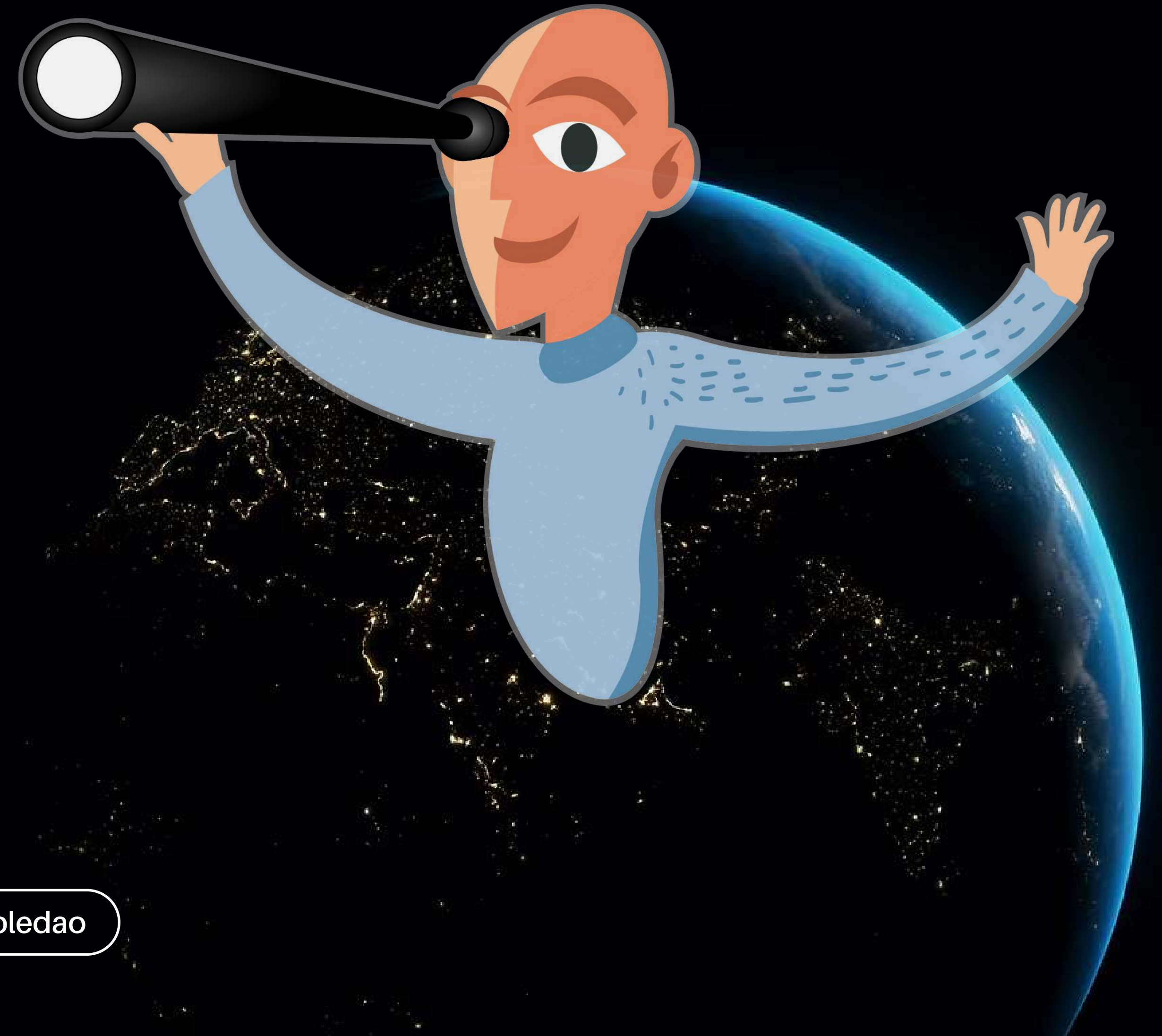




Incubate Public Good
For The People

July — September 2022

Season 2: 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 2 Summary

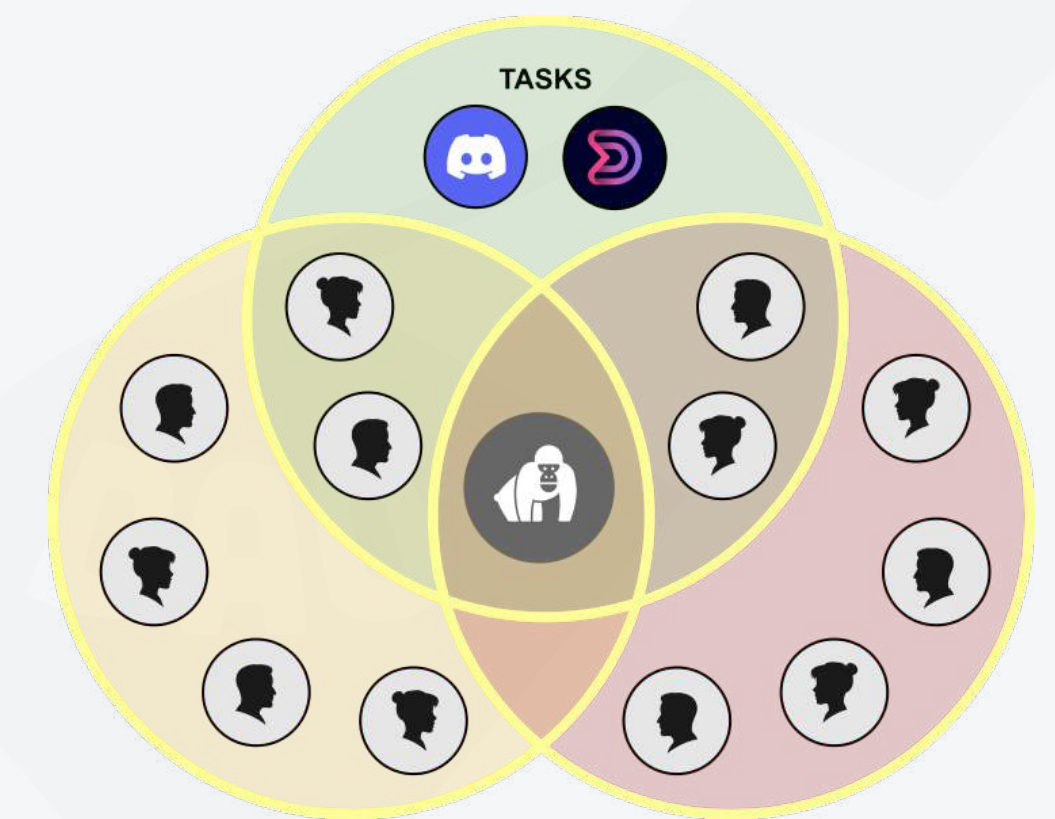
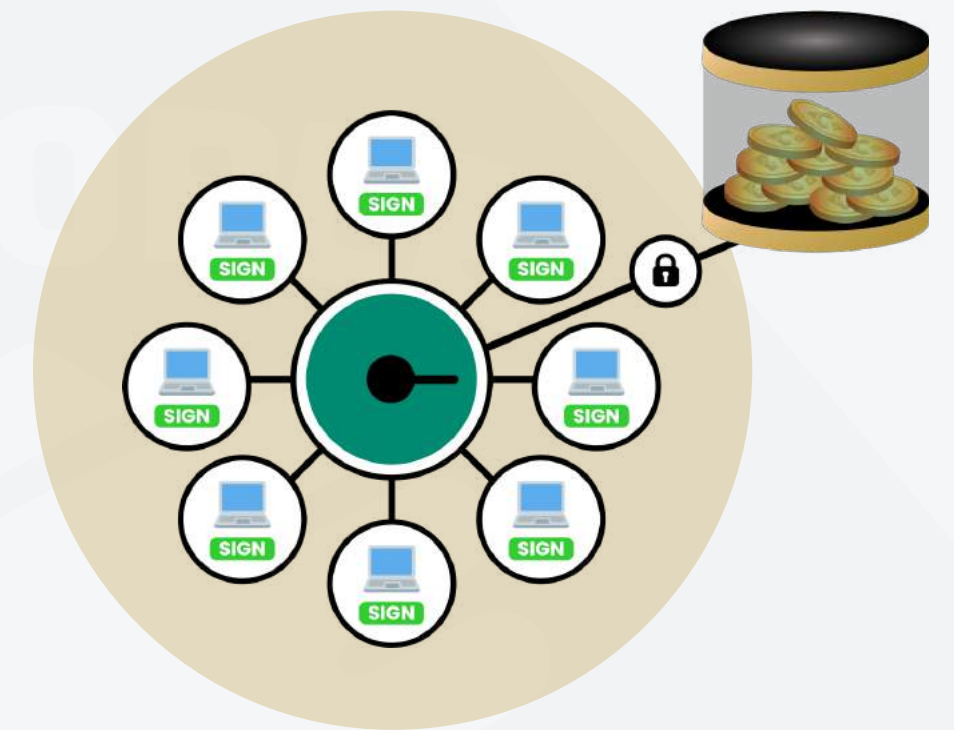
This Season was eventful for PeopleDAO as it navigated growth and change, against the backdrop of a market that flipped from bull to bear. We said goodbye to PandaDAO, our firstborn subDAO, which dissolved. The DAO also built out its flagship team, the Incubator Program, accepting its first cohort of projects that integrate the \$PEOPLE token and incorporate regenerative design.



The General DAO goals for this season were aimed at tokenomics planning, governance improvement, and coordinating the \$PEOPLE ecosystem.

The Tokenomics Upgrade report identified a pluralistic strategy as the most optimal and feasible policy choice. This approach consists of developing various projects that interconnect a wide array of \$PEOPLE tokenomics, therefore protecting the DAO against any one mechanism failing, a concept called anti-fragility.

The Governance Improvement report sought to address a weakness in our governance, the outsized power of whales in relation to the average DAO member. The report recommends a combination of quadratic voting and token delegates to mitigate the issue.



PandaDAO disbanded this Season due to a conflict stemming from a combination of market conditions and tokenomics policy. The community gracefully supported each other during the process. The two PandaDAO products Pansight and Random Panda Club have been opensourced and they live on.

LanguageDAO continued to translate meeting notes and governance proposals for PeopleDAO. The subDAO also translated Kevin Owocki's book, Greenpilled, and marketing materials for a sign-in protocol, IDriss.



PandaDAO



LanguageDAO

Key performance indicators

Mission

- 4 new incubator projects
- 200K \$PEOPLE funding provided
- 7.5K USDT funding provided

Governance and operations

- 13 proposals
- 3,098 votes on proposals
- 131 unique contributors rewarded

Socials

- 41K followers
- 18.8K members
- 7K members



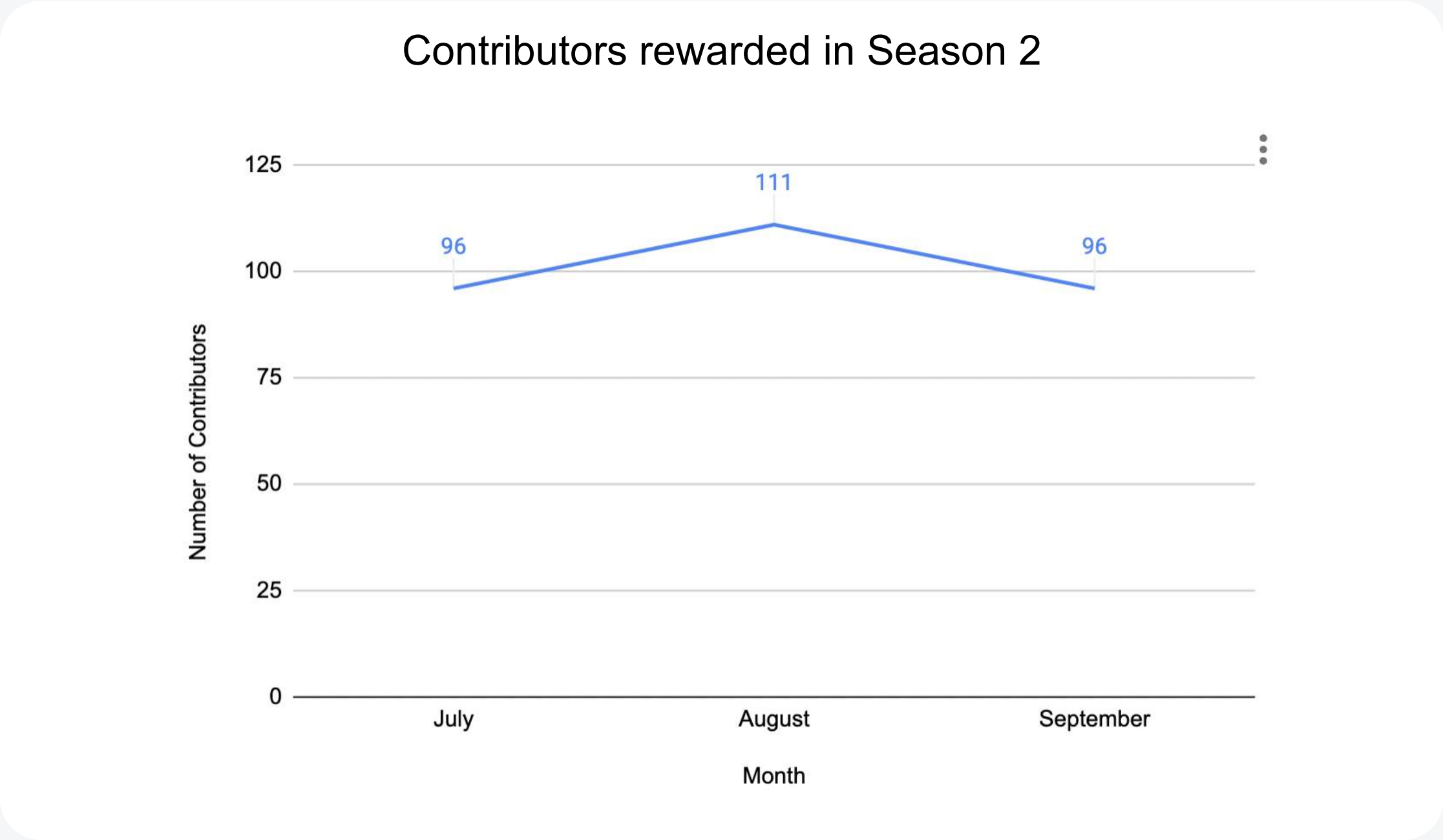
Treasury analysis

Here is information about flow of treasury funds. Our expenditures were about 14% less than budgeted. Comparing the start of the Season to the end, the number of contributors rewarded was flat.

Season 2 Budget
1,721,900 \$PEOPLE budgeted

Season 2 Expenditure
1,379,039 \$PEOPLE spent

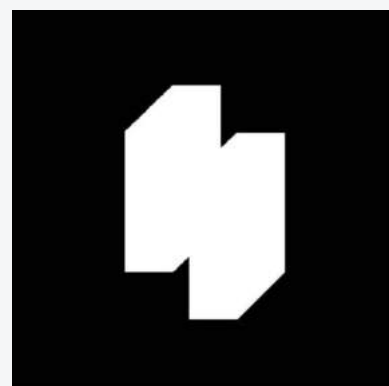
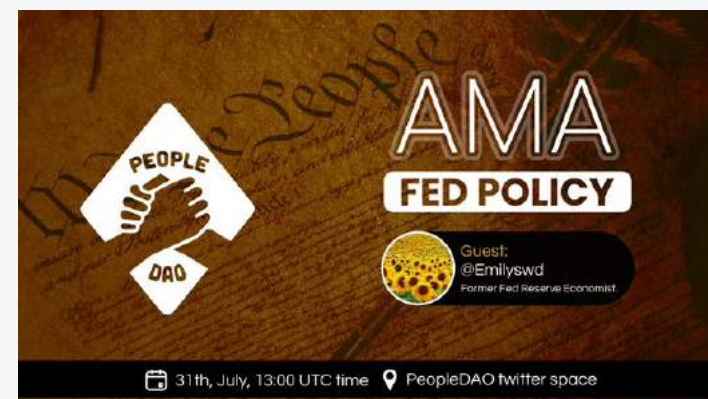
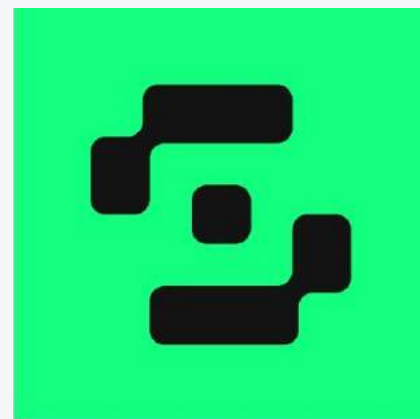
Season 2 Inflow
No inflows this season



Business development

In Season 2, we held 5 AMAs with groups such as PandaDAO, LooksRare, NFTTrack, Defender, 1Hive, and one AMA with a former United States official about Federal Reserve policy.

Our Core Contributor 0xAA was selected to represent PeopleDAO as a delegate for Gnosis Safe, who develops the multisig application used most prolificly throughout Web3.



Incubation

The Incubator accepted four projects and SubDAOs into its Incubator Program to further PeopleDAO's primary mission.

— PERPEX

PERPEX is a decentralized perpetual futures exchange, lead by Niffo. Some of the key design features are:

- Pre-defined Take Profit, Stop Loss with Limit and Market orders
- Multi-updating of Take Profit and Stop Loss orders
- Managing multiple trade accounts by easy switching

The alpha version is currently underway, planning to launch the next iteration on StarkWare. Once the protocol is developed, PeopleDAO will assist in standing up a subDAO to provide governance and support.

[View full proposal here](#) ↗



— Soulbound

Soulbound Protocol is an NFT platform providing non-transferable NFTs that commemorate or represent a specific experience, event, or affiliation. The project lead is 0xAA.

Soulbound Protocol aims to offer users the ability to mint non-transferable NFTs for the following applications:

- Soulbound proof of attendance NFTs
- On-chain certificates
- Sybil resistant airdrops (“SoulDrop”)
- Governance (“Soul Gov”)

This project has an early-mover advantage and SBTs represent a market and technological frontier, inspired by the writings of Vitalik Buterin.

[Visit the Soulbound website](#) ↗



— PeopleDAO Afro Piece

Afro Piece is an NFT project showcasing Africa's arts and history, telling stories which should get more attention on the global stage.

The project proposed:

A collection of 1,499 NFTs. 50% of the total sales at mint will be used to purchase \$PEOPLE and allocated back to the PeopleDAO Treasury. Additionally, NFT buyers who hold PEOPLE will get access to a discount.

[Read full proposal here](#) ↗



— The Lost Children of Benin City

PeopleDAO partnered with Nigerian filmmaker, Existential Zoomer, to raise awareness about human trafficking in Nigeria and explore how Web3 can make a difference in this issue. The project is divided into three phases:

1. Initial research and release of a multimedia article
2. NFT collection to fundraise for direct aid and the next phase
3. A documentary comprised of original footage and interviews

[Read full proposal here](#) ↗

**The Lost Children
of Benin City**