Meetup Blockchain Project

Purpose

Build an interest group based ecosystem using tokens.

Background

Meetup operates as a website providing membership software, allowing its users to schedule events using a common platform.

What existing pain points are we trying to solve?

- Other then the events, there's not much user engagement. We will incentivise everyone to connect and contribute even outside the events.

- It can be difficult for the group organisers to find sponsors – often the ROI is not measurable, making it hard for sponsors to spend the money. We will make it measurable.

- Group governance – we will allow each community to vote for proposals (e.g. food choice, change of organiser, change of sponsor, venue...)

Two token system

- Meetup Token – ERC20 fungible token, the main currency token

- Event Token – ERC721 non-fungible token, issued to event attendees, also has sponsor's discount vouchers stamped on it

How to incentivise different stakeholders using tokens?

Individual Members

- Get free Meetup Tokens upon registration

- Pay Meetup Tokens to attend events

- Penalise certain behaviours (no show, late cancellation) by charging extra Meetup Tookens

- Earn Meetup Tokens by

  - present in events (attendees vote for how many tokens to be rewarded based on the quality of the presentation)

  - help running events

  - share useful resources

- - participate in group projects
- Collect Event Tokens by attending events
- Collect Event Tokens to demonstrate skill levels to employer/ recruiters
- Use discount vouchers on the Event Token to buy stuff from the sponsor (pizzas, drinks, insurance policies, anything that the sponsor sells)

Sponsors

- Provide venue and food, get Meetup Tokens in return
- Reward staff and customers with Meetup Tokens (which can be used by staff and customers to attend meetup events)
- Also get the right to stamp discount vouchers onto each Event Token
- Use Event Token to track extra revenue generated from the sponsored events, this allows the sponsors to measure the ROI for each sponsorship deal

Members community

- Vote for proposals