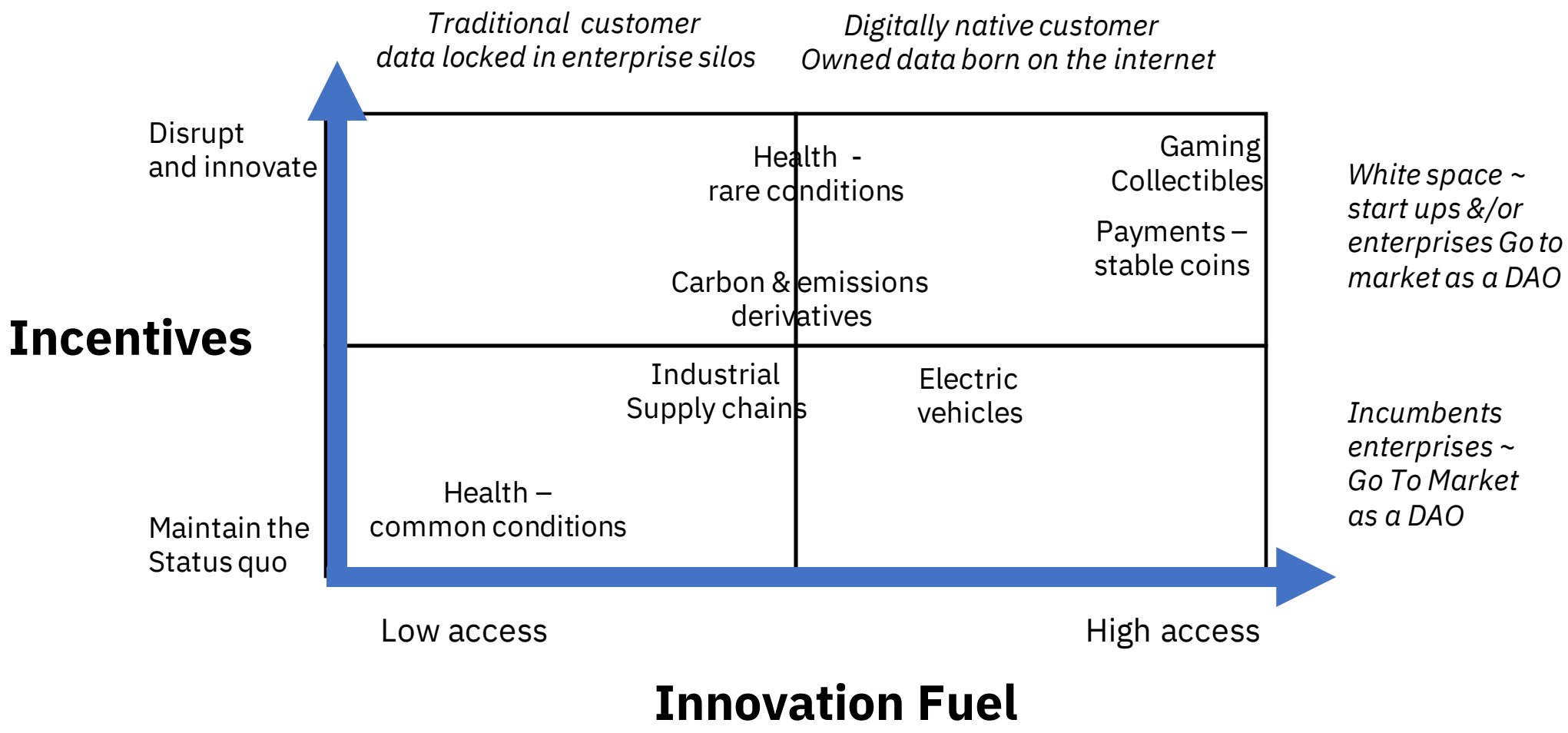
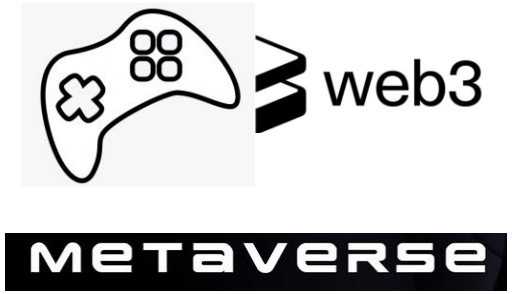
DAO Tokenomics - Market Fit



Source, Andy Martin

Old World

Optimise the existing world as we automate humans with tech or enhance their performance with AI



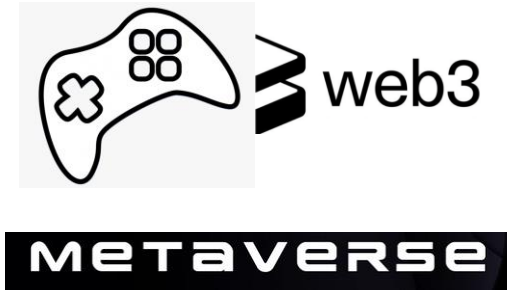
New World

Build a digitally native new world in white space where there is no incumbent

Hybrid World

Digitise data in the old world and use this to reinvent industries in a new hybrid physical/digital world

Source, Andy Martin



	Old World	New World	Hybrid World
Business	Optimise brown field with legacy economics	Innovate White Spaces with DAO Tokenomics	Reinvent legacy industry with DAO Tokenomics
Data	Old Data is locked and governed in enterprise silos	New Data tradable as value is community governed digitally native	New & Old Data tradable as value is community governed on the internet
Process	Automate existing enterprise processes	User monetize & owns their data & creativity	Process built around Users being in control of their data

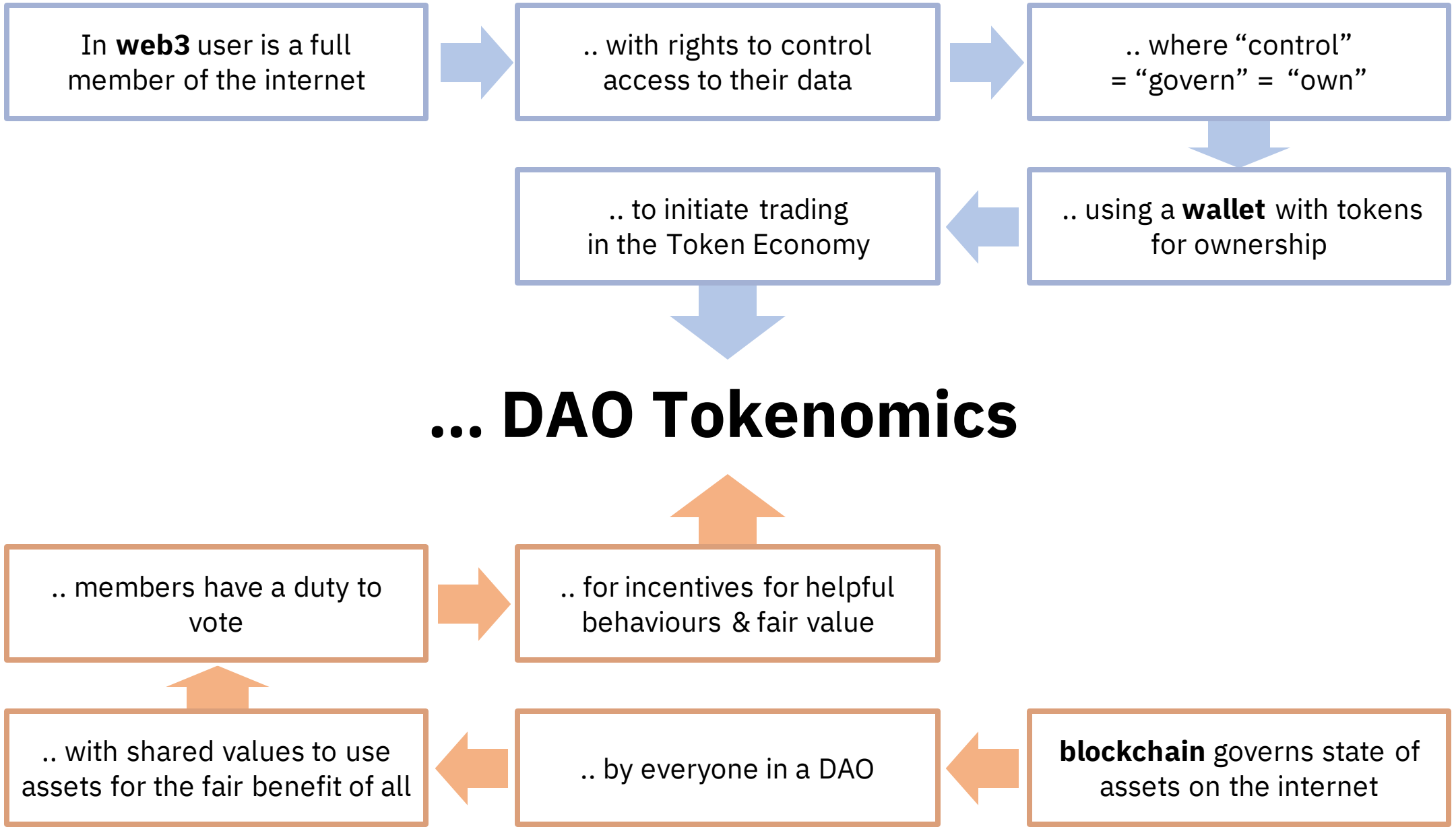
Source, Andy Martin

web3 as a token economy = New internet owned by innovators and users governed by tokenomics

Metaverse as a token economy = permissionless economy of connected “verses” built on tokenomics

DAO Tokenomics = born digitally native economy plus monetisation of real-world data in new virtual economies

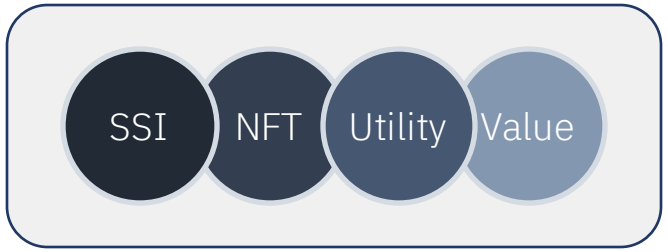
Source, Andy Martin



Source, Andy Martin

DAO Tokenomics

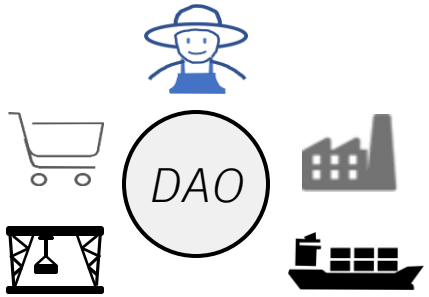
Wallet



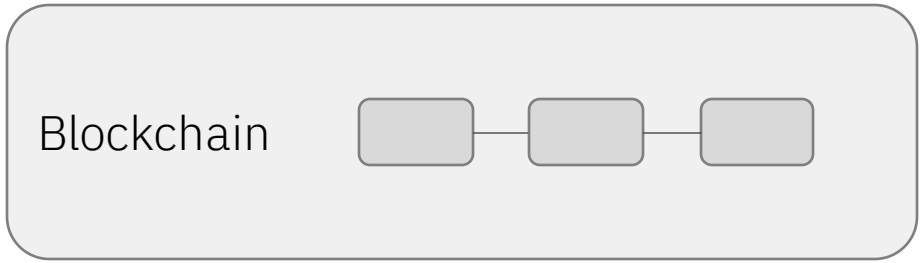
Avatar

- Individual controls access to their identity, NFT, securities, utility or money
- Individual initiates buying and selling

Enterprises Go to Market as a network



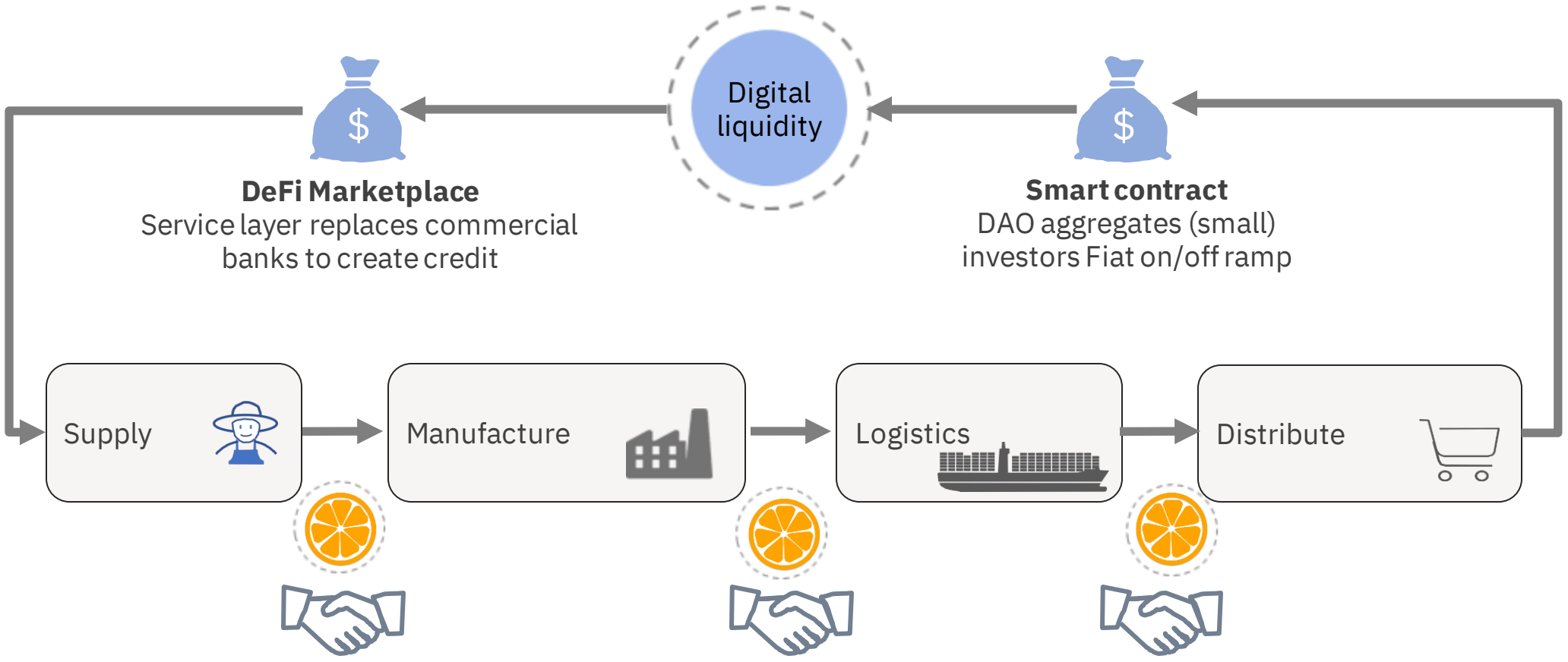
- Community creates a purpose, values, & rules & is then owned & controlled using tokens
- Smart contracts govern trading, monetising data (NFT) governed by the data owner
- Tokens govern incentives & to democratize value



- State machine for ownership of tokens
- Tracking provenance of who did what & when
- Distributed & decentralised source of the truth

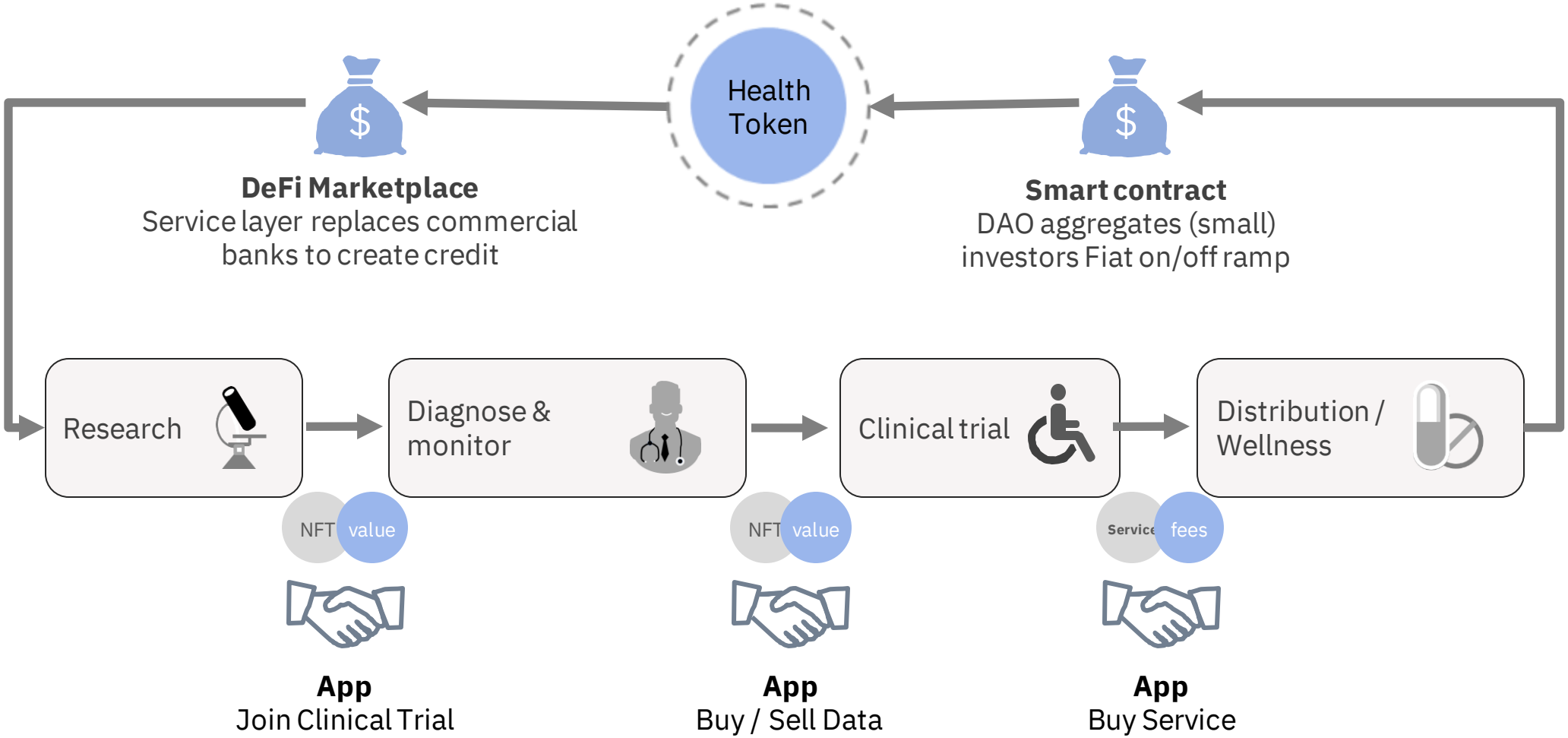
Source, Andy Martin

DAO is a Networked Business



Source, Andy Martin

DAO is automated “shareholders meeting” for a networked business



Key Tokens

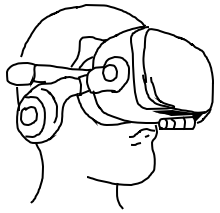
Source, Andy Martin

SSI + Token + DeFi + DAO = industry reinvention

	Innovation	Platform	Governance
Go to market • Network effects	• As a network	• Network, market or industry	• DAO • Zone of sovereignty/rules
Products • Revenue & value	• Buy & sell data • Apps & wallets earn value	• Fees for activity • Professional & foundation services	• Store value in the market token(s) • Skill & reputation
Tokenomics • Incentives / DeFi	• Win-win-win • Behaviours	• Composability of funding protocols	• New funding / reserve model

Source, Andy Martin

The DAO Tokenomics Equation



Earn

Collateral

Trade

Govern

Virtual economy = SSI + NFT + *DeFi* + Utility + *DAO*

User **Asset** **Funding** **Value** **Community**

Source, Andy Martin

The DAO Tokenomics Equation

Digitally native

... or real-world abstraction†

Earn
- Creativity
- Behaviour

Collateral
- Yield
- Rent

Trade
- Buy-sell
- Lend-borrow

Govern
- Marketplace
- Library

Virtual economy =

SSI + NFT + *DeFi* + Utility + *DAO*

User
- Anon.
- KYC†

Asset
- Derivative
- AI-generated

Funding
- Gamified
- Composable

Value
- Access
- Incentive

Community
- Innovators
- Users

Key: † Regulated in the "As Is" world

Source, Andy Martin