Incubate Public Good
For The People

March — June 2022

Season 1:
Retrospective

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.

—— **Building on the legacy of ConstitutionDAO**

ConstitutionDAO formed in November 2021 to raise funds and buy a private copy of the US Consitution. Although its mission was unsuccessful, ConstitutionDAO left a greater legacy: a growing community and the decentralized $PEOPLE token.

Season 1 was the community's rebirth under the name and mission of PeopleDAO, representing a new chapter for the $PEOPLE token.

Visit ConstitutionDAO website ↗

The focus of the inital season was to establish DAO's governance, treasury, contributor support, and to execute on PeopleDAO's core mission - to incubate public good.
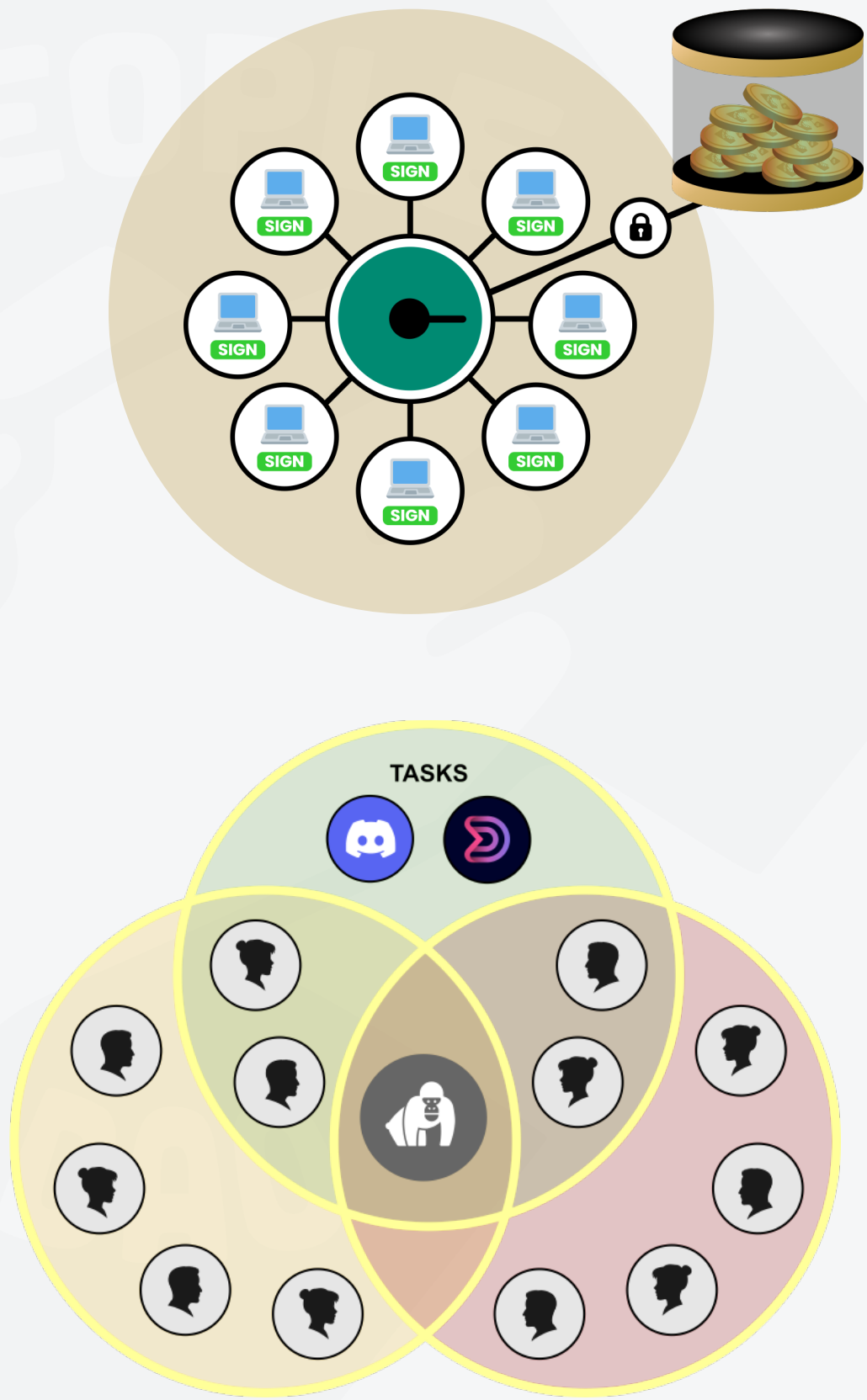
—— **Create a treasury**

The community successfully elected 9 multisig governors for the treasury on January 22nd, 2022, after a nomination and voting process. We use Gnosis Safe to manage funds. Subdaos and community projects provided the main source of treasury inflow this season.

(View on Etherscan ↗)   (View on Gnosis Safe ↗)

—— **Set up an incentive system for contributors**

We utilized a hybrid approach to reward conributors, combining regular "salaries" for leadership positions, bounties for specific tasks, and Coordinape for a bottom-up approach. The accounting team tracks such engagements through the assistance of tools like Dework, and distributes rewards on a monthly basis.

(Browse on Dework ↗)   (View Meeting notes on Notion ↗)

—— **Produce and ratify the Constitution**

The Constitution of PeopleDAO defining its governance, structure, policies, and procedures was ratified on June 13th, 2022. Version 1.0 integrates the feedback from community meetings and the research by the Legal Team. The DAO will continue to re-asses and introduce updates because the web3 ecosystem is quickly evolving.

(Read on Mirror ↗)

—— **Incubate pilot projects and launch Q3 incubator program**

An unofficial incubation program helped kickstart the subDAOs PandaDAO and LanguageDAO, in addition to narrower scale projects such as the documentary The Lost Children of Benin City. Detailed profiles of individual projects are available in the later pages. PeopleDAO and its subDAOs exhibit a symbiotic relationship, sharing resources and support. We concluded Season 1 by formalizing our Incubator Program, electing a commitee and approving a cohort for Q3.

PandaDAO

LanguageDAO

The Lost Children of Benin City

Selected quantifiable Season 1 data will serve as a base for the future retrospectives to compare differences and trends.

—— **Mission**
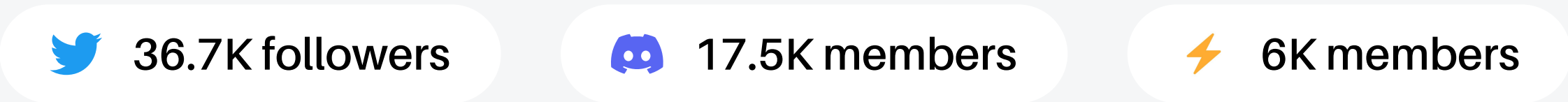
| 3 incubated projects | 400K $PEOPLE funding provided | 15.2K USDT funding provided |

—— **Governance and operations**

| 10 core proposals | 4.4K votes on proposals | 138 DAO contributors rewarded |

—— **Socials**

| 36.7K followers | 17.5K members | 6K members |

For the DAO's treasury, the expenditures for Season 1 were about 13% less than budgeted, while the inflow was more than 3.6 times larger than that. On average, the number of contributors rewarded increased by about 47% each month.
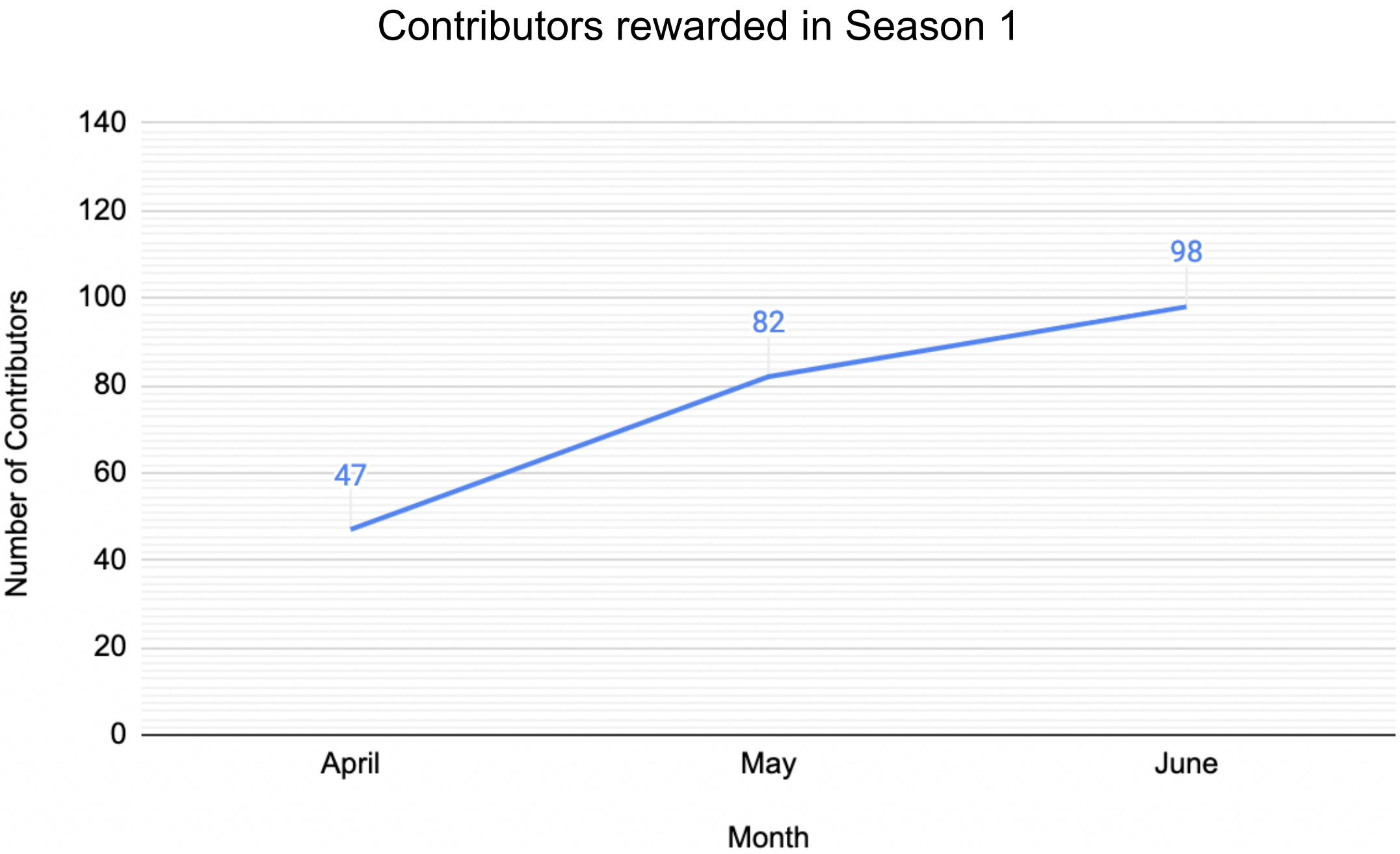
| 2.5M $PEOPLE budgeted | 2.1M $PEOPLE spent | 8M $PEOPLE earned | 9.6M $PEOPLE current treasury value |

(as of $PEOPLE value on July 8th, 2022)

ASSET	BALANCE
PandaDAO	36,807,376.44 PANDA
Ether	27.67503391 ETH
Tether USD	1,800.00 USDT
Project Galaxy	500.00 GAL
USD Coin	49.948492 USDC
Matic Token	15.00 MATIC
ConstitutionDAO	1,774,044.42 PEOPLE

Contributors rewarded in Season 1

Growth milestones

In first months of its existence, PeopleDAO has achieved a significant growth of social following, memberbase, community engagement, partnerships, and collaborations with other web3 entities. We bridged $PEOPLE to 10 chains and held 7 AMAs.

—— **Partnerships**

—— **Collaborations**

Following the DAO's mission, several pilot subDAOs and projects has been incubated.

—— **PandaDAO**

PeopleDAO incubated PandaDAO as our first subDAO. Its mission is to reduce the control that centralized organizations have over information, and instead put personal data into the hands of the people.

To support this mission, the DAO has launched its flagship platform which aggregates data from Twitter and other sources, filtering the information through a crowdsourced rating system.

PandaDAO successfully raised funds and launched their $PANDA token on Juicebox, developing a skilled and passionate base of contributors.

Visit PandaDAO website ↗   View on Juicebox ↗

PandaDAO

1929 ETH fundraised

$PANDA token launched

Media platform in beta

—— **LanguageDAO**

The goal of this subDAO is to lower language barriers in web3. Revenue generated from providing translation and interpretation services funds public goods: free education promoting intercultural exchange, and advocacy to lower language barriers in web3. This season LanguageDAO provided services to project such as CultDAO, PizzaDAO, PeopleDAO, and PandaDAO.

(Visit LanguageDAO website ↗)　(View on Twitter ↗)

—— **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 the Initial research ↗)

LanguageDAO

**The Lost
Children
of Benin City**