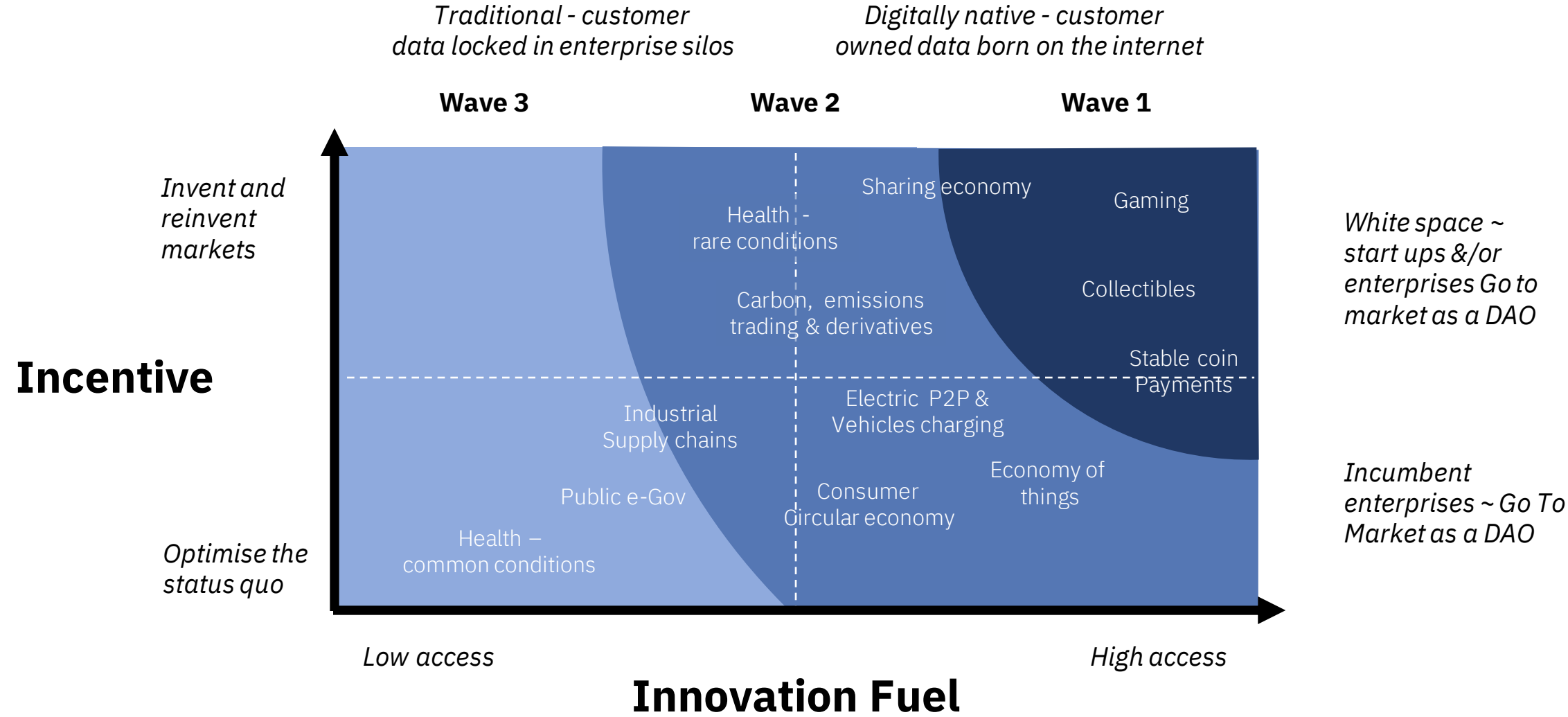


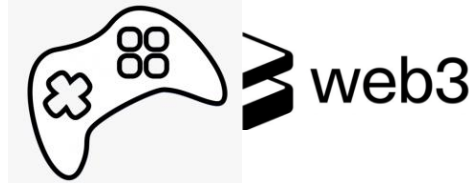
DAO Tokenomics – Market Fit





Old World

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



METaverse

New World

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



METaverse

Hybrid World

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



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

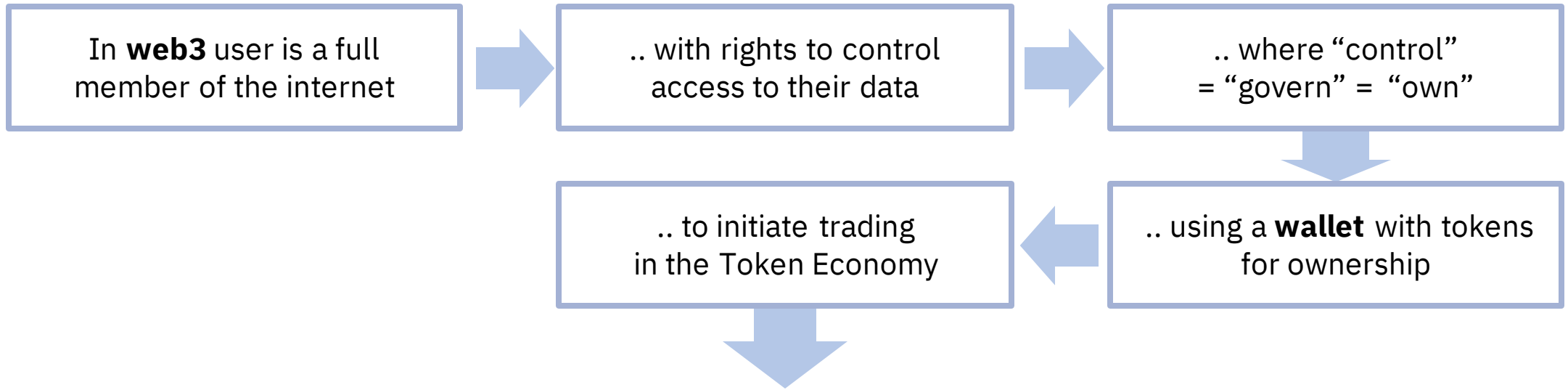
User monetize & owns their data & creativity

Process built around Users being in control of their data

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

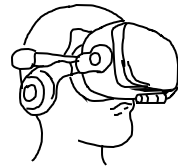
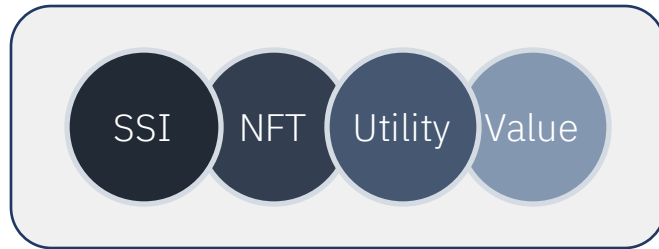


... DAO Tokenomics



DAO Tokenomics

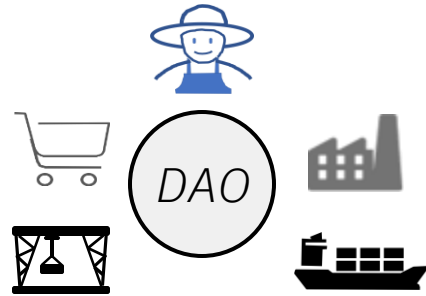
Wallet



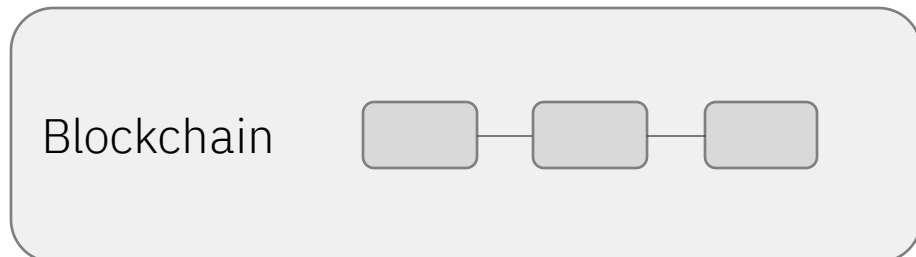
Avatar

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

*Enterprises
Go to Market as
a network*

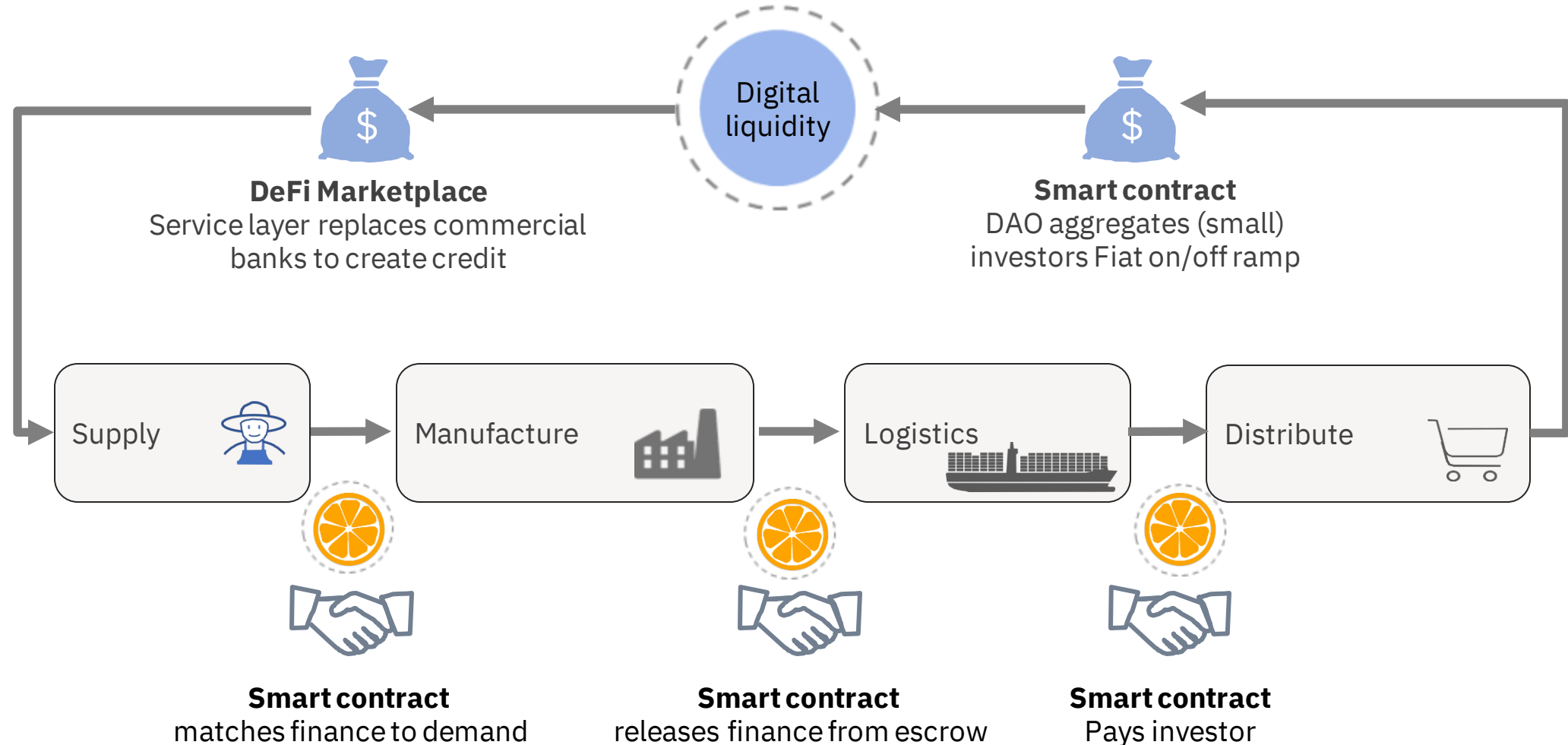


- Community creates a purpose, values, & rules & is then owned & controlled using tokens
 - Smart contracts govern trading, monetising data (NFT) governed by the data owner
 - Tokens govern incentives & to democratize value
-

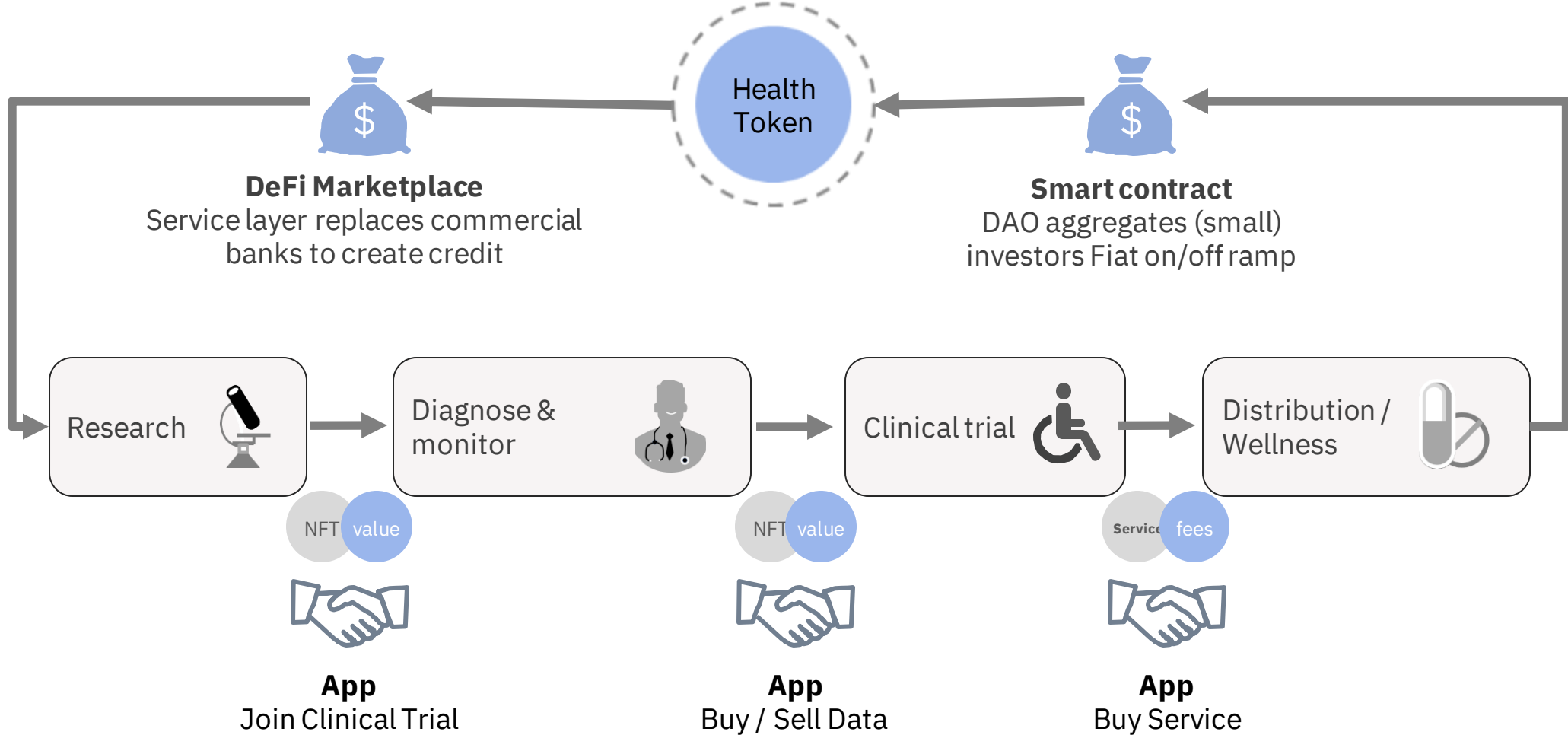


- State machine for ownership of tokens
- Tracking provenance of who did what & when
- Distributed & decentralised source of the truth

DAO is a Networked Business



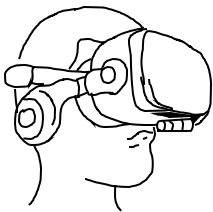
DAO is automated “shareholders meeting” for a networked business



SSI + Token + DeFi + DAO = industry reinvention

	Innovation	Platform	Governance
Go to market	<ul style="list-style-type: none">As a network	<ul style="list-style-type: none">Network, market or industry	<ul style="list-style-type: none">DAOZone of sovereignty/rules
Products	<ul style="list-style-type: none">Buy & sell dataApps & wallets earn value	<ul style="list-style-type: none">Fees for activityProfessional & foundation services	<ul style="list-style-type: none">Store value in the market token(s)Skill & reputation
Tokenomics	<ul style="list-style-type: none">Win-win-winBehaviours	<ul style="list-style-type: none">Composability of funding protocols	<ul style="list-style-type: none">New funding / reserve model

The DAO Tokenomics Equation



Earn

Collateral

Trade

Govern



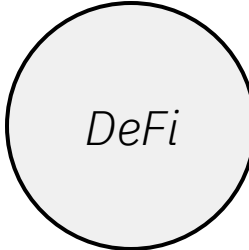
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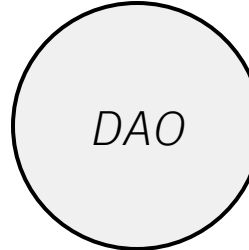
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User

Asset

Funding

Value

Community

The DAO Tokenomics Equation



Digitally native



... or real-world abstraction†



Earn

- Creativity
- Behaviour



Collateral

- Yield
- Rent



Trade

- Buy-sell
- Lend-borrow



Govern

- Marketplace
- Library



=



+



+



+



+



User

- Anon.
- KYC†

Asset

- Derivative
- AI-generated

Funding

- Gamified
- Composable

Value

- Access
- Incentive

Community

- Innovators
- Users