



TrueSight DAO

**Case Study: Frameworks for 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!

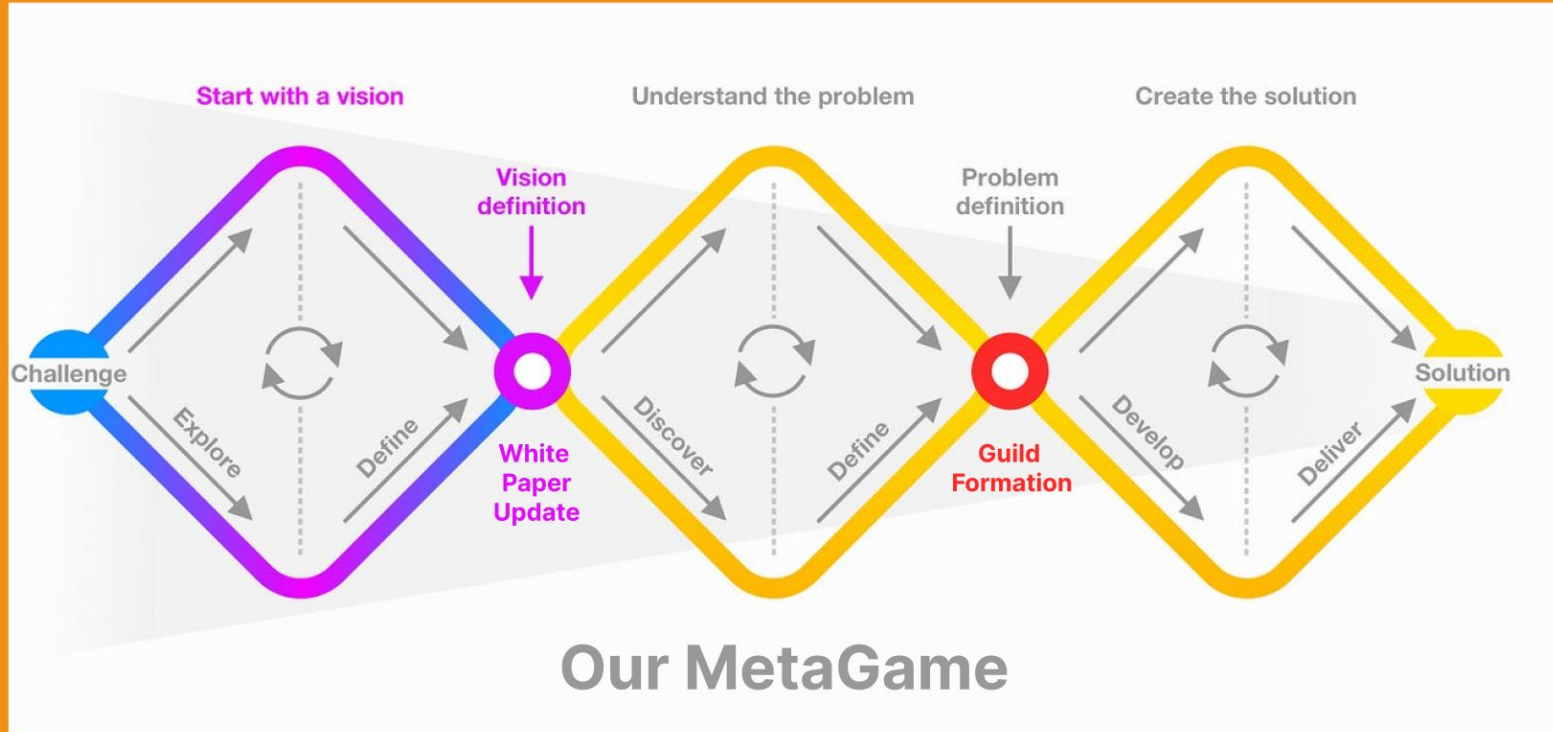
Into the DAO

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

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

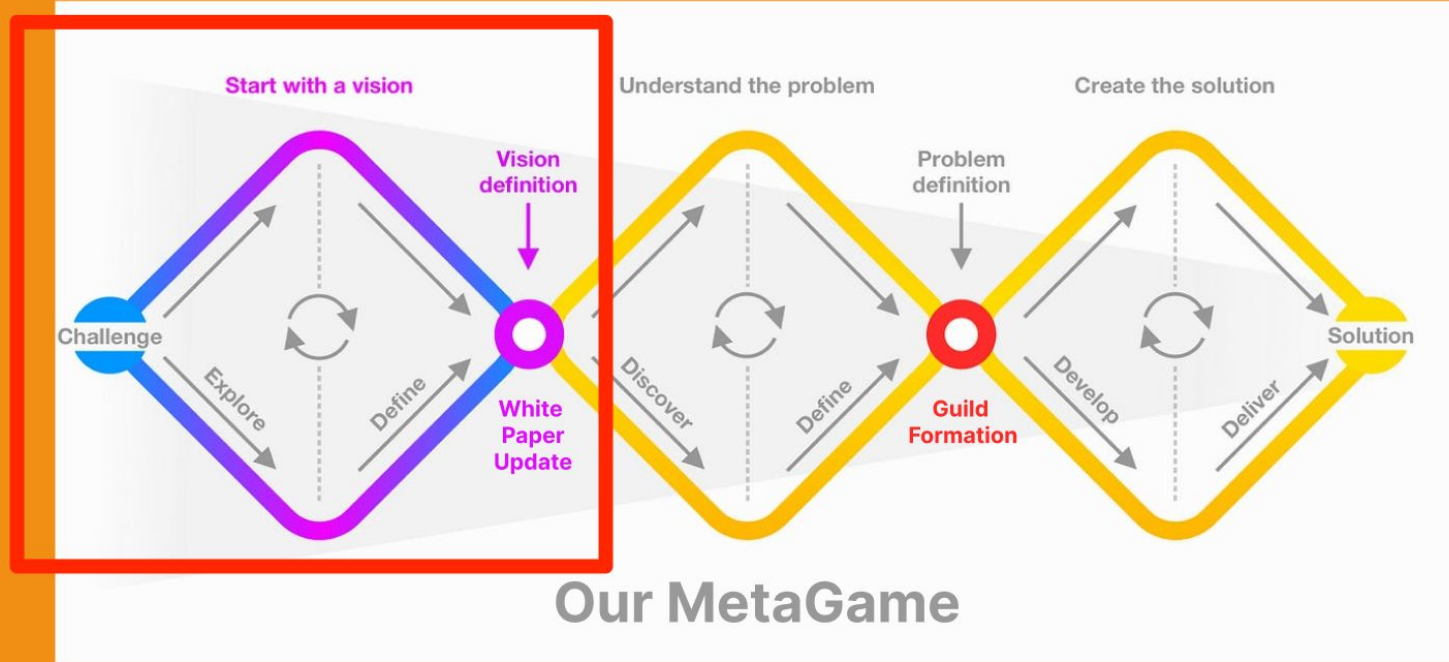


Triple Diamond Design Thinking Process



A recurring organic phenomena
within the ecosystem.

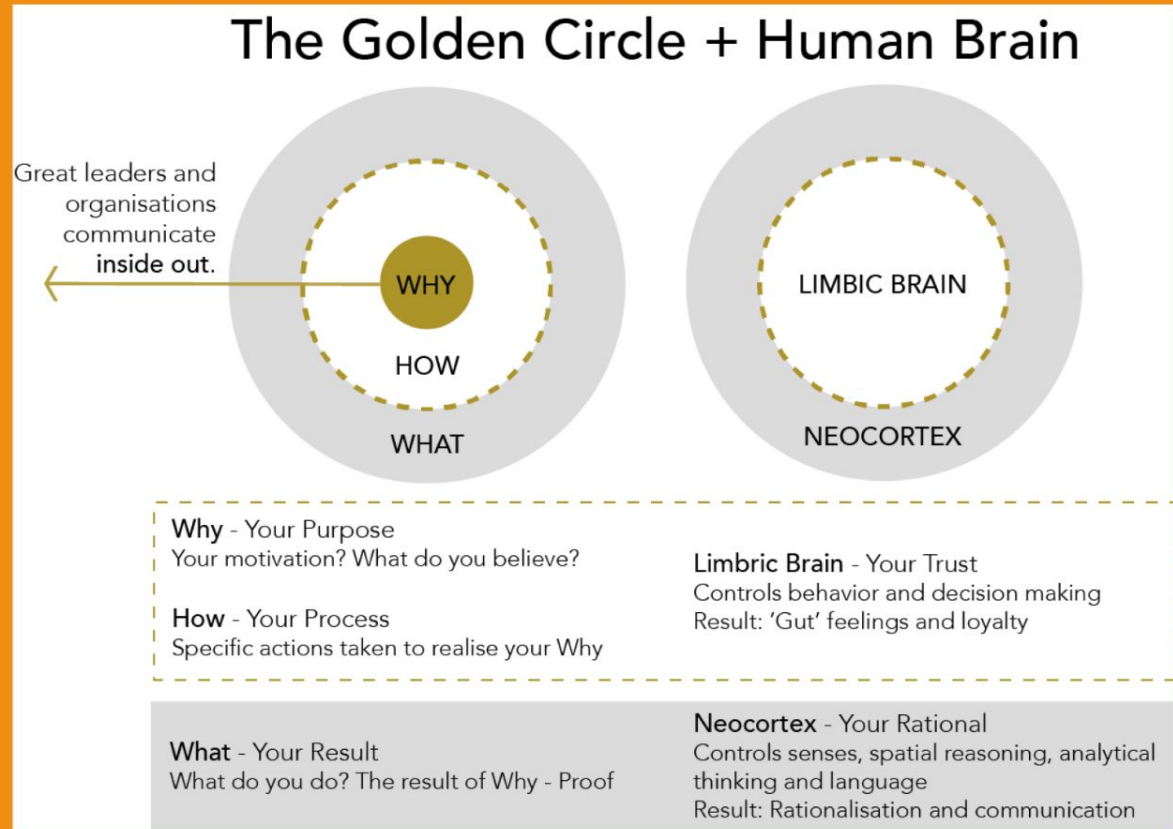
DAO formation stage 1: The Vision



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

Start with Why!!

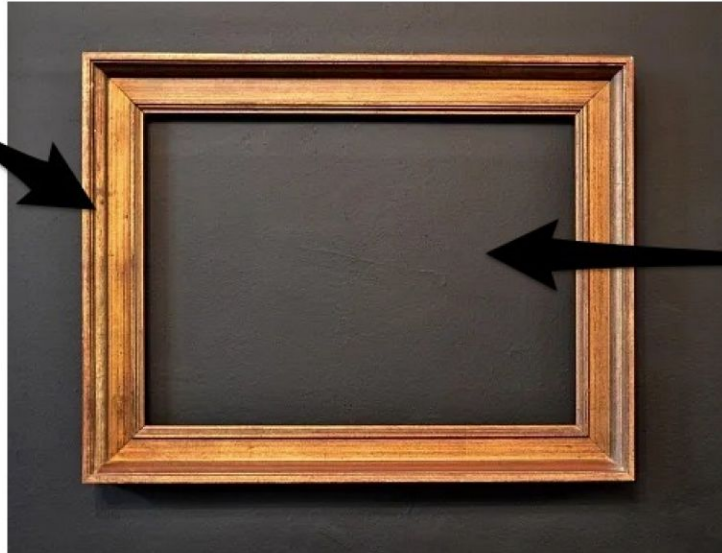
Insight: all social movements starts with a WHY



Holding an Empty Space

Doing (Building) Nothing (Space)

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

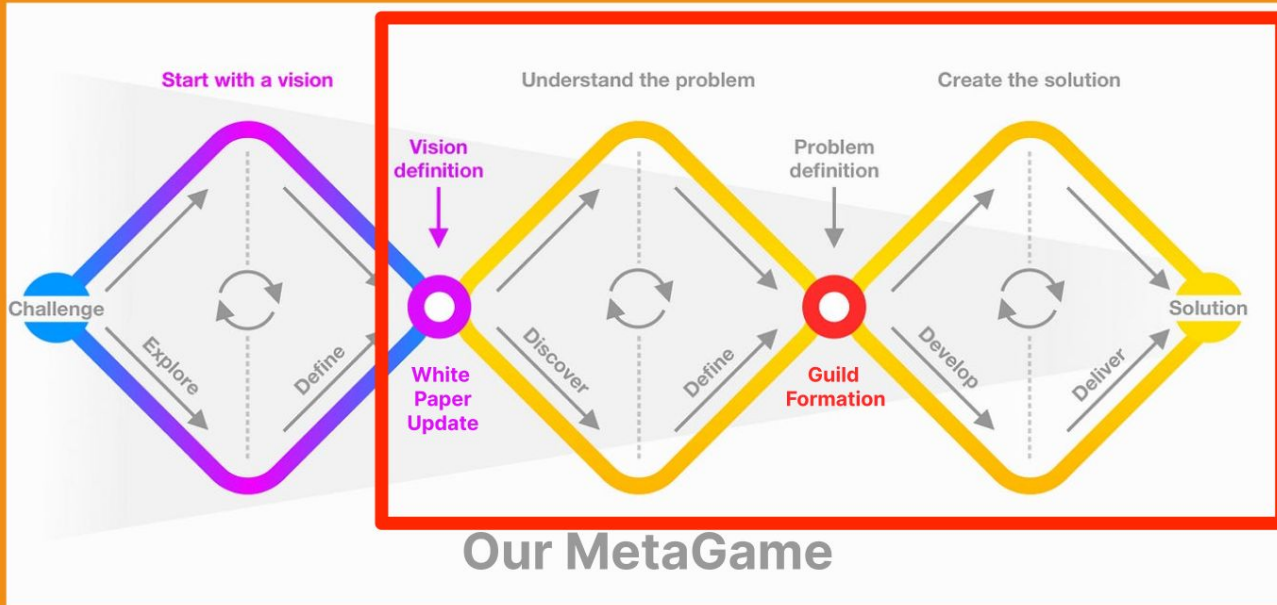


Big empty space (nothing) right here

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

Core Values, Mission and Vision

DAO formation stage 2: Actualizing the Vision



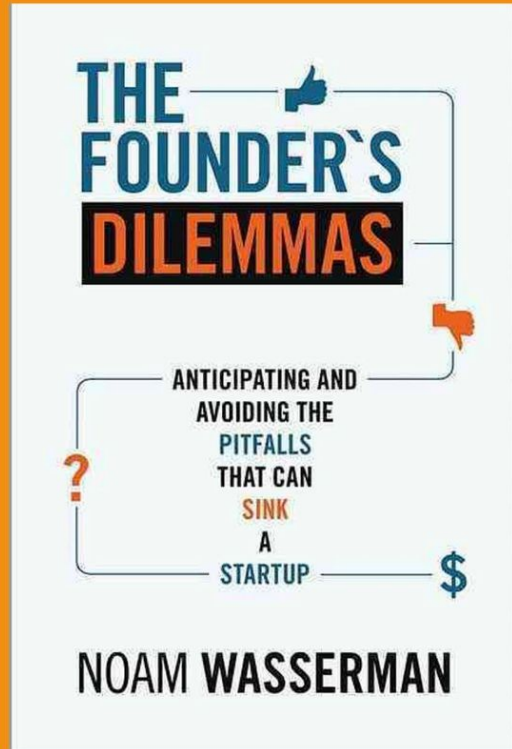
Community members start contributing resources and start thinking about what they will get back for their contribution.



The age old common question :

How do we allocate control and accumulated benefits ?

Suggestion from Harvard Professor

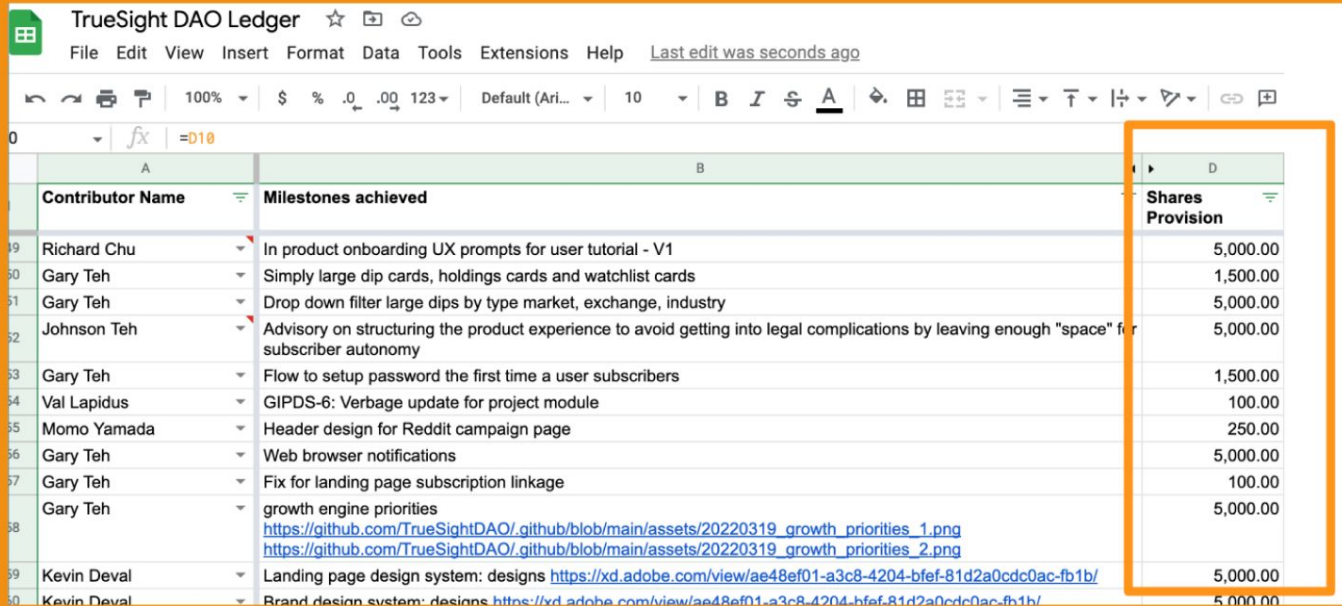


“...Milestone based vesting...!”



For allocation of control and distribution of accumulated value.

A ledger that promotes Transparency



The image shows a Google Sheets interface titled "TrueSight DAO Ledger". The spreadsheet has three columns: "Contributor Name", "Milestones achieved", and "Shares Provision". The "Shares Provision" column is highlighted with an orange box. The data shows various contributors and their milestones, with corresponding share values.

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 https://github.com/TrueSightDAO/github/blob/main/assets/20220319_growth_priorities_1.png https://github.com/TrueSightDAO/github/blob/main/assets/20220319_growth_priorities_2.png	5,000.00
Kevin Deval	Landing page design system: designs https://xd.adobe.com/view/ae48ef01-a3c8-4204-bfef-81d2a0cdc0ac-fb1b/	5,000.00
Kevin Deval	Brand design system: designs https://xd.adobe.com/view/ae48ef01-a3c8-4204-bfef-81d2a0cdc0ac-fb1b/	5,000.00

contributions are tokenized based on agreed upon rules.

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

**Everyone keeps everyone
else in check**

Insight: When Game Theory is
effectively applied self
correcting and balancing
becomes evident

*Contribute more to gain more
influence over the constitution*

DAO Member B

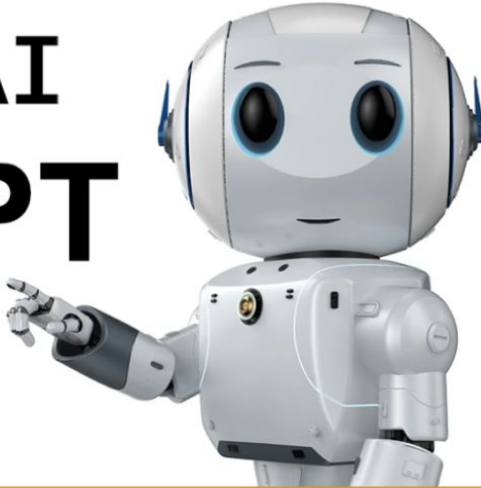
**WHAT
ARE THE
RULES**



Evolving rules of engagement

Every failure is an opportunity to vote and improve the rules in our constitution

 OpenAI
ChatGPT

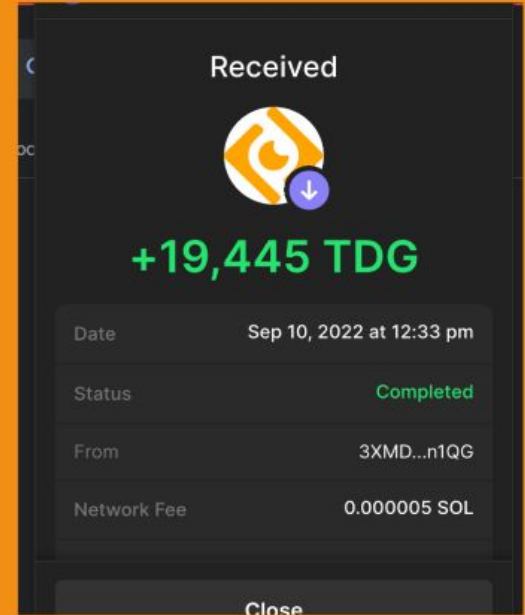


Utilize AI

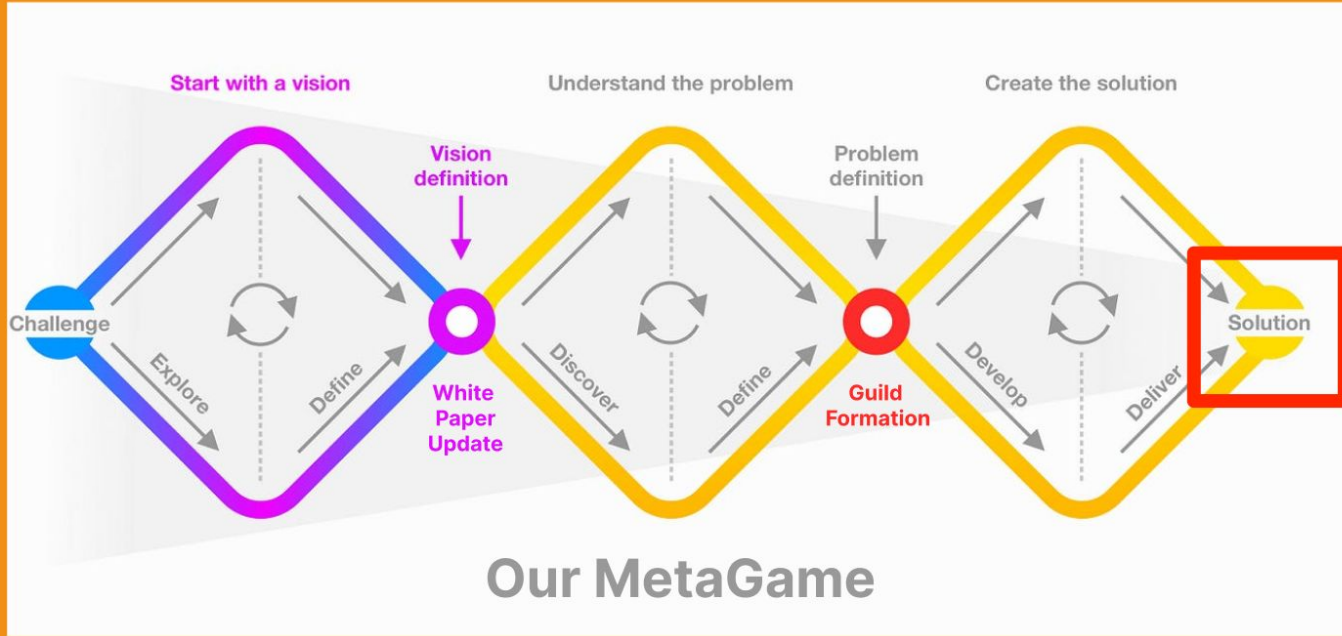
Automate the
policing of rules
within the
community.

Mint Governance Tokens

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



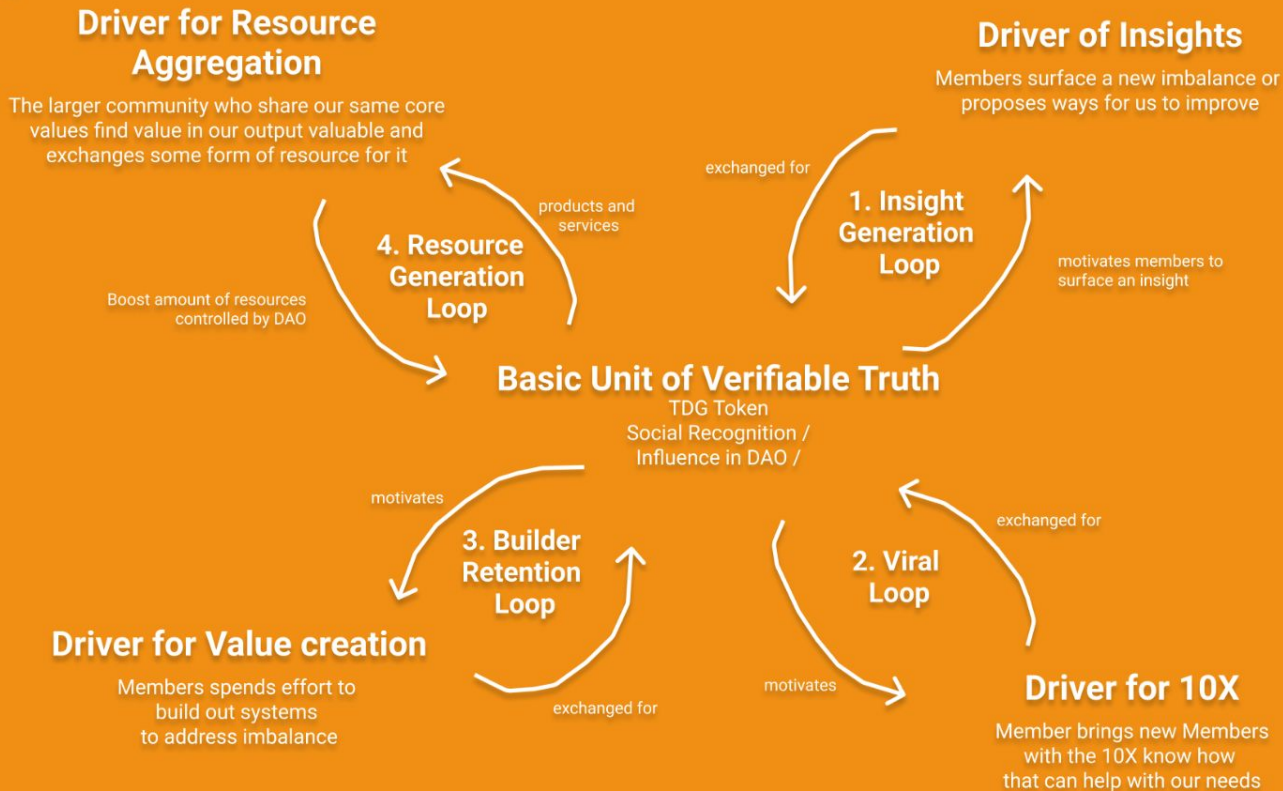
DAO formation stage 3: Living the Vision



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

Our Behavioral Model:

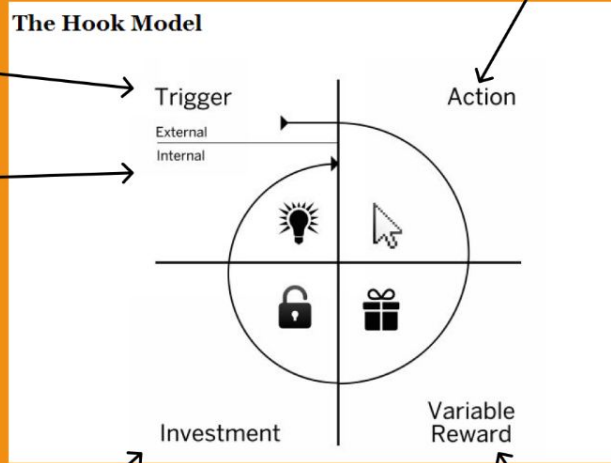
1. Insight Generation loop
2. Viral loop
3. Builder retention loop
4. Resource generation loop



DAO member asking
others for help

DAO member
reasonating with its
purpose

DAO member
social standing



Member
Contribution

Action

Variable
Reward

TDG Token and
recognition on
ledger

DAO is self perpetuating

Insight: A DAO with a properly
setup governance model
functions like a social
network

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

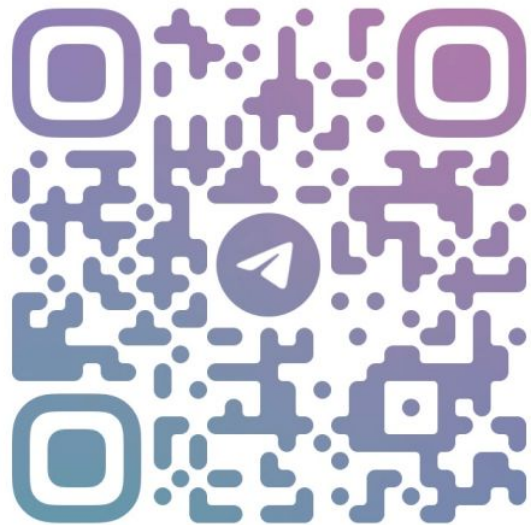
\$0.1013

★ 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.