

Monument DAO

Monuments are meant to be seen,
not only read about in history books.

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Johnson Cornell Tech MBA Class of 2023





Broadly, conservation is a challenging and costly endeavor, technically and financially

International Conference on Quality of Life, 2015

500-year-old Pagoda In Chang Mai (before its collapse)

Problems with Conservation

Funding Challenges

The needs of conservation efforts outstrip the financial resources currently available from government grants (40%).

Traditional donation model lacks incentive

Donation model tends to be passive in nature and relies heavily on altruistic motivation from donors.

Minimal transparency and traceability

The financial reporting process of conservation sites is currently still opaque and done in aggregate.



UN Sustainable Development Goals:

By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

8.9

Decent work and economic growth

Primary sources

Strengthen efforts to protect and safeguard the world's cultural and natural heritage

11.4

Sustainable cities and communities

3

Non-profit officials

Develop effective, accountable and transparent institutions at all levels

16.6

Peace, justice and strong institutions

18

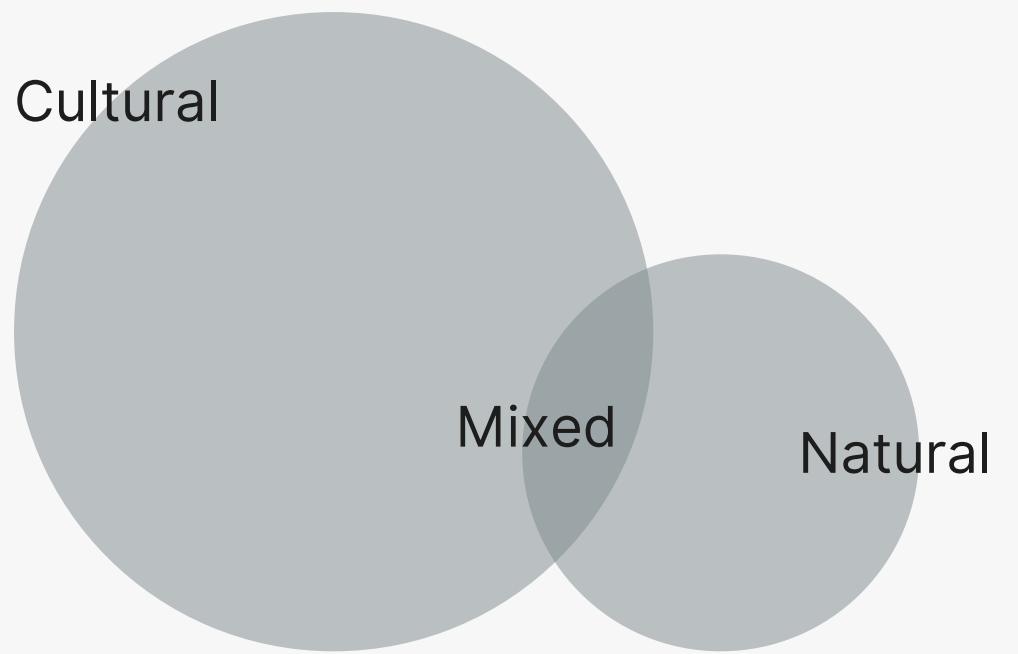
Potential benefactors





Addressable Markets

Conservation Sites

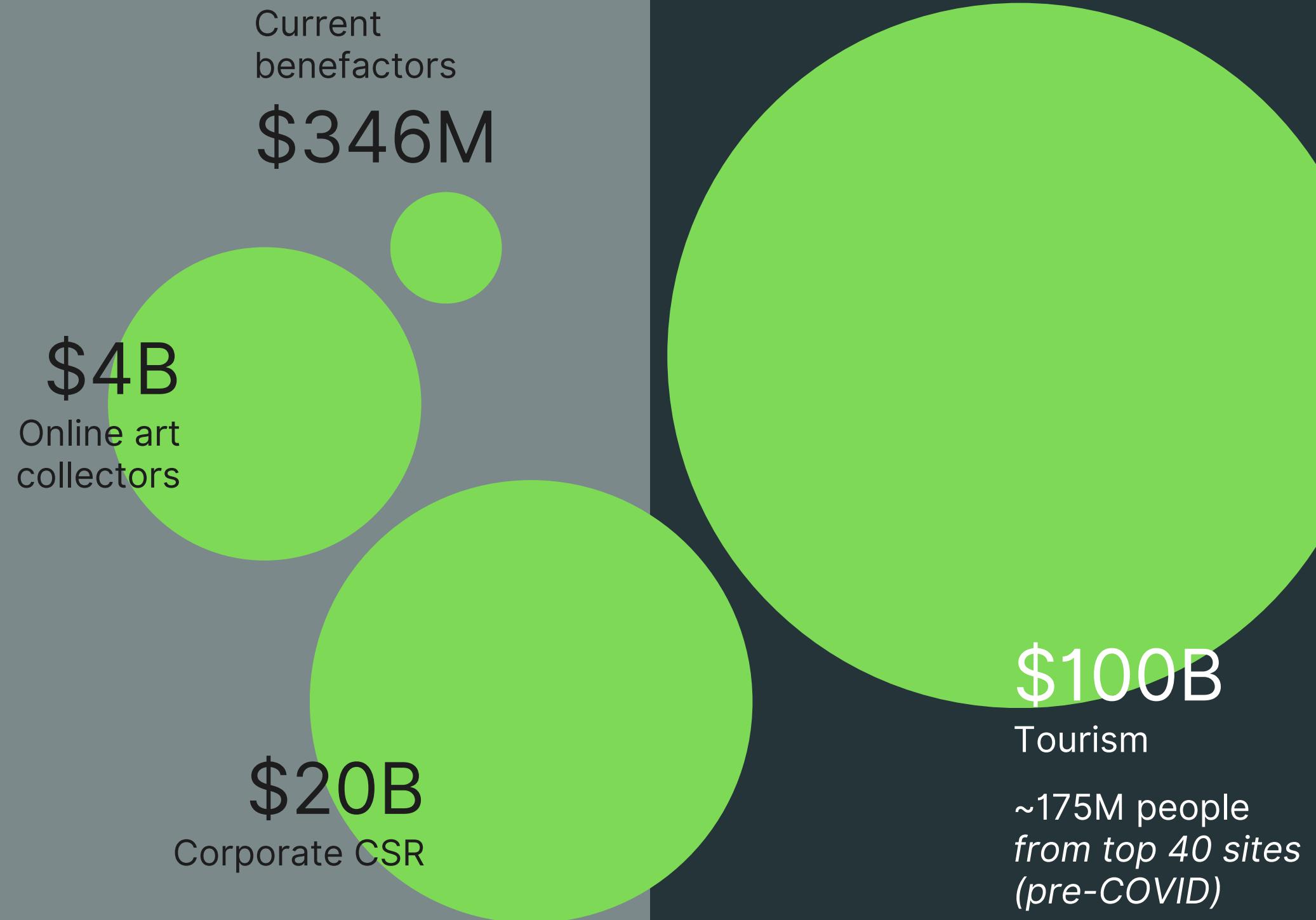


1,154
Properties

\$60k
Annual exp.

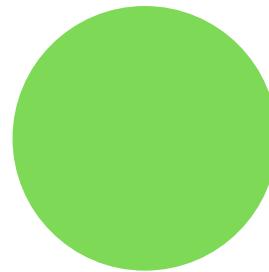
\$31B
Funding gap

* Sources: UNESCO World Heritage List;
ICOMOS, Heritage at Risk World Report on
Monuments and Sites in Danger; Protected Planet



* Sources: UNESCO Financial Report 2021;
Global News Wire

* Source: Harvard Business Review Report



MonumentDAO

Upcoming Explore

Search MonumentDAO Connect Wallet



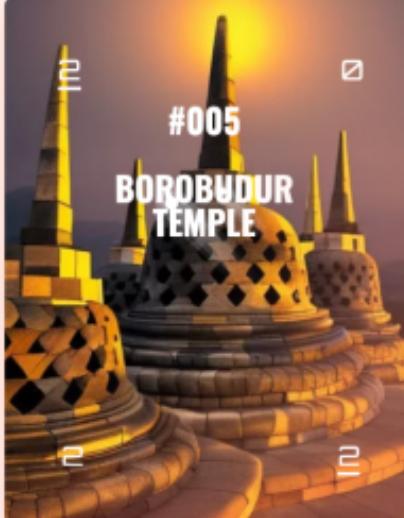
Monuments are meant to be seen, not only read about in history books.



Discover the Footprints of Our History

Monuments and memorials can reflect values, important stories, and power, and they serve as reminders that history is not just in books, but all around us.

Search Monument →



Monument DAO helps **conservation projects** to issue NFTs, creating **additional funding sources** and **reaching wider audience**

01 For Conservation Sites

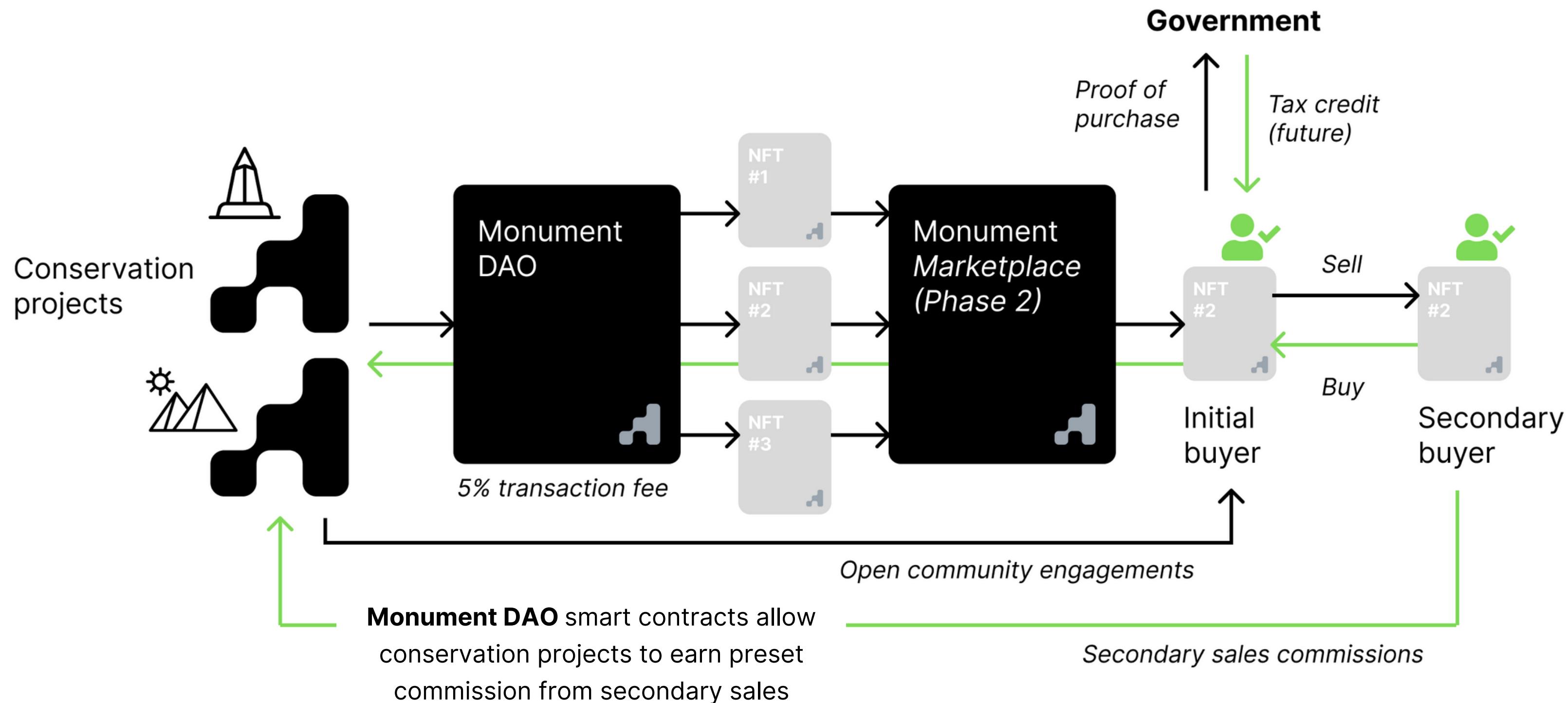
Accessible and reliable sources of funding

02 For Individual Buyers

Higher incentive through transparency and community

03 For Corporations

Traceable avenue for CSR efforts





Value Propositions

Conventional methods lack transparency and its ability to create communities and foster open engagement

Transparency •
|
Community •
|
Open
Engagement •



01

Transparency

Monument DAO allows stakeholders to explore transactions on-chain with complete transparency.

- Trust
- Accountability
- Traceability

Transactions	Internal Txns	Erc20 Token Txns	Erc721 Token Txns
Produced Blocks	Analytics	Comments	
Latest 25 from a total of 64,117 transactions			
:			
Txn Hash	Method ⓘ	Block	Age
0xaa2acf932f8362cb5a4...	Transfer	16028059	18 secs ago
0xb36b7cfdc09b3fa97d...	Transfer	16028054	1 min ago
0xc2a335f4d198a75d66...	Transfer	16028052	1 min ago



02

Community

02

Monument DAO makes it easier for benefactors to create community surrounding the cause as compared to traditional means





03

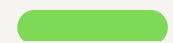
Open Engagement

03

Built-in community engagement allows benefactors to propose and vote for improvement initiatives

The screenshot shows a forum interface for the "Fellowship of Ethereum Magicians". The top navigation bar includes "Sign Up", "Log In", and a search icon. Below the navigation, there are filters for "all categories", "all tags", "Latest", "Top" (which is highlighted in red), and "Categories". A date range selector shows "Year NOV 22, 2021 - NOV 22, 2022". The main content area displays four forum posts:

Topic	Replies	Activity
Proposed milestones for rollups taking off training wheels Primordial Soup decentralization, rollups	9	8d
EIP-5065 Instruction for transferring ether EIPs evm, opcodes, core-eips	13	9d
EIP-4488: Transaction calldata gas cost reduction with total calldata limit EIPs gas	15	18d
Ethereum Magicians Protocol Roadmap Session @ Devcon VI Council Sessions	13	28d



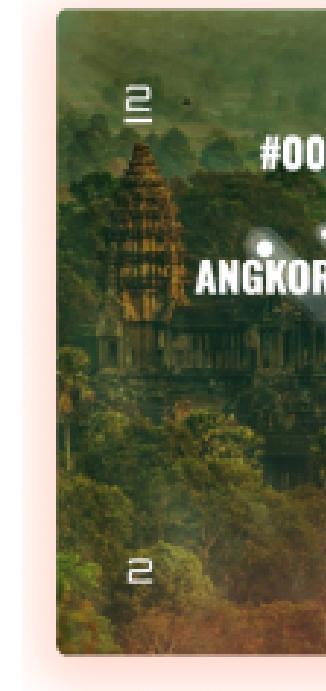
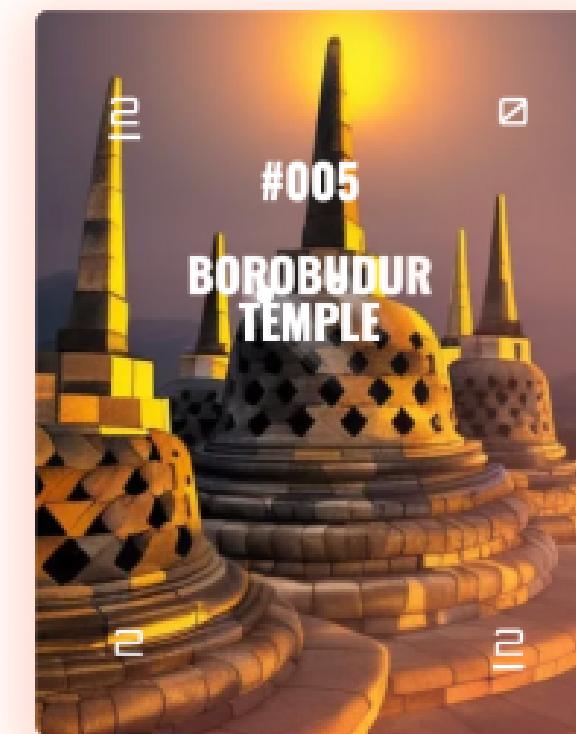
MonumentDAO Upcoming Explore Search MonumentDAO Connect Wallet

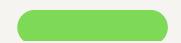
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Discover the Footprints of Our History

Monuments and memorials can reflect values, important stories, and power, and they serve as reminders that history is not just in books, but all around us.

Search Monument →





For
Benefactors

Find
Campaign

MonumentDAO Upcoming Explore [Supply MonumentDAO](#) [Connect Wallet](#)

**Monuments are meant to be seen,
not only read about in history books.**

**Discover the
Footprints of
Our History**

Mementos and memorials can reflect values, important stories, and power, and they serve as reminders that history is not just in books, but all around us.

Château de Fontainebleau →

#005
BOROBUDUR
TEMPLE

#003
ANGKOR



MonumentDAO 0x06f1A53B3cD

Welcome to your dashboard

Heritage sites like yours can now use NFT as a fundraising tool, leveraging the future potential of the crypto space.

With Monument DAO, you will be able to reach a wider audience and engage them as your benefactors.

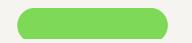
Create a Campaign →

Total Campaign Overview

\$ 574k	2.4k	2	278	5.4k	12
RAISED	NFT SOLD	CAMPAIGN	BENEFACTORS	REACH	RANK

Active Campaigns

A list of your active campaigns. Find completed campaigns in the [Archive](#) tab instead.



For
Conservation
Sites

Create
Campaign

The screenshot shows the 'MonumentDAO - Create Campaign' page. At the top, there's a navigation bar with 'MonumentDAO' logo, 'Upcoming', 'Explore', 'Search' input field, and a 'Connect Wallet' button. Below the navigation, the title 'MonumentDAO - Create Campaign' is displayed. The main form consists of several fields: 'Campaign Name' (input field), 'Description' (text area with placeholder 'I' and a green 'G' icon), 'Campaign Period' (two date inputs separated by 'To'), 'Artwork' (a dashed box with 'Drop files to Attach, or browse' text and a 'Generate NFTs Using MonumentDAO AI' button). At the bottom, there are links for 'Blockchain' and 'Marketplace'.

MonumentDAO - Create Campaign

Campaign Name

Description

Campaign Period

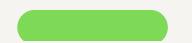
dd/mm/yyyy To dd/mm/yyyy

Artwork

Drop files to Attach, or [browse](#)

Generate NFTs Using MonumentDAO AI

Blockchain Marketplace



For
Conservation
Sites

Manage
Campaign

MonumentDAO

0x06f1A53B3cD

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Create a Campaign →

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RAISED	NFT SOLD				

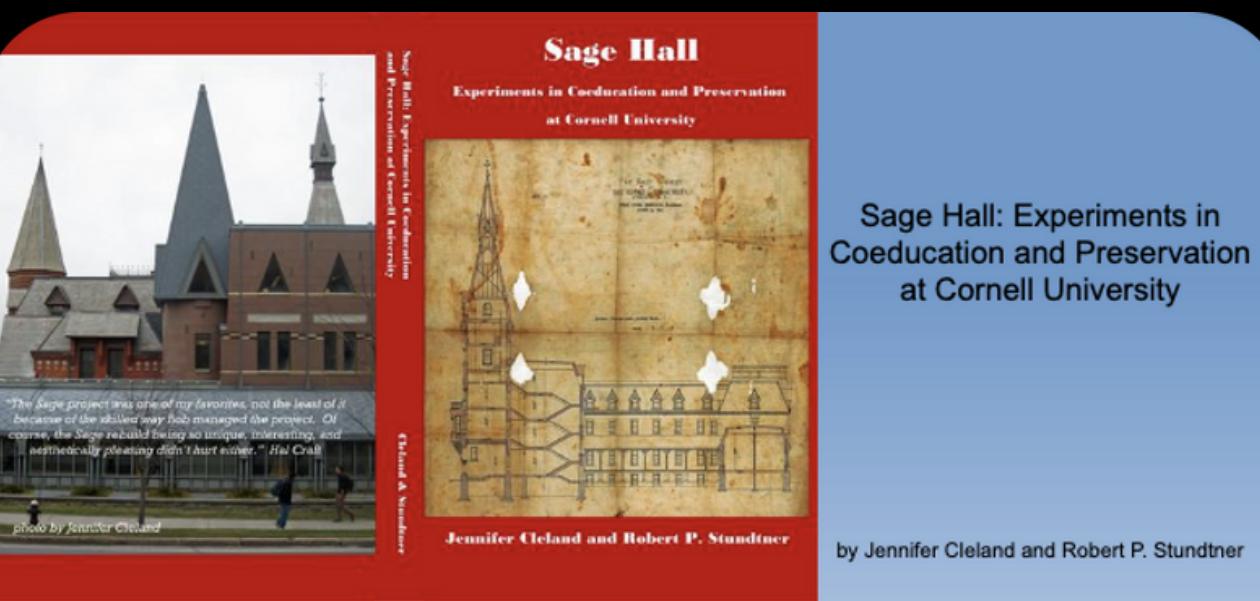
Press ⌘ to show the Figma UI again

Copy sharing link

Pilot Experiment



Putting it into action with Cornell Sage Hall



Sage Hall: Experiments in Coeducation and Preservation at Cornell University tells the story of Sage Hall, built as a women's residence in 1874, which made coeducation at Cornell possible. The history of the building, which was financed and endowed by Henry Sage on the condition that the University would provide an education for women equal to that of Cornell men, reflects the early feminist movement in upstate New York, and the social reformism of the founders of the University. The book also relates the controversial 1996-98 renovation of the building that "melon-balled" the structure, completely replacing the dilapidated interior while retaining the historic brick exterior walls, to create a new home for the Johnson Graduate School of Management. The story of the authors' courtship is woven into the narrative of the challenging renovation project, which was managed by the coauthor, and incorporates the entertaining project updates that he sent out to the Cornell community.

[**BUY SAGE HALL BOOK NOW!**](#)

We've been reviewed in the [Cornell Alumni Magazine's](#) January/February issue!

Read the *Ithaca Times* Arts Section article about the book:

[Sage Hall, Coeducation and Preservation](#)

We are excited to have been featured on WSKG's [Off the Page](#) program with Bill Jaker!

The interview is available as a podcast here:

- Built in 1875
- Sage Hall was built as the first women's dormitory at Cornell
- Example of attempt to raise funds

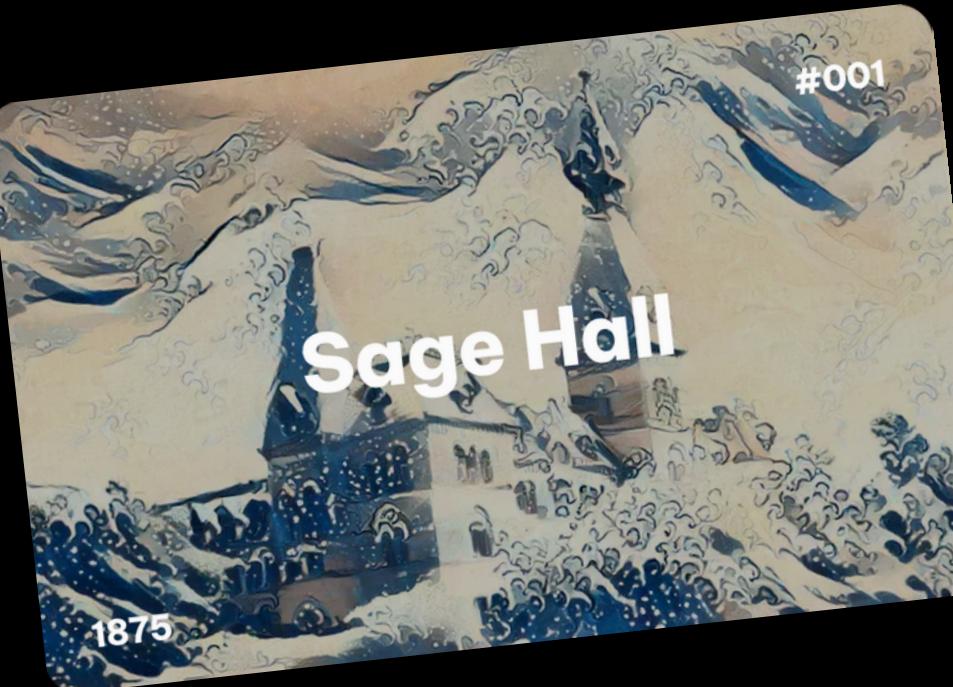


Pilot Experiment



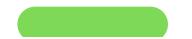
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KPI and metrics



North Star Metric:
Total Fundraised Amount

- Number of unique benefactors
- Average donation amount
- Campaign goal success rate
- Net Promoter Score (organizer and user)
- Customer acquisition cost



Product Roadmap

Now

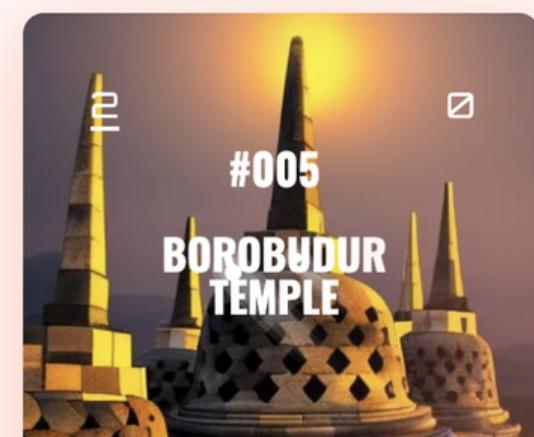
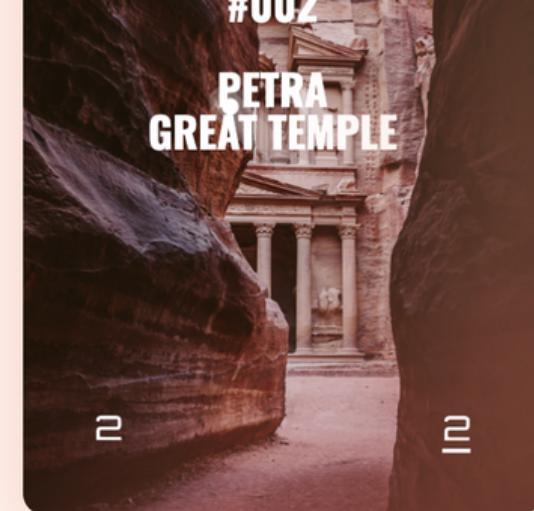
- Protocol deployment
Dev
- Pilot experiment for user validation UX Research
- NFT generation tool using Dall-E Dev
- Detailed user journey Design
- Mobile version Dev Design

Next

- Campaign management tool Dev
- Open forum for community engagement Community
- Developer tools and language support Security Dev
- NFT marketplace Dev Design

Later

- Deployment as DAO Dev Community
- Expand to XR experience Dev UX Research



Projection for Y1

of sites

50

Avg fund size

\$60k

ARPU

\$3k

Estimated CAC*

\$9k

Estimated LTV

\$30k

Target LTV/CAC

3.3x

Revenue multiple*

7.5x

Annualized Revenue

\$150k

* Source: Finerva, 2022

* Source: Redpoint Ventures



Potential Challenges and Solutions

Onboarding
non-savvy
users

Traditional finance payment rails

Credit on-ramp with crypto interaction abstracted away.

Intuitive UI

Seamless enabling service featuring a 'how-to' manual and credential management.

Mobile-first

Mobile internet usage far outstrips desktop in emerging markets (56% of global traffic).

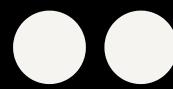
Onboarding
heritage sites

Enable wider engagement

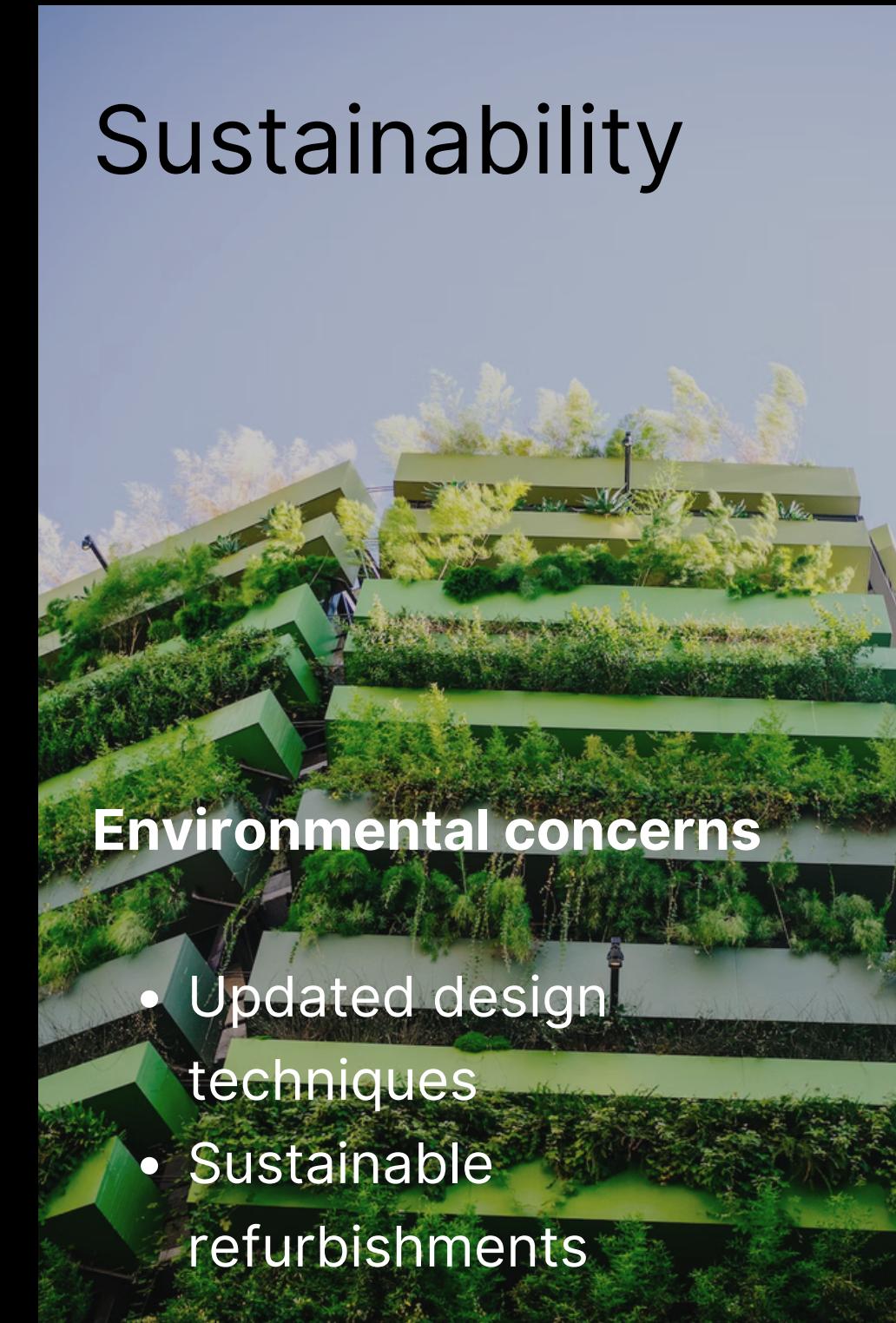
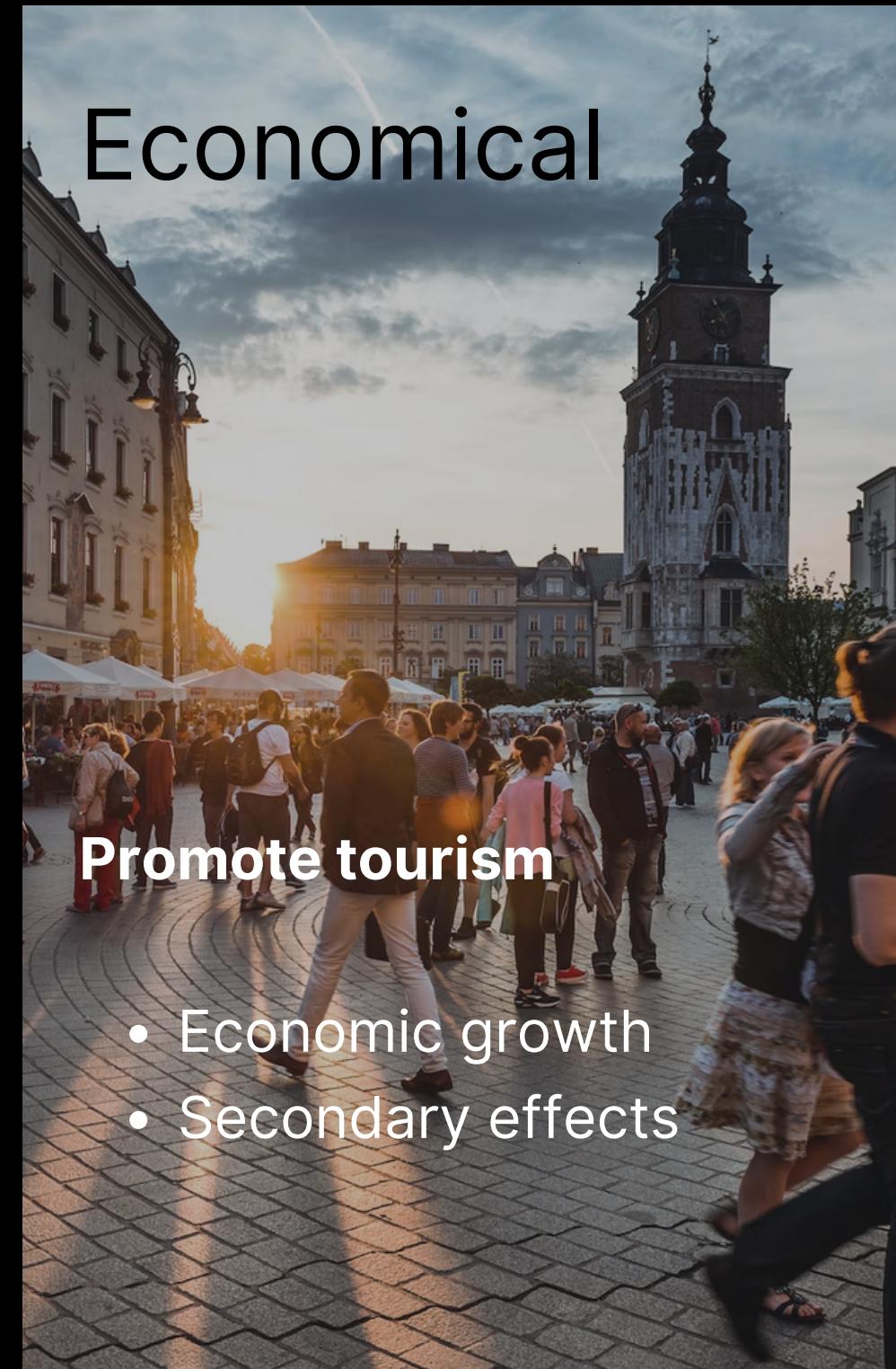
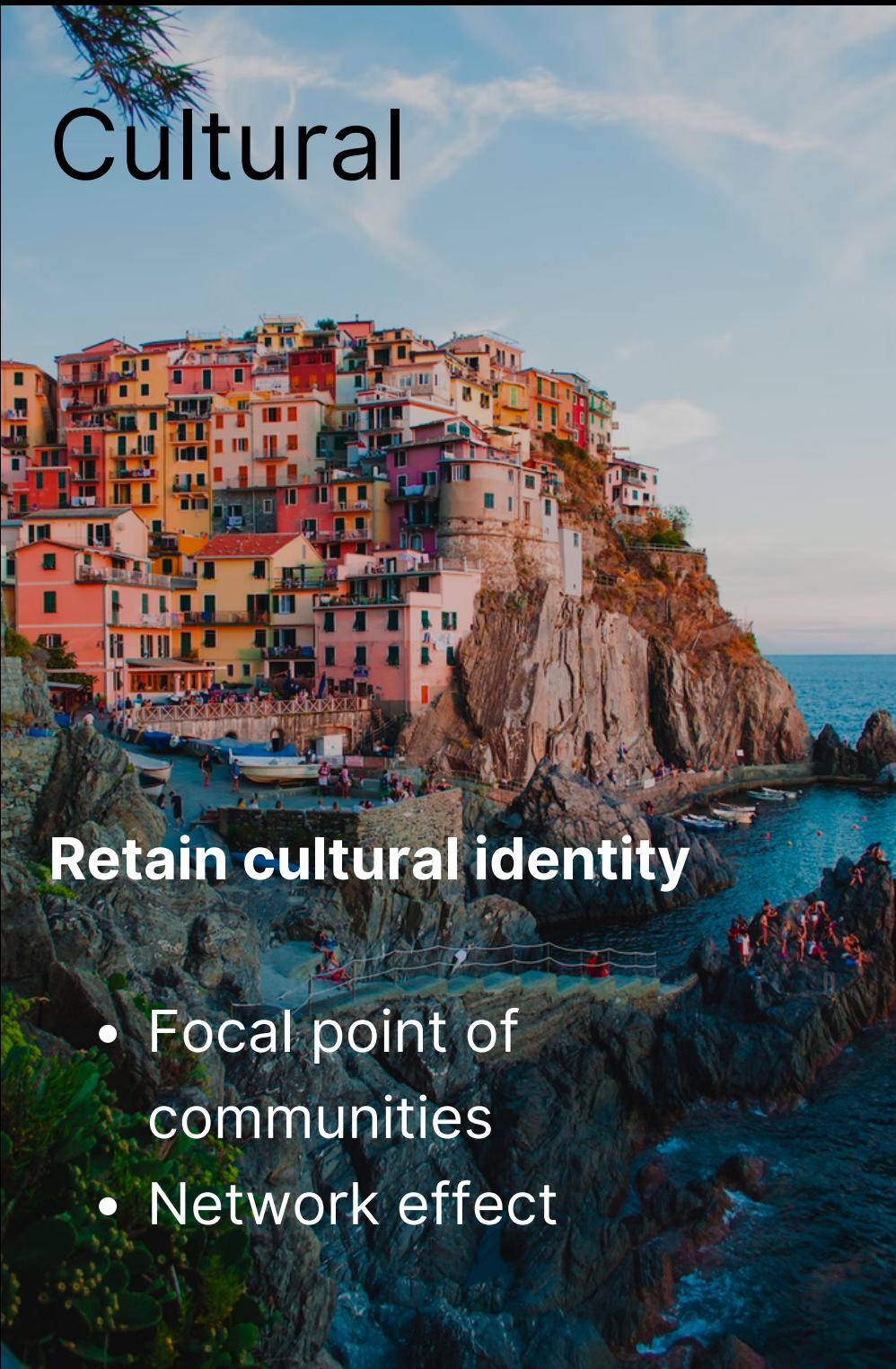
Enabling sites to engage younger supporters with an authentic connection.

Increase internal buy-in

Increasing buy-in with the product and vision will make it easier to navigate red tape. Key actions include sharing educational content to remove information barriers and demonstrating transparency.



Positive Externalities





Modernizing existing cultural collections that users have already fall in love with



Château de Fontainebleau
NFT Airdrop (10 only)

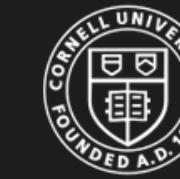


bit.ly/md-airdrop





INSEAD PRODUCT GAMES 2022



CORNELL
TECH

Monument DAO



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