

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green color. Both are tilted at an angle.

# DAOxperience

A immersive approach for spreading  
DAO culture in crypto events

# Experience

Governs

Special  
Talks

Options/prices  
on items

Prize  
distribution

Immersive experience where part of the event is collectively coordinated by all members. Using DAO governance to nominate and vote people to talk about certain topics in some of the open spots in the last day.

NFTickets holders can claim voting tokens by attending, but get extra tokens for activations inside the event, either with other people, booths or talks.

Attendees can pre-order their NFC PFP-ID-cards with their own touch-to-mint POAPs. Booths have their NFC in the table. Collecting those gives you more tokens.

Tokens can be used to govern or to claim some benefits inside the event. Things that would normally be free, that can have a free and an updated version. (coffee-specialty coffee, water-juice, etc)

Top holders contest with DAI or \$DAOTOKEN prizes in the end to gamify the experience

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## Fully integrated

The experience is made as a partnership with the event, integrating to other partners and activities in a cooperative gamified experience for the public.

### Required structure:

- 5 talks
- Special merch
- Custom NFC+QR cards

### Experience Goals:

- Increase engagement in brand activations
- Incentivise connections and networking
- Educate the public on coordination, incentives and decentralization
- Integrate the whole event in a single game



# Token redeem

- Using [Coinvise](#), or similar alternative, any holder of a ticket can get a free-mint for their share of tokens + participant NFT
- This can be done solo or by checking in the experience booth near the entrance
- NFC+QR cards will only be delivered to people after they redeem their NFT, as this will be the activation for the connection experience.



# Token distribution

- 25% of the supply is distributed to the public redeeming their tickets in the booth
- 25% of the supply is allocated to sponsors to distribute in activations for their booths
- 20% of the supply is allocated and locked to organizers and speakers to vote in the governance and help curate the experience
- 30% of the supply is allocated to the gamified and connecting experiences:
  - 15% to the gamified experience between talk attendance, EOD gov meetups and special track participation
  - 15% to people who connect with other participants

Tokens will only be transferable to members who hold the NFT.



# Sponsors and Booths

- Sponsors are free to use their share of tokens to distribute however they see fit, given the maximum of 0.5% of the supply to any given individual
- The minimal experience suggested is an NFC/POAP scan per booth, where claimers can get air dropped twice a day tokens for interacting with brand activations
- Other experiences are welcome and creativity is incentivised, keeping some principles as goals:
  - Distribution should be accessible, although it can be tiered in different amounts, as long as the brand is capable of organizing a CSV of wallets for the rewards
  - Experiences should not affect negatively in one another and are subject to approval
  - The brand team can not allocate those tokens to themselves.



# Speakers and Organizers

- 25% of tokens will be allocated to curated speakers and organizers.
- All of those are locked in their wallets and cannot be traded.
- The goal is to have a team of qualified wisdom to help curate the voting process for speakers and prizes.
- Those tokens will be unlocked after the event is over, in case there's any interest on financial speculation.



# Connections and Talks

- Users will be incentivised to connect with each other through POAP collection via NFC or QR codes
- Everyday users will get dropped tokens in proportion to how many people they connected with
- Users will only be able to nominate themselves for talks if they connected to at least 10% of the active connecting users of each day. If you want to talk, you gotta connect!
- The available talk slots will be on a smaller stage, on the last day. Users can propose their names and topics until 2pm on the second day. Voting opens at 3pm.



# Gamification and Engagement

- 15% of tokens will be allocated to engagement actions:
- Talk attendees will get tokens for being in the talks(yes you can just pass by to farm). each stage will have their own NFC card/QR
- Those POAPs will be changed every 4 hours, the distribution will be based per 4h/block, so attending empty talks gives you more rewards.
- There will be two TH each day, where the public can go talk and ask about the experience. Attending those will drop tokens.
- A special track of talks/workshops on topics of decentralization or NFT DAOs will be defined to award extra tokens.





# Required Structure

## Talks:

- 3-5 talk slots to be allocated to attendees who get elected by the experience participants to showcase their projects or ideas. Small stage/area. Last day.

## Special Merch:

- Partnering with the event to make some special high-end merch that can be bought with tokens and will be given to speakers

## Custom NFC cards:

- Tech needed for the experience to be smooth. About R\$5000 in cards, printing and transportation, to be given or sold, depending on preference.



# Prizes

Sponsors or the event organization can make prizes of their own brand merch/token available to the experience. An extra R\$ prize will be made available through grants.

- Prizes will be given by proposal to the group, holders can vote.
- Top connectors will get a % of the prizes.
- Top holders will get a % of the prizes.



# **DAOxperience in NFT Brasil 2023**



# NFT Brasil - Bienal

The execution for NFT Brasil is very soon, so this proposal will have to be reduced to fit financially and operationally in the event.

DAO partners are welcome to join the action as sponsors to have their brand in every step of the way

At most 2 sponsors are welcome to join the initiative

We're ready to talk this through with the current structure to make this fit to what the organization has already planned.