

API3 DAO Team Proposal

Team: Business Development API Team
Operations cycle: #3
Period: 1 May 2021–31 July 2021 (3 months)
Amount: \$283,041.55 USDC
Destination: 0x98f1d35bB3A4570AeAa601aA3eB54d8fc7aB37e1

Scope

The Business Development API Team has the responsibilities listed below. The secondary items are examples and do not cover the entire scope. The scope of the project will expand over time, and this list represents the current state.

- Sales process
 - Outreach and follow-up
 - Continuous improvement of outreach processes
 - Continuous improvement of pitch delivery and value proposition
 - CRM structure
 - CRM Tool integrations
- API Industry specific marketing collaboration with marketing team
 - Content creation for DAO blog: Redefining Trust
 - Various digital marketing strategies (i.e. email, social, SEO, etc.)
 - Landing Page design and implementation
 - Other marketing efforts aimed at the target audience of API providers (conferences, seminars, AMAs, etc.)
- Reporting
 - Accounting processes
 - Iterative CRM dashboards and reporting mechanisms
 - Sales output recording
- Customer relationship management and lifecycle development
 - Development of Airnode integration strategy

Growth of the team will be primarily through the addition of new business developers and further refining our strategy to more effectively capture interest from prospects via marketing efforts.

Budget

	Amount (USDC)
Salaries	\$159,750.00
Salaries (previous cycle)	\$14,242.75
Expenses and bonuses	\$114,632.33
Cycle #2 Remaining Balance	(5,583.53)
Total	\$283,041.55

Team and Salaries

The team is composed of Business Developers, Integration Engineers, HR/Marketing/Admin & CRM Support personnel. Salaries are estimates based on business development outcome goals, and will vary between employees and months. New additions to the team during cycle #2 require retroactive compensation due to not having been included in the operating budget proposal for cycle #2.

Business Development API Team					
Member	Role	Previous Cycle	May	June	July
Mason	Business Development Lead - FT	0.00	8,750.00	8,750.00	8,750.00
Emily	Business Systems Analyst - FT	5,000.00	5,000.00	5,000.00	5,000.00
Jacob R	Business Development Lead (Training)	2,000.00	7,500.00	7,500.00	7,500.00
Greg	CRM Admin, Support, & Test Analyst	0.00	4,000.00	4,000.00	4,000.00
Jacob G	BD / Integration Engineer	1,000.00	5,000.00	5,000.00	5,000.00
Camron	BD / Integration Engineer	5,000.00	5,000.00	5,000.00	5,000.00
Mo	Business Developer	0.00	3,000.00	3,000.00	3,000.00
Ugur	Business Developer	242.75	3,000.00	3,000.00	3,000.00
Gio	Business Developer	1,000.00	3,000.00	3,000.00	3,000.00
Brian	Business Developer	0.00	3,000.00	3,000.00	3,000.00
Ben	Business Developer	0.00	0.00	3,000.00	3,000.00
Alex	Business Developer	0.00	0.00	3,000.00	3,000.00
Nathan	Business Developer	0.00	0.00	3,000.00	3,000.00
Salary Subtotal		14,242.75	47,250.00	56,250.00	56,250.00
Expenses					
Commission & Performance Bonuses**			35,000.00	35,000.00	35,000.00
Administrative Expenses			3,210.78	3,210.78	3,210.78
Expensed Subtotal			38,210.78	38,210.78	38,210.78
Cycle #2 Remaining Balance		(5,583.53)			
Monthly Totals		8,659.22	85,460.78	94,460.78	94,460.78
Total					283,041.55

Expenses

The team will be recruiting new members as well as offering tools and team specific marketing support for lead generation purposes. These factors will result in the following expenses:

- Additional CRM Licenses
- Hunter.io subscription
- DocuSign Pro Membership(s)
- Linked In Premium Sales Navigator Memberships

Additionally, there is a heavy commission and performance-based bonus structure that is difficult to estimate in advance. Any unspent amounts in the aforementioned expenses will roll over to the next cycle. Additional proposals will be made if needed should higher than expected growth be achieved. Two business developers will also be working towards integration of Airnode to API providers and platforms and dApps, which will cause an increase to their salaries. Due to a healthy team dynamic, accelerated growth, and satisfactory sales output the business development team will also be converted from a commission only structure to a structure that includes a base salary.

Depending on a variety of technical developments, business developer and integration engineer resources from the BD API team may be moved to other business development verticals. Should this occur, the event will be documented including transfer of budget allocations to the relevant Business Development team acquiring these resources.

Deliverables

For the #3 operations cycle, the API-facing business development team's goal is to continue building autonomous, efficient and effective business development processes for onboarding API providers to the Airnode solution, and further develop the team to execute on this mission. The business development in question will be executed using a strategic approach that considers the general go-to-market strategy of the API3 project, and results will be published in cooperation with the marketing team, and in alignment with the overall marketing plan. Additionally, efforts will be made to incorporate attendance at conferences, and marketing efforts for inbound lead generation will be executed at the beginning of the new cycle.

Cycle #2 Completed Deliverables

Key DAO governance vote holders have been briefed on the results of specific information not yet made publicly available for strategic purposes. These completed deliverables should justify the approval of the Cycle 3 budget for the Business Development API team and full disclosure of non-publicly available information on key team achievements will be released during Cycle 3.

- Team growth of 5 new business developers, 1 Team Leader, and 1 CRM engineer.
- Implemented robust CRM and sales processes that have led to higher than expected sales growth.
 - Email template integration with CRM tool.
 - Email relay integration with CRM tool.
 - Implementation of data visualization and reporting practices for increasing process adherence and accountability.
 - Initiation of process automation development.
 - Implementation of strategic cross vertical alignment between all business development teams.
- Built well defined HR processes including formal onboarding documentation and training video recordings.
- Integrated document signing tools.
- Integrated lead generation tools.
- Developed vendor management procedures.
- Developed a blog series to illustrate use cases to grow new interest in the project from the perspective of off-chain API providers.
- Created API provider specific typeform copy to be linked to relevant blog posts that are most aligned to this audience.
- Developed Accounting processes to record outflows to various vendors.
- Created a multi-tiered commission structure for business developers.
- Developed and implemented a strategy to avoid lead duplication with 98% effectiveness.