

BBDO DAO

SO WHAT IS A DAO ANYWAY?

DAO stands for **Decentralized Autonomous Organization**.

It's essentially a group wherever all participants have ownership over shared assets that they manage toward shared goals. Starting a DAO for BBDO will give our employee community an opportunity to feel ownership over making a real impact on the BBDO experience.

HOW A DAO FUNCTIONS



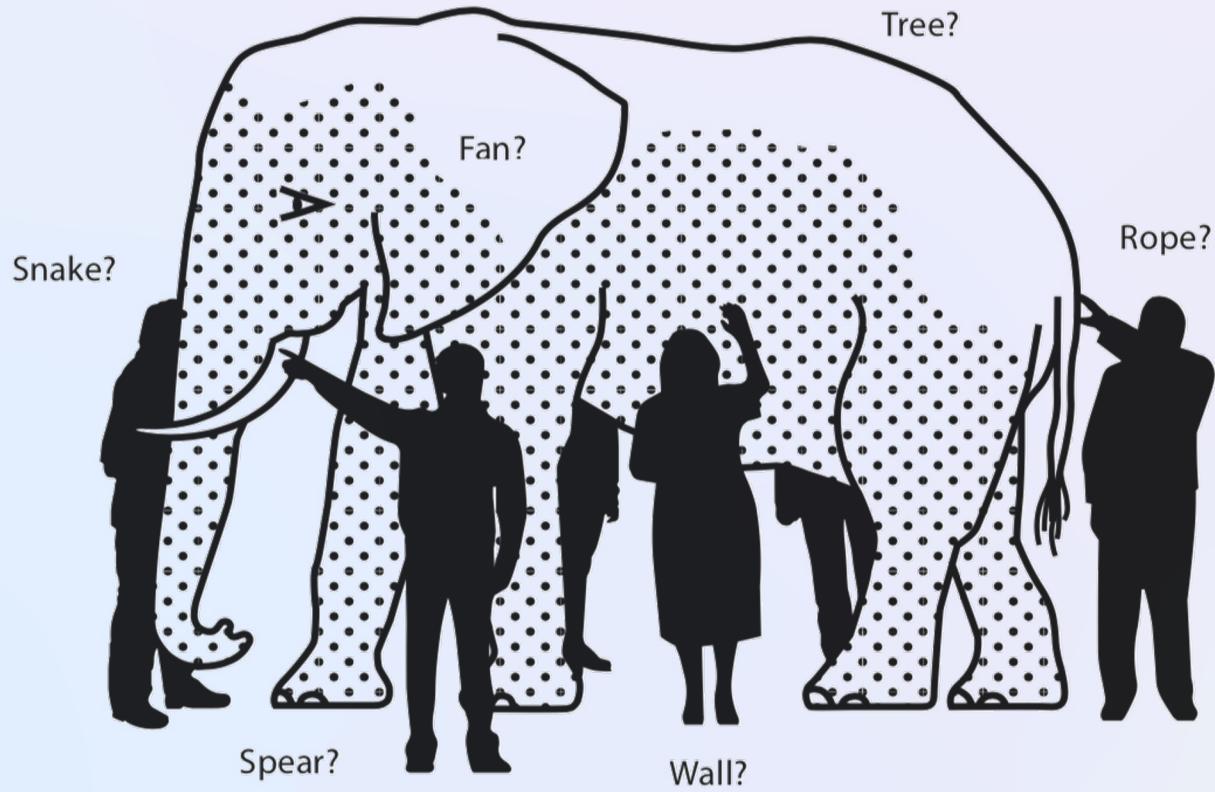
The typical workflow of a DAO would look something like this:

- 1** A member proposes an objective
- 2** The group votes on whether to move forward with that objective
- 3** If approved, members will submit proposals for how to accomplish that objective
- 4** Members vote on proposals until one receives enough votes to pass an established benchmark
- 5** Upon approval, assets are released to act upon that proposal

WHY R DRO?

“ Leaders of traditional corporations should take a page out of the DAO playbook. The speed of the market is ever increasing; businesses need to learn to excel at asynchronous work and pivot when the market shifts. **”**

- FORBES



EDUCATION AND CULTURE



EDUCATION

Web3 can be a confusing space. This DAO will provide BBDOers the chance to participate in the space while developing practical skills, knowledge and understanding in a proactive way.



CULTURE

The culture at BBDO is in need of a boost. Especially with employees split between the office and remote-working environments. The DAO project will give everyone a chance to participate, regardless of where they are, but with the collective goals decided by the community.

CULTURE IS EVERYONE'S RESPONSIBILITY

The DAO structure provides everyone with true ownership over projects and process. With that ownership comes a level of responsibility for cultural stewardship.

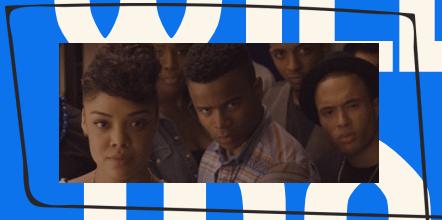
NEW WAYS OF WORKING

We also want to use the DAO process, and the projects that will come from it, to explore new ways of working together. Especially considering our team is split between IRL and URL (in-office and remote). Wherever you are, the aim is for you to be a participant, not just an observer.



The goal will be for our team to not only apply what they learn from the DAO to ideation but also to how they work and collaborate.

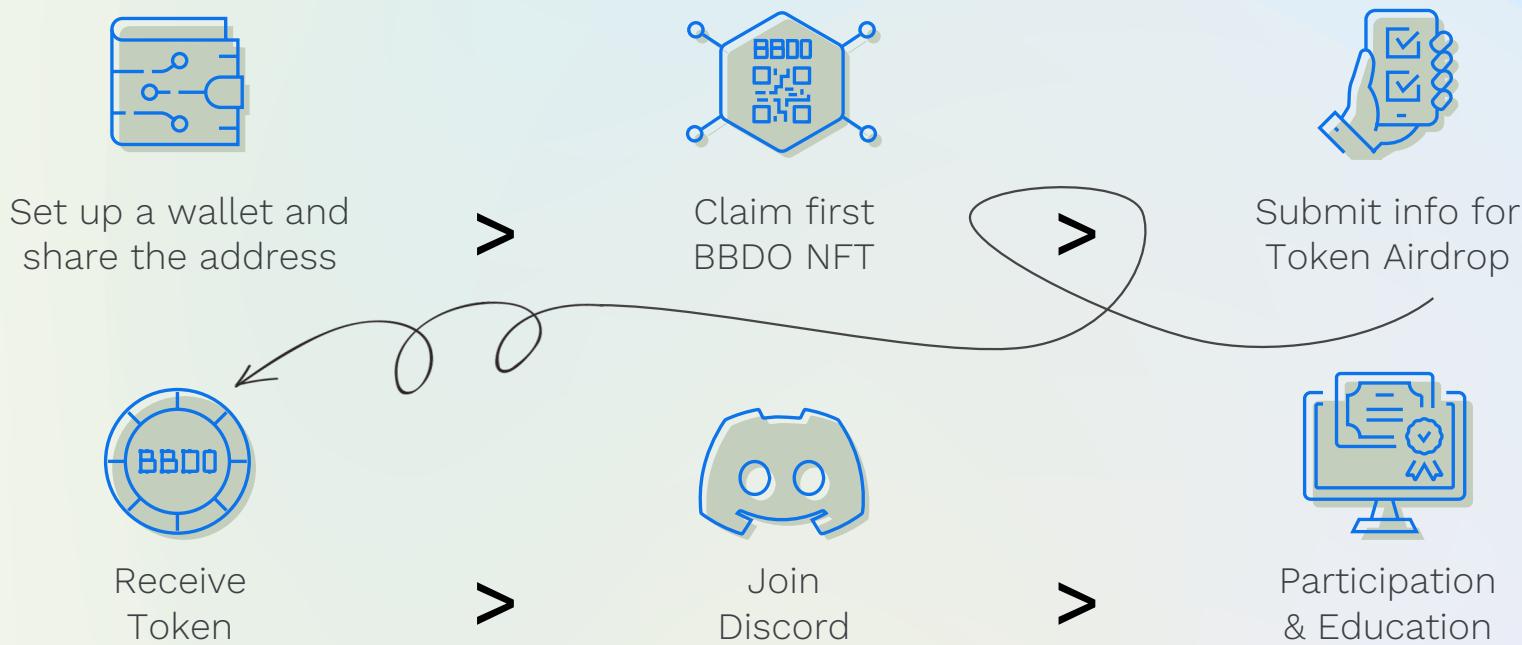
HOW WILL THE DAO WORK?



ECOSYSTEM

WALLET	TOKEN	DISCORD	SNAPSHOT
Metamask is your web 3.0 Wallet. A wallet stores your tokens, cryptocurrencies, and NFTs.	The BBDO DAO will require a token to access the DAO. The BBDO token is integrated into DAO activities.	The main DAO social hub where you can find tips, trick, and special projects through a web/mobile app	This is how we will make decisions and initiatives. Using Snapshot to manage voting on-chain to propose ideas and take action.

ONBOARDING



WORKSHOPS & PROJECTS

WORKSHOP EXAMPLES

- 
- **WEB3 COMMUNITIES & INVOLVEMENT**
 - DAO case studies and uses
 - **NAVIGATING THE WEB3 ECOSYSTEM**
 - Switching networks
 - Blockchain safety
 - Importing tokens
 - Claiming NFTs & Poaps
 - **MINTING NFTS & GENERATIVE ART**
 - **USING DAO GOVERNANCE TO NAME THE DAO**
 - **JOINING A TOKEN-GATED MEET-UP**

POTENTIAL DAO PROJECTS



Public NFT Auction as DAO funding



Organizing an in-office speaker



Digital Identity Cards



Launching charitable support efforts



Establishing for-profit Web3 consultation services

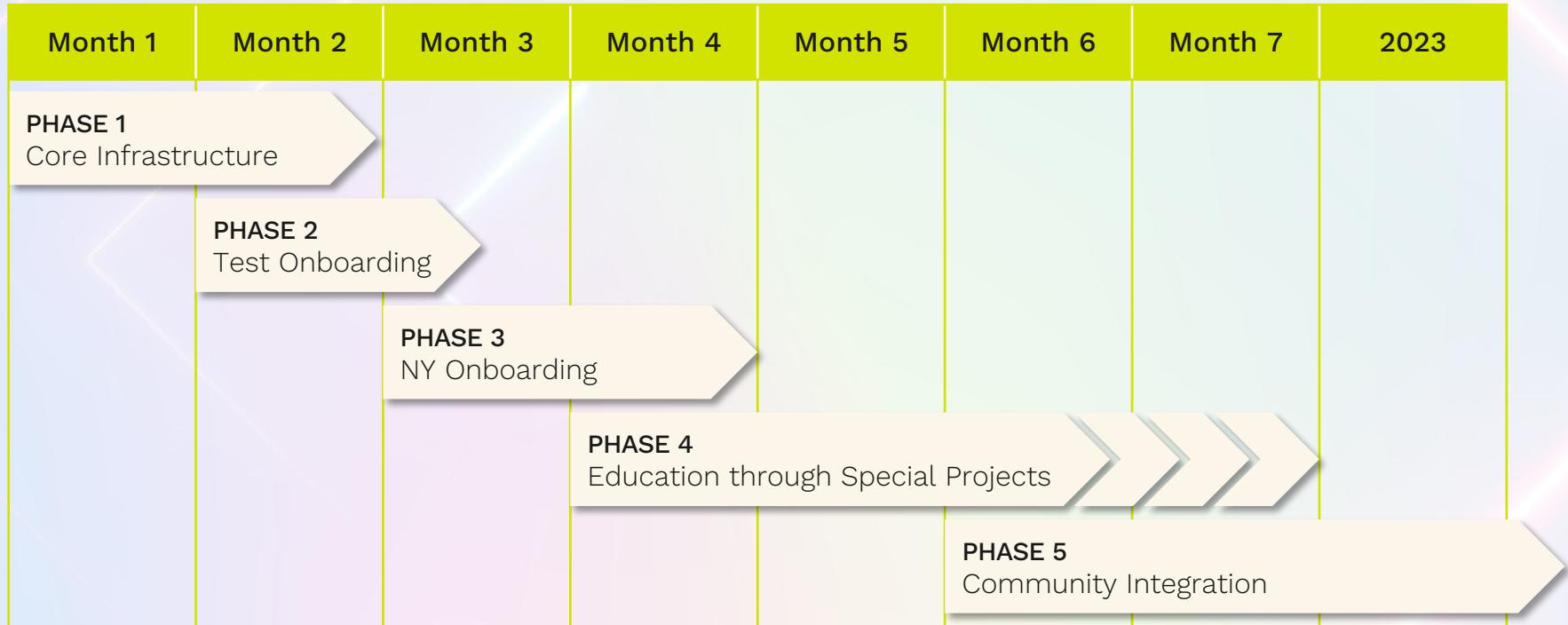


Decentraland Land Wearables



Planning and hosting an in-office party

ROADMAP



KEY TAKEAWAYS ABOUT DAO'S

- › DAOs & Web3 are here to stay, and the BBDO DAO will educate our staff through participation.
- › Participants have a stronger feeling of engagement and purpose than traditional means of organizing.
- › Ownership fuels empowerment. Empowerment fuels loyalty.
- › Web3 is still so new and there is still so much left to explore and pioneer.

WHAT'S NEXT?



WE CONTINUE BUILDING, REFINING AND GROWING OUR CULTURE AS A COMMUNITY...

- Launch via onboarding sessions
- Educate via Web3 workshops
- Create and effect change through DAO projects

PART OF AN OVERALL INITIATIVE TO BUILD CULTURE THROUGH TECH AND INNOVATION

- BBDO Game Room
- BBDO x Decentraland



**I am once again asking
for your financial support.**