

## Pursuing Juicebox ecosystem opportunity

**This document expresses my views of how builders and investors might approach the world of opportunities that exist in the Juicebox protocol ecosystem, including:**

1. How JBX members might position themselves to support and benefit from the collective pursuit of these opportunities without exposing undue risk.
2. How other organisms can emerge to capitalize on these opportunities without having to start from zero.

**It is a reflection based on:**

1. Ongoing L2 research as to how the protocol — currently only on mainnet — could be most productively made available on other execution environments — those currently existing and those yet to be created — which carry different tradeoff considerations that could be useful to projects — less gas, more privacy, greater social distribution, subjectively safer, etc — while minimizing operational overhead.
2. Ongoing JBX distribution research to address the lack of closed autonomous feedback loop between JBX members' productive energy to help distribute ecosystem projects, and correlated membership strengthening.
3. The acknowledgement that the recent protocol versioning/migration efforts stewarded by JuiceboxDAO have caused bugs leading to the need for precise coordination across the developer network which have been expensive and stressful, despite also having succeeded thus far in making important-but-boring abstract specs more concrete and stress-testing emergency scenarios.
4. The acknowledgement that bolder experiments can be attempted when the risk being managed from their potential failure is tightly scoped.

**In short, I think as JBX treasury stewards, we benefit from working towards positioning ourselves as a DAO that focuses collective resources exclusively on two things:**

1. Managing the stability of its mainnet Juicebox protocol deployment, and of its treasury therein. This should become cheaper over time given an unchanging standard whose core operating costs are borne by gas-paying external accounts.
2. Risk-assessed investments to help kickstart subsequent growth/self-sustainability seeking experiments running as Juicebox projects, alongside philanthropic grants.

As individual JBX members, we should present ourselves as protocol lovers and experts contributing energy that improves the likelihood of any subsequent Juicebox project exploration becoming more successful. Inso doing, we will organically demand alignment from projects looking to bootstrap productive community energy. If JBX members don't provide this value, we shouldn't expect ongoing rent from the expanding open ecosystem.

This JBX strategy encourages other organizations to pursue all other open-ended opportunity — L2 deployments, protocol extensions, clients, org design consulting, legal consulting, education, cultural asset propagation, etc. In their struggle for legitimacy, distribution, and financing, they should be compelled to align with JBX members socially and economically to the extent the relationship proves productive.

This relationship can be expressed through a reserved token allocation to dao.jbx.eth or a payout to the JuiceboxDAO treasury, both standard mechanisms already available to projects. In addition, as a means towards the ends of productive cross-organizational alignment and broadening token distribution, it will also be useful for a project to be able to allocate reserved tokens towards a rewards pool claimable directly by individual JBX stakers on a periodic basis — a generic component that should be built, dogfooded, and capitalized by an organization independent from JuiceboxDAO, as per the principles outlined in this document.

**The end goal of JBX should thus not only be to grow the treasury that supports its redemption value, but also to leverage membership to earn tokens from other organizations that are backed by their own growing treasuries.** I personally plan on refocusing towards a few of these new experiments around protocol expansion and organization design over the next several months as the core protocol versioning/migration work stabilizes. Expect my proposed payouts from JuiceboxDAO to be reduced/removed alongside.