



[Proposal] GenZ Web3 Engagement + Education

Technical Partner: [Dream DAO](#)

Title of Project: GenZ Web3 Engagement and Education

Estimated Beneficiaries:

- Direct beneficiaries: young people and champions in the DAO who will learn + build amazing things
- Second order effect beneficiaries: Hundreds of thousands of people who will be inspired by and benefit from the world-changing work our community does

Time Frame: 6 months

Budget: \$100,000

Dollar/beneficiary:

Other people at Coinbase / Alignment with Product Roadmap: Dominique

Expected CB Commitment / Other Considerations on our time: [Harrison to fill out]

- Minimal:
 - Support in co-writing and promoting a blog post announcing the grant
 - Support in getting our membership NFT on the Coinbase NFT platform
 - Support in promoting the NFT
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TL;DR

This is an invitation to Coinbase to donate to Dream DAO so that it can spearhead Gen Z web3 x social impact education and training initiatives that benefit the web3, public goods-building ecosystem, and world at large.

Mission Alignment

The mission of Coinbase is to increase economic freedom in the world.

Just like Coinbase, we at Dream DAO believe everyone deserves access to financial services that can help empower them to create a better life for themselves, their families, and their communities.

The path to getting everyone access to empowering financial services depends on crypto/web3 adoption, and this adoption demands that we educate people and help them build things that scale adoption/usage of web3 technologies.

At Civics Unplugged, we believe that the empowerment of the leaders of Generation Z to become civic innovators is critical to humanity and the planet's flourishing. And we believe so much that web3 is critical to increasing human flourishing and making the world a better place that we launched the Dream DAO to provide the specialized training proven Gen Z leaders need to



leverage web3 to do good in the world.

Gen Z and web3 is a match made in heaven. Gen Z, after all, are who will solve the challenges we face today and have to address the ones that are yet to emerge. And they are more than ready to disrupt entrenched power structures that fail the people they claim to serve.

We believe Gen Zers successfully leveraging web3 to do good in the world will inspire millions of skeptical people to champion and help build web3 in the coming years. This is where Dream DAO comes in.

Overview of Proposal

ON THE DREAM DAO SIDE:

The grant will be used twofold:

1. Help pay our Dream DAO core contributors
2. Help pay for the stipends of our Dream DAO Explorers Program

Re: #1 (Help pay our Dream DAO core contributors), we have the following kinds of contributors—paid on an hourly basis:

1. **DAO Steward(s)**—who are tasked with representing the DAO to the public, convening DAO members for special purposes, setting and evolving the DAO roadmap, and are ultimately responsible for the successful completion of every DAO Phase's key results. Starting in Phase 2 (we are currently in Phase 1) which starts in May 2022, there will be two DAO stewards: 1 Champion (adult), 1 Builder (15-20 year old).
2. **Working Group Coordinators**—we have several [working groups](#) within Dream DAO that each serve an important purpose. There will be stipends given out to two co-coordinators (1 Champion, 1 Builder) of each working group. The working groups are as follows:
 - a. Social media
 - b. Community Building Working Group
 - c. DAO Learning
 - d. Governance
 - e. Fundraising
 - f. Meta
3. **Other core contributors that have persistent, important roles**—these include:
 - a. Creating our bi-weekly DAO digest called the [Dream Journal](#)
 - b. Organizing + recruiting web3 x social impact experts to conduct Learning Together Sessions. An archive of the sessions can be found [here](#).
 - c. Sending thoughtful thank you messages to our Learning Together guest hosts
 - d. Helping inactive members plug back into the DAO
 - e. Helping track member contributions



Re: #2 (Help pay for the stipends of our Dream DAO Explorers Program):

The Dream DAO Explorers program is the flagship program of the Dream DAO. It will cultivate and channel the talent of proven Gen Z civic leaders around the world to advance and evolve web3 and the web3 x social impact ecosystem. Each cycle of the program will place ten to fifteen 15-20 year-olds in meaningful web3 organizations (e.g. Coinbase, Gitcoin, Mirror, RabbitHole) for a summer internship where they build a socially impactful project. Each “Explorer” will receive a \$5,000 USD stipend to ensure diverse Gen Zers that can’t afford to participate in unpaid internships can justify to themselves and to others why they are dedicating their summer to being and building the future of web3. Inclusivity is so key. Learn more about the program [here](#).

ON THE COINBASE SIDE:

Beyond providing the charitable grant, we seek support from Coinbase in the following ways:

- Co-writing and promoting a blog post announcing and explaining the rationale behind the grant, as well as why the broader mission of Dream DAO is so important
- Getting our membership NFT on the Coinbase NFT platform
- Promoting the NFT (we hope to launch this NFT near the end of April 2022)

Budget Overview

Dream DAO is requesting a \$100,000 grant from Coinbase to fulfill the activities outlined in “[Overview of Proposal](#).”

\$100,000 will cover:

- the Explorers stipends of the pilot of the Explorers Program (assuming 15 Explorers each get \$5,000)
- as well as \$25,000 in stipends for other core contributors of the Dream DAO

The requested term of the grant is March 15th through September 15th, 2022 (6 months).

Success Metrics

Ultimately, we want our Explorers to:

1. learn a ton of practical skills that make them increasingly valuable in the web3 space
2. add to the collective intelligence/knowledge of the Dream DAO, web3, and the world
3. contribute significantly to a socially impactful web3 organization as an intern (e.g. Coinbase, Gitcoin)

The way we measure #1 and #2 is by looking at the “learning artifacts” the Explorers produce. Each Explorer is required to produce two “Learning Artifacts” (e.g. blog posts, vlogs, Learning



Together Sessions) for the world—one at the midpoint of the program and one at the end.

The way we measure #3 is by evaluating the projects and work that the Explorers did for these organizations. We will also survey the internship host sites to get their feedback on how much impact each Explorer made.

Another success metric could be the number of people who are aware of Coinbase's investment in web3 x social impact education.

Background on Technical Partner

Powered by [Civics Unplugged](#), the [Dream DAO](#) is a DAO that invests in the future of the web3 x social impact ecosystem by providing diverse Gen Zers around the globe with the training, funding, mentorship, and opportunities they need to leverage the power of web3 to secure a brighter future for humanity.

We do this primarily by...

1. creating an intergenerational learning community for 15-20 year olds seeking to be and build the future of web3 x social impact;
2. matching our young community members with mentors who are experienced in the web3 x social impact space;
3. placing our most committed young community members in meaningful paid internships at socially impactful web3 organizations;

Learn more about Dream DAO [here](#).