



Incubate Public Good
For The People



SEASON 2

ROADMAP

FY2022 Q3



@The_PeopleDAO



discord.gg/peopledao



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.



Tokenomics Planning

This season we aim to make a report proposing and analyzing different tokenomics upgrades for PeopleDAO and the \$PEOPLE token. PeopleDAO is dedicated to developing smart contracts that center on the \$PEOPLE token, reward deep supporters, and incentivize public good. For example, we have discussed models like Curve's voter escrow system, except issuing rewards comprised of subDAO tokens that PeopleDAO receives in return for incubation.

Governance Improvement

DAO governance is an ongoing experiment and web3 builders continue to innovate new models. Additionally, token voting can concentrate power in the hands of a few big holders. The DAO will research and create a Snapshot about options to strengthen our democracy, such as delegates, quadratic voting, or a “Citizen’s House” like Optimism.

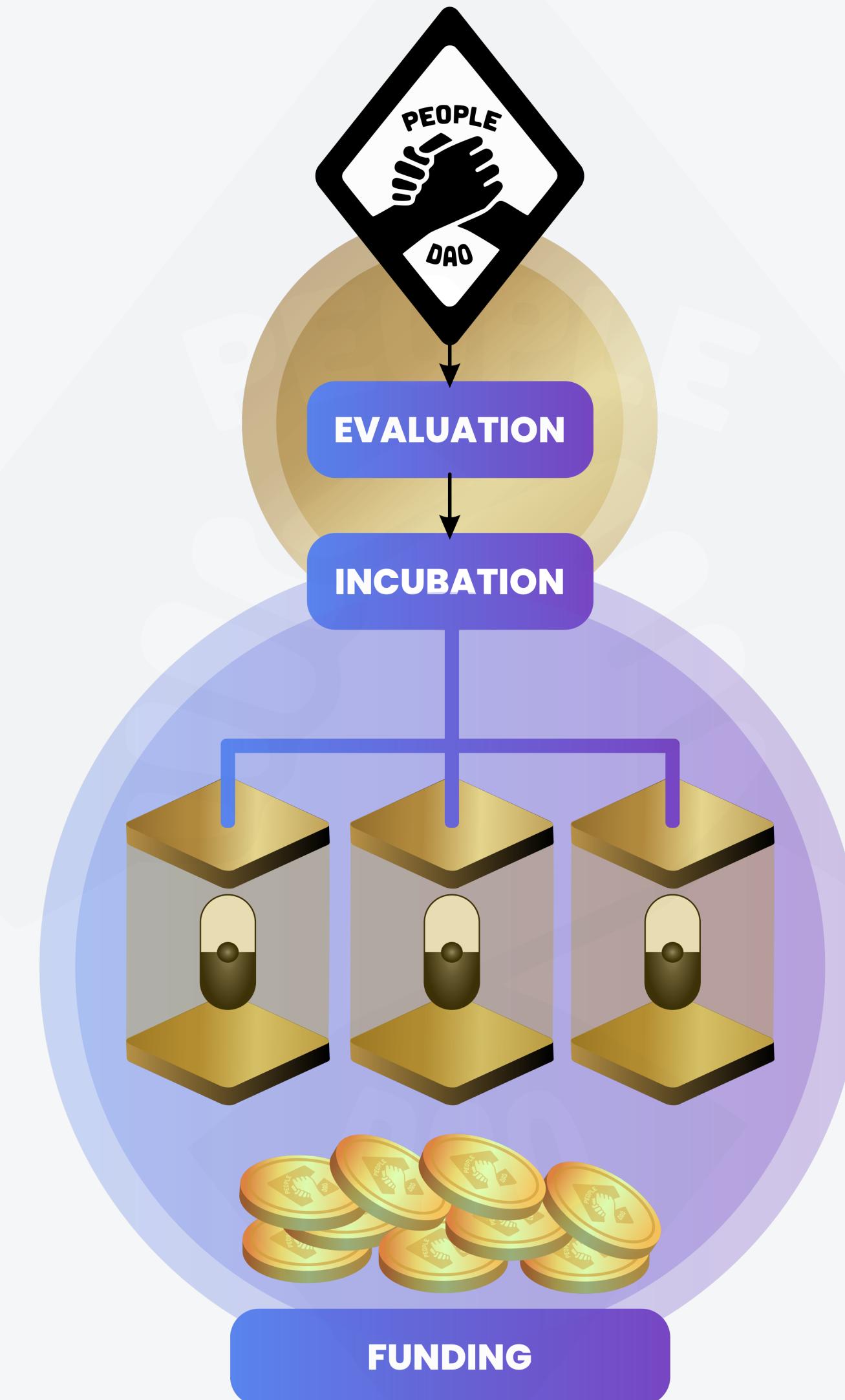
Coordinated Ecosystem

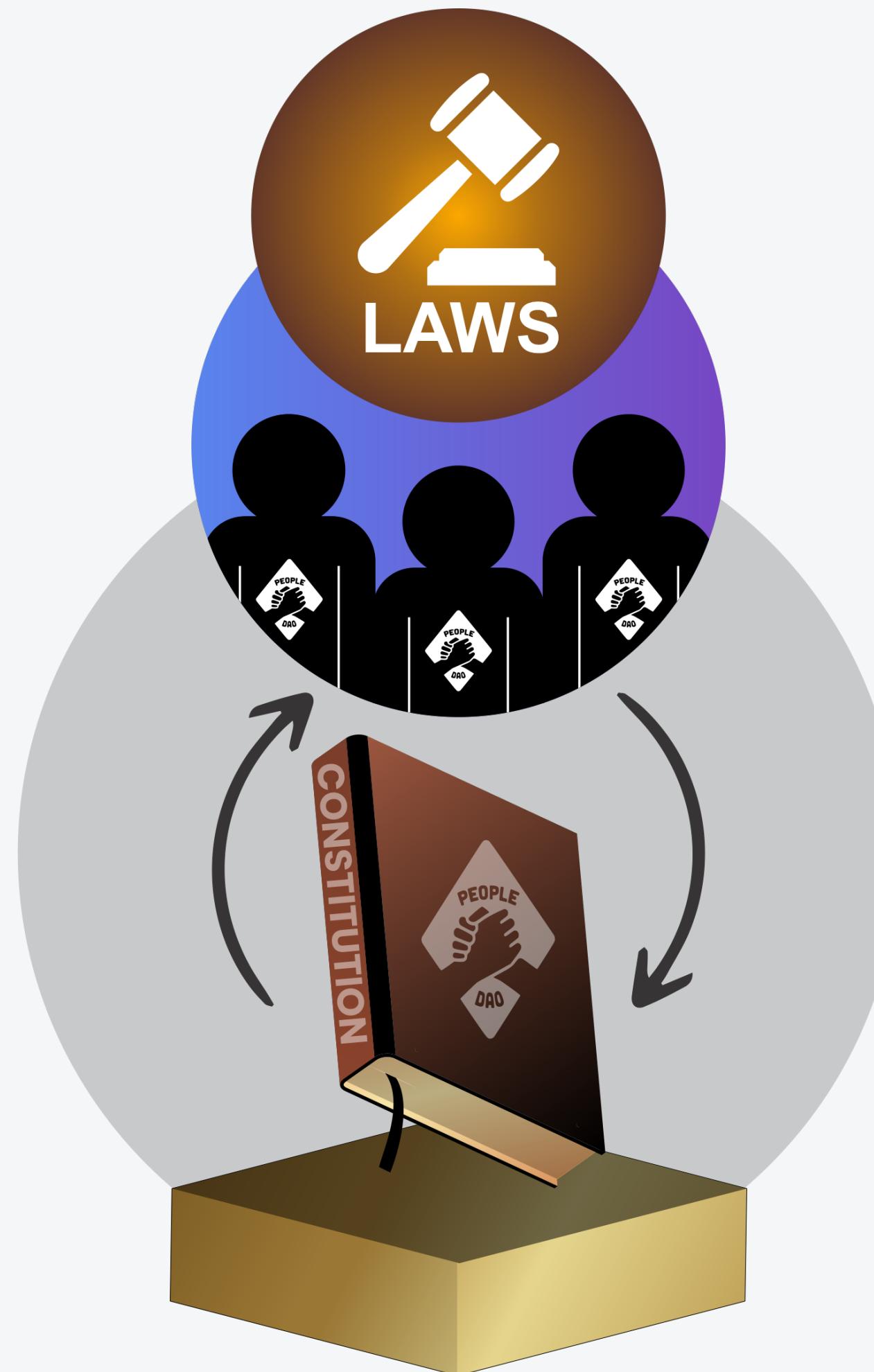
PeopleDAO is a metaDAO with two subDAOs currently. As we all scale we’re identifying the need to cross-communicate, make shared decisions, and host social events so we can continue to coordinate as a single ecosystem. In Season 2 the DAO plans to hold a summit with metaDAO/subDAO core contributors and start the conversation around increasing coordination.



- 1. Incubator Team** — Bring in revenue for the PeopleDAO Treasury through proposing, incubating projects, and evaluating Team performance.
- 2. Legal Team** — Improve our governance system and resolve any conflicts within PeopleDAO.
- 3. Writer Team** — Accelerate web3 education and community engagement through writing articles and other activities.
- 4. Design Team** — Strengthen the PeopleDAO branding by contributing informational and visual materials.
- 5. Developer Team** — Upgrade the website and develop a new aggregator for DAO information.
- 6. Accounting Team** — Improve accounting processes and rewards system through research.
- 7. Marketing Team** — Increase PeopleDAO's brand awareness by conducting marketing activities and collaborations with other web3 groups.

- 1. Incubate All Approved Projects** — The community has approved two incubatees for Season 2, a social impact documentary called The Lost Children of Benin City and a perpetual futures protocol called Perpex. The Incubator Team will propose two more projects and commit to support all incubatees.
- 2. Become Financially Sustainable** — The Incubator Team budget for Q3 is 198,000 \$PEOPLE. Our team seeks to bring in enough revenue to become net positive as measured through our incubatee ROI and additional sources such as Gitcoin grants.
- 3. Evaluation** — We designed the Incubator Program in June and now we're testing the model. We expect to iterate on the Incubator with each successive Season, shoring up weak points and trimming excess friction. As a deliverable we will update the [PeopleDAO Incubator Program document](#).





- 1. Constitution Upgrades** — Both our DAO and web3 are evolving at an accelerated rate. The Legal Team will lead an amendment process around topics such as improving governance and formalizing new teams. Amendments will ensure our Constitution remains a source of stability.
- 2. Report on DAO Legal Wrappers** — The regulatory environment around DAOs is shifting and new cases are being brought to court, which may have implications for DAOs and liability. Being unincorporated does not necessarily shield PeopleDAO from liability or taxation. The Legal Team commits to assembling a short report comparing different legal wrappers for DAOs.
- 3. Conflict Mediation Training** — Disputes and disagreements occur in all types of human coordination. Mediation is an important strategy for the prevention of such conflict. The Legal Team plans on organizing two virtual workshops that highlight the best ways to de-escalate and resolve conflicts in DAOs.

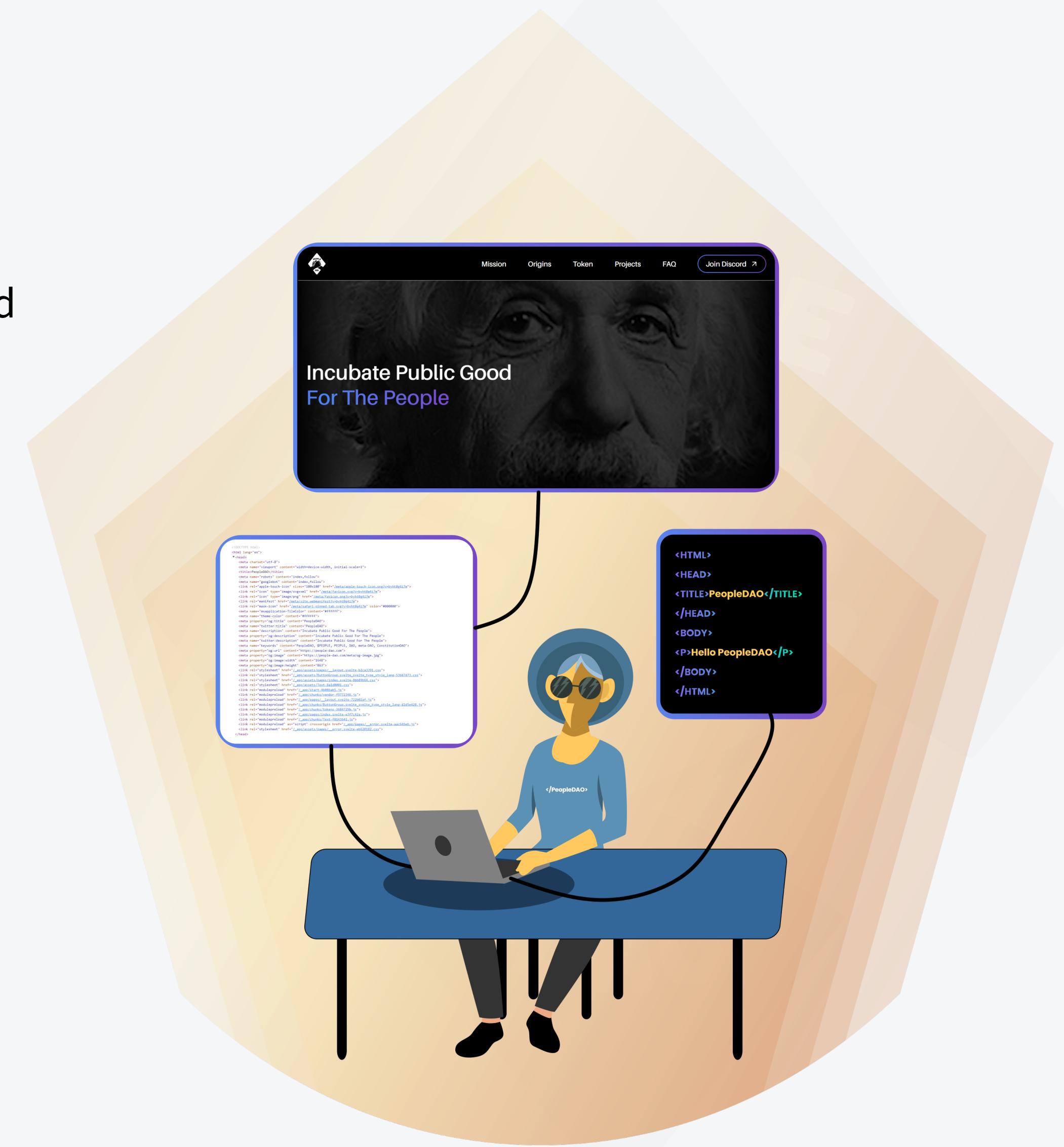
- 1. Develop Research Club** — Develop deeper conversation through various activities to further web3 education and community engagement in the Research Club channel on Discord.
- 2. DAOTOOL101 E-book** — After our DAO tools tutorial received positive feedback from the community, the Team will continue producing quality contents for this series. We will also compile an ebook for everyone to conveniently access and use these tutorials.
- 3. Educational Articles** — Onboard more writers this season and expand the array of published articles on topics such as DeFi, governance, cryptoeconomics, hacking and safety in web3.

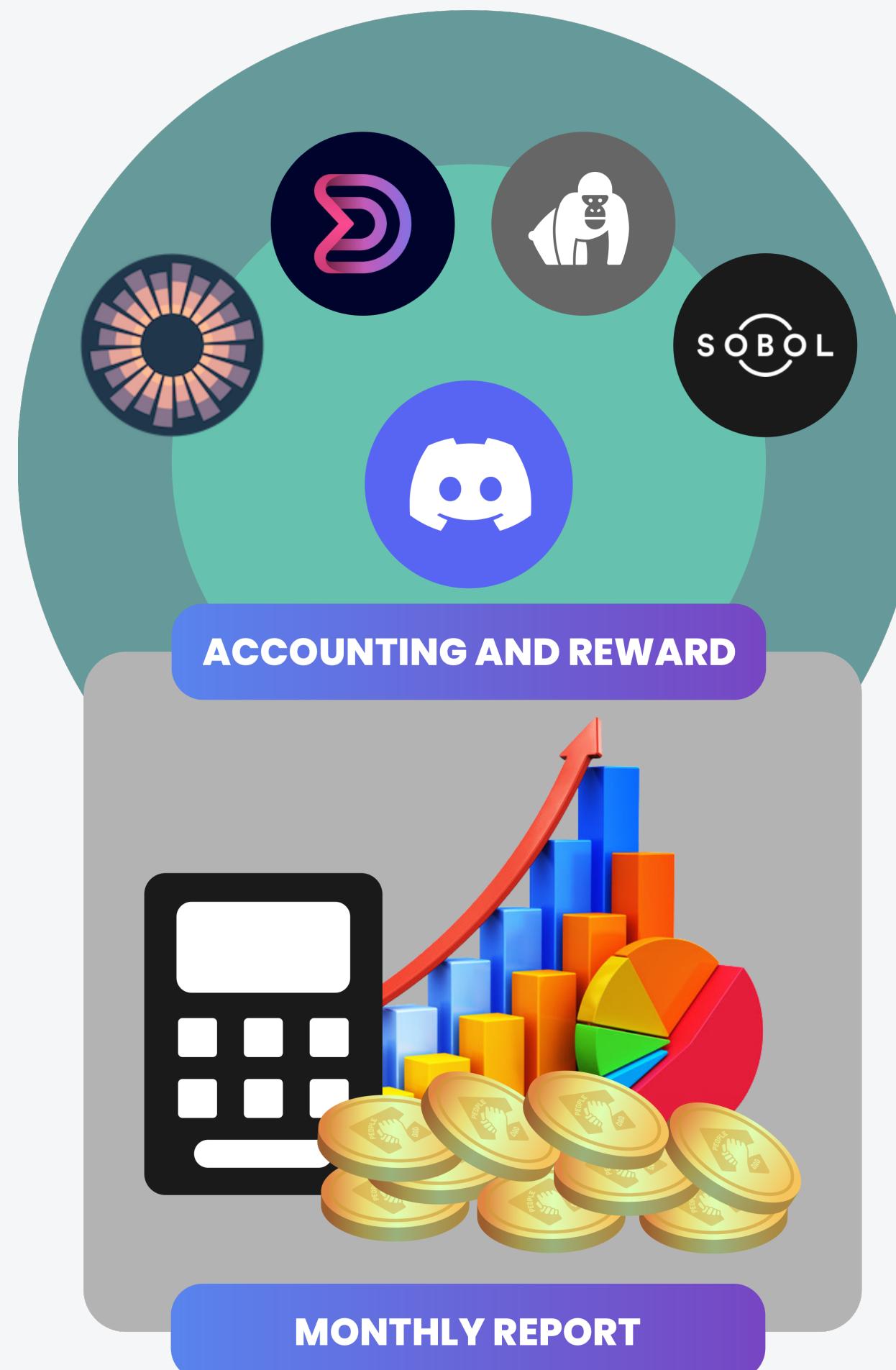




- 1. Infographic & Publicity Materials** — Release more visual content such as infographic and publicity materials with the help from the Marketing and Writer team. This solution is aiming to increase PeopleDAO awareness and our brand's association with social contribution.
- 2. Consistent Social Media Images** — Craft a brand book and make templates so our content looks consistent across platforms. Frequent content will allow the community stay up-to-date about news and partnerships.
- 3. Prevent POAP Farming** — Collaborate with the POAP Lead and POAP Monitor to strengthen the inspection process; thus, preventing aggressive POAP farming.

- 1. Upgrade the PeopleDAO Website** — Continue developing the website with major upgrades such as Key Performance Indicators and an Incubated Project section. Community preferences will be taken into account for the development.
- 2. DAO Information Aggregator** — Develop an “all-in-one” aggregator integrating information related to DAOs, news, proposals, token and NFTs for DAOs.
- 3. “Talk is cheap, show me the code”** — The team removed the Coordinate rewards to encourage more meaningful contribution from every developer.





- 1. Weekly Bounties Roundup** — Compile a list of active bounties weekly for the community to further enhance work efficiency and accessibility. To track success in this goal, we will monitor the time-to-completion of tasks on Dework and the month-over-month change in number of contributors rewarded by the DAO.
- 2. Accounting Improvement Plan** — Developers are continually releasing new tooling and upgrades to web3 accounting apps. During Season 2 the Team will research how to improve our accounting and reward system. As a deliverable we will produce a short report, including a comparative analysis of accounting tooling.
- 3. Tooling Tutorials** — Produce tutorials on popular web3 tools related to DAO accounting and incentivization, such as Coordinape, Parcel.money, DeWork, SourceCred, Sobol and other web3 payment platforms.

Team Goals - Marketing Team

- 1. Increase Marketing Activities** — Plan to host 6 new AMAs, 3 meme contests, 3 press connections, and 6 new collaborations along with various marketing videos to further enhance awareness about PeopleDAO.
- 2. Solar/Lunar Punk NFTs** — Develop and publish a Loot-style NFT collection.
- 3. SubDAO/SubProject Promotion** — SubDAO and community projects are important factors within the PeopleDAO ecosystem. After finishing the incubation phase, the team will support to push the marketing activities of these projects.



Team Goals Summary

In summary, we continue to strengthen our organization while proving out the metaDAO model and following through on our mission to “Incubate Public Good For The People.”

Did something sparked your interest in the Season 2 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 2 and other web3 opportunities.

Onwards, \$people!

