



# Full Proposal

# User-Generated Content (UGC) Platform proposal by WakeUp Labs

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## About WakeUp Labs

WakeUp Labs is a software development company that assists businesses and organizations in rapidly implementing digital products.

With extensive experience in development, WakeUp Labs helps companies, DAOs, and startups bring their ideas to life. We have worked with major clients such as Arbitrum, Optimism, Coinbase, Num Finance, BitcoinOS, Mokens League, [among others](#), having launched over 40 projects across Latin America, the U.S., and Europe.

## Tech Stack

WakeUp Labs adheres to the highest industry standards, supported by a team of 12 Senior Developers.

That's why we have an ideal team to create, maintain, and continuously evolve this platform for the long term, with full ownership of it, while adhering to the guidelines and actively collaborating with the DAO.

For this project, the front-end will be developed using React.js with the Daisy UI library and Framer, ensuring a user-friendly and responsive interface. The back-end will utilize Node.js with a PostgreSQL database for efficient and reliable data management, if needed.

Given that The Sandbox currently lacks SDKs, APIs, or Smart Contracts to enable developers to integrate reward mechanisms for users outside of The Sandbox Client/Game, WakeUp will address this aspect for the project. Therefore, if the project requires the use of smart contracts, they will be developed in Solidity or implemented using established and well-tested protocols.

For projects involving financial transactions, the contracts will undergo a thorough audit to ensure both security and compliance. These audits will be conducted by private auditors who actively participate in Code4rena and have a proven track record of success.

To enable transparent, real-time tracking of user engagement, Google Analytics will be integrated into the platform.

All DevOps and server-related operations will be implemented and managed on AWS, ensuring robust infrastructure and scalability.

## Acceptance criteria

Based on the discussion through the forum, shared information, and identified needs, the following criteria must be met for the project to be considered successful:

- Deliver a creator-first platform that allows independent creators to upload and manage their experiences, fostering community-driven content and fair visibility.
- The platform will align with The Sandbox's branding and look and feel, offering enhanced filters for curated discovery and improving the discoverability of current projects, creators, and experiences.
- The platform will be fully responsive, optimized for both mobile and desktop, to maximize accessibility and inclusivity.
- We will include as much data as possible on creators and experiences, and integrate analytics tools, such as Google Analytics, to track platform engagement and ensure site transparency. As an open project, funded by the DAO and built by a community member, this information will be publicly available.
- A product and technical feasibility research phase will be conducted to identify information sources, clarify the project's direction and scope, and minimize unnecessary back-and-forth once development has begun, both internally and with The Sandbox and DAO teams.
- \$SAND token incentives for users will be provided as part of the revenue model explained below. However, neither WakeUp nor The Sandbox DAO will be obligated to allocate SAND for a treasury, reward pool, or any similar purpose. At the same time, this revenue model may not be effective until it has been properly tested.
- As this is a project for the DAO, milestones and progress updates will be communicated on The Sandbox DAO forum whenever there are significant developments, similar to our work with other prominent DAOs like Arbitrum.
  - Example: [WakeUp Labs Update Thread on Arbitrum](#)

## Business model:

The project will generate revenue that will be allocated to a "treasury" and distributed according to the guidelines outlined in the official Request for Proposal on [the forum](#):

- The DAO will receive 100% of the revenue generated by the third-party company until its initial investment is fully recouped.
- Once the investment has been recovered, revenue will be split 50/50 between the DAO and the third-party company until the DAO earns three times its original investment.
- After this milestone is reached, the revenue split will shift to 80/20 in favor of the third party.

The revenue model includes the following:

- Allowing experience creators to pay an additional fee in \$SAND to:
  - Promote their experiences, making them appear in the "featured" section.
    - The exact amount for this fee is yet to be determined.
    - The total collected from this fee will be allocated to the treasury.
- Allowing experience creators to pay an additional fee in \$SAND to incentivize users to:
  - Rate experiences, test them, and submit reviews.
    - A percentage of this reward (yet to be determined) will go to the treasury.

The sequence diagrams, logic, tools, and mechanisms will be defined during the product and technical discovery phases.

Additionally, we are interested in exploring ways to incentivize users to upload experiences to the platform. However, this is still under consideration (TBD), and valuable insights are expected to emerge from the product discovery and technical research stages.

## Development Proposal

The project deployment will be carried out in 4 milestones and will have a duration of 4 months.

Milestone	How do we measure success?	Completion Date	Unlock Payment
Milestone #0	SIP Acceptance	Day 1	20% of budget
Milestone #1: <b>Product Discovery, Architecture, Database, and Technical Specifications</b> Conduct user interviews to validate flows, ideas, and identify areas for product iteration.  Define the system's overall architecture, including data structure and technical	The final prototype and design have been validated by the DAO team.  Similarly, Epics, Milestones, and Tasks have been outlined and documented in Notion, Jira, or Trello for the technical team to	End of Month 1	20%

<p>specifications.</p> <p>Design the database to support the platform's requirements.</p> <p>Establish the technical integration details for the smart contracts, if needed.</p> <p>Create prototypes and designs in Figma, gathering initial feedback from The Sandbox DAO and Team.</p>	execute.		
<p><b>Milestone 2: End-User App - Back-End Development</b></p> <p>API Development: Build RESTful APIs for content management, user authentication, role-based access control, and retrieving the full list of platform experiences.</p> <p>Database Setup: Configure PostgreSQL for efficient storage of creators, experiences, and analytics data.</p> <p>Social Login: Implement social login options to simplify user onboarding.</p> <p>Revenue model mechanism implementation.</p> <p>Smart Contract Integration and development: If applicable, set up Solidity contracts for on-chain rewards and secure transactions.</p> <p>Analytics: Integrate Google Analytics for tracking engagement and providing transparent, public insights.</p>	<p>A POC (Proof of Concept) demo showcasing the backend will be provided, along with a technical video call to explain the current status and deliver the repository.</p> <p>Although this project was specifically created for and by the DAO, it is not intended to be open-source.</p> <p>However, we can share the GitHub repository with someone from the DAO for monitoring and follow-up.</p>	Mid of Month 3	20%
<p><b>Milestone 3: End-User App - Front-End Development</b></p> <p>Dashboard: Display key metrics, activity, ratings, and relevant experience information.</p> <p>Home Page: Showcase top and trending experiences for quick discovery.</p> <p>Search Page: Implement search</p>	<p>A POC (Proof of Concept) demo showcasing the front-end will be provided, along with a technical video call to explain the current status and deliver the repository.</p> <p>Although this project was specifically created for and by the DAO, it is not</p>	End of Month 4	20% of budget

<p>functionality with advanced filters for easy navigation.</p> <p>Content Upload: Enable creators to add new projects and experiences, including detailed creator profiles.</p> <p>Standard Experience Screen per Experience.</p>	<p>intended to be open-source.</p> <p>However, we can share the GitHub repository with someone from the DAO for monitoring and follow-up.</p>		
<p><b>Milestone 4: Production Deployment, Documentation, and Testing</b></p> <p>Production Deployment: Launch the final end-user app on production servers.</p> <p>Comprehensive Testing: Conduct internal and user testing to ensure platform stability.</p> <p>User Onboarding: Begin onboarding creators to the platform.</p> <p>Smart Contract Audit, if needed.</p> <p>Responsiveness: Ensure full responsiveness across all devices.</p> <p>Enhanced Documentation: Finalize and improve all documentation for ease of use and maintenance.</p>	<p>The project launch includes announcing it on social media and ensuring the website operates smoothly in the production environment, free of major bugs.</p>	<p>Mid of Month 5</p>	<p>20% of budget</p>

## Testing & QA

Extensive testing will be conducted to ensure that:

- Transfer of funds from SmartContracts, The DAO or Users works without errors. • Withdrawals and profit distributions are executed correctly.
- The UI/UX provides a smooth and error-free user experience.
- Security and access tests are performed to ensure only authorized users can interact with the funds. (TBD)

## Potential Unknowns and Timeline Impacts

- Lack of a clear API or accessible information on where to obtain details about experiences in The Sandbox.
- Absence of on-chain attestations for participants who complete experiences, making it challenging to reward them with \$SAND or other incentives.

- Greater-than-expected involvement needed from The Sandbox team, coupled with limited availability to discuss scope or assist with implementation, potentially causing unforeseen delays.
- Changes in regulations, third-party policies, or software updates that could affect interactions with user funds.
- Delays in smart contract approval by external auditors, if an audit is pursued.
- Issues arising after Testing and QA that are outside WakeUp Labs' responsibility.

## **Clarifications / Assumptions**

- The milestones don't need to be sequential; in fact, overlapping phases is feasible, which could reduce the overall development time.
- UI and UX design will be fully implemented by WakeUp Labs and must be approved by The Sandbox DAO before development begins.
  - Development will not proceed without a finalized Figma file agreed upon by both parties.
  - WakeUp Labs is not responsible for delays if The Sandbox DAO fails to meet expectations.
- Server costs (AWS or Vercel) and other related services are the responsibility of WakeUp Labs.
- WakeUp Labs is not charging any fee to The Sandbox DAO for this project but commits to running the service for at least one year after launch, maintaining uptime and ensuring there are no bugs that disrupt the platform.
- WakeUp Labs will not be responsible for driving long-term adoption of the platform beyond the initial phase. Instead, The Sandbox will promote the product and reach a wider audience through marketing, placing the link on relevant sites, and sharing it with their content creators.
- Hosting and production deployment of Web2 services developed by WakeUp Labs will be on WakeUp Labs servers (preferably AWS).
- Any item not explicitly mentioned in this budget is considered outside the scope of this proposal.

## **Team**

- 2 Senior Full Stack Developer - Full Time.
- 1 Technical Lead / PM - Part Time.
- 1 QA Engineer - Part Time.
- 1 Designer - Full Time.

All team members are highly qualified to execute this implementation and deliver a robust platform.

## Budget

<b>Time</b> ~5 months
<b>Price</b> USD 57,750

## Warranty

- 30 days from the final delivery date.
- Covers bugs and minor adjustments during this period.
- Additional work will be budgeted separately.

## Payment method

Payments will be made as outlined above in the milestones.

The invoicing format and currency will be discussed later with The SandboxDAO's Finance team.