



Incubate Public Good  
For The People



SEASON 3

# ROADMAP

## FY2022 Q4

 @The\_PeopleDAO

 [discord.gg/peopledao](https://discord.gg/peopledao)

 [people-dao.com](https://people-dao.com)

## PeopleDAO Mission Statement

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.



## Team Goals General Summary



- Incubator Team — Support incubatees in reaching their milestones and plan for v3.0 of the incubator
- Legal Team — Constitution ammendment and complaint mechanisms
- Writer Team — Provide comprehensive educational Web3 series and content pertaining to PeopleDAO's activities
- Design Team — PeopleDAO's website. Craft infographics for the DAO and create materials for People DAO anniversary
- Developer Team — Support incubated project, Maintain PeopleDAO's file repository and extend PeopleDAO's website
- Accounting Team — Monitor and operate payout system. Analyze the DAO accounting
- Marketing Team — Collaborations, AMAs and meme contest
- Operations Team — DAO management and educational resources



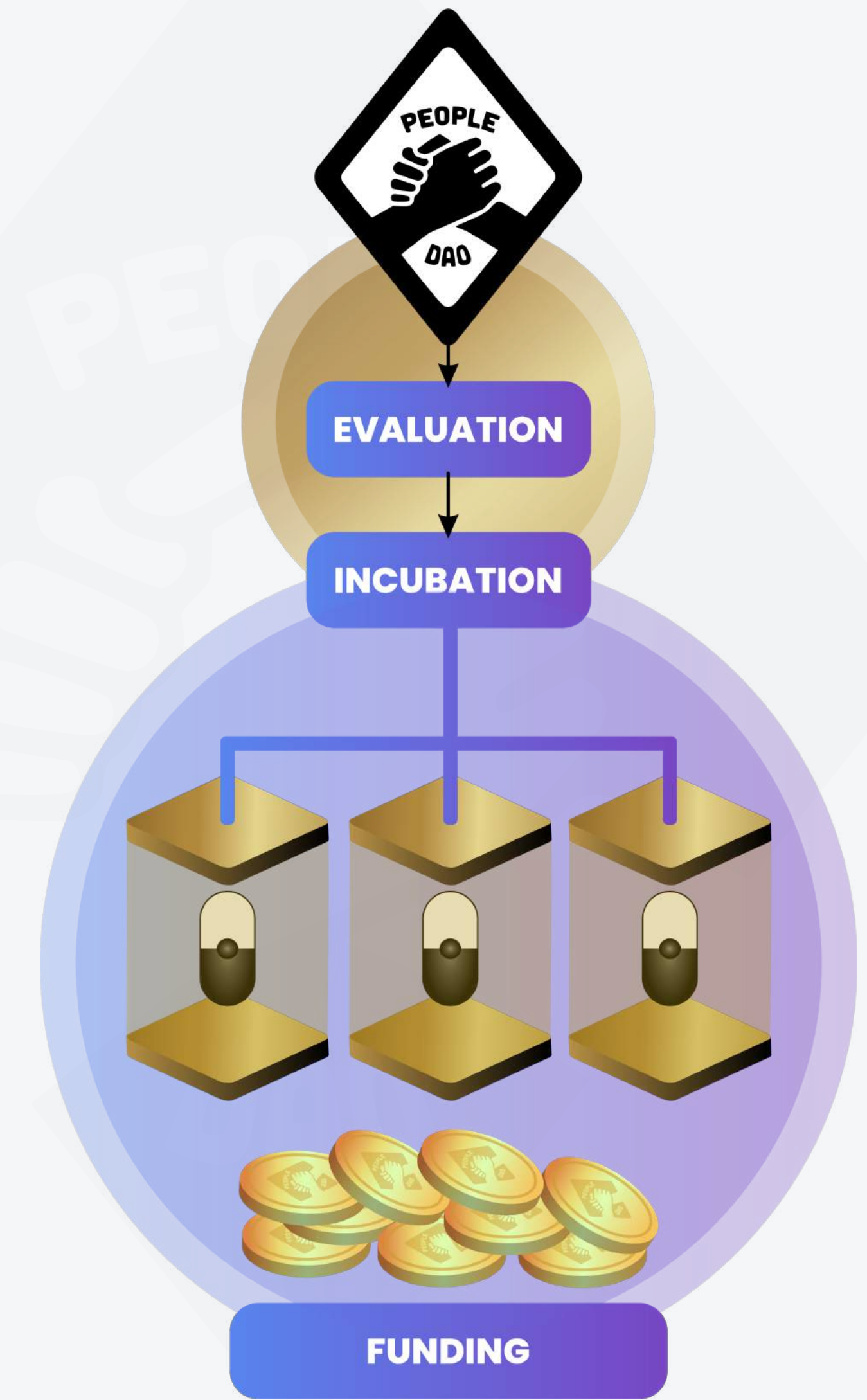
## Team Goals - Incubator Team

- Support incubatees in reaching their milestones:

The Incubator Team supports projects with designing, marketing, organizing and other activities using the discretionary funds.

- Plan for v3.0 of the incubator:

Each season the Incubator Team produces a report analyzing their performance and prescribing improvement for the next season, inspired by the iterative design of software development.



## Team Goals - Legal Team

- Report on DAO legal wrappers:

One of the goals for Season 2 was to release a report on Legal Wrappers and recommend which wrapper(s) to adopt. The Team will complete the report in Season 3.

- Amend the Constitution:

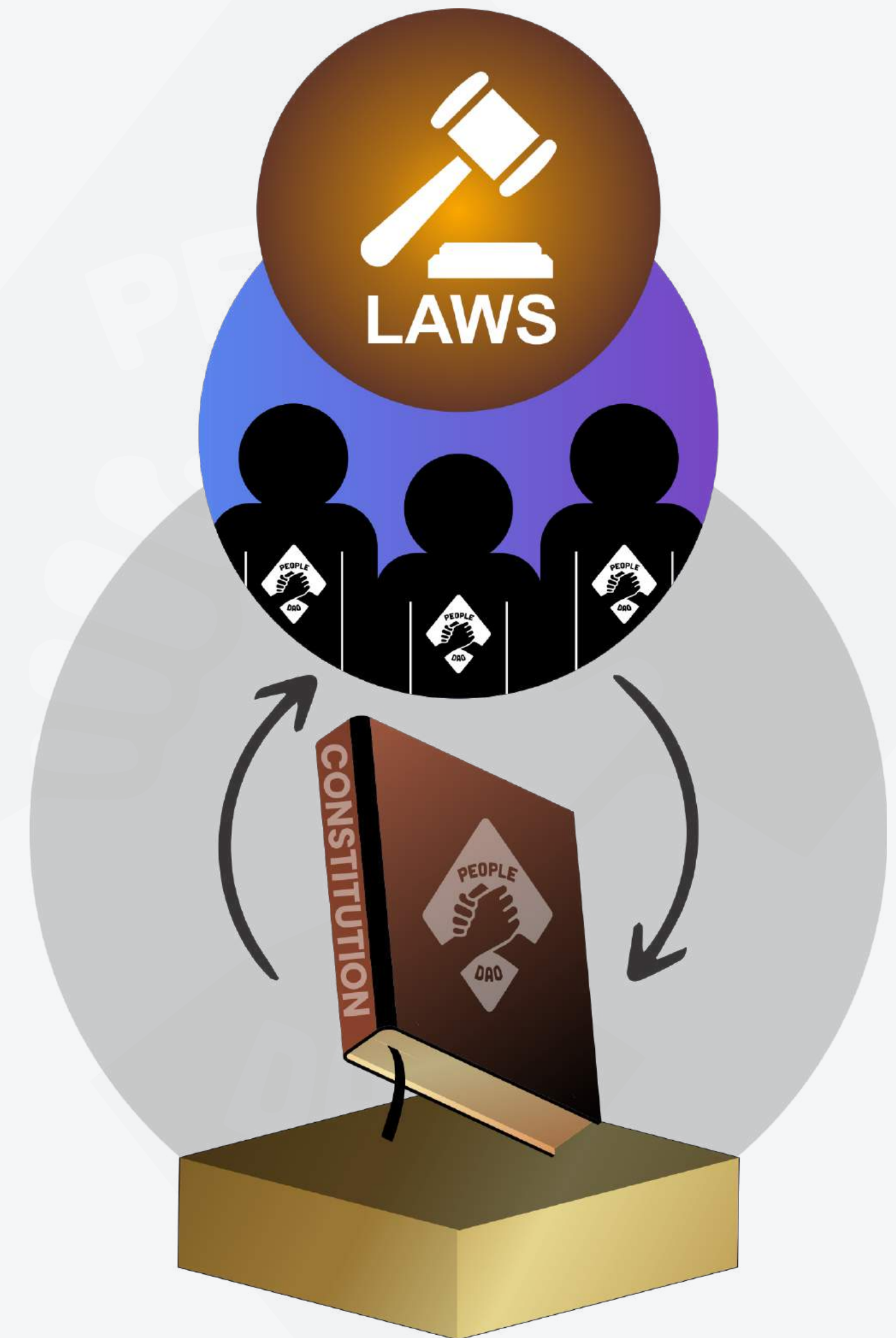
The Legal Team will lead an amendment process in Season 3, seeking to complete the formalization of the Accounting, Incubator, and Operations teams.

- DAO legal tools:

The Legal Team will research how to integrate OpenLaw for contracts between PeopleDAO and our subDAOs. The Team also needs to pre-set up a neutral arbiter to resolve small claims, insurance, intellectual property, and other contractual issues for PeopleDAO and our subDAOs.

- Governance feedback mechanism:

The Legal Team will create and distribute satisfaction surveys to contributors monthly or bimonthly. These surveys will gather information on how contributors feel about the community environment and organizational policies. The Legal and Ops Team will collate a report and support the Core Contributors in responding to any needs.





## Team Goals - Writer Team

- The original DAOTOOL101 series:

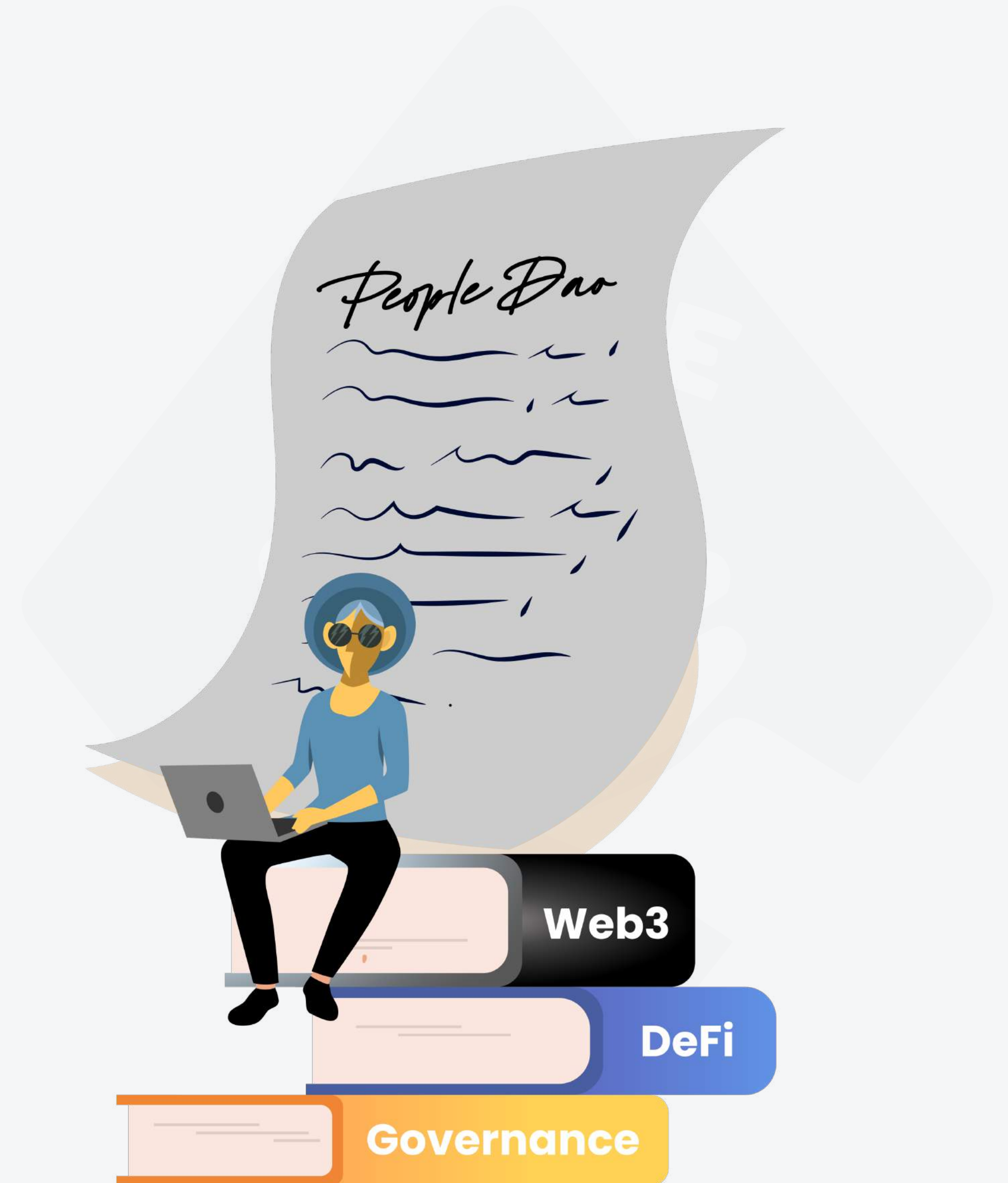
The Team will continue the DAOTOOL101 series to introduce the PeopleDAO community to new tech in web3 coordination.

- 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

- PeopleDAO's website:

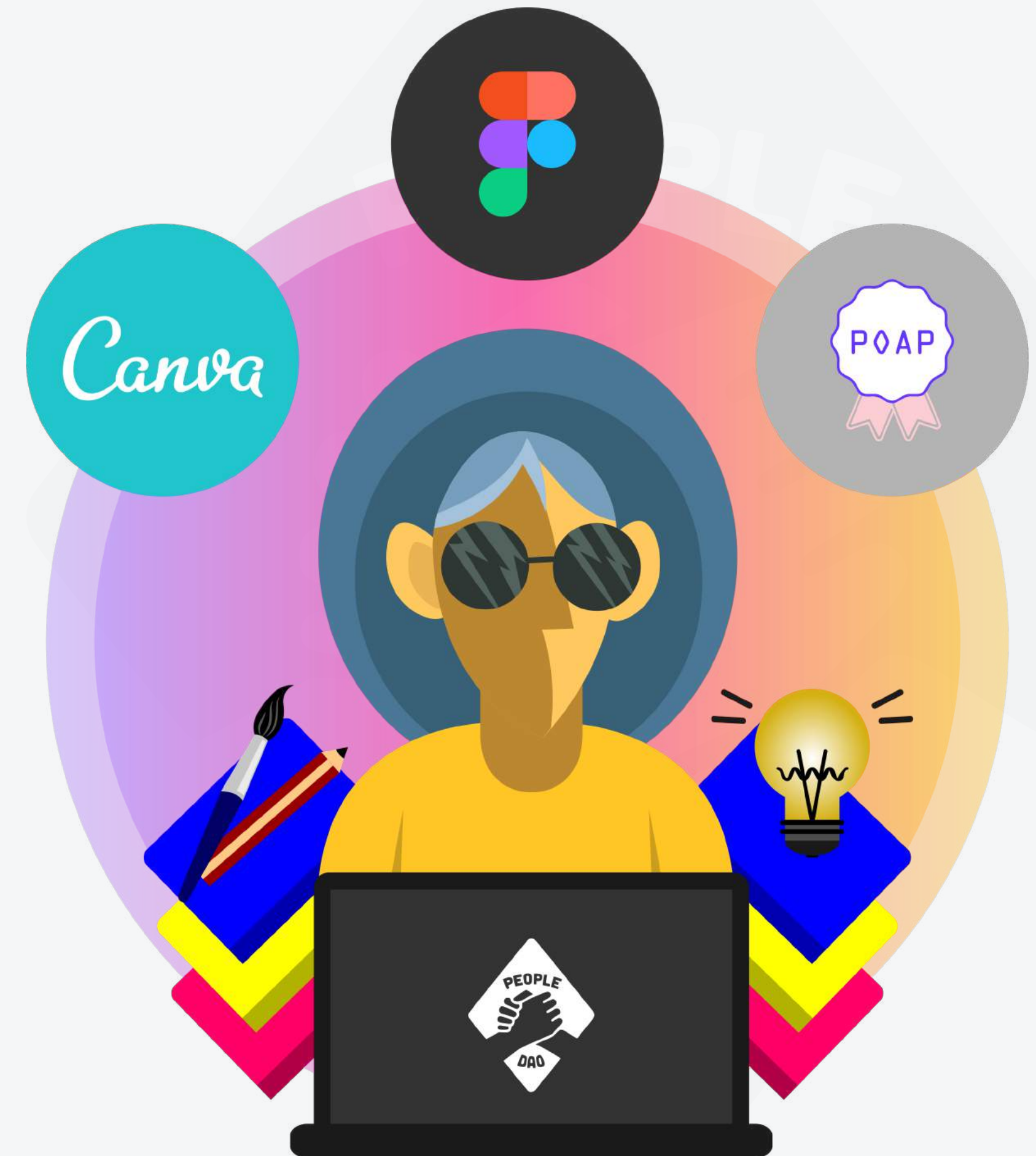
The Design Team will work on the website by adding more designs using elements from season 2. The Team will design new website pages covering article publications, and profiles of DAO projects and tokens.

- Crafting infographics for the DAO:

Infographics and materials used for promotional purposes.

- PeopleDAO anniversary:

Creating materials for social media posting and POAPs for the PeopleDAO anniversary





## Team Goals - Developer Team

- Extend PeopleDAO's website:

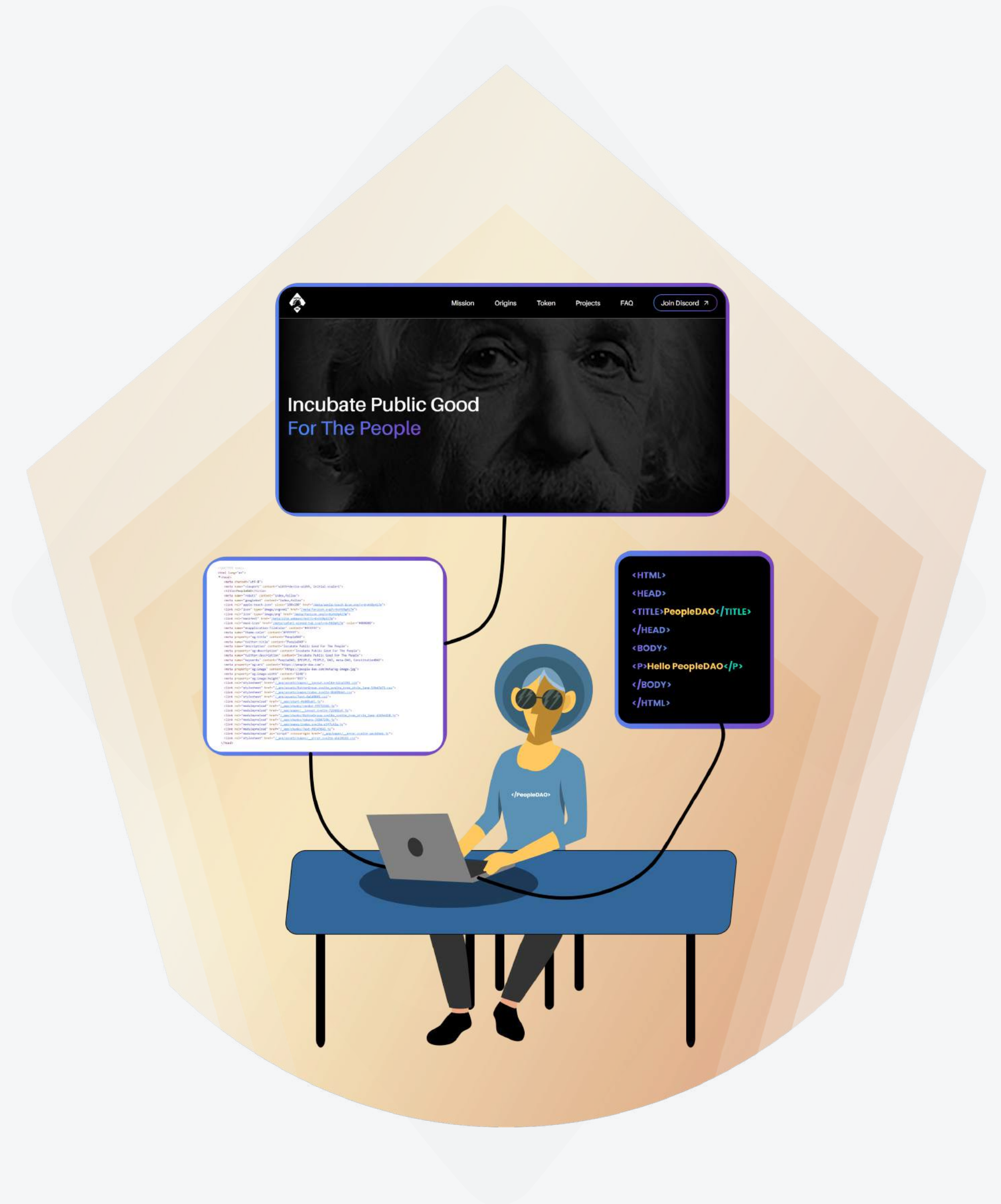
The Dev Team aims to add new pages to the PeopleDAO website on \$PEOPLE token and its live stats and chart. Also, they will add profile pages for individual incubated projects and subDAOs, and make a section describing the DAO's external partners, current and previous.

- Maintain PeopleDAO's file repository:

Keep the GitHub files repository in sync with all published off-chain documents, such as previous accounting spreadsheets, budget proposals, marketing materials, templates and similar resources.

- Support incubated projects:

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





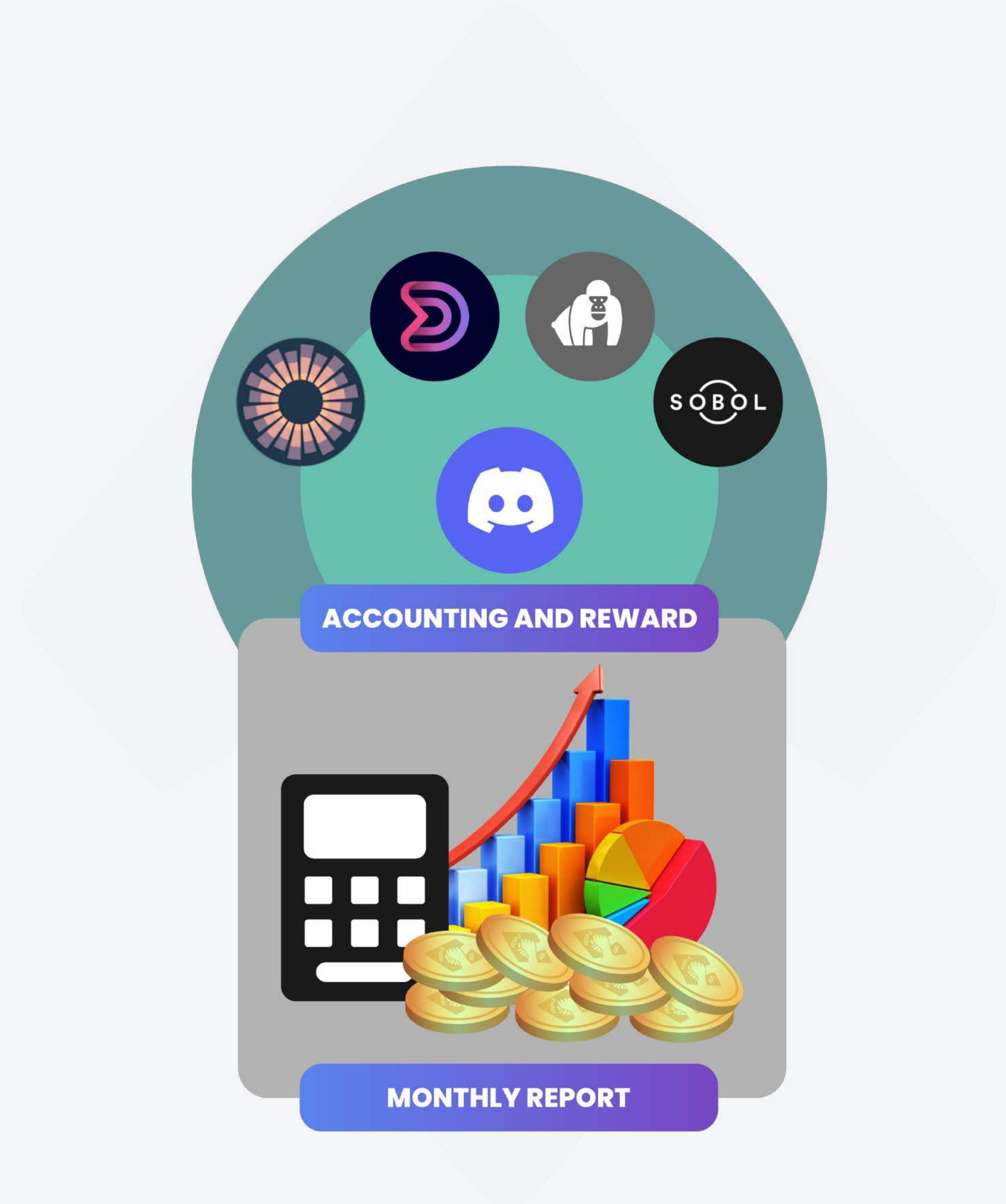
## Team Goals - Accounting Team

- Analyzing the DAO accounting:

This will include shedding more light on the spending ratio, inflows, outflows, and making use of infographics and monthly summaries that'll include the top contributors and the total number of contributors each month.

- Monitoring and payout system:

The Accounting Team will improve its monitoring and payout system by assigning accountants to DAO teams. This approach will increase the speed of our accounting processes and prevent address errors, double reward payouts, underpayment, etc.



## Team Goals - Marketing Team

- Host 3 AMAs
- 2 new collaborations/partnerships
- 1 marketing videos (~1 min each)
- SubDAO/SubProject promotion
- 1 News/Press connection
- 1 meme contest





## Team Goals - Operations Team

- Overall DAO management:

The ops team will be in charge of managing the Discord server and moderation including bots. Management of bounties on Dework, tools like bip.so, notion, sobol and other reintegrations in the server. Also the notetaking and meeting facilitations will be handled by the Ops Team. There will also be management of the multi-signatory governor and its election.

- Identify educational resources about DAO tools:

The Ops Team will research DAO tools as needed to enhance management, operations, and contributor experience.

- Managing contributors rewards:

Checks and balances are essential in a DAOs operation. Ensuring the proper management of all contributors and their deserving reward will be one of the goals of the Operation team in season 3.



## Conclusion

In summary, we continue to scale the DAO, adapt our organizational processes, and follow through on our mission to “Incubate Public Good For The People.”

Did something spark your interest while reading the Season 3 Roadmap?

PeopleDAO Teams welcome new contributors and talent: [hop into our Discord](#). Join us and get paid to better the world.

Follow our [Twitter account](#) for updates related to Season 3 and other web3 opportunities.

Onwards, \$People!

