NFT-DAO TOKENOMIC MATRIX (DRAFT)

BUSINESS PHASE	ITERATION	BUSINESS DEVELOPMENT STAGE	NFT-DAO MILESTONE (Community/Product)	TOKEN ROUNDS (NFT-DAO TOKEN = NDx)	TOKENS MINTED FOR CIRCULATION	TOKEN ROLL-OUT (Equity-Tiers)	HOLON LEVELS (High-to-Low)	CONTRIBUTION METRICS	AUTOMATED METRIC CAPTURE	dGOV ROADMAP	ONBOARDING FUNNELS	MEMBER ENGAGEMENT (Low-to-High)	TIMEFRAMES
PHASE 1	PRE-ALPHA	SEED AND DEVELOPMENT	Founding Holon proposal / Community Building /Ideation/ Holon Formation — Contribution Token Minting / Unique Asset Tokenizer MVP	PRE-ALPHA TOKEN (ND5) — **Token Layer** (internal): Founding Holon, Core Holon Members and Mentors **NFT Layer:** Contributor	3050000 (5% TOTAL)	PRE-ALPHA CONTRIBUTION EQUITY (DAO Foundation Contribution)	LEVEL 5	Founding Holon: Core Holon Member Stocktake (Manual)	N/A	Founding Holon decides on Pre-Alpha Token Distribution	PERSONAL INVITATIONS TO DISCORD / AIRTABLE MVP	LEVEL 0 HOLONS: All New Members enter Discord community from various entry-points, and can contribute in channel discussions. Founders and Members of Core Holons receive Pre-Alpha contribution tokens (ND5).	Q1-Q2 2021
PHASE 2	ALPHA	START-UP (ALPHA PHASE)	Community Funnelling/Platform Establishment/Poll Testing — Governance Token / Auction MVP	ALPHA TOKEN (ND4) — **Token Layer** (internal): Governance Voting Contributions **NFT Layer:** Holon-based NFT's / Auction Tickets / Welcome NFTs	9150000 (15% TOTAL)	GOVERNANCE VOTING EQUITY (Special Governance Voting, as opposed to general polls)	LEVEL 4	Core Holon Members: Community Member Contribution Stocktake (Polls)	TBC	Core Holon Members (from Pre-Alpha phase) decide on Alpha Token Distribution	AIRTABLE AND DISCORD OPTIMISED AS ONBOARDING FUNNEL / MANAGEMENT TOOLS OPTIMISED WITH PRIVATE & PUBLIC ACCESS BETWEEN COMMUNITY AND CORE HOLONS	LEVEL 1 HOLONS: Register on Airtable to unlock Member Engagement Pathway. L1's can participate in polls and can contribute to community discussion and engagement. L1 Holons need to reach L2 engagement-level targets to advance. (Random NT and NFT airdrops and rewards are available)	Q2 2021
PHASE 3	BETA	BETA PHASE	Job bounty and proposal facility, with auditing, reporting and payment functions — Marketplace MVP / Bounty MVP / Rolling Auctions	BETA TOKEN (ND3) — **Token Layer** (community): Pro-bono contributions **NFT Layer:** L2 Advancement NFTs / Good Job NFT's	9150000 (15% TOTAL)	SWEAT EQUITY (Pro-Bono contributions)	LEVEL 3	AUDITABLE PLATFORM (ie, GITHUB) THAT MEASURES CONTRIBUTIONS / SOCIAL VERIFICATION FORM-POLL TO VERIFY CONTRIBUTIONS	TBC	Core Holon Members (from Alpha phase) decide on Beta Token Distribution	REPORTING CHANNEL FEATURE TO POST WORK BOUNTIES AND TO REPORT BACK. VERIFIED ADVISERS TO CONFIRM WORK STANDARDS (QA)	LEVEL 2 HOLONS: L2's reach engagement-level targets to unlock L2 tokens (ND2: Kudos). L2's can give and receive kudos tokens to other L2's or higher. L2 Holons need to reach L3 engagement-level targets to advance.	Q3 2021
PHASE 4	GAMMA	GAMMA PHASE	Streamlined kudos sharing facility linked to crypto wallet for receiving kudos, utlity tokens, NFT's, ADA swaps and aridrops — BOXCAR: Composable Marketplace / Bounty, Proposal & Voting Testing	GAMMA TOKEN (ND2) — **Token Layer:** Kudos contributions / Community Poll contributions **NFT Layer:** L2 Advancement NFTs / Special Kudos NFT's	9150000 (15% TOTAL)	SOCIAL EQUITY (Community Kudos)	LEVEL 2	SOCIAL VERIFICATION FORM-POLL TO VERIFY CONTRIBUTIONS (ie, DISCORD BOT/COUNTER) / STREAMLINED WALLET CONNECTIVITY TO TRANSFER TOKENS IMMEDIATELY	TBC	Holon Members (from Beta phase) decide on Gamma Token Distribution	TUTORIAL/PROCESS TO LINK WALLET WITH KUDOS GIVING & RECEIVING BUTTON (Each Holon Level advancement can receive a Welcome Video with Instructions detailing what the next Holon Level can do)	LEVEL 3 HOLONS: L3's reach L3 engagement-level targets to unlock L3 tokens (ND3: Pro-Bono). L3's can apply for community bounties and receive L3 rewards. L3 Holons need to reach L4 engagement-level targets to advance.	Q4 2021
PHASE 5	DELTA	GROWTH AND ESTABLISHMENT (DELTA PHASE)	Marketplace facility/escrow to trade NFD assets internally and on exchanges — Public ITO Launch, Marketplace roll-out, NFT use-case diversification	PUBLIC TOKEN LAUNCH (ND1 = NDT) — **Token Layer:** Public (Retail) **NFT Layer:** Special Reward NFT's	24400000 (40% TOTAL)	INVESTMENT EQUITY (Public Token Sale)	LEVEL 1	EVENTUALLY BEING ABLE TO LINK WALLET WITH CATALYST VOTING APP TO MEASURE NDT HOLDER WEIGHTINGS. (WEIGHTINGS ARE MEASURED BY ND1, ND2, ND3, ND4 AND ND5 TOKEN HOLDINGS).	TBC	Holon Members (from Gamma phase) to transition to Community Governance roll-out	ITO: OPEN MARKET CALL / BUYING WINDOWS / ND1-ND5 TOKEN HOLDINGS LINKED TO VOTING POWER	LEVEL 4 HOLONS: L4's have reached L4 engagement-level targets to access Governance Tokens (ND4) for special voting. L4 Holons need to reach L5 engagement-level targets to advance.	Q1-Q2 2022
	DELTA I			**Token Layer:** Public (Retail)	4880000 (8% TOTAL)	ROUND 1 ITO	1 NDT = 0.01 ADA						
	DELTA II			**NFT Layer:** Special Reward NFT's	4880000 (8% TOTAL)	ROUND 2 ITO	1 NDT = 0.1 ADA						
	DELTA III				4880000 (8% TOTAL)	ROUND 3 ITO	1 NDT = 1 ADA						
	DELTA IV				4880000 (8% TOTAL)	ROUND 4 ITO	1 NDT = 10 ADA						
	DELTA V				4880000 (8% TOTAL)	ROUND 5 ITO	1 NDT = 100 ADA						
PHASE 6	EPSILON	EXPANSION (EPSILON PHASE)	REVIEW	EXPANSION FUND	3050000 (5% TOTAL)				TBC	Community Governance	TBC	LEVEL 5 HOLONS: L5's can invest in and receive dividend air-drops for business expansion and diversification (internal)	Q3-Q4 2022
PHASE 7	ZETA	MATURITY (ZETA PHASE)	REVIEW	INVESTMENT FUND	3050000 (5% TOTAL)				TBC	Community Governance	TBC	TBC	2023+
TOTAL $NDT TOKENS					**61,000,000**								