



# TrueSight DAO

**Case Study: Frameworks for successfully applying DAO  
using  
AI, Blockchain, and Cryptocurrency  
to Restoring our Amazon Rainforest**

Gary Teh, DAO contributor

# Who am I?



I joined: 10 million users



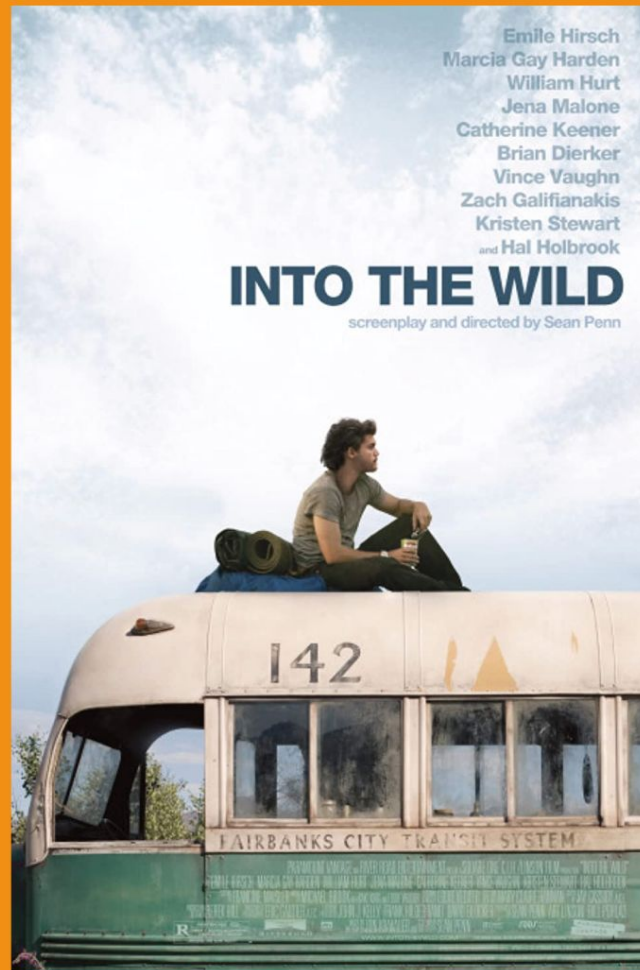
I left: 100 million users

**Network effects are Fascinating!**

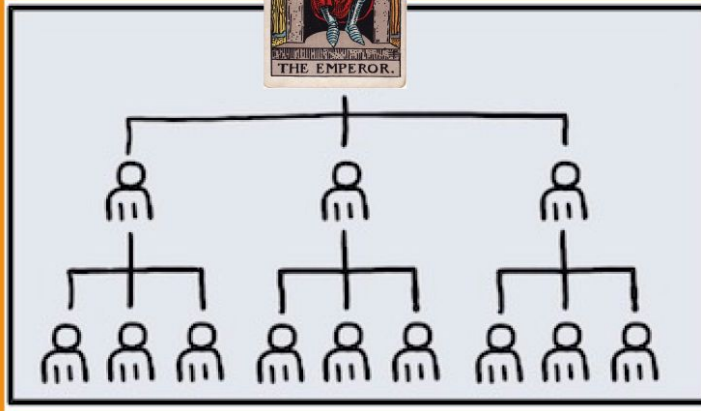
# Into the DAO 道

An organic self-organized  
community around a  
self-defined purpose.

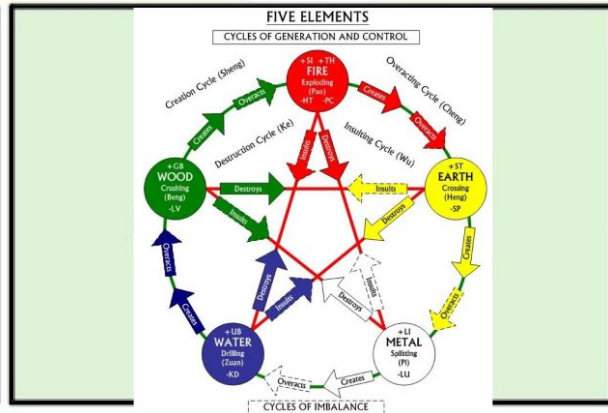
*A journey of a thousand miles begins  
with a single step.*



# An age old question of resource control:



Confucianism /  
Feudalism

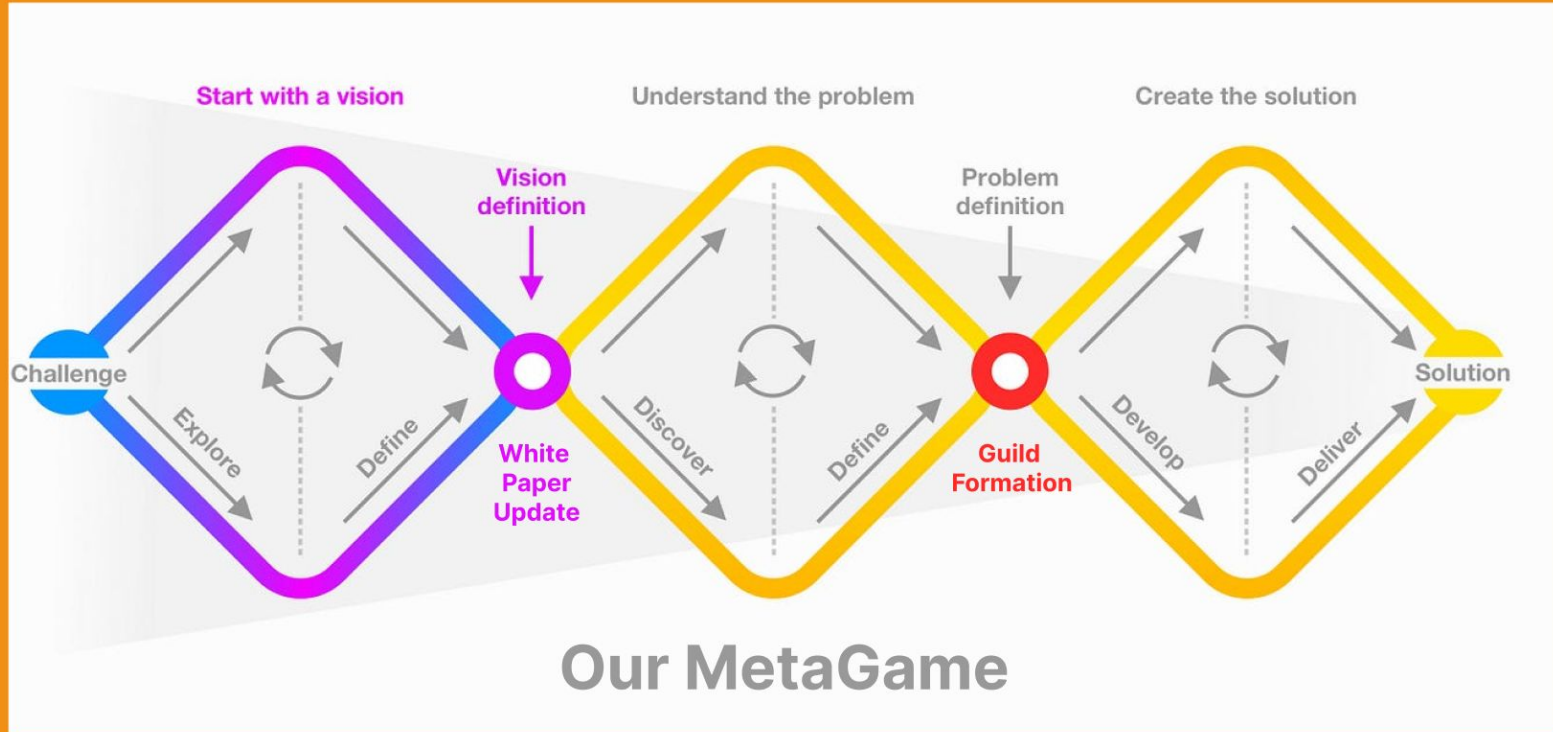


Daoism 道

**Daoism** 道 has been around for centuries.

A grass-root response to an autocratic Chinese Emperor.

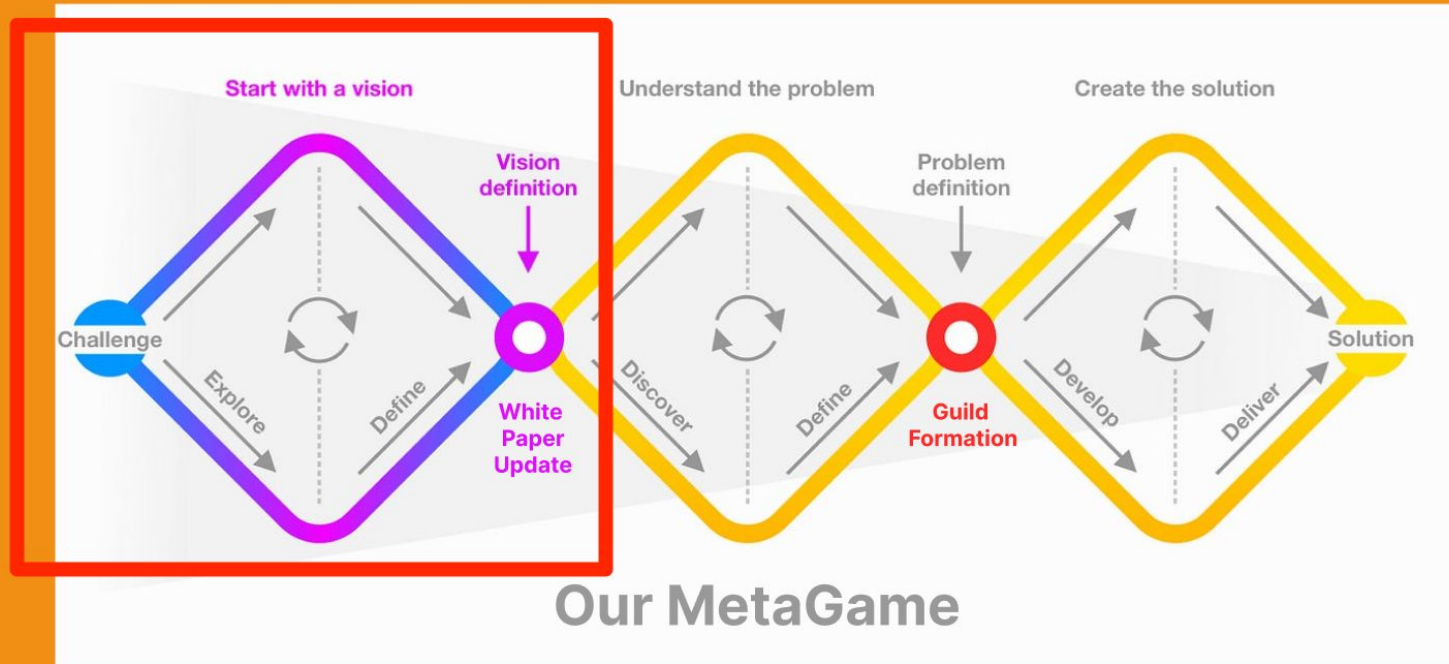
# Triple Diamond Design Thinking Process



A recurring organic phenomena  
within the ecosystem.



# DAO formation stage 1: The Vision



Articulation of Values and Vision of what the community wants for their collective future.



**Johnson Teh** (Human) · 1st

Technopreneur (Sg) + Serial Entrepreneur (China) + Property Developer (USA) + SCUBA Dive Guide (Globally)

we are not there, Not yet!  
We are here... Still  
Make full use of our 86,400 seconds in a day.  
Get Work Done and Get results!  
86,400 seconds,  
This it is all we got,  
This is all we need!

# Start with Why!!

Insight: all social movements starts with a WHY

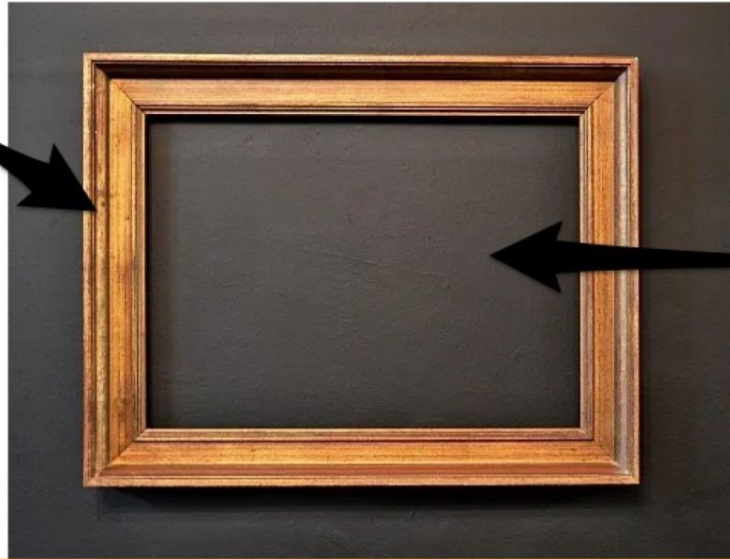
And only then the WHO.



# Holding an Empty Space

## Doing (Building) Nothing (Space)

Clearly framing an empty space so that passerby are made aware of its existence.

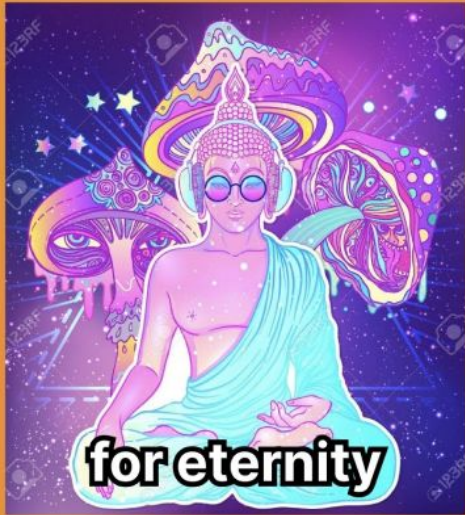


Big empty space  
(nothing) right  
here.

Space is  
deliberately left  
there for folks to  
fill up based on  
where their  
imagination  
leads them.

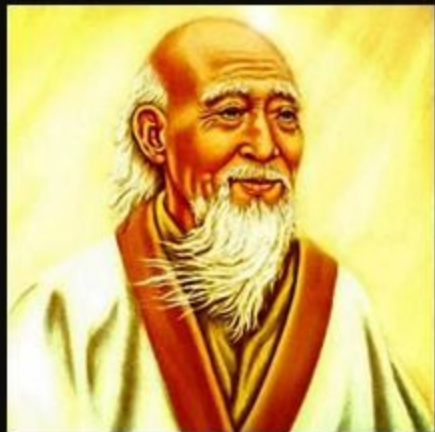


# Do nothing



and still chilling

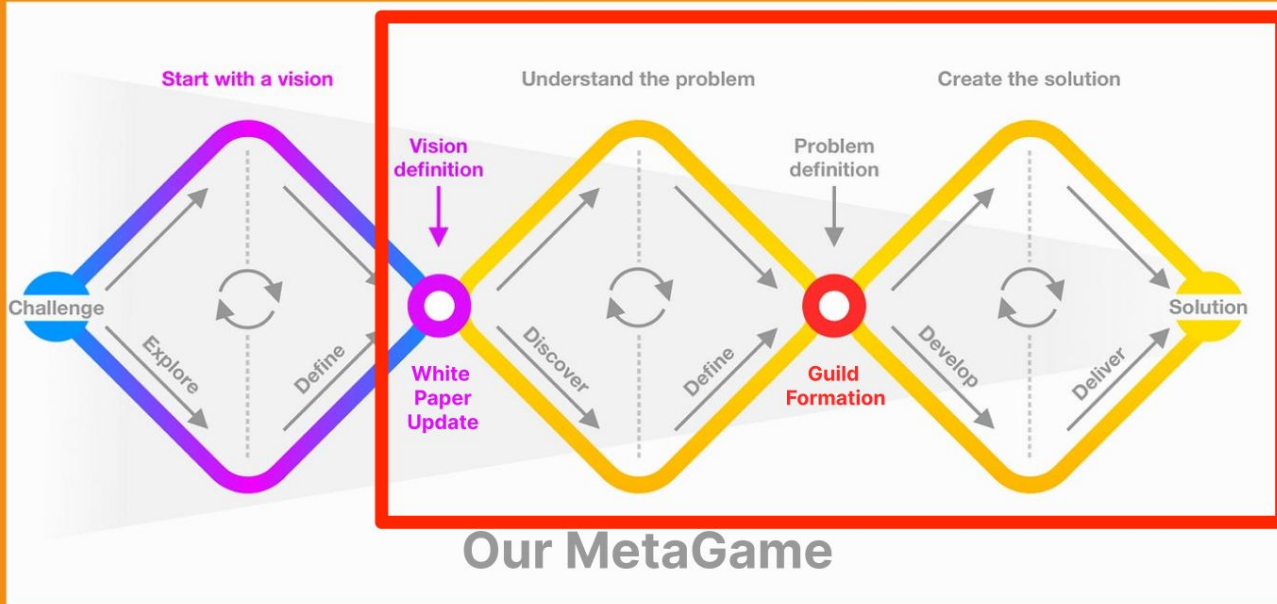
This is how it often feels  
like holding an empty  
space, because growth  
happens at organic time.



Nature does not hurry, yet  
everything is accomplished.

~ Laozi

# DAO formation stage 2: Actualizing the Vision



Community members start contributing resources and start thinking about what they will get back for their contribution.



# The age old common question :

How do we allocate control and accumulated benefits ?

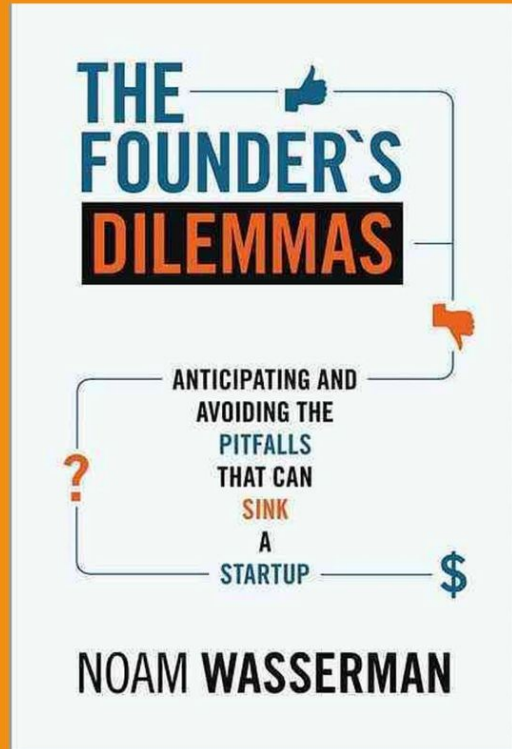


# The rules of engagement

Agree on the rules  
Rules evolve with  
voting event.



# Suggestion from Harvard Professor



“...Milestone based vesting...!”



For allocation of control and distribution of accumulated value.

DAO Member B

DAO Member A

contributes

does not contribute

contributes

Our DAO progresses

Member A and B  
gains tokens  
and  
maintains influence on  
DAO  
resource allocation

Our DAO progresses

Member B gains tokens  
and  
more influence on  
DAO  
resource allocation

does not  
contribute

Our DAO progresses

Member A gains tokens  
and  
more influence on  
DAO  
resource allocation

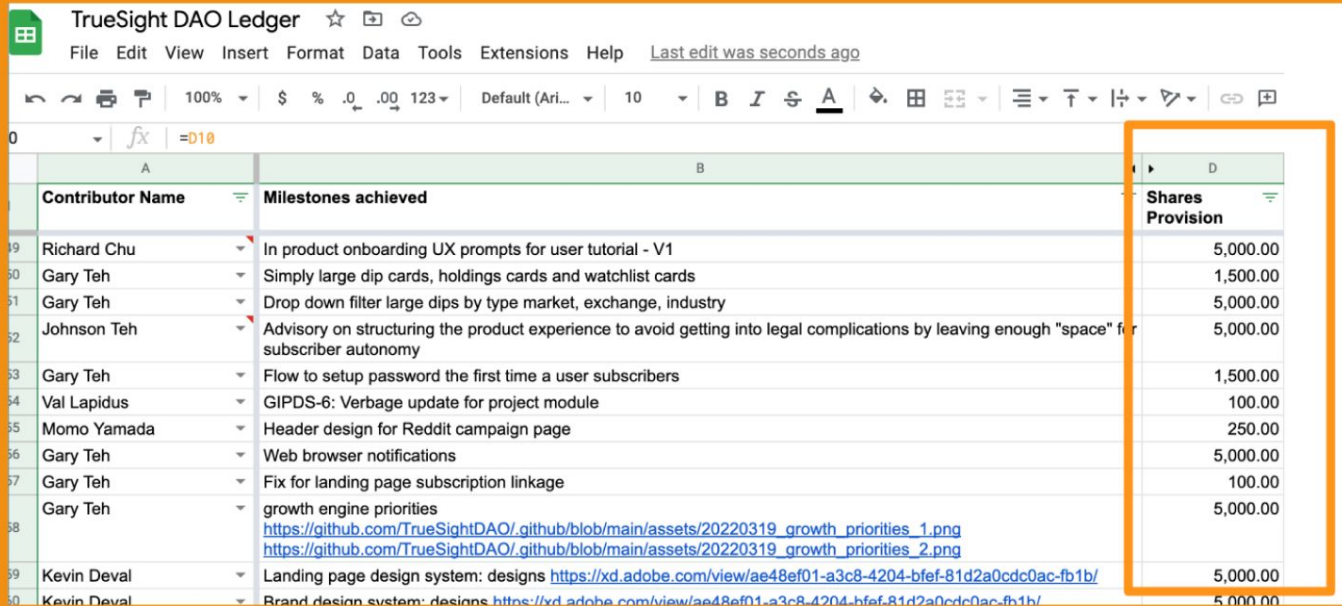
DAO does not  
progress

**Everybody keeps  
everybody in check**

**In a world with  
no central authority  
Game Theory rules**

*Contribute more to gain more  
influence over the rules.*

# A ledger that promotes Transparency

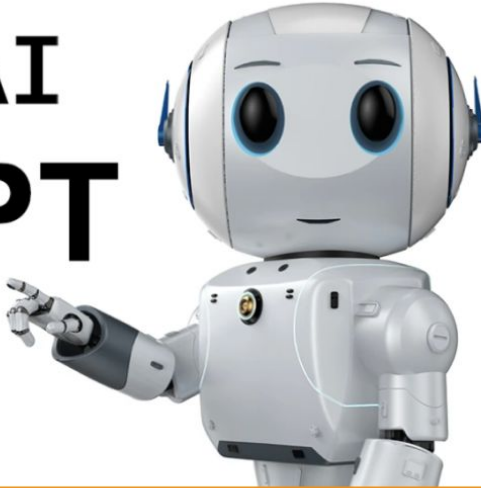


The image shows a Google Sheets spreadsheet titled "TrueSight DAO Ledger". The spreadsheet has three main columns: "Contributor Name", "Milestones achieved", and "Shares Provision". The "Shares Provision" column is highlighted with an orange border. The data shows various contributors and their contributions, with corresponding tokenized shares provided.

Contributor Name	Milestones achieved	Shares Provision
Richard Chu	In product onboarding UX prompts for user tutorial - V1	5,000.00
Gary Teh	Simply large dip cards, holdings cards and watchlist cards	1,500.00
Gary Teh	Drop down filter large dips by type market, exchange, industry	5,000.00
Johnson Teh	Advisory on structuring the product experience to avoid getting into legal complications by leaving enough "space" for subscriber autonomy	5,000.00
Gary Teh	Flow to setup password the first time a user subscribes	1,500.00
Val Lapidus	GIPDS-6: Verbage update for project module	100.00
Momo Yamada	Header design for Reddit campaign page	250.00
Gary Teh	Web browser notifications	5,000.00
Gary Teh	Fix for landing page subscription linkage	100.00
Gary Teh	growth engine priorities <a href="https://github.com/TrueSightDAO/github/blob/main/assets/20220319_growth_priorities_1.png">https://github.com/TrueSightDAO/github/blob/main/assets/20220319_growth_priorities_1.png</a> <a href="https://github.com/TrueSightDAO/github/blob/main/assets/20220319_growth_priorities_2.png">https://github.com/TrueSightDAO/github/blob/main/assets/20220319_growth_priorities_2.png</a>	5,000.00
Kevin Deval	Landing page design system: designs <a href="https://xd.adobe.com/view/ae48ef01-a3c8-4204-bfef-81d2a0cdc0ac-fb1b/">https://xd.adobe.com/view/ae48ef01-a3c8-4204-bfef-81d2a0cdc0ac-fb1b/</a>	5,000.00
Kevin Deval	Brand design system: designs <a href="https://xd.adobe.com/view/ae48ef01-a3c8-4204-bfef-81d2a0cdc0ac-fb1b/">https://xd.adobe.com/view/ae48ef01-a3c8-4204-bfef-81d2a0cdc0ac-fb1b/</a>	5,000.00

contributions are tokenized based on agreed upon rules.

 OpenAI  
**ChatGPT**

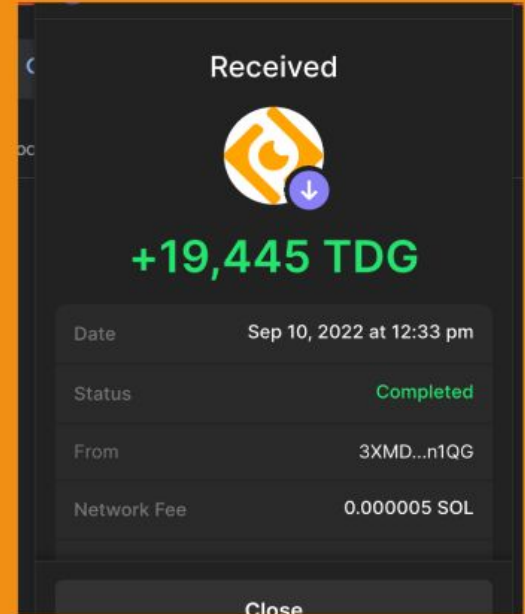


## Utilize AI

Automate the  
policing of rules  
within the  
community.

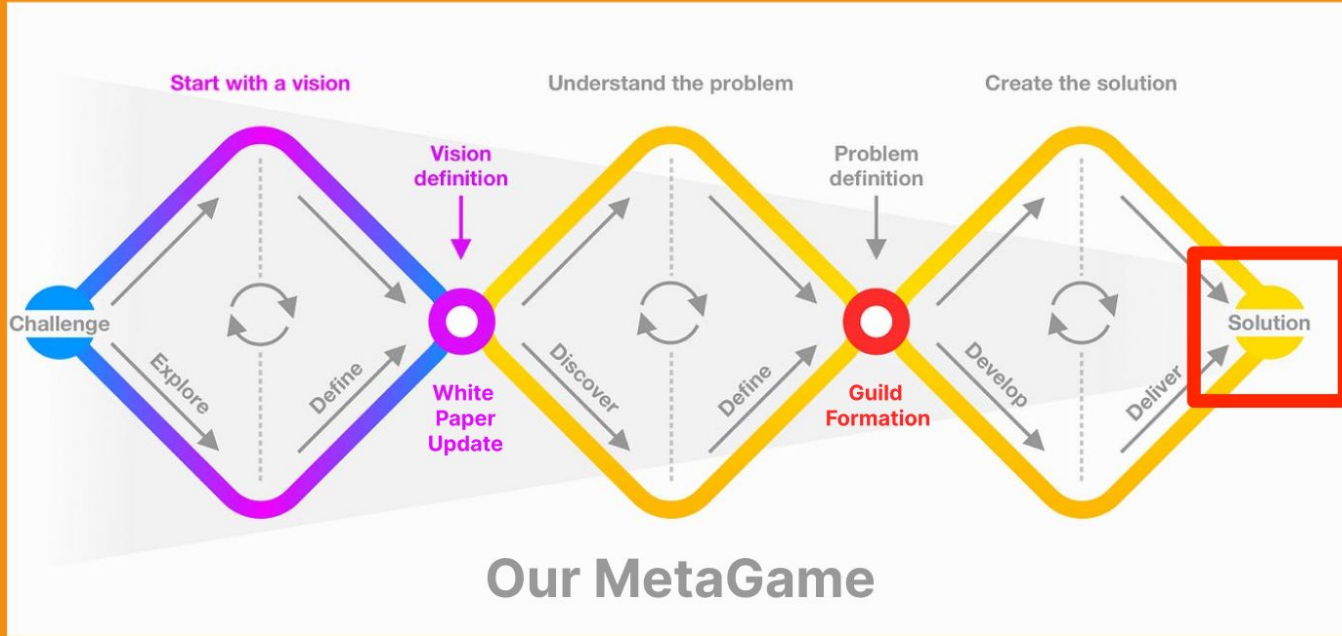
# Mint Governance Tokens

The next step, once norms become established within the community, is that things start to feel more tangible.





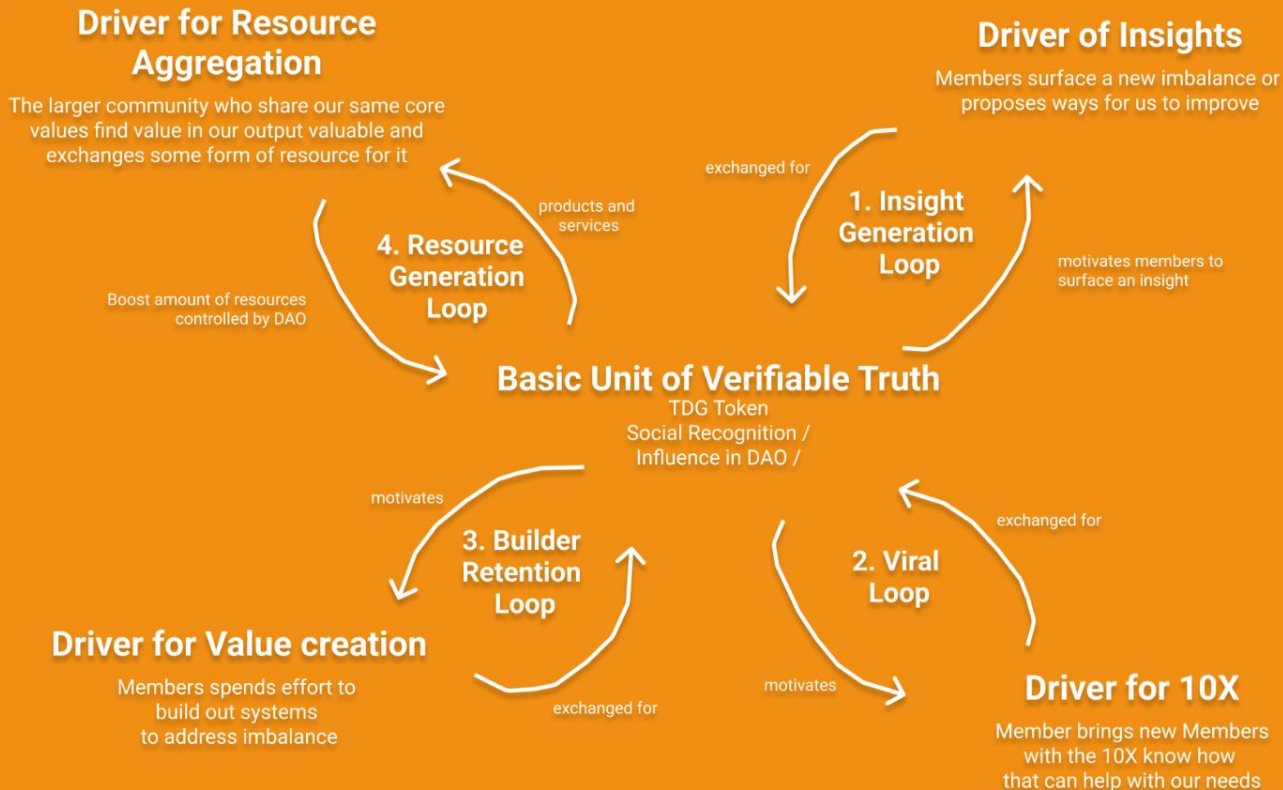
# DAO formation stage 3: Living the Vision



Community members can cash out the benefits of their contributions or keep it to maintain control.

# Our Behavioral Model:

1. Insight Generation loop
2. Viral loop
3. Builder retention loop
4. Resource generation loop



# Economic model



**Small Scale  
Organic cacao Farmers**  
*using regenerative  
agroforestry technique*

Contributors Source for  
Farmers



Supply organic produce  
Regenerates Land



**USA Consumers**

Buys produce  
at fair price



Sells and market organic cacao  
Provides transparency

profits boost  
governance token value



Enables Distribution  
Network in exchange for  
governance tokens



**TrueSight DAO  
Contributors**



CoinGecko

Cryptocurrencies

Exchanges

Cryptocurrencies > TrueSight DAO Governance Token P



**TrueSight DAO Governance Token** TDG Price

**\$0.1002** ▼ **0.8%** ⓘ

0.051727 BTC ▲ 0.8%

\$0.09563

24h Range

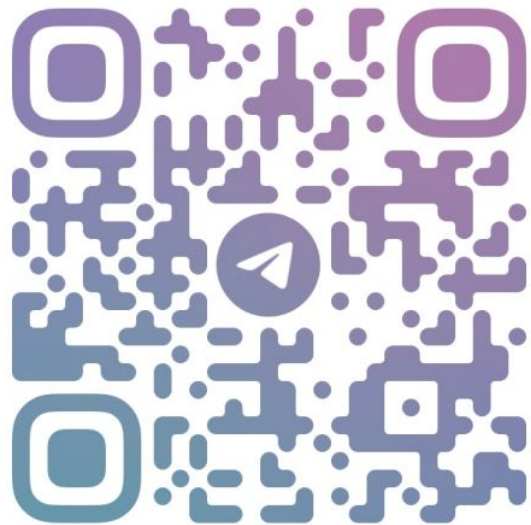
\$0.1013

★ Add to Portfolio • 36 added



# Closing the loop

Listing on a CEX, once a clear path of generating recurring value has been validated, allow contributors to cash out the value of their contribution.



@TRUESIGHTDAO

# Let's stay in touch

Join us on Telegram.