Controller

DESCRIBE THE DAO'S GOALS AS EXPLICITLY AS POSSIBLE:
Take a moment to condense it into one precise sentence.

WHICH DECISIONS/SYSTEMS CAN THE DAO CONTROL?
Budget allocation? Hiring? Investments? All of the above?

WHAT PROBLEM DO YOU SEEK TO SOLVE BY DEPLOYING AS A DAO?
Get useful ideas? Make decisions faster? Run a company? Gather opinions? Etc...

HOW WOULD THE WORLD/ECOSYSTEM/YOUR PROJECT CHANGE IF THIS DAO IS SUCCESSFUL?

DAO your DAO has REP in:

DAO your DAO has REP in:

Name Your DAO:

DAO with REP in your DAO:

DAO with REP in your DAO:

WHAT FUNCTIONALITIES ARE NEEDED TO ACHIEVE IT?
Could you do it with Alchemy? (alchemy.daostack.io)

*Feel free to answer with your preferred dApp in mind

Community

WHAT IS THE PROJECT'S BACKSTORY?

TOP 3 EXPECTED PRINCIPLES OF THIS ORGANIZATION:

COMMUNICATION PLATFORMS:
Define the "watering holes" of your community and their purpose

Daily Chatting

Knowledge Repository

WHO IS RESPONSIBLE?
Who are the people / zorganizations responsible?

MEMBER JOURNEY:

1) Describe the Onboarding.
How do new users catch up?

▼

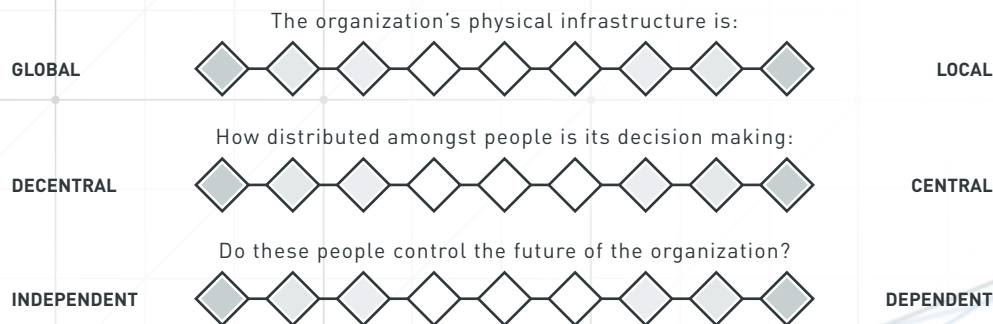2) How to retain engagement?
How to keep users developing?

▼

3) How does a user leave?

COMMUNITY'S RHYTHMS AND RITUALS:
Meetups, Videocalls, Blogposts, Podcasts, AMAs with members are possibilities

Weekly

Monthly

WHO IS RESPONSIBLE?
The people / organizations keeping the pulse of the rituals

Governance Elements

KEY PERFORMANCE INDICATORS:

Priority?   Desired Quantitative Output

☐ # OR % ACTIVE USERS (PER WEEK)

☐ # OF PROPOSALS MADE/PASSED (PER WEEK)

☐

☐

☐

REFLECT ON THESE GOVERNANCE POLARITIES:

The organization's physical infrastructure is:

GLOBAL ◆—◇—◇—◇—◇—◇—◇—◆ LOCAL

How distributed amongst people is its decision making:

DECENTRAL ◆—◇—◇—◇—◇—◇—◇—◆ CENTRAL

Do these people control the future of the organization?

INDEPENDENT ◆—◇—◇—◇—◇—◇—◇—◆ DEPENDENT

CAPS AND GLOBAL CONSTRAINTS:
Maximum total REP? Maximum Burn Rate of funds? What are users not allowed to do?

COMMON PROPOSALS:
What are the decisions the DAO takes on a daily basis and are not considered critical?

CRITICAL PROPOSALS:
What are the critical decisions that the DAO can take that need a high degree of consensus?

LEGAL STRATEGY:
How does the DAO negotiate it's legitimacy with the legacy legal system?

DOUBTS AND CONCERNS ON THE PARAMETERS:

Stakeholder Analysis

FROM THE USERS' POINT OF VIEW, WHAT IS THE DAO'S PRIMARY OBJECTIVE?
Take a moment to condense it into one precise sentence.

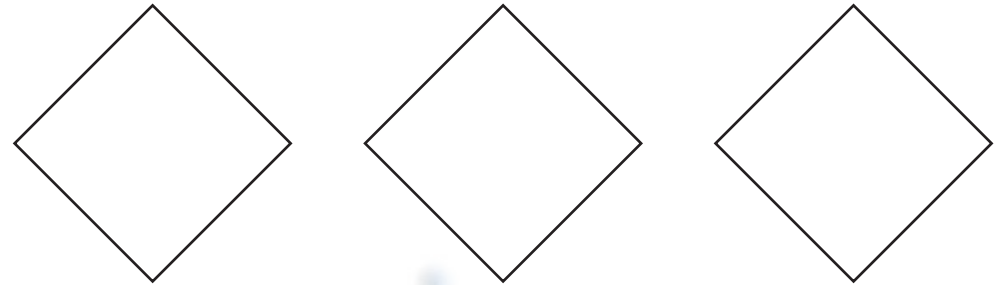**WHAT CONNECTS YOUR DIFFERENT USER PERSONAS?**
They might share goals, ambitions, ideology, or just the same office. What is it?

HOW DO USERS COORDINATE STRATEGY, PLANNING AND DIRECTION?
What is the level of coordination do you expect your users to achieve? How will they achieve it?

HOW CAN USERS LEVERAGE PARTICIPATION FOR INDIVIDUAL BENEFIT?
Connecting their needs/desires to the collective process is important to keep your users engaged.

USER PERSONA   USER PERSONA   USER PERSONA

DESCRIBE YOUR USER PERSONAS:
Think about their age, lifestyle and goals.

Actors

DAO DESIRED FUNCTIONS:

Priority?   Describe:

☐ ASSET MANAGEMENT

☐ COLLABORATION

☐ CURATION

☐ MARKET PLACE

☐ _____

☐ _____

☐ _____

IDEAL PROPOSAL TYPES (BRAINSTORM):

These types will help determine who gets REP and how.

BUDGET & FUNDING:

FUNDS AT START: _____   DAO TOKEN: _____

RECURRING FUNDING: _____   PER: _____

WHO ARE THE FUNDERS? WHY?

Is it Top Down? Bottom up? Do Stakeholders pay subscription? Etc.

INITIAL REPUTATION DISTRIBUTION MAP

Who holds Reputation in your organization? Other Orgs? Individuals? How much?

REP

GEN