

DAO Planning Canvas

Designed for:

TripHut Ltd

Created by:

Yaad Labs Ltd

Date:

January 26, 2022

Version:

001

Mission

1. What is the goal of the DAO?

To create a Travel Club that sustainably sends its members on free or discounted vacations.

2. Why does it exist?

The DAO exists because we estimate that at least 80% of the world does not vacation outside their own country in any given year; and that only 40% vacation any atall. We want to be a part of the solution.

3. What are you and your team working for?

We are working for a future where Travel is more affordable for our members.

Revenue Streams

1. Outside of the initial funding event, how will revenue be generated for DAO operations? And are you planning to generate revenue on-chain/off-chain, or both?

Outside of NFT/Membership Sales, we intend to generate revenue both on and off chain via: Club Dues/Smart Contract Micro Transaction Fees & Experiential Businesses.

Community Experience

1. How will the DAO pay for operational tools?

The DAO will pay for the operational tools through the treasury, which is seeded by token sales & sustained by on chain and off chain investments.

2. How will paid members of the team be compensated?

Paid members of the team will be paid in ADA from the treasury and Micro Transaction Fees.

3. What tools will you be using for compensation services?

The tools used will be those provided by ADAO or built by the team.

4. What legal services might be required to launch the DAO?

TripHut has & will continue to engage lawyers concerning liability, token sales & regulatory implications.

5. Based on tools identified, what is your estimated monthly operation recurring costs?

We intend to use mostly free tools, but we anticipate a likely spend of no more than \$10,000 USD a month – inclusive of labour (Outside the core team).

Key Metrics

1. How will you measure success for the DAO?

We will measure success based on the following metrics:

Quantitative

- Number of persons sent on vacation
- Community Size & Growth Rate
- Member Acquisition Cost
- Average number of tokens held per wallet
- Treasury Size & Growth Rate
- Token Sales & Value
- Net Profit Margin

Qualitative

- Community Engagement
- Community Sentiment

2. What tools will you use to measure success for the DAO?

We will use free tools to keep track of KPI's like databox.

Unique Niche

1. What is unique or special about your DAO?

Our DAO's mission, to giveaway free vacations is what makes it special, from what we can tell, there isn't another organization like it.

2. How is it different from similar or existing communities?

Similar communities offer tips, "tricks" & special offers for saving on vacation expenses; we are instead providing a way for our members to holiday for free. Membership fees & Club earnings will be pooled to send select persons on trips based on relative majority votes from the community.

Content Management 2

4. What tools are you considering for maintaining documentation?

We intend to use G suite to maintain the documentation before it being housed on TripHut's website. We may also store documentation on GitHub.

Content Management 1

1. Will the DAO have a website? If yes, what's the purpose of it & what tools will you use to build it?

The DAO will have a website. The website will be used to provide information & facilitate wallet & Discord connection, CAPTCHA, Travel requests, Proposals, Sponsorship, Voting, NFT Staking, Leader Board/EXp Tracking, Accomodation Booking & Fiat Enabled NFT purchases. -To be done over three phases. We will use the tools built by our own engineers and those provided by ADAO.

2. Where will you centralise documentation for the community?

Documentation will be housed on the DAO's website and possibly GitHub.

3. Who's the audience for the documentation of the DAO?

The primary audience will depend on the purpose of the individual document. It can either be for potential members or existing members. That being said, the language will be as web 3-beginner friendly as possible, even for the more advanced material.

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Community Planning 1

1. Will the community be large or small?

The community will be small, our goal is 50,000 members in 5 years and 150,00 members in 15 years.

2. Will it be exclusive to those who own tokens, NFTs or POAPS?

Yes, the travel club will be exclusive to those who own NFTs.

3. If the community is exclusive, how will you gate access?

Access to the community will be gated by a Web Dapp that requires participants to connect their wallets for token verification. Members must have an NFT to vote, submit proposals and benefit from community resources & mandates.

Community Planning 2

4. Are the community members in the same geographic region or remotely distributed?

Community members will be remotely distributed but we are aiming for a higher concentration of people in the English-Speaking Americas and the U.K.

5. How will you ensure members of the community are humans?

We will ensure members of the community are human by putting them through verification checks like CAPTCHA before submitting a proposal or travel request. Additionally, in the event of the Travel grants, members will have to submit a video of themselves as part of the travel request.

Governance 1

1. What types of decisions will require community consent?

Broader Community

- Grant Awardees
- Recourse
- Maintaining Mandates
- Change of leadership
- Principle/Constitutional Adjustments

Guilds/Sub Committees

- Travel Grants/Sponsorship
- New Community Hires
- Technical Proposals
- Investment Proposals
- Compliance Proposals
- Treasury Use Proposals
- Communications & Community Proposals
- Business Development Proposals
- Other

Governance 2

2. What tools will you be using for gathering both on chain and off chain consensus?

To gather consensus, we will be using ADAO tools or we may have to build them ourselves.

3. How will ownership be distributed?

Ownership of the DAO will be shared based on the number of utility tokens held. This is not the NFT but a Fungible Token.

Organizational Structure 1

1. Will there be a leadership hierarchy within the DAO?

There will be a team-based structure which is horizontal in nature and empowers the community to take up responsibility and participate in decision making.

2. What critical roles do you need for the DAO to operate successfully?

The roles and committees we would need include Moderators, Admins, a Proposal Sponsors/Grants Committee, Treasury Committee, Ventures & Compliance Committee, Communications & Community Committee, Human Resource Committee, Development Committee & an All-Other Categories Committee

Community Planning 3

6. How will you moderate the community?

We intend to moderate the community by doing the following:

1. Establish Rules for Member Participation i.e The DAO's Principles & Code of Conduct/Constitution
2. Create a Clear Escalation Path for Moderating
3. Enforce Infractions Consistently
4. Set the Tone and Let Community Leaders set the Example
5. Recruit and Train Volunteer Admins
6. Put certain Incidents to a Vote to determine more serious recourse

7. What tools will you be using for housing the community and gating access?

We will be using Discord, tools from ADAO and our own DApp to house the community and Gate access – tools that would be similar in nature to Guild & DAO Masters.

Governance 3

4. Are you planning to rely on hard or soft consensus? Both?

We intend on relying mostly on hard consensus. However certain actions like recourse for breaking community guidelines & sub guild voting will make use of soft consensus.

5. How will you ensure the DAO can make decisions on a reasonable timeline?

As it relates to grants, we intend on having weekly votes on a permissioned relative Majority basis. And everything else that cannot be done in a working group based on the Principles of the DAO, we'll have a quarterly vote again based on relative majority. Note though that to avoid attacks, proposals must be sponsored.

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Treasury 1

1. How will you fund the DAO Treasury?

The fund will be initially seeded with 50% of the income from Yaad Lab's NFT Sales. Thereafter the treasury will be funded through token sales/membership fees, smart contract transaction fees and Investment Earnings.

2. What are the ways you will use a treasury?

1. Travel Grants
2. Investments – Cardano Native Assets (Tokens, NFT's & Loan Protocols), Ventures & Real Estate
3. Payroll & Operational Costs
4. Marketing
5. Community
6. Liquidity
7. Reserve/Savings

3. Are you interested in taking institutional money/outside investment? If yes, how will you exchange a % of ownership?

Yes, we intend to take on outside investors, not in the DAO, but in the centralised entity that works alongside the DAO (Yaad Labs).

Ownership in Yaad Labs is what will be sold & not ownership in TripHut. The only exception being, if we can't secure alternative funding to finance development.

Treasury 2

4. Will you be leveraging tokens, NFTs or POAPS?

Yes, we will be leveraging tokens and NFTs.

5. If yes, what frameworks/chains are you considering?

We intend to use Cardano.

6. Who will be on the Grants committee to oversee the treasury allocations?

The Grants committee will comprise of community members who indicate an interest alongside members from the Yaad Labs Team – the team will be split into different divisions to aid in oversight/sponsorship of proposals across all categories.

7. What tools will you be using to manage the treasury?

The tools to manage the treasury will either come from ADAO or be developed internally.

Community Experience 1

1. What are important values for the community?

- Patience
- Integrity
- Loyalty
- Laudability
- Attentiveness
- Respect
- Shrewdness

Our aim is to create members who are P.I.L.L.A.R.S of the community.

2. What type of community programming and events are you considering?

- Quizzes & Questions of the Day
- Meme Contests
- Giveaways
- Polls
- Discussion Nights
- Comment Floods
- Sound Clashes
- Q&A's
- Live Streams
- Community Led Events
- Yes Days
- Online/Metaverse Events
- IRL Meet Ups

Community Experience 2

1. What does your community member journey look like from discovery to engaging in the DAO?

1. Interacts with Marketing – Organic or Paid
2. Visits Website
3. Value Proposition & Pertinent Information Appears Above the Fold
4. Connect Wallet or Learn More Call to Action
5. Start Voting Prompt or Submit a Proposal Prompt
6. Get Sponsors Prompt (If proposal was submitted)
7. Proposal Listed Notification (If sponsors were attained)
8. Winner Notification

Organisational Structure 3

4. What guilds/groups can you see existing within the community for moving the DAO forward?

Apart from the listed roles, onboarding, writing, voting & partnership guilds would be helpful

Organisational Structure 2

3. Of those roles, which will require paid full time staffing vs part time vs volunteer contributors?

The roles fall under the following categories:

Full Time - Paid

- Admins
- Treasury Committee
- Venture & Compliance Committee
- Development Committee

Part Time - Paid

- Admin
- Treasury Committee
- Venture & Compliance Committee
- Development Committee
- Proposal Sponsors/Grants Committee

Volunteer – Rewarded

- Moderators
- Communications & Community Committee
- Human Resource Committee
- All other categories (Member onboarding, writing etc.)
- Volunteers may be accepted for all other categories

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Marketing Part 1

1. Who are your target community member personas?

@BabyWhale – CNFT Enthusiast

Personal Background

- 26 Years old
- Lives in an English Speaking Developed Country

Lifestyle

- Scrolls through Twitter & “chats” it up in Discord
- Participates in CNFT Mints
- Follows CNFT Media
- HODLS!
- Contributes to the CNFT community

Pain Points

- I struggle to find interesting projects with real utility and a clear value proposition
- I can't seem to find many doxed teams with quality founders
- I missed out on Clay Mates

Sources of information

- Community Chatter
- Major Project Endorsements
- CNFT Influencers
- Alpha Groups
- CNFT Calendars & Insight Apps
- CNFT Newsletters
- CNFT Blogs

Marketing Part 2

Jada - Travel Enthusiast/

Personal Background

- 33 Years Old
- Lives in an English Speaking Developed Country
- Is Technologically Savvy

Lifestyle

- Spends time on social media: Instagram, Pinterest, YouTube, Twitter & Reddit
- Participates in on online travel communities
- Subscribes to deal sites

Pain Points

- Can't afford to vacation as often as I would like/if at all
- I feel awful/left out seeing everyone else take vacations
- I am short on practical solutions to my problem

Sources of Information/Inspiration

- Mainstream Travel Media
- Social Media
- Influencers
- Themed Pages
- Travel Blogs
- Review Sites & Travel Apps
- Online News Outlets
- Peers/Friends & Family

Marketing Part 3

2. Where will you connect with target personas?

- Twitter
- Discord
- Instagram

3. What channels will you use?

- Content Marketing
- Partnership Marketing & Promotions
- Online PR
- Influencer Marketing
- Social Media Advertising
- Search
- Brand Marketing