Executive Summary

This proposal advocates for the adoption of the DeepDAO Pro Dashboard to enhance Uniswap DAO's governance processes. DeepDAO Pro provides actionable insights to address key challenges, ranging from financial sustainability, improving capture resistance, and facilitating alignment between key entities.

Key features include:

- Treasury Insights: Monitor asset trends, compare diversification strategies, and understand how governance impacts the treasury.

- Decentralization Metrics: Analyze coalitions and influence to ensure fair decision making and transparent processes.

- Voter Engagement Tools: Identify and re-engage voter segments to boost participation and reduce churn.

We propose a six-month pilot program for $25,000 to evaluate the dashboard's effectiveness in empowering data-driven decision-making at Uniswap DAO.

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Exce. summary example

1054×749 109 KB

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Problem Statement

Governance is inherently complex, with multiple stakeholders, changing priorities, and a rapidly evolving ecosystem. Though it is hard to admit, the decision-making process in a DAO is biased by the 'stronger' participants. Many important discussions may not occur if those affected lack a strong voice in the DAO.

At the moment, all DAOs are largely dependent on the manual identification of sub-optimal situations. Many critical discussions might never occur if the data pointing to the inefficiency is not readily available, or if the 'stronger' participants are not incentive-aligned to facilitate the discussion. Without the presence of objective data, the DAO loses perhaps its only trustable spokesperson.

Hence, it is critical for a DAO to have comprehensive insights on the treasury, token, participation, and related metrics. Through this proposal, we'll highlight how DeepDAO Pro can address these issues.

How can DeepDAO Pro Help?

DeepDAO Pro is a tool designed to supply DAOs with actionable and comprehensive analytics.

It enables DAOs to move from a model where decision-making is only dependent on manual identification of sub-optimal situations, to an environment that can 'automatically detect' these. A few use cases are highlighted below:

Accelerate Uniswap's Treasury Diversification and Sustainability

Effective treasury management is critical for the long-term sustainability of Uniswap. DeepDAO Pro can help Uniswap compare treasury diversification strategies with the rest of the ecosystem, as well as monitor all of the DAO's assets and their performance in a single location. DeepDAO Pro can also surface more nuanced insights, for example on how a particular initiative or governance change affects revenue and token price, thereby aiding continuous optimization.

Looking at the two images below, we understand the massive difference in treasury diversification between ENS DAO and GitcoinDAO. This will enable participants in either DAOs to structure their discussion more easily.

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ENS treasury

1139×598 86.8 KB

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ENS treasury diversification over time

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(ENS: treasury diversification over time)

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Gitcoin treasury

1139×597 92.2 KB

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cdn.com/flex016/uploads/uniswap1/original/2X/6/651bf5e8a84f1859b943fc38797d6da9d26949a7.png)

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Gitcoin treasury diversification over time

1136×383 27.8 KB

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cdn.com/flex016/uploads/uniswap1/original/2X/f/f73a11b9dd18feac80ae7da3455026628cc3113a.png)

(Gitcoin: treasury diversification over time)

Significantly Improve Uniswap's Decentralization and Resilience

DeepDAO Pro tracks several metrics aimed at improving a DAO's decentralization. Coalitions is one such metric unique to DeepDAO Pro.

Similar to how liquid staking derivatives are actively monitored in Ethereum 1, 2) to ensure they do not exceed consensus thresholds and cause cartelization, it is equally important for a DAO of Uniswap's significance to actively monitor the formation of overly powerful governance groups, i.e, coalitions with superpowers. Coalitions are groups of addresses that often vote together on proposals. They surface the interconnections between delegates, how often they vote together, and their collective governance influence. This forum post explains the most powerful coalitions within the Optimism Collective.

Our work on understanding network effects like coalitions highlight the edge we have over other DAO aggregators. The image below demonstrates coalitions DeepDAO Pro identified for the OP Collective.

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OP coalitions

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cdn.com/flex016/uploads/uniswap1/original/2X/8/81331eb2443f032ec2f85c9ac80d78ab2dad7350.png)

Increase Governance Participation in Uniswap by Identifying Missing, and Potential Voters

DeepDAO Pro segments voters into:

- Loyal Voters: Consistent participants across governance cycles.

- Missing Voters: Past voters, who haven't voted in the last 12 months.

- Non-participating Holders: Token holders who've never engaged in governance.

Using these insights, Uniswap can devise strategies to:

- Reach out to specific voter groups and re-engage them.

- Reduce voter churn by addressing gaps in participation.

- Strengthen governance, and increase incentives for token holding, by building pathways for new participants to contribute.

Insights on voter interests from ENS DAO's dashboard:

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ENS data for marketing

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Reveal the connections between governance activity and treasury growth

In 2024, 47 proposals went to an offchain vote and 20 proposals went to an onchain vote at Uniswap. These proposals fall into a broad spectrum of topics from protocol deployment, to delegate incentives, to arbitrary funding requests, to security-related improvements. Given the amount of activity, it might be beneficial for Uniswap to understand how different proposal categories affected the UNI token price, and total treasury value. Similarly, how has total votes, and number of unique votes, varied across proposal categories? If certain categories invoke less governance participation, how can Uniswap involve more participants in these areas?

Uniswap will be prompted to have these discussions by DeepDAO Pro. The specific data points mentioned above are highlighted through our analysis of token price vs average votes and voter interest categories.

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ENS token gov correlation

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Approach to analysis

DeepDAO Pro can currently aggregate and display comprehensive data on Uniswap's:

- Treasury, including trends over time, tokens, assets and composition (governance token vs. stables, majors, and others).

- Token, including graphs for four governance metrics as they correlate to the governance token price.

- Voter Trends: multiple metrics of quality and intensity of governance participation in the DAO. Successful proposals, avg. votes per proposal, and others, in multiple timeframes. We also categorize voters based on their governance score to understand participant quality.

- Delegation, including intensity, and quantity of involvement across voting power, delegators, total votes, and voting periods. Sorting by number of recent votes is available. Finding, and displaying metrics on delegate involvement in specific proposals, and proposal types is a simple extension of these existing data points.

- Coalitions, tracking governance activity of power groups of up to 6 addresses. Together with Delegation, this provides deep analysis of decentralization within governance.

- Governance Trends, monitoring voter activity over time, including voter segmentation by participation, loyalty, and absenteeism.

- Proposals, tracking all DAO proposals across different voting systems, their metadata, outcome, and tallies of their votes for, against, or other.

- Ecosystem Mapping, comparing how Uniswap fits within the broader ecosystem, identifying voter overlaps, interests, and potential competition.

- Executive Summary: DeepDAO Pro's provides a dedicated dashboard to serve as an executive summary, with 7 key metrics for a daily understanding of the DAO's recent activity, and its position vs. others in the ecosystem.

Conclusion: Next Steps & Asks

In summary, DeepDAO Pro can aid Uniswap on a broad range of topics. We are interested in hearing from you on your appetite to use DeepDAO Pro to aid your participation at Uniswap. Depending on community sentiment, we are keen to take this proposal forward with a $25,000 ask for a 6 month long pilot program. During the pilot phase, our research team will publish analysis on the forum, on insights surfaced by DeepDAO Pro. This will cover gaps on treasury management, voter participation, first and second order effects of governance, identifying a dealing with coalitions, etc. At the end of the 6 month period, Uniswap will be able to evaluate the tool's impact comprehensively.

DeepDAO has been improving Uniswap's governance transparency for over 3 years for free. This is a great opportunity for

Uniswap to recognise the team's commitment, and empower us to create more impact within the DAO. Looking forward to your inputs!

Links:

[DeepDAO](#)

[DeepDAO Pro showcase for ENS](#)