genreFund
An Experimental Culture-Impact DAO

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abstract/forward.
genreFund is an experimental arts impact DAO with an emphasis on the literary and visual arts. We believe there are deep parallels on the level of ethos and method between the arts and crypto, and we hope to unlock that potential, to empower both spheres as allies in the struggle for nonconformist, decentralized and democratic pluralism.

We think the basic unit of experimentalism and collaborative nonconformity in the arts is the genre. In fact, close consideration tells us that the genre is the DAO of the creative world: decentralized, permissionless, open source, forkable. It's a distributed, goal oriented community that is inaugurated by what's in common even as it gauges its health by its capacity for difference.[1] No organizational structure has been better equipped to reflect and synergistically support this age old creative technology, this forebear to the ethos, than the DAO.

Our mission is to provide DAO resources and a marketing home to genre aligned fundraising mechanisms. As they experiment in winning patronage for their genre (impact NFT sales & soliciting donations, among other potential paths), they'll also experiment in defining that genre. This will involve a continuous process of proposal and debate, as the DAO decides upon organizations, individuals and projects to receive funds on the genre's behalf, all the while remaining productively agnostic on what the center of that genre is. We hope the byproduct is a plethora of creative approaches to fundraising and conceptualizing support. More importantly, though, we hope to develop and inspire creative approaches to conceptualizing what a community (creative or otherwise) can be, especially when access to resources is no longer contingent on institutional or organizational coherence.

> *When a distributed network attacks, it swarms its enemy: innumerable independent forces seem to strike from all directions at a particular point and then disappear back into the environment.[112] From an external perspective, the network attack is described as a swarm because it appears formless. Since the network has no center that dictates order, those who can only think in terms of traditional models may assume it has no organization whatsoever—they see mere spontaneity and anarchy. The network attack appears as something like a swarm of birds or insects in a horror film, a multitude of mindless assailants, unknown, uncertain, unseen, and unexpected. If one looks inside a network, however, one can see that it is indeed organized, rational, and creative. It has swarm intelligence.*

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[1] Moreover, the degree that its failure or dissolution invigorates the arts superstructure mirrors the role DAOs (can) have in contributing to the antifragility of the crypto space or one of its sub-sectors - more on that later.

genreFund
An arts and writing impact DAO

introduction.
This project arose out of two fundamental insights about the cryptocurrency space: first, that it represented an unprecedented tool to conceptualize and deliver capital to groups or agents outside of institutional coherence; second, that it could mobilize decentralized or even disparate groups to mutual aid and mutual benefit, without sacrificing difference. We would like genreFund to be understood, first and foremost, through this lens, as the application of positive sum games and polycentric decision-making to aid dynamic and institutionally unavailable creative publics.

There are obvious hazards to such a task, namely that we might inadvertently create yet a new generation of culture bureaucracies, to have their moment in the sun before being sacrificed to the gods of zero sum extraction (we're looking at you MTV). It's a scandal of the crypto world that so many, especially in the creative sphere, have taken its permissionless nature as an invitation to restage the hollow marketing and pseudo-artistic impulses of web 2 and its televised commercial predecessors. We think the sincerity and novelty of the tech demands sincere and novel approaches to commerce and cultural values.

The basic structure of the funding apparatus arose from this enthusiasm. The landscape of the funds - the genre-defined organizations of those creating and managing NFT sales, voting on the destination of capital, etc. - is dynamic and robustly plural, subject to an ever moving process of competition, collaboration, copycating, and forking, as new iterations of genre and new conversations about what a genre can be continue on in process. The creative communities being pursued by those funds (or more accurately, a fund's working concept of them) remain amorphous and in process as well, subject to diverse interpretations meant to support and shine light upon genre publics without enclosing them.

With both entities shifting, we hope that a snapshot of any given moment would show an effective, complexly scaled philanthropic mechanism, while a process oriented view reveals an organic form jealously resistant to institutional naming. Of course, we don't intend the community to exist in an unworkable flux (although such an experiment in extreme organizational democracy doesn't sound too bad to us), and thus the nominal fluidity is complemented by the rigid, extremely basic skeleton of the meta-organization. It takes three users to create or fork a new fund. Each genre fund is given a sparse, fully programmable DAO template for internal governance and treasury management. Funds that depart from the basic philanthropic mission of genreFund are amicably ousted from our umbrella.

More details are below, but we hope to have delivered here a conceptual throughline that makes clear the basic values of our project. NFT collections, ARG games, "viral marketing" and the like are simply tools, entirely in the service of preserving and supporting savage, amorphous, unnamable and unbuyable creative publics. They are our heritage and our future as human beings.

genreFund is an experimental arts impact DAO.
Our goal is two-fold: to creatively solicit patronage for art publics while creatively and actively defining what an art public is and can be.

There is a deep symmetry between the arts and the crypto space that has lived below the radar. Where else is the belief in visionary individualism complimented so expansively by the ethos of collaboration and pluralism? Where else is eccentricity and nonconformity hatched so fluidly within the prosocial fold? At genreFund, we want to burst that resonance from its seams.

In imagining this project, we asked ourselves what the basic structural unit that permits these features, that exploits and utilizes this contradiction between the one and the many, might be. If the atom of plural unity in the crypto space is the DAO, its correlate in the arts is **genre -** a unit of cultural creation that is rigorously voluntary, intrinsically horizontal, tolerant of plural interpretation, and – amazingly - a willing incubator of its own obsolescence.[2]

Such a radical social technology has long been impenetrable to institutions: they always get it wrong, and when they get it right, their naming of it is the moment of its death. Crypto fixes this. **The shared deep structure between the DAO and the genre can be exploited to expand and support the ethos of pluralism in both spaces.** Moreover, as we mirror the unique relationship of part with whole genres have (both internally and externally), we can begin to grow a model that harnesses and is empowered by fluidity and crisis.

The "experiment" of genreFund can be thought of, to borrow a framework, in layers. Layer 1 is the election of funding recipients within an individual genre. Is it a basic income fellowship for genre creators? An archive project? An important bookstore about to go bankrupt? The diverse vantages on the creative public offers avenues of support while not stifling under definition. This process should be invigorated by disagreement and crisis: one answer is never the right answer. *The genre that can be named is not the true genr*e.

Layer 2 of experimentation is the creation and forking of new genres, especially those that are rooted in a disagreement. The SciFi fund flowers out into Cyberpunk and Solarpunk funds. The genre forks, but the superstructure – antifragile - is empowered. The new genre demands new vantages on how a creative public is seen, represented and supported. The library of genres, some never before imagined, is also a library of experiments in conceptualizing a public body, a working encyclopedia of creative philanthropy.[3]

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[2] We have considered that rigorously mapping out the many layers of a given genre (like SciFi) and wiping all the labels would leave an excellent organizational template for a network of DAOs.
[3] Our vision is aligned with olly.eth's framing of the DAO as a "novelty search" mechanism.

details of the how.

A third layer of experimentation is the creative soliciting of patronage and support. We think the primary fundraising mechanism – though experimentation on this front is the prerogative of the funds – will be NFT marketing and sales. (This does not mean that donation recipients will be expected to make or participate in the NFT market – in fact, our hope is that the majority of the recipients will be non-crypto natives).

The value proposition for genreFund impact NFTs is threefold, from the perspective of the buyer. First, the NFT is socially visible "proof of philanthropy" (the support for genreFund or its individual genres here is double, directly providing capital while increasing the legitimacy of the project by raising the buy floor). Second, the NFT has a purely fiduciary value, as an investment in a (potentially) appreciating asset. Impact NFTs will be programmed with royalties, so resale and speculation continues to benefit the project (and preserves the integrity of value prop. 1).

Finally, the collection of impact NFTs offers an opportunity for self-expression or cultural affiliation that is, in any case, becoming the standard use case of NFTs at large, though with an added dimension of superstructure logic. Collect your "genre stack" – our ambition is to eventually have a dashboard on Twitter profiles – and add dimension to your web presence. There's an emergent coolness to the mixing and matching, "Cyberpunk" with "Zine DAO" and "Sound Art."
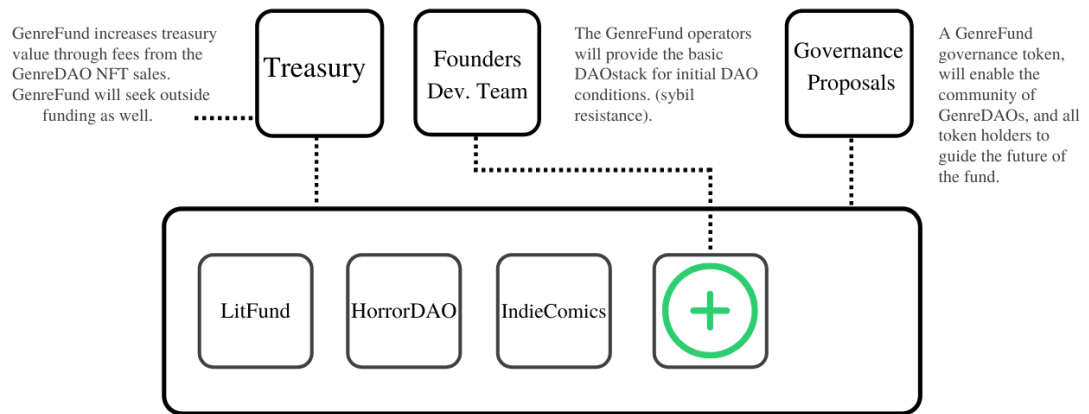
Some NFT collections are uniform across funds, with flourishes and easter eggs in skins for each genre, while the vast majority will be specific creations of a fund, or a product of one-time alliances between genres. Experimental methods involving ARGs or RPGs might be employed to gamify or raise the profile for sales; notable community figures may become involved by donating NFT's for the benefit of the genre. The possibilities are many.

On the back end, building a network of "genre funds" rather than a monolithic arts-support programme allows community members to take part in conceptualizing a creative public rather than having legacy institutions decide. Between genre funds, the dynamic game of competition, collaboration, copycating, forking, alliances all occurs within the positive sum logic of the superstructure. In this framework, success for one is success for all, viral exposure for one genre fund is viral exposure for the whole project. Finally, as art communities are dynamic, complexly scaled and ever-changing, so too should their support apparatus. There is always a new genre to be formed, a new alliance to be forged, a new fork to be had.

what constitutes a genre?

The subversive role that traditional "genres" have played in giving voice to the marginalized and allowing a challenge to a universalist conception of Art and Literature is not lost on us, and it's why we put the term front and center. However, following the crypto ethos of democracy and permissionlessness, we don't think any restriction on the term is viable. So long as it is a creative community without a pre-existing institutional affiliation (e.g., Marvel), it's valid. Suggested interpretations of the word would include its traditional sense (Sci-fi, Fantasy), subgenres like Cyberpunk or Cosmic Horror, but also craft or medium aligned groupings.

GenreFund Ecosystem Overview

GenreFund increases treasury value through fees from the GenreDAO NFT sales. GenreFund will seek outside funding as well.

Treasury

Founders Dev. Team

The GenreFund operators will provide the basic DAOstack for initial DAO conditions. (sybil resistance).

Governance Proposals

A GenreFund governance token, will enable the community of GenreDAOs, and all token holders to guide the future of the fund.

LitFund

HorrorDAO

IndieComics

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*A Rage-quitting mechanism is required at all levels of the organization. Members may exit from DAOs after disagreement, and DAOs may fork from the GenreFund.
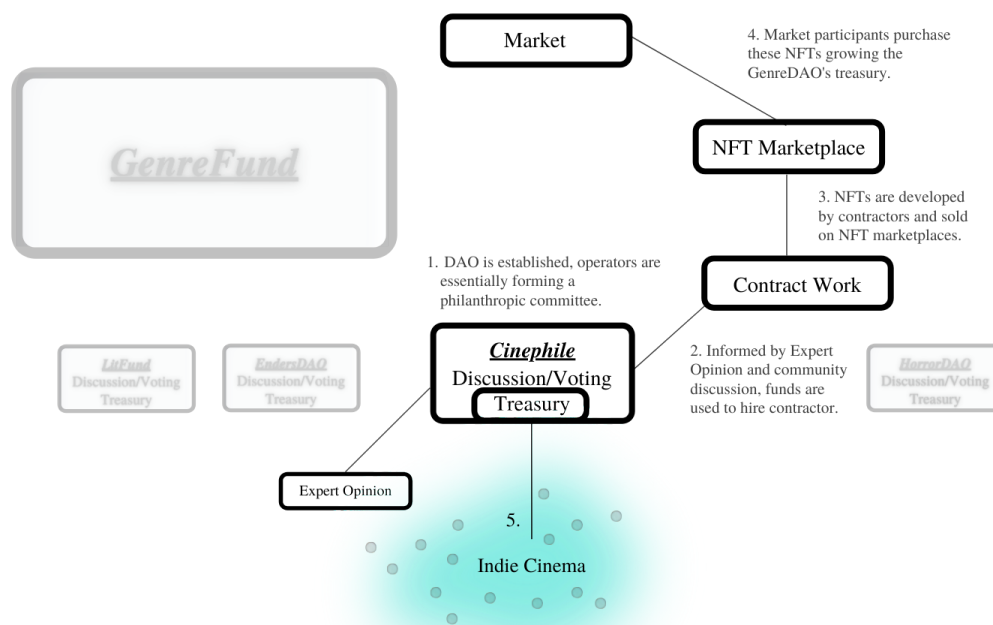*Token Distribution TBA

prototypes of support.

A genre public is an amorphous and heterogenous object, and any attempts to define it risks replicating the pitfalls of legacy institutions. Providing financial empowerment to a creative community without suppressing its anarchic spirit requires diverse tactics, with the goal of triangulating effective support without boxing a genre in. With this in mind, we envision a "cloud of beneficiaries" to represent the genre in an imperfect and shifting way. Such support might include:

> - The establishment of artist residencies for a selection of young or upcoming creators in the genre, especially those who are not gainfully employed in their craft. Residencies might involve basic income stipends for epochs of 3 or 6 months.
> - Aid or support for independent legacy institutions important to the genre that may be financially threatened or in need of a capital injection (a City Lights Books, for example).
> - Digital or IRL community building: genre or craft-specific resource centers in particular cities, online publications important to the genre, genreCons, etc.
> - Archival or preservation projects.
> - Special projects or goals that might go viral and serve to rally the community in the direction of the above goals.

Different communities will of course be in need of different types of support; a fund supporting the literary arts may find that a robust archival apparatus exists in academia while financial support for new creators is rare. Another genre may find the opposite to be true. This diversity of need means that each fund becomes an experiment in creative philanthropy.

GenreDAO's Flow-of-Funding

Market

4. Market participants purchase these NFTs growing the GenreDAO's treasury.

GenreFund

NFT Marketplace

3. NFTs are developed by contractors and sold on NFT marketplaces.

1. DAO is established, operators are essentially forming a philanthropic committee.

Contract Work

LitFund
Discussion/Voting
Treasury

EndersDAO
Discussion/Voting
Treasury

Cinephile
Discussion/Voting
Treasury

2. Informed by Expert Opinion and community discussion, funds are used to hire contractor.

HorrorDAO
Discussion/Voting
Treasury
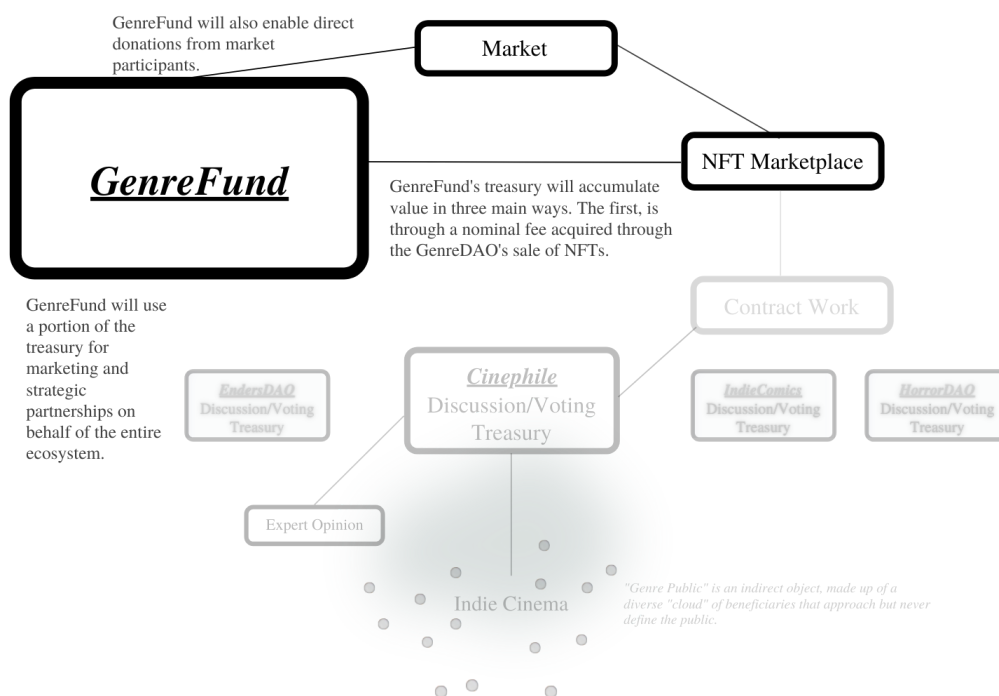
Expert Opinion

5.

Indie Cinema

*Treasury monies are used to fund beneficiaries. Beneficiaries will take many forms (institutions, artists, events etc.) and make up the "genre public".Genre Public is an indirect object, made up of a diverse cloud of beneficiaries that approach but never define the public.

role of the superstructure.

The genreFund network will provide a common marketplace for and portal to the individual genre funds, and represent a directional guidepost to keep the philanthropic mission of the funds coherent. As mentioned above, this directional coherence and nominal affiliation seems to us important to making sure that the different funds can compete and collaborate with other genres in a positive sum way.

More important, though, is the mechanism for forking or starting a new genre: without this, we lose the growing and dynamic spirit necessary to "keep up" with our publics. Any three users may start a new genre, at which point they will be provided with a public facing page and a basic DAO template, including a secure multisig wallet and voting/governance plugins with internal tokenomic features. DAO-literate users may then program the fund any way they like, certain platform-wide security recommendations notwithstanding.

GenreFund's Flow-of-Funding

GenreFund will also enable direct donations from market participants.

Market

GenreFund

NFT Marketplace

GenreFund's treasury will accumulate value in three main ways. The first, is through a nominal fee acquired through the GenreDAO's sale of NFTs.

GenreFund will use a portion of the treasury for marketing and strategic partnerships on behalf of the entire ecosystem.

Contract Work

EndersDAO
Discussion/Voting
Treasury

Cinephile
Discussion/Voting
Treasury

IndieComics
Discussion/Voting
Treasury

HorrorDAO
Discussion/Voting
Treasury

Expert Opinion

Indie Cinema

"Genre Public" is an indirect object, made up of a diverse "cloud" of beneficiaries that approach but never define the public.

genreFund token airdrop and metagovernance.
While the autonomy of the funds as closed, share-based DAOs (also known as Tribute DAO's) is established as the structural norm at launch, the governance of genreFund will constitute two phases, in traditional "exit to community" fashion. Phase one's closed governance will give way to a governance token, distributed by an airdrop no sooner than 2 months after the launch of the first funds. Recipients of the airdrop will include direct donors to genreFund, buyers of impact NFTs (whether from genreFund or the individual funds), and fund members.

The overall distribution will be as follows: 12.5% Team, 50% genreFund Treasury, 25% User Airdrop, 12.5% Ecosystem Incentives.[4] Founders will own no more than 33% of governance stake at the time of the airdrop, diluting to 25% as Ecosystem Initiatives are allotted to backend fund participants. Donors and NFT buyers will have reduced stake in comparison to fund participants as Ecosystem Incentives are distributed.

Genre Creation and Membership
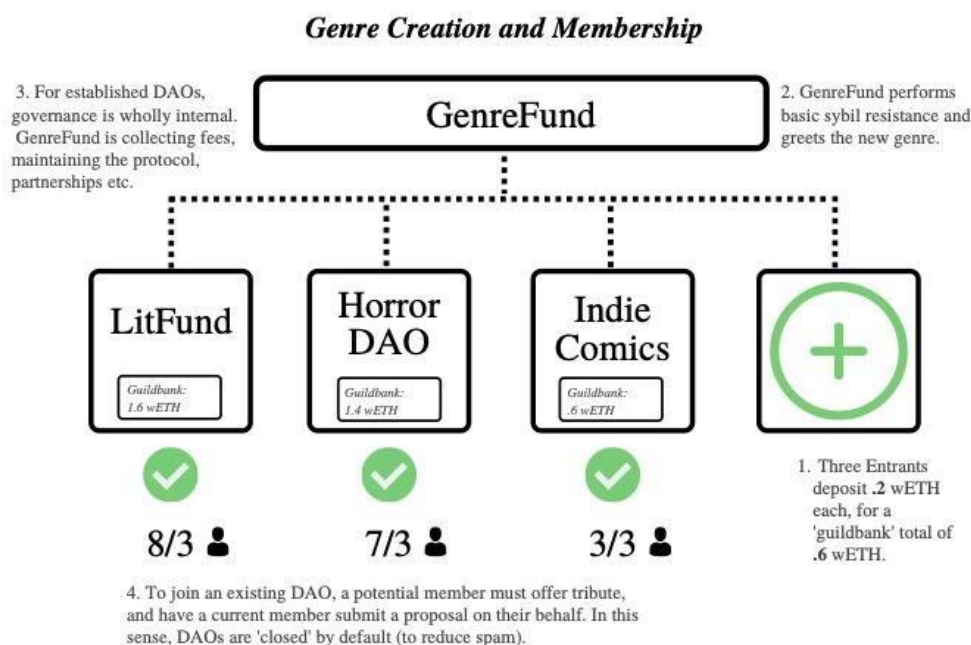
genre creation and governance.
Funds will employ a "share" model similar to the one popularized by Moloch DAO as their "minimum viable DAO." As such, members of a fund will lock .2 ETH into the guild bank in exchange for fund specific, non-transferable vote tokens, or "shares," which will represent their governance stake. Guild bank funds will not be used for expenses. The multisig Treasury may receive initial starter funds in a lump transaction from genreFund (or upkeep/allotted support according to genreFund governance decisions), though the vast amount of the Treasury will be self-funded by the genre's activities.

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[4] While the User Airdrop will go to both fund members and donors/buyers, Ecosystem Initiatives will be reserved for fund members, likely based on participation metrics.

The closed nature of the DAO (under the share model) means that new members go through a vetting process, the extent of which will be decided by the DAO members. Structurally, minimum vetting is needed as a reasonable safeguard against Sybill attacks, though DAO's may interview for genre knowledge, alignment of goals, etcetera. (The highly permissioned nature of this process should be viewed in the context of the overall network, where creation of a fund is relatively permissionless by comparison). An applicant will lock .2 ETH to the guild bank during the vetting period, after which they will receive the voting token.

Three users may start a fund at any time by pledging a total of .6 eth to the "Create a Fund" process. Users that have been vetted by a previous DAO will have already passed "minimum vetting," while entirely new users will be vetted by genreFund with basic Sybil resistance mechanisms on Discord. Beyond minimum vetting, establishing a fund is permissionless and, to as great an extent as possible, automated. It's the prerogative of genreFund to make experimentalism around envisioning and supporting a genre community as frictionless as possible.

basic funding flow

LitFund Total-Flow Example
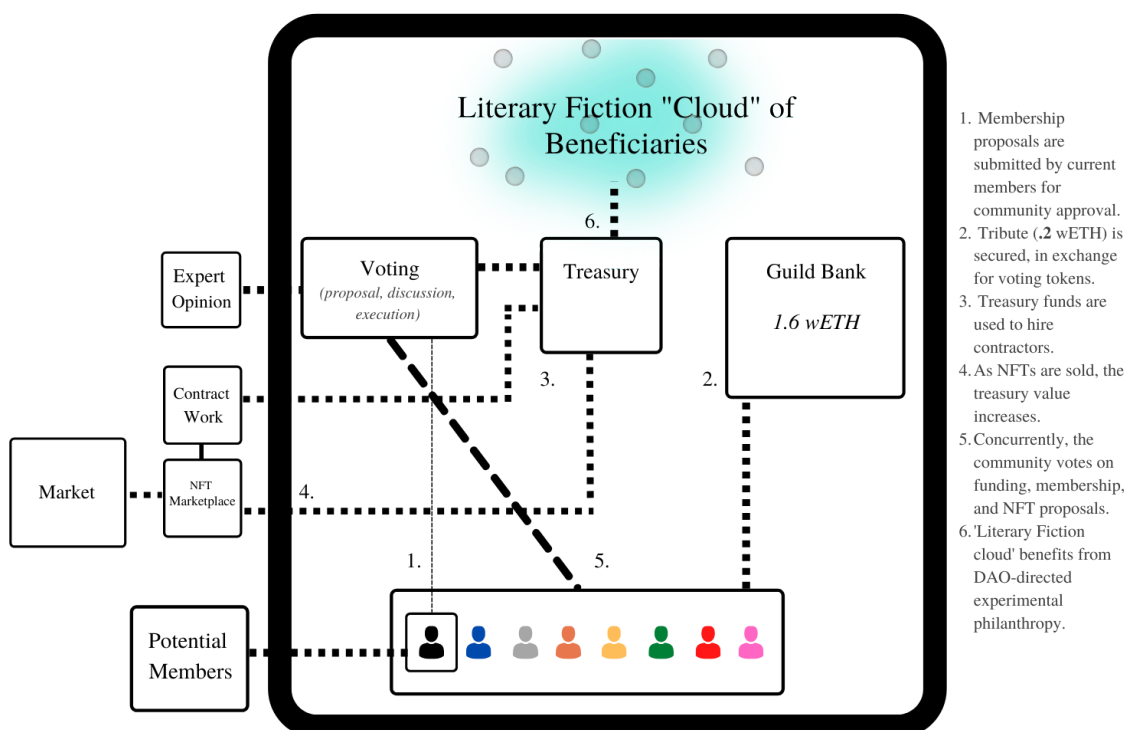
recommendations for genre funds.
genreFund recommends (though doesn't require) that each fund elect two outside experts (OE's) to aid and inform their decision making. Two or more members might be hired to interview and collect information on behalf of the DAO before providing it to fund members for discussion. This process makes space for perspectives from non-crypto genre enthusiasts and provides another dimension of unity and dissociation to the plural genre vision our success depends on.

Opacity is a genre fund's friend. We think the forkability of the funds along with the community governance of genreFund insulates each group within a context of democracy and openness. That said, perhaps a little secrecy and obscurity is permitted. It's in the style of the crypto space to bypass bureaucratic procedures and speak with your actions; if the media is asking, what radical funding move will they do next?, the fund has done its job.

Finally, within genreFund's many self-conceptions is also included "organizational incubator" – so funds that evolve into something alien to the initial mission are encouraged to follow their collective gut and leave the tribe.[5] No one knows what is possible when a group of value-aligned individuals becomes activated, and we embrace this uncertainty.

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[5] We are reminded of certain organizations which began as artistic movements only to become experimental political organizations.