

CARIB Merch Shop

This white paper outlines the operational framework of the Carib DAO Merch Shop, the allocation of net profits, and the process by which DAO members can participate in the governance of the generated funds.

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Introduction

The Carib DAO (Decentralised Autonomous Organisation) is excited to announce the launch of our official merchandise shop. This initiative not only aims to strengthen the community identity but also to provide a sustainable revenue stream for the Carib DAO Treasury.

Revenue Model

The CARIB Merch Shop will operate on a profit-sharing model, wherein 80% of the net profits will be directed to the Carib DAO Treasury. The remaining 20% will be utilised for operational costs, including production, marketing, and distribution.

Treasury Allocation

All net profits allocated to the Carib DAO Treasury will be available for use as decided by the DAO members. This ensures transparency, decentralisation, and community engagement in the utilisation of funds.

Governance

Members of the Carib DAO will have the opportunity to make proposals and vote on various initiatives funded by the treasury. Voting power will be determined by the Carib DAO governance model.

Platform

Shopify, the e-commerce platform for online stores and retail POS systems will be used to manage merchandise, sales, and shipping.

Benefits

Community Empowerment

By involving DAO members in the decision-making process, we foster a sense of ownership and engagement within the community.

Sustainable Funding

The revenue from the merch shop provides a consistent and sustainable source of funds for DAO initiatives.

Brand Identity

The CARIB Merch Shop strengthens the Carib DAO brand and promotes community pride, it is more than just a platform for selling merchandise; it is a strategic initiative to empower the community, enhance financial sustainability, and promote the Carib DAO brand.