



Incubate Public Good  
For The People

SEASON 4

# ROADMAP

## FY2023 Q1



@The\_PeopleDAO



discord.gg/peopledao



people-dao.com

## PeopleDAO Mission Statement

PeopleDAO incubates subDAOs and projects that aim to advance Web3 and promote social good. We believe that blockchain technology holds the potential to create a freer, more prosperous, and vibrant world.

The market activity surrounding the \$PEOPLE token acts as a catalyst for spreading our message and vision. Our incubations are designed to build a network of communities and protocols united in the common goal of investing in initiatives that will safeguard our planet and advance humanity.



## Team Goals General Summary



- Incubator Team — Publish details about version 3 of the incubator program and their launches.
- Legal Team — Assist the Incubator Team, Constitution amendment and community well-being analysis.
- Writer Team — Provide comprehensive educational Web3 series and content pertaining to PeopleDAO's activities using a method called “competitive writing”.
- Design Team — Prepare for and produce quality design needs that may arise during the season.
- Developer Team — Extending PeopleDAO’s website, building management tools for governance and also be supporting incubated projects.
- Accounting Team — Partnership with the Incubator team to manage financial risks. Another partnership with Developer team to build a custom accounting tool.
- Marketing Team — Collaborations, AMAs, meme contest and Introducing community games.
- Operations Team — Overall DAO management.

## Team Goals - Incubator Team

- Publish details about version 3 of the incubator program:

The team has already conducted the evaluation and written the report. We're finalizing the design.

- We expect all our projects to launch by the end of this season, or in the beginning of the next:

Each integrates the \$PEOPLE token, providing the token utility. We are excited to finish up testing and development with our product teams, and contribute advising and reach to their marketing. Our budget will support incubator stewards and use discretionary funds to cushion any unexpected project costs.





## Team Goals - Legal Team

- Assist the Incubator Team:

The Legal Team this Season 4 will begin to advise the incubator team on some of the projects they are executing and eventually incubating. This season, the legal team will be working with the Afro-piece on their NFT project to ensure proper licensing and advice on matters concerning Intellectual Property and ensuring that such rights are protected.

- PeopleDAO Constitution Amendment:

The Legal Team will continue the amendment process in Season 4, seeking to complete the formalization of the Accounting, Incubator, and Operations teams. We will gather public input from team leads and other contributors in the DAO, so the amendment addresses all interests. Our Constitution should remain a source of stability with clear policies. The team will also work with the Developer Team to ensure that the constitution is accessible to everyone on the website and other PeopleDAO directories.

- Community Well-being/Survey Analysis:
- Survey Analysis: The results of the survey conducted are out and ready. The Legal Team and the ops team will analyse the results and then lead efforts to communicate the results and recommendations to the DAO.
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## Team Goals - Writer Team

- The original DAOTOOL101 series:

The Team will continue the DAOTOOL101 series to introduce the PeopleDAO community to new tech in web3 coordination.

- The comprehensive educational web3 series:

The objective of the web3 series was to report on the happenings in web3, break it down into non-technical language for the typical layperson to comprehend and consume, and thereby increase the accessibility of non-native web3 users and newcomers to the web3 environment.

- \$PEOPLE ecosystem series:

This series will focus on providing content pertaining to PeopleDAO's core, including its seasonal goals, performance indicators, incubated projects, and subDAOs.



## Team Goals - Design Team

- Social media design:

The Design Team will produce content-filled social media releases such as Twitter posts that are relevant, necessary, timely and are grounded on the DAO's core values and objectives.

- PAOP Recognition:

Recognition of meaningful DAO contributors will be continued through the current POAP system.

POAPs will also be provided for PeopleDAO event attendees.



## Team Goals - Developer Team

- Extending PeopleDAO's website:

The Developer team would like to continue in further extending the website to provide more information both for newcomers and existing members.

- Building management tools for governance and also be supporting incubated projects.

The team would like to support the effectivity of PeopleDAO's governance by building management tools in case no other ecosystem solution is suitable for the DAO's use case.

- Support incubated projects:

The carryover discretionary funds from the dev team are available to support the Incubator Team and its projects.





## Team Goals - Accounting Team

- Partnership with the Incubator team to manage financial risks:

The Account team will also work on providing more analysis on each team and the DAO's expenditure. We will work closely with the incubator team to help on risk management and financial related issues.

- Another partnership with Developer team to build a custom accounting tool.

Account team will also work closely with Dev team to build the custom tool needed to better enhance accounting and multisig signers speed at attending to transactions.



## Team Goals - Marketing Team

- Host 2 AMAs
- 2 new collaborations/partnerships
- 4 marketing videos
- 1 News/Press connection
- 1 meme or Sticker contest
- 1 Game competition



## Team Goals - Operations Team

- Overall DAO management:

The ops team will be in charge of managing the Discord server. This includes bot management, webhooks, task delegation & rewards, ensuring proper conduct among contributors and facilitating weekly meetings.

- Identify educational resources about DAO tools:

This is to enhance management and contributor experience, and in rare occasions self-producing these resources. Researching mechanisms and tooling geared towards DAO management and enhancing contributor experience - the prerequisite being an existing documentation is not readily available for the general public



## Conclusion

To summarize, PeopleDAO is actively working towards its mission of "Incubating Public Good For The People" by scaling its DAO and refining its organizational processes.

We hope that the Season 4 Roadmap has piqued your interest. We are always looking for new contributors and talent to join our team, and we would love to see you in our Discord channel. By becoming a part of PeopleDAO, you will have the opportunity to make a positive impact on the world while also being rewarded for your efforts.

Stay up-to-date with the latest news and opportunities by following our [Twitter account](#) and joining our [Discord channel](#).

Let's continue to move forward, People!

