

Category	Recurring/Proje	Name	Description	Cost per item	No. of items	Total
Marketing Team	Recurring	Monthly Reward Pool	Reward pool for active Marketing Team members.	20000	3	60000
Marketing Team	Recurring	Social Media Reward Pool	Reward pool for PeopleDAO social media efforts	20000	3	60000
Marketing Team	Recurring	Team co-leaders	Monthly salary for co-leaders of the marketing team	5000	9	45000
Marketing Team	Project Based	Host 6 AMAs	AMA with renowned projects/CEX to promote PeopleDAO	5000	6	30000
Marketing Team	Project Based	6 new collaborations/partnerships	We will establish new collaborators/partners of PeopleDAO to promote the PeopleDAO, \$PEOPLE ecosystem for public goods.	5000	6	30000
Marketing Team	Project Based	3 marketing videos (~1 min each)	We will produce 3 marketing videos for people to know what PeopleDAO is and what PeopleDAO did in Season 1.	10000	3	30000
Marketing Team	Project Based	Solar/Lunar Punks (Loots style NFT)	Solarpunk is a science fiction literary subgenre and art movement that envisions how the future might look if humanity succeeded in solving major contemporary challenges with an emphasis on sustainability, human impact on the environment, and addressing climate change and pollution. Lunarpunk is the sibling and the opposite to solarpunk. We will release a loot style NFT for Solar/Lunar punk to unite people with public good and build a brighter future.	50000	1	50000
Marketing Team	Project Based	SubDAO/SubProject promotion	Promote PeopleDAO subDAOs and subProjects.	10000	8	80000
Marketing Team	Project Based	6 News/Press connection	News/Media to distribute news about PeopleDAO and \$PEOPLE ecosystem.	5000	6	30000
Marketing Team	Project Based	3 meme contests	Meme competition of PeopleDAO	10000	3	30000
Marketing Team	Recurring / Proje	Discretionary Funds	Discretionary funds only, for flexibility. (NOT ALL WILL BE USED) Other dev needs that arise that are not included in the tasks above will belong to this budget, such as devs assists for Incubation projects, data collection job, initial website creation, etc.	100,000	1	100,000
General Subtotal						485,000