# ShineDAO

# TLDR

Shine is a protocol-based decentralized incubator for early-stage blockchain teams. Building new blockchain projects is often a lone undertaking. Teams that are not involving their community early in the ideation process are much more likely to build products no one really cares about.

With Shine, we are introducing a fundraising model that allows teams and communities to engage in new incentivized relationships, in the earliest stages of projects.

We take a 5-10% of the total token supply for each successful project and distribute them to Shine contributors.

# What Problems is Shine Solving?

**For new blockchain teams:**
- Building community from scratch *(takes 40% of team energy)*
- Raising money from VCs *(Potential dangerous conflicts between token and equity holders, requires knowledge of VC fundraising)*

**For communities:**
- Left out of pre-sales *(most projects are forced to raise seed-sale and pre-sale from VCs)*
- Lack of insight into development process *(reduces trust in new projects, which reduces chance of success for all stakeholders)*

# ShineDAO Community

ShineDAO community members can participate in the following three activities:

**Deal Hunters:** All community members are incentivised to scout and bring in new blockchain teams. If the scouting is successful (i.e. the blockchain team gets accepted by the investors), the hunter will receive a finders fee 0.01% of SHN total supply.

**Investors:** Users with >4000 SHN → get right to participate in seed-sale of incubated projects and access to #investor-hub Discord channel. SHN can be bought or earned as being active in the community and held in MetaMask wallet. Requests are approved by Collab.land bot.

**Contributors:** All community members are incentivised to contribute to the development of the incubated teams. Business and Tech contributors that actively provide feedback, ask relevant questions, give teams useful advice, or in any other way excel their success. Top 10 contributors as decided by the incubated team, are rewarded 0.1% of SHN (0,01% each) total supply for their contribution.

# How We Make it Shine? (MVP)

Here's an outline of the ShineDAO incubation process, from initial scouting to a successful SHINEraising

**Scouting**
1. Deal Hunter finds a blockchain team that is in the early development stage
2. The blockchain team applies to be incubated at Shine (all applications are public to the ShineDAO community)

**Due diligence**
3. ShineDAO investors do due diligence, approve projects and determine the incubation period (1W - 3M)
4. If the projects are accepted, they must commit to follow the Shine community development process

# How We Make it Shine? (MVP)

**Incubation**

5. The blockchain team will be following a ShineDAO product development framework, including weekly follow-ups, key deliverables and regular community workshops
6. During the incubation period, the ShineDAO community supports the incubated team to create their product

**Reward allocation**

7. The incubated team selects the top 10 contributors for allocation of community incentives (0,1% of SHN total supply)

**Fundraising**

8. ShineDAO investors can participate in the pre-sale of the project
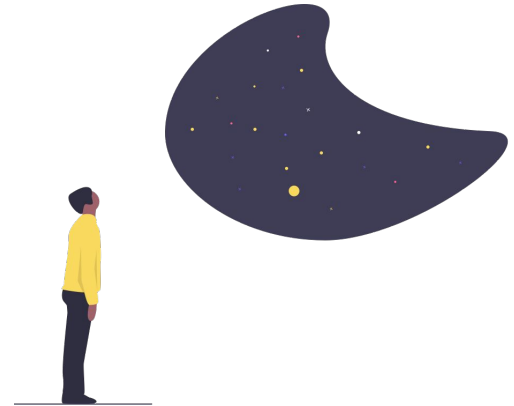
# Why Now?

- The interest in blockchain market and defi projects is at an ATH
- Gains from retail investors allow us to invest in next gen of DeFi projects in a decentralised way
- Strong community bring more value than VCs

## Total Value Locked (USD) in DeFi

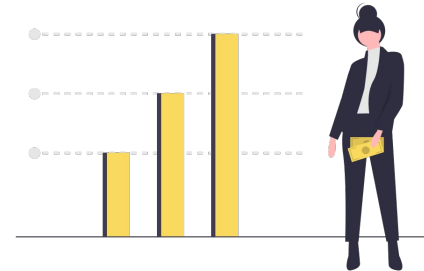TVL (USD) | ETH | BTC                    All | 1 Year | 90 Day | 30 Day

# Why Become Part of Community?

- Follow new projects
- Contribute
- Get rewarded

# Why become ShineDAO Investor?

- Acces to 20x + opportunities when investing in seed-sale or pre-sale
- Speculate on SHN (the more investors want to access opportunities, the higher the price of SHN will be)

# SHN Token Utility

**Staking for Deal Access:**
Investors need to stake predefined amount of SHN to get the right to participate in seed-sale and presale of incubated projects and access Investor Hub. An increasing demand for access to seed-sales and pre-sales of blockchain projects will cause increase in demand for SHN, driving price up as the impact of strong community & support grows. Users will be automatically be removed from Investor Hub if their SHN balance falls below the minimum threshold.

**Staking for Governance:**
SHN as governance token enables community participation managing the risk of incubated teams as well as further development of the project. Facilitation of this process is done through continuous approval voting whereby holders of SHN create and participate in various proposals on a regular basis. Proposals receiving the most votes are activated after built-in delay which provides the community with a buffer for reacting to the upcoming changes.

# SHN Token Utility

**Community Incentive:**

All community members are incentivised to scout interesting new projects and contribute to the development of the incubated teams. Top 10 business and tech contributors that actively provide feedback, ask relevant questions, give teams useful advice, or in any other way excel their success are rewarded 0.1% of SHN (0,01% each) total supply for their contribution. Top 10 contributors are selected by the incubated team.
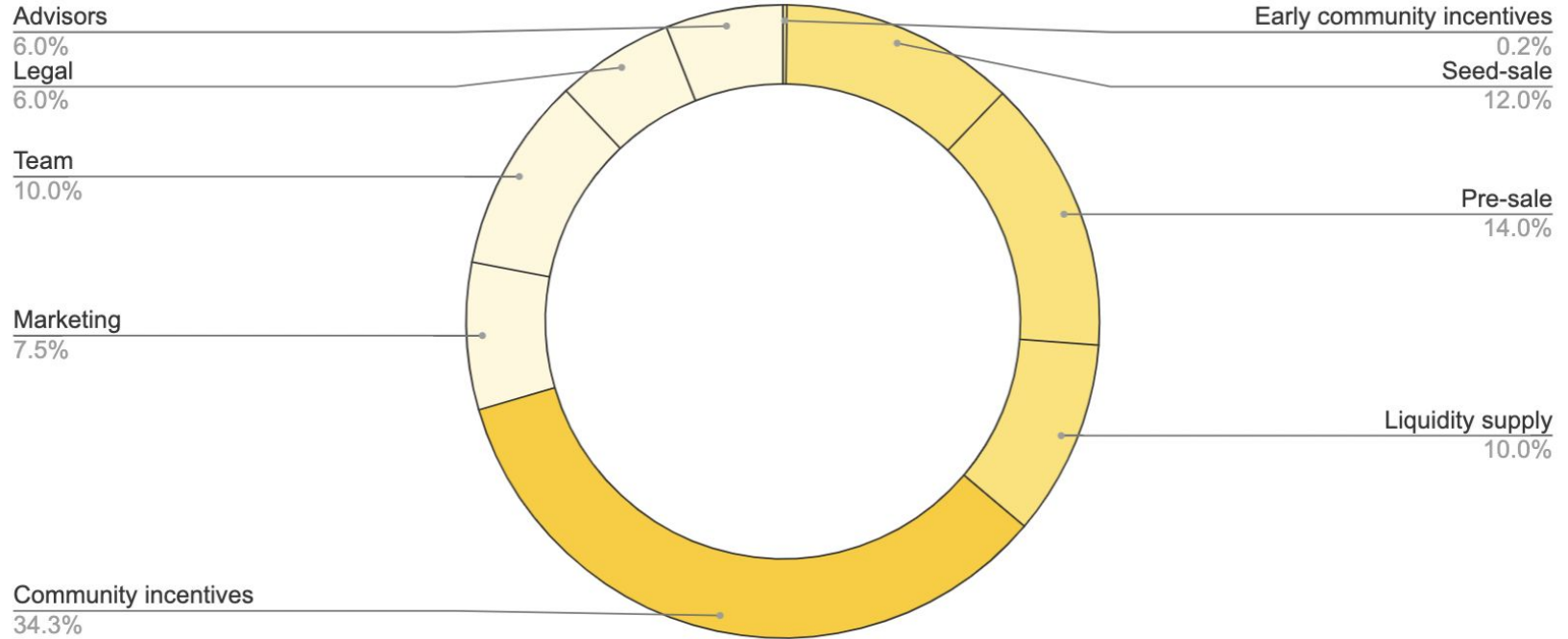
After seed-sale we will together with our community refine and introduce several types of staking mechanisms for accessing the deal pools, rewards, liquidity mining and fully decentralised governance.

# SHN Token Distribution

| SHN Token Distribution | | | | | | |
|---|---|---|---|---|---|---|
| | **Slots** | **Batch (SHN/ Slot)** | **Total** | **%** | **SHN Price** | **Amount raised** |
| **Early community incentives** | 25 | 8.000 SHN | 200.000 SHN | 0.20% | | |
| | | | | | | |
| **Seed-sale** | | | 12.000.000 | 12.00% | ~$0.01* | ~$120.000 ✓ |
| **Pre-sale I** | | | 7.000.000 | 7.00% | ~$0.025* | ~$175.000 ✓ |
| **Pre-sale II** | | | 7.000.000 | 7.00% | ~$0.028* | ~$196.000 ✓ |
| **Total amount raised** | | | | | | **~$491.000** |
| **Total outstanding SHN** | | | | | | **26.200.000 SHN** |
| | | | | | | |
| **Liquidity supply** | | | 10.000.000 SHN | 10.00% | ~$0.032* | |
| | | | | | | |
| **Community incentives** | | | 34.300.000 SHN | 34.30% | | |
| | | | | | | |
| **Marketing** | | | 7.500.000 SHN | 7.50% | | |
| | | | | | | |
| **Team** | | | 10.000.000 SHN | 10.00% | | |
| | | | | | | |
| **Legal** | | | 6.000.000 SHN | 6.00% | | |
| | | | | | | |
| **Advisors** | | | 6.000.000 SHN | 6.00% | | |
| | | | | | | |
| **Total SHN supply** | | | **100.000.000 SHN** | **100.00%** | | |

# SHN Token Distribution



Token Distribution

Advisors
6.0%

Legal
6.0%

Team
10.0%

Marketing
7.5%

Community incentives
34.3%

Early community incentives
0.2%

Seed-sale
12.0%

Pre-sale
14.0%

Liquidity supply
10.0%

# Usage of Raised Funds



Advisors
3.0%
Legal
2.0%
Marketing
3.0%

Product development
27.0%

Liquidity supply
65.0%