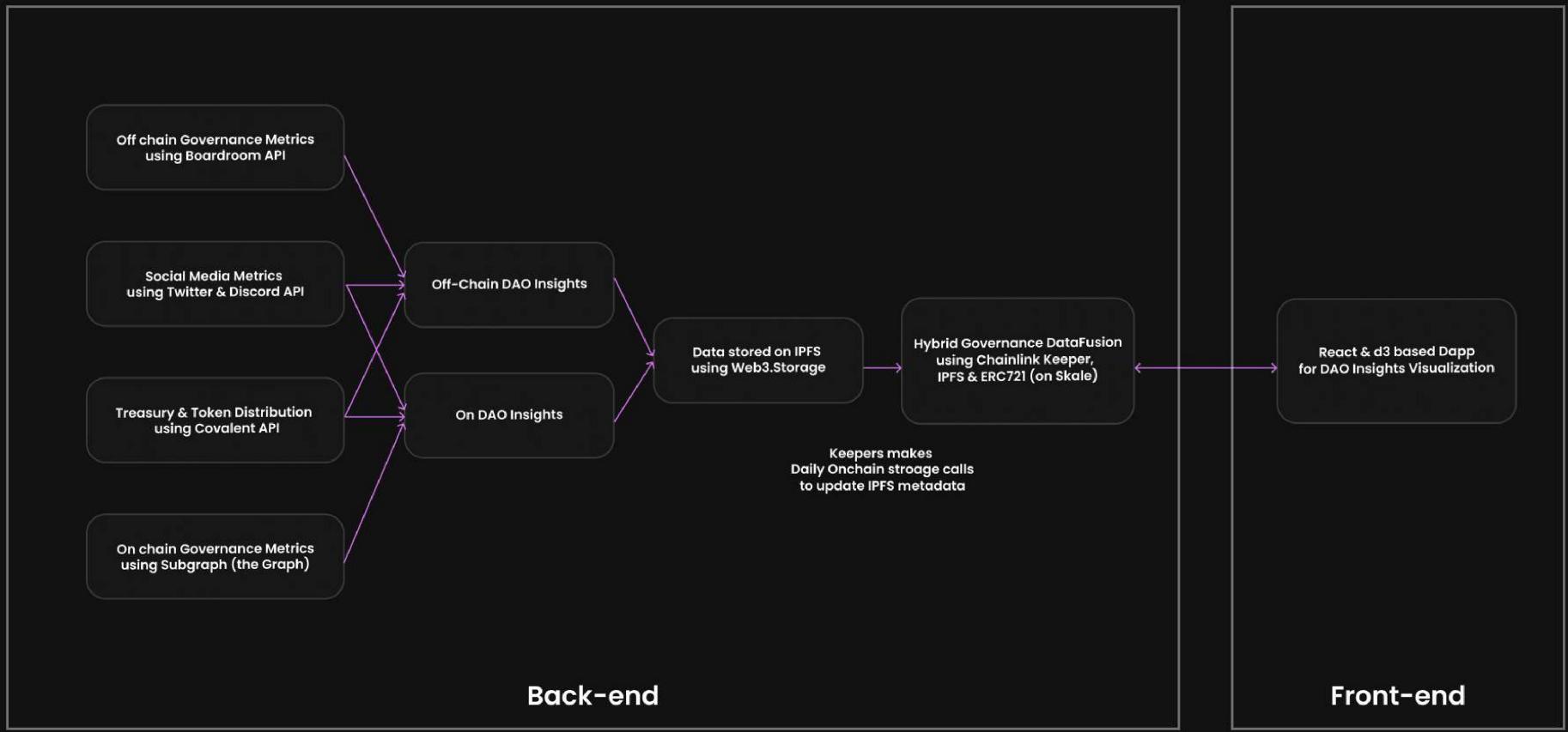
Buttons: "Cancel" and "Save changes"

# App Architecture

Off-chain DAO governance data is queried using BoardRoom API and contains data using Subgraph API. Covalent API provides on-chain real-time data and historic data about DAO treasury and token Distribution. This data is stored in a decentralized manner using IPFS.

A hybrid governance solution for DAO proposals is developed by integrating benefits of off-chain and on-chain voting by using Chainlink keepers which stores IPFS proposal data daily on-chain using ERC721 metadata on Skale Network. Our front end provides data visualization and trust score metrics which enables well-informed decision-making to join a DAO to visitors.





## **Breakdown**

### **Step 1**

Data querying of both off-chain  
and on-chain DAO governance

### **Step 2**

Analysis of token distribution  
and DAO treasury

### **Step 3**

Data Visualization and our  
Trust Score metrics for  
insights on DAO transparency  
and decentralization

# Market Comparison

	Do or DAOn't	DeepDAO	Utopia	Tally	Boardroom	DAO Leadership
Maintains Transparency (Data Analytics Dashboard)	✓	✓	Comming soon	✓	✓	✗
DAO Education	✓	✓	✗	✓	✓	✓
DAO Consulting	✓	✗	✗	✗	✗	✓
Accounting and Financial Processes	✗	✗	✓	✗	✗	✗
Trust Score	✓	✗	✗	✗	✗	✗
Personalization Tool	✓	✗	✗	✗	✗	✗

# Revenue Streams



## Enhanced credibility

DAOs can contact us to conduct a in-depth check to receive a verification checkmark. This checkmark adds extra points to the trust score.



## In-depth analytics

We provide in-depth analytics and reviews to support DAOs to further increase their credibility.



## Preference data

We provide insights into anonymized user searches and preferences to help DAOs understand the members needs.

## **Market Size & GTM**

More than 4,231 DAOs worldwide with  
over \$8.8 Billion in treasuries

# Roadmap + Success Metrics

## Q1 2022

- Functional MVP
  - API implementations
  - Trust score functional
- User research and interviews conducted
- Hybrid Governance Smart Contracts Audit Pass

## Q3 2022

- DoorDAOnt Launch (Mainnet)
- Hiring Full Time Developers
- Advanced Features (AI, Trending DAOs)
- DAO Formation
- Listed DAO Metrics Test and Audit : 500
- Monthly Visits : 250

## Q2 2022

- DoorDAOnt Beta Launch (Testnet)
- UI-UX Survey and Feedback
- Smart Contracts Security
- Listed DAO Metrics Test and Audit : 100

## Q4 2022

- AI Driven Metrics Launch
- Freemium Business Model Integration
- Org Development Advisory
- DAO Driven Features Implementation
- DAO Onboarding and Weekly Educational Content
- Listed DAO Metrics Test and Audit : 5000
- Monthly Visits : 1000

# Thank you!



Do or DAO'n't @doordaont · 1h

Recap of @EthereumDenver 2022 bounties that we won: 😍  
1. [@harmonyprotocol](#) DAO tooling (1st Prize)  
2. [@SkaleNetwork](#) Partner Integration Winner  
3. [@Covalent\\_HQ](#) Catch-all API Endpoints Winner  
4. [@chainlinklabs](#) Runner Up  
5. [@graphprotocol](#) Best use of the following existing subgraphs



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Tip



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## Traction

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