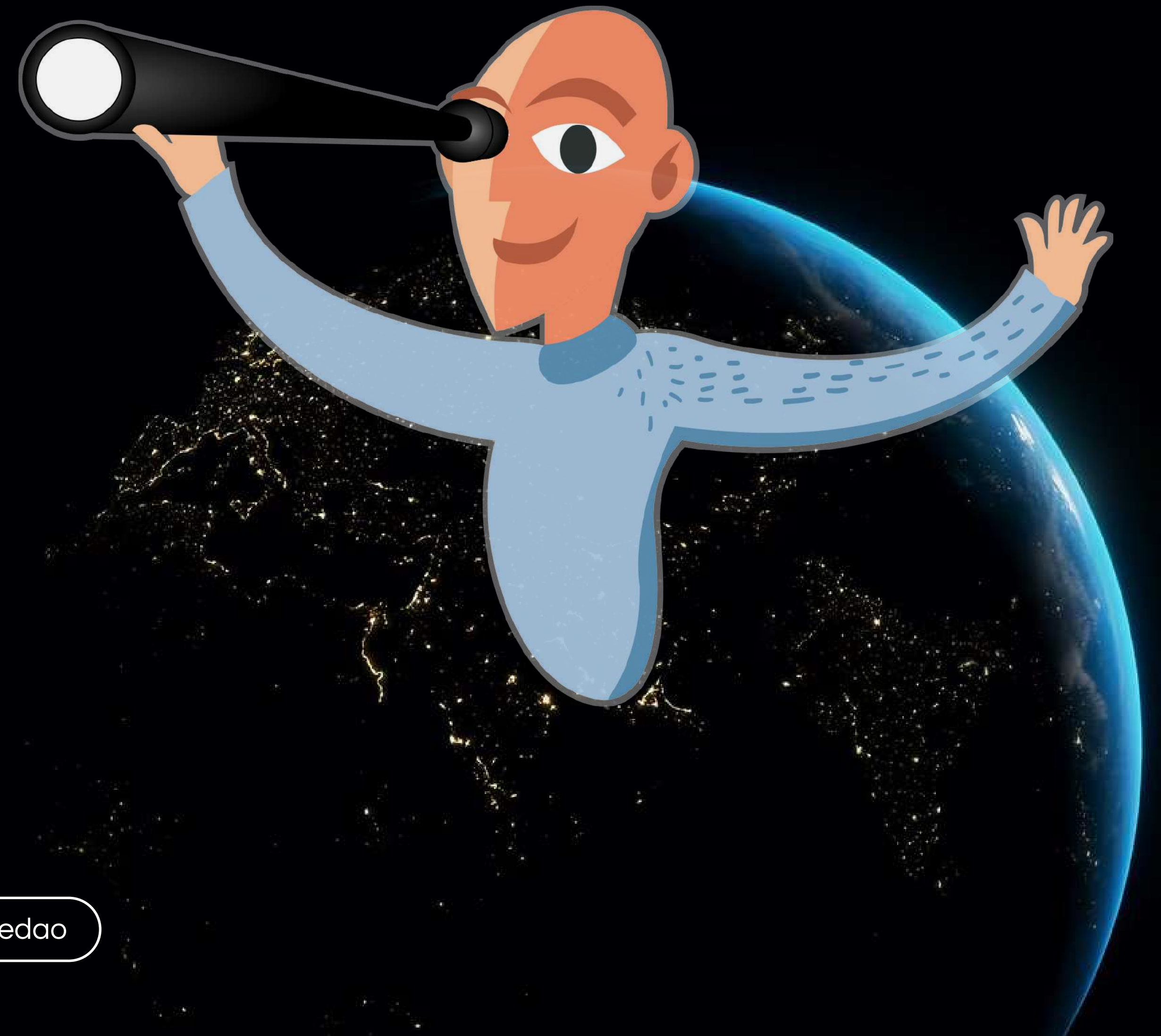Incubate Public Good
For The People

Oct — December 2022

Season 3
Retrospective

people-dao.com   @The_PeopleDAO   discord.gg/peopledao

Introduction

PeopleDAO incubates subDAOs and projects that further web3 and social good because we believe blockchain technology can promote a freer, more prosperous, and vibrant world.

Market activity around the $PEOPLE token acts like an engine for spreading our message.

With every new incubation, we build out a constellation of communities and protocols aligned around the same mission: let's invest in the alpha that will preserve our planet and advance humanity.

—— **Season 3 Summary**

The season started off on a solid ground with teams and incubator goals taking form. However, during the last 2 months of the season, major focus was on purchasing a copy of the US Constitution by auction from Sotheby's. On December 13, the auction day, it was announced that the auction has been postponed till further notice. All effort was directed to refunding our contributors and celebrating the holidays.
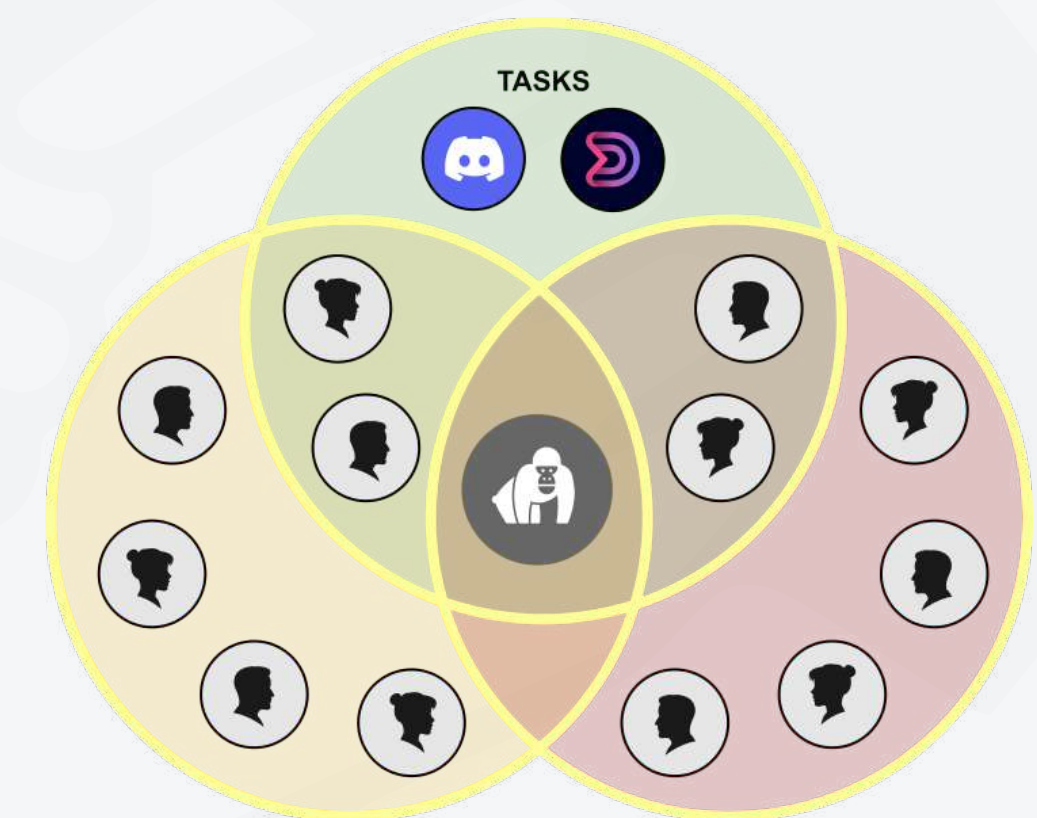
Key performance indicators

—— **Mission**

> The DAO continued incubation for existing projects, and did not accept any additional applicants.

—— **Governance and operations**

| 8 proposals | 1,390 votes on proposals | 131 unique contributors rewarded |

—— **Socials**

| 🐦 43.4K followers | 💬 18.2K members | ⚡ 7.5K members |

Treasury analysis

Here is information about flow of treasury funds. Our expenditures were about 38% less than budgeted. We had a total of 246 contributors which is 18% less than last season

Season 3 Budget
910,900 $PEOPLE budgeted

Season 3 Expenditure
570,256 $PEOPLE spent

Season 3 Inflow
841,177.19 $PEOPLE

Asset	Balance	Value
PandaDAO	36,807,376 PANDA	119,949.00 USD
ConstitutionDAO	579,928.66 PEOPLE	13,046.11 USD
Ether	4.84436 ETH	6,492.60 USD
Tether USD	1,800 USDT	1,795.89 USD
Project Galaxy	500 GAL	643.56 USD
USD Coin	49.94849 USDC	49.85 USD
Matic Token	15 MATIC	13.07 USD
Safe Token	15,205.403 SAFE	0.00 USD
$ Visit USTBonus.com to claim	7000 $ USTBonus.com	0.00 USD

Teams Report

- The Legal team worked on improving the DAO constitution and DAO legal wrappers. More so, research was carried out on DAO legal tools that can be implemented in the DAO.

- An ecosystem feedback mechanism was also designed to better understand the community and improve areas where necessary.

Developer Team

- The PeopleDAO website was redesigned to better suit our aims and objectives.

- PeopleDAO's file repository on GitHub was sync with all published off-chain documents, such as previous accounting spreadsheets, budget proposals, marketing materials, templates and similar resources.
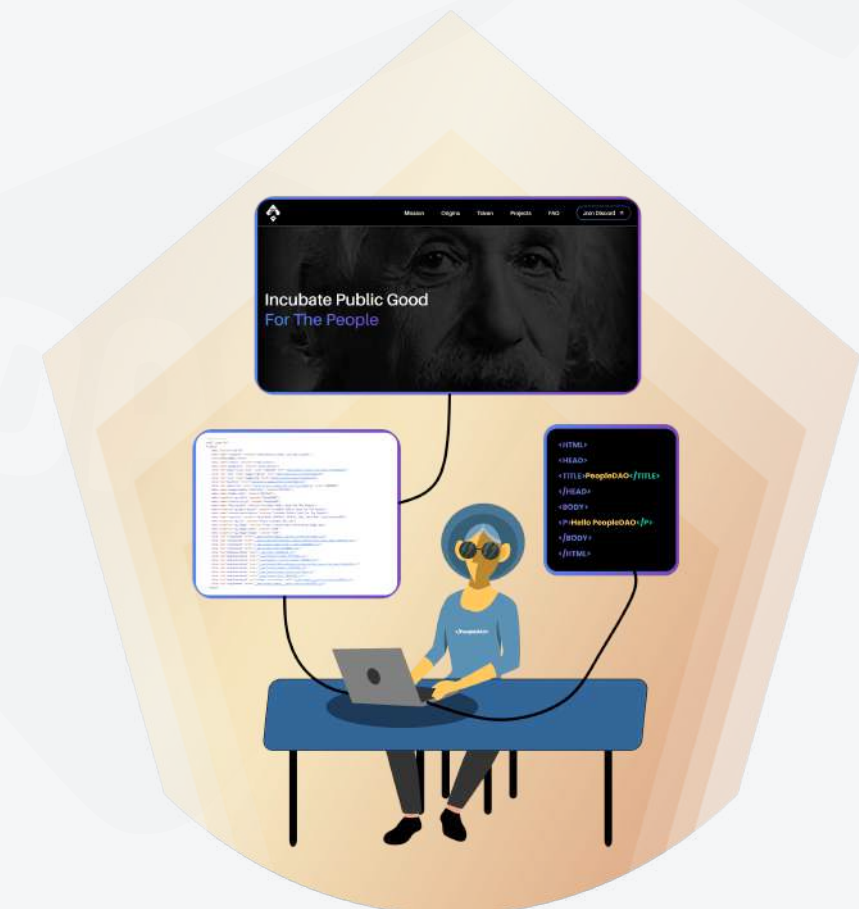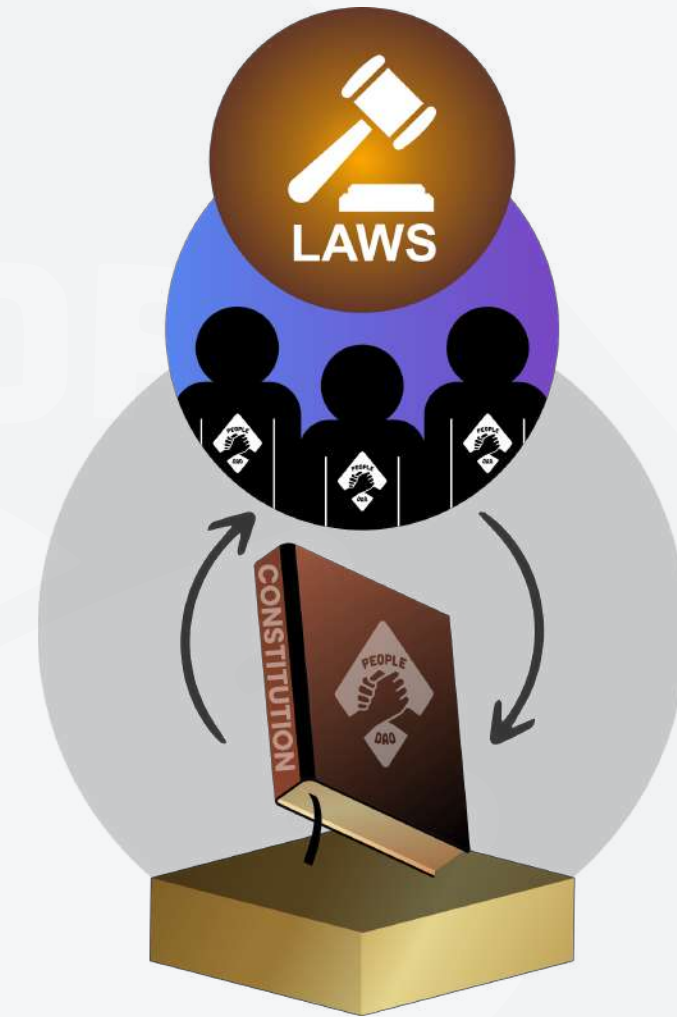
Teams Report

- The design team created designs for the PeopleDAO's website update. some new website pages will be created covering article publications, project profiles and token profiles by the DAO.

- The team also created infographic designs and the PeopleDAO anniversary design. They also supported with designs during the constitution movement.

Writer Team

- DAOTOOL101 articles have progressed and there are about 15 articles from this series.

Read series here ↗
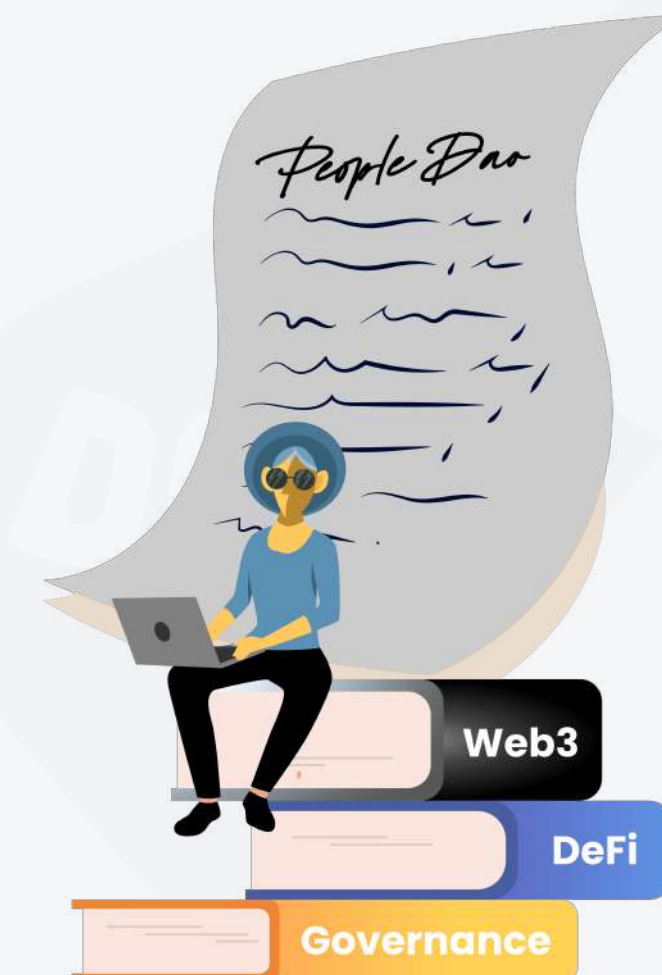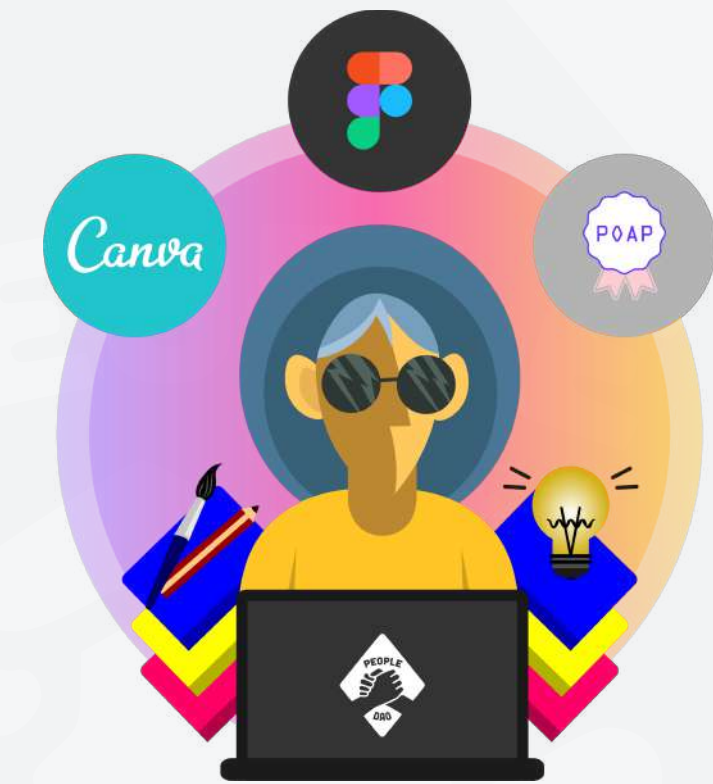
Teams Report

- Steps were taken by the accounting team to ensure that payout system is accurate. A team of accounting squad was created to police each team and ensure every contributor's payout address is accurate.

—— **Marketing Team**

- A marketing video was created to give a summary of the DAO's achievement over the 1 year of its establishment.
- A meme contest was held to increase the reach of the DAO.
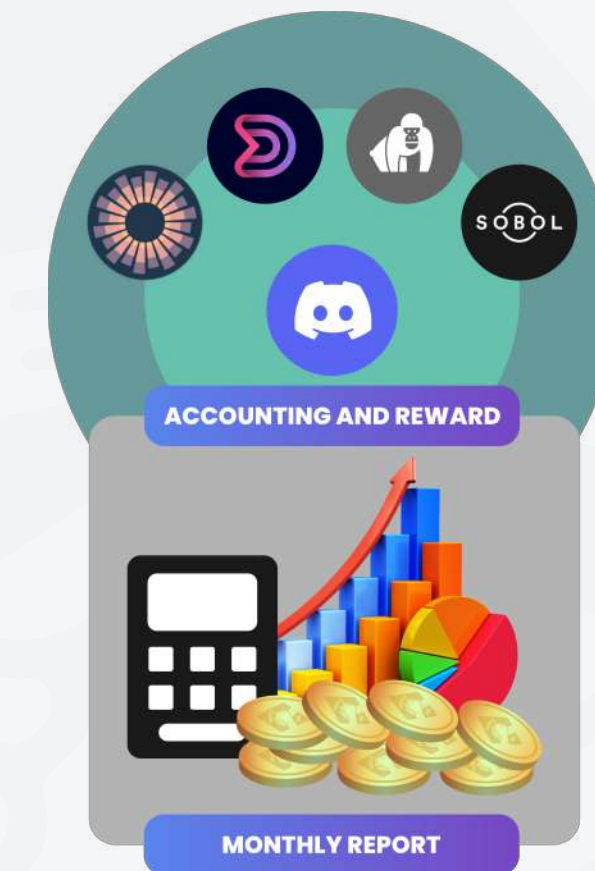
Business development

During Season 3, PeopleDAO teamed up with 17 other organizations to raise money and bid on another copy of the Constitution at Sotheby's auction house. The organizations owe their beginnings to ConstitutionDAO in different ways. The fundraising thus became an opportunity for PeopleDAO to build relationships with DAO "cousins".

PeopleDAO core members were featured in the Juicebox podcast covering the grassroots movement.
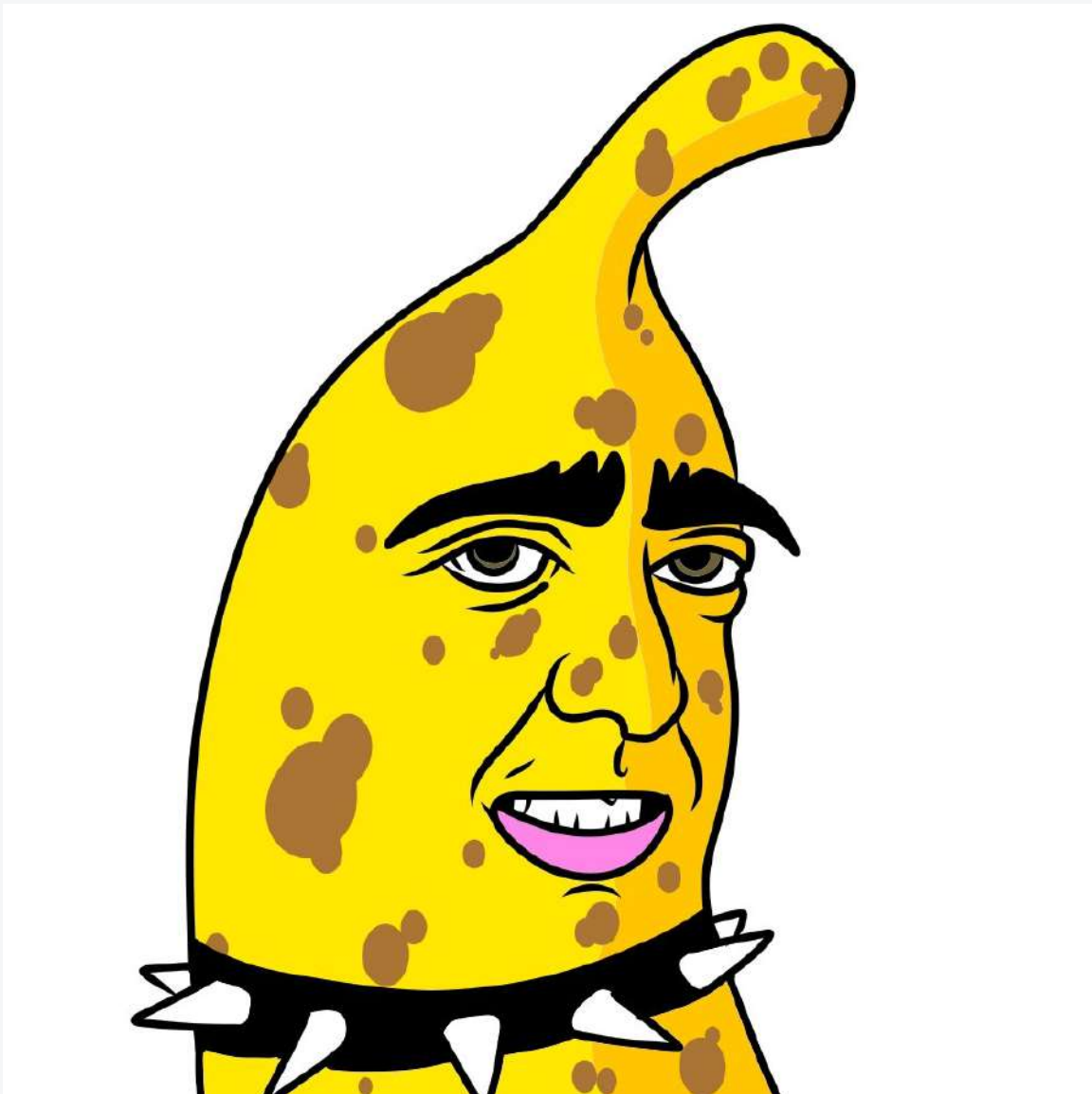
Incubation

PERPEX hired a steward, MANUEL, to oversee its operations and is currently in the alpha testing phase.

The alpha testing continues and the number of testers increased as well. This is to have a wide range of view and to ensure that it is ready for release to the public. During the alpha testing phase, the platform is only accessible to a limited number of users, who are selected to participate in the testing process.

View full proposal here ↗

LanguageDAO has continued to thrive in translating meeting notes and got jobs from other companies. Also, LanguageDAO voted in a new set of multisig that would serve for a period of 6 months instead of the regular 3 months period.

Incubation (continued)

—— **Soulbound**

PeopleDAO and WTF Academy teamed up to launch the Soulbound pilot project on the Georli testnet. The purpose of this partnership is to test and demonstrate the functionality of soulbound non-transferrable NFTs on the Georli testnet. A number of contributors joined the beta-testing and feedback is being gathered

The partnership hopes to demonstrate how this new type of NFT can bring added value to the NFT ecosystem, including the potential for increased security and uniqueness.

(Visit the Soulbound website ↗)

Incubation (continued)

The project developed its NFT collection that features beautiful and thought-provoking designs, making them attractive to collectors. Each NFT is a one-of-a-kind piece of digital art that represents a piece of African history and culture, making them valuable and collectible.

At present, Afropiece is actively working on marketing its collection to reach a wider audience

Read full proposal here ↗

Incubation (continued)

— **The Lost Children of Benin City**

After successful completion of the first phase of TLC incubated project, the second phase began with creating an NFT collection to fundraise for direct aid to victims of human trafficking. The project utilized community art-making practiced and AI machine learning, inspired by Nigerian Edo mythology.

Read full proposal here ↗

The Lost Children of Benin City

Conclusion

We say thank you to every contributor and partner. We are glad to have you share our vision of advancing Web3 by contributing to social good.

Would you also like to become a contributor or partner?
Hop into our <u>Discord Server</u> and follow us on <u>Twitter</u> to stay up to date with our updates!

We the People!