The Agency DAO: Operating Manual (v2)

Introduction

Welcome to The Agency, a decentralized autonomous organization (DAO) dedicated to delivering premier professional services in the Web3 and blockchain space. This document serves as the foundational operating manual, outlining our innovative compensation framework and our standardized service offerings. Our model is built on principles of meritocracy, transparency, and collaborative success, designed to attract and retain top talent while delivering exceptional value to our clients. This updated version incorporates distinct project roles and a mandatory post-project debrief process to enhance accountability and continuous improvement.

Part 1: Payscale & Compensation Framework

1.1. Philosophy and Core Principles

The Agency's compensation philosophy is centered on rewarding tangible contributions and project success. Our framework is guided by five core principles:

- **Merit-Based Advancement**: Progression is tied directly to the revenue and value a contributor helps generate.
- **Transparent Revenue Sharing**: We ensure that the attribution of project revenue is clear and fair.
- **Sustainable Treasury Management**: A portion of all revenue is allocated to a central treasury for long-term financial health and collective bonuses.
- **Collaborative Accountability**: A mandatory peer review and debrief process ensures all contributors operate in good faith.
- **Continuous Improvement**: Post-project debriefs are used to systematically identify lessons learned and optimize future project execution.

1.2. Project Roles and Revenue Attribution

To ensure fairness and clarity, project revenue is attributed according to well-defined roles. This attribution is the basis for rank advancement within the DAO.

Role	Attribution Weight	Primary Responsibilities

Team Lead	30%	Strategic direction, client relationship, and ultimate accountability for project success.
Project Manager	15%	Timeline management, delivery coordination, and facilitation of the post-project debrief.
Core Contributors	40% (split equally)	The primary execution team responsible for delivering the work (e.g., developers, designers).
Supporting Contributors	10% (split equally)	Individuals in advisory, review, or specialized, part-time support roles.
Organizational Overhead	5%	Attributed to general DAO operations and administrative support functions.

1.3. The Post-Project Debrief and Good Faith Verification

A critical component of our framework is the **post-project debrief**, which occurs after every project. This flat, collaborative session is facilitated by the Project Manager and includes all project contributors.

Its primary purposes are:

1. **To Validate Attribution**: The team collectively reviews and confirms that the proposed revenue attribution for each member accurately reflects their contribution.

2. **To Ensure Good Faith**: The debrief serves as a forum to verify that all members acted with integrity and commitment. Concerns about performance or collaboration can be raised and addressed by the team.

3. **To Foster Improvement**: The team discusses what went well and what could be improved, capturing lessons to refine the DAO's processes.

The outcome of the debrief, including any adjustments to attribution, is documented and serves as the official record for calculating a contributor's cumulative revenue for rank advancement.

1.4. Performance Multiplier and Rank Advancement

Every contributor has a **Performance Multiplier** that grows as they accumulate attributed revenue. This multiplier is used to calculate their share of treasury bonuses. Ranks are permanent and are achieved by reaching specific cumulative revenue milestones, which are confirmed through the debrief process.

Rank	Multiplier	Cumulative Attributed Revenue Required
Rank 1 (Contributor)	1.0x	Starting Level
Rank 2 (Senior Contributor)	1.25x	$25,000
Rank 3 (Lead Contributor)	1.5x	$50,000
Rank 4 (Principal)	1.75x	$100,000
Rank 5 (Partner)	2.0x	$200,000
Rank 6 (Senior Partner)	2.5x	$400,000

1.5. Treasury Bonus Distribution

15% of all project revenue is allocated to the DAO treasury. When the treasury balance reaches **$100,000**, a bonus distribution is triggered. A portion of the treasury is then distributed to all eligible core team members, with individual shares calculated using their Performance Multiplier. This system rewards long-term, high-impact contributors with a greater share of the DAO's collective success.

Part 2: Standardized Services Offerings

2.1. Overview of Services

The Agency offers a curated suite of professional services focused on the Web3 ecosystem. Our standardized offerings provide clients with clear deliverables, transparent pricing, and predictable timelines. The services are grouped into four main categories: Strategy & Consulting, Development Services, Design & User Experience, and Marketing & Growth.

2.2. Service Categories and Pricing

Below is a summary of our primary service offerings. Each service is designed as a package,

but can be customized to meet specific client needs.

Service Category	Offering	Target Audience	Indicative Pricing (USD)
Strategy & Consulting	DAO Strategy & Design	New or existing DAOs	$15,000 - $75,000+
	Web3 Product Strategy	Startups and established companies entering Web3	$10,000 - $50,000+
	Tokenomics Design	Projects planning a token launch	$20,000 - $80,000+
Development Services	Smart Contract Development	Protocols, NFT projects, DeFi	$8,000 - $150,000+
	Smart Contract Audit	Projects preparing for launch	$10,000 - $100,000+
	dApp Development	Platforms needing user-facing applications	$15,000 - $200,000+
Design & UX	Brand Identity & Visual Design	New projects or those undergoing a rebrand	$8,000 - $40,000+
	UI/UX Design for dApps	Projects focused on user experience	$10,000 - $90,000+
	NFT Art & Collection Design	NFT projects and gaming platforms	$8,000 - $40,000+
Marketing & Growth	Community Building & Management	Projects looking to grow their user base	$4,000 - $20,000/month
	Content Creation & Marketing	Projects needing a strong public voice	$3,000 - $40,000
	Go-to-Market Campaign	Projects preparing for a major launch	$15,000 - $150,000+

2.3. Engagement Process

Our client engagement process is designed to be straightforward and collaborative, ensuring alignment from start to finish. It begins with a complimentary **Discovery Call** to understand the client's needs. This is followed by a detailed **Proposal & Scoping** phase, where we define the project's scope, timeline, and cost. Once an agreement is reached, we proceed to **Delivery & Iteration**, with regular updates and feedback loops managed by the assigned Project Manager. The process concludes with the **Completion & Handoff** of all deliverables, followed by the internal post-project debrief to ensure continuous improvement.

Conclusion

This operating manual provides the foundational framework for The Agency's operations. It is a living document, intended to evolve as the DAO grows and the Web3 landscape matures. By aligning individual incentives with collective success and embedding accountability into our core processes, we aim to build a sustainable and thriving organization that sets a new standard for professional services in the decentralized world.