Unifying Arbitrum DAO's Vision, Mission, and Goals

Please note that the following should be considered a rough draft as we seek feedback from the Arbitrum community and experts with brand and marketing experience to help make this more robust. That said, we think it is important to start seeking feedback as soon as possible. Following extensive conversations with key stakeholders and active delegates, we've strived to distill their thoughts and ideas into a cohesive vision for the Arbitrum DAO, presented below.

[Arbitrum's Vision is] to accelerate the universal shift onchain by empowering the freedom to advance scalable, secure, and trust-minimized applications.

[Arbitrum's Mission is] to bring secure, compelling, and full-featured rollups to the masses.

Arbitrum is in the midst of a hyper-growth phase

. In 5 years, Arbitrum should be:

- An expansive ecosystem of Orbit chains distributing high-quality blockspace through the Arbitrum tech stack. Every Orbit chain extends a unified Arbitrum brand.

- An incubator that fosters native application and infrastructure development with Arbitrum One, becoming the most sought-after blockspace in crypto across a diverse range of verticals.

- An ARB token recognized by the market as a result of value accrual from various sources in order to enhance rollup security.

- Home to crypto's most popular apps, many of which use Stylus as a mission-critical component to their codebase.

- A strategic resource allocator capitalizing on Arbitrum's growth by investing in infrastructure and applications that capture value in the ecosystem.

- The premier tech suite providing flexibility and freedom to builders through features such as Timeboost, BoLD, custom gas tokens, sovereign governance, Stylus, and more.

- Governed by the most robust DAO with aligned, active, sophisticated, and diverse delegates helping drive the ecosystem forward.

- Supported by a sustainable, revenue-generating DAO with multi-faceted programs and efficient operational structures.

- Committed to extending Ethereum's values. Arbitrum is the default destination for users to interact with genuinely decentralized, trust-minimized technologies.

- A household name with recognition on par with Bitcoin and Ethereum. Arbitrum is the gateway to Ethereum for new users from other chains and the real world.

In March 2023, the Arbitrum DAO was born with the launch of the ARB governance token. One of the largest and most widespread airdrops to date, the ARB token was distributed to over 580,000 unique addresses and 137 applications built on Arbitrum One. This moment marked a historic achievement, giving decentralized governance full control over all aspects of the execution environment; a pivotal step in the quest to scale Ethereum.

Over the past 15 months, tremendous progress has been made. Core developers announced the completion of Timeboost, Stylus, and BoLD. The Arbitrum Foundation quickly scaled to a team of over 30 contributors, and the Arbitrum DAO launched multiple grant programs, incentive initiatives, and investment ventures. Yet, one clear hole has emerged in the DAO, a lack of alignment on our objectives

. When posed with the question, "What will Arbitrum look like in 5 years?", it's likely that developers, the Foundation, and the DAO's many contributors would provide diverse answers. While Arbitrum's bottom-up nature is one of its strengths, we now recognize the need for a unified vision—a north star to guide us

. Additionally, a clear vision is required for the DAO to pursue its own brand and marketing strategies.

Today, each organization operating in the DAO must extrapolate for itself what it should work towards that contributes the most value to Arbitrum. Questions arise like should my organization work toward operational sustainability and painting a picture of ARB as a productive asset? Growth of Orbit? Growth of Stylus? Growth of Arbitrum one? Public Goods? etc. With a lack of visible direction, being an effective DAO operator becomes difficult. Additionally, the absence of concrete goals has made it challenging for the DAO to facilitate oversight and accountability. A system has been created where all the DAO can effectively do is judge "did this organization work hard" but lacks the ability to judge "did this organization do a good job moving Arbitrum forward?"

Arbitrum has always embraced the principle that the technology should speak for itself. As the largest layer-2 solution by nearly every metric, and the major rollup closest to reaching Stage 2, Arbitrum represents more than just outstanding tech.

Arbitrum embodies Freedom:

- Orbit Chains

: Applications can now create their own fully customizable blockspace. Orbit chains act as Web3 servers tapping into the underlying liquidity and user base of Arbitrum One or any other chain.

- Stylus

: Provides the freedom to leverage the efficiencies of Rust, C, and C++ to write smart contracts without losing EVM compatibility.

- Timeboost

: A new transaction ordering policy with an express lane auction system that generates revenue for the DAO without hindering UX.

Ultimately, Arbitrum offers permissionless access to the best scaling tech stack in crypto, allowing any user, developer, or individual to build and interact with trust-minimized technologies in seconds.

Our Guiding Principles Thus Far

Since its creation, the Arbitrum DAO has been governed by its[Constitution](#) and seven community values:

1. Ethereum-aligned

: Arbitrum is part of the Ethereum ecosystem and community

1. Sustainable

: Focus on long-term health of the protocol over short-term gains

1. Secure

: Arbitrum is security minded

1. Socially inclusive

: Open and welcoming to all constructive participants

1. Technically inclusive

: Accessible for ordinary people with ordinary technology

1. User-focused

: Managed for the benefit of all users

1. Neutral and open

: Foster open innovation, interoperation, user choice, and healthy competition

These values have guided us thus far, but it is time to align on a grander vision. What is Arbitrum's north star? What are the ecosystem and its numerous contributors (the DAO and its programs, Foundation, and development teams) working towards?

We have done our best with this first draft to align what we believe many key contributors think of as the DAO's vision, mission, and goals, but we must solicit more community feedback and iterate before moving forward.