👋 Onboard DAO

👋 OnboardDAO NDC v1 Proposal

1) Proposal Page

Field	Details
Proposal Title:	OnboardDAO: NDC's Wallet & Conversion WG
Last Edited On	October 15th, 2023
Proposed By:	Jonathan, Zarmade, Joe
Co-Signed By:	
Status	Drafting
Charter	OnboardDAO Charter (WIP)
Slide	Onboard DAO NDC Slides onboarddao.org/ndc-slides
Gov Forum Submission	

2) Proposal Summary

2.1 Short Summary

This document seeks funding for OnboardDAO, a dedicated DAO comprising wallet builders aimed at enhancing onboarding, conversion, and user retention by financially supporting strategic projects.

Based on the recommendations of the Council of Advisors; the biggest priority of Onboard DAO is to active as the Wallet Support group -> which is exactly what Onboard DAO is,

"at least two secure, robust and easy to use wallets. Each of those must have: web and mobile versions; own RPC nodes; decent customer support; win-win-win cooperations with other projects"

As part of this proposal a significant majority requested for upfront funding to reward two wallets to build these public goods, outside of custom acquisition and general funding for onboarding infrastructure.

2.2 Proposal Motivation

Onboarding and wallets are the first interaction users have with the NEAR blockchain ecosystem. A smooth, secure, and enjoyable onboarding process is essential to attract and keep users, thus supporting NEAR blockchain's growth and success. So, it's crucial to dedicate some ecosystem funds for thorough onboarding efforts. This funding will help develop user-friendly tech, wallets, and alignment and incentive schemes for all ecosystem partners, creating a favorable environment for user conversion and scaling activities.

1.) User-Friendly Technology Development:

- **Motivation:** Better onboarding technology will simplify the process, making it attractive and easy for new users.
- **Impact:** Improved tech will reduce hurdles, lower user dropout rates, and better the overall user experience.

2.) Wallet Enhancement:

- **Motivation:** Wallets are vital for user interaction with the blockchain. Funding will improve wallet interfaces and functionalities, ensuring a secure and straightforward user experience.
- **Impact:** Better wallets will build trust, encourage more user engagement, and promote NEAR blockchain adoption.

3.) Alignment and Incentive Mechanisms:

- **Motivation:** Funding will help create alignment and incentives, encouraging ecosystem partners to work together to improve the onboarding process.
- **Impact:** Clear incentives and alignment will speed up the development and roll-out of onboarding initiatives, contributing to NEAR blockchain's growth and scalability.

4.) Security Assurance:

- **Motivation:** Security is crucial during onboarding. Funding security measures will ensure a safe onboarding experience and build trust from the get-go.
- **Impact:** Ensuring security will boost user confidence, retention rates, and attract more users and ecosystem partners to the NEAR blockchain.

2.3 Objectives

- **Onboarding**: Simplify user onboarding and account abstraction for a seamless user experience.
- **Conversion**: Facilitate user transition from Web2.5 platforms to native Web3 through engaging onboarding experiences and interactive quests.
- **Public Goods**: Establish a secure open-source infrastructure for onboarding, ensuring a safe environment for both developers and users.
- **Collaboration**: Collaborate with native ecosystem projects to streamline user onboarding across platforms.
- **Retention**: Engage with key ecosystem stakeholders to improve adoption rates and the quality of crucial projects.
- **Incentives**: Develop incentivization models to encourage community contributions towards the ecosystem.
- **Sustainability:** Create systems for wallet & onboarding teams to generate sustainable business models & path to revenue.

2.4) Problems

1. **Current Landscape of Wallets: Need for More Native Wallets**: The only native wallets on NEAR ecosystem that consistently ship features, build infrastructure like Indexers + open source tooling, contribute to NEPs are Meteor Wallet and HERE Wallet teams.
    - A "native wallet" is country of shipping sidered a team dedicated full time to building solely on NEAR. Often for other teams, we have seen that wallets that are committed to other ecosystems, don't ship consistent features that test the limits of NEAR, have difficulty keeping up with protocol changes, and often have no channels for support for that respective chain.
    - Meteor Wallet and HERE Wallet only team working on both mobile and web wallets

- For an in depth report check out Jonathan from Meteor Wallet's [State of the Wallet Ecosystem]

2. **Lack of conversion for Web2.5 MAU**. Although there are hundreds of thousands of Web2.5 MAU, however those users have little balance and are not trickling to NEAR "native" ecosystem. One of the biggest issues that project founders face after building a product, is actually getting native users to use it. There needs to be a way to effectively convert our large user based to the rest of the ecosystem

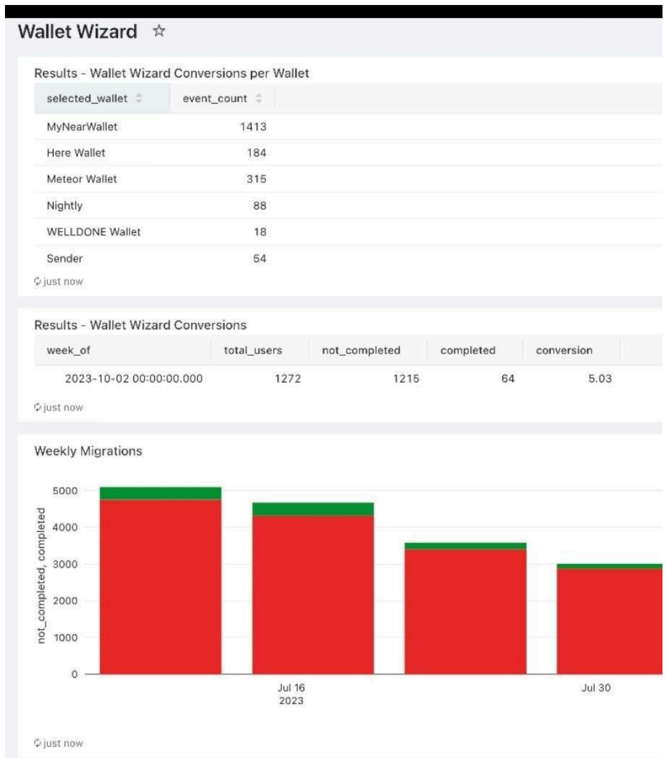
3. **Lack of Profitability for Infra**: No wallet team or onboarding infrastructure has been profitable in the NEAR ecosystem, and wallets are capital constricted to even maintain, let alone, innovate
    - Finer Wallet, NEARFi, Leap, Dojo Wallet, Salmon Wallet, MyNEARWallet (which has transitioned) have discontinued due to lack of runway
    - Other wallets like Sender, Coin98, don't have very much incentives to innovate on NEAR's account model and lack basic wallet functionality. Check [Wallet Features]

4. **Sloppy oversight and transitioning of critical infrastructure.** There needs to be an effective strategy for maintaining, finding effective teams, in a timely fashion.
    - Infrastructure like NEAR Explorer not properly maintain and updated for months before leadership realizes NEARBlocks close to losing runway
    - AstroDAO scheduled to spin out, recontrolled by Pagoda, spun out ineffectively to a team that has done no integration in over half a year, so that NDC can spend budget on Astra++
5. **Loss of Narratives in the NEAR ecosystem:** due to lack of adoption of USP of NEAR by wallets & many narratives in the Web3 ecosystem are overlooked due to lack of incentives for innovations
    - While we have been spending marketing spend on promoting BOS as a blockchain operating system, there has been no funding for BOS integration into Wallets & onboarding mechanisms. As a results, after 6 months of BOS, wallets have only integrate socialDB integrations
    - While metatransactions NEP366 has been merged for over 6+ months into core, wallets have yet to implement meta-transactions outside of Fast Auth & Mintbase Wallet
6. **Lack of streamlined process.**
    - Example; After 5 months of inquiring Fast Auth Export and rallying for projects to put a bid. It makes no sense that Pagoda & DevHub don't have a process quicker than Creatives DAO to process funding for funding requests . As a result of this wallets that have been created through Fast Auth are siloed in the ecosystem and have no ways to use their wallets into other dApps. Their is a need for subject matter experts to directly delegate funding quickly that comprise more than just Pagoda.
7. **Lack of funding for diversifying players** have led to **delays in product timelines**
    - Wallet teams waiting on social auth for 10 months have resulted in no major wallet to have social auth onboarding waiting on the release for Fast Auth. 10 months later Fast Auth SDK is out with only email recovery.
    - Launch of Fast Auth delayed conversations for a non-custodial solution built by Web3Auth that could have been implemented faster. Conflict of interest of Pagoda greenlighting solutions to NEAR Foundation for similar products they are building in house.
8. **Lack of external contributors to standards delaying protocol as whole**: Wallets & onboarding teams: tend to be most active developers in the

ecosystem. There is a need to have more dedicated development teams contributor to standards and protocol updates

- There is a need for feedback for expediting implementation of Remote Accounts
- Delay in protocol roadmap for account extension

9. **Doubt and loss of users in the ecosystem due to lack of wallet maintenance**: Despite almost 3 quarters of wallet transition promotion, only ~2000 users have transitioned. This has resulted in delays in the Wallet transition and confusion for wallet teams and many have lost their accounts


Wallet Wizard

Results - Wallet Wizard Conversions per Wallet

selected_wallet	event_count
MyNearWallet	1413
Here Wallet	184
Meteor Wallet	315
Nightly	88
WELLDONE Wallet	18
Sender	54

just now

Results - Wallet Wizard Conversions

week_of	total_users	not_completed	completed	conversion
2023-10-02 00:00:00.000	1272	1215	64	5.03

just now

10. **Huge security vulnerability vector due to lack of funding for audits**: According to John Smith, CISO at Pagoda, "typical rates for pen testing in this kind of stuff in most web to security companies is in the low 200s upper hundreds, and you can expect about 80 hours of work"., For wallets this can easily equate to a year of their entire runway, and there is no current fund for wallets and onboarding infrastructure to cover this. Many wallets have not been audited or have security firms on retainers.

- It is evident that wallets and hacks introduce one of the largest threat vulnerabilities for the longevity of any ecosystem and the entire Web3 space. Crypto.com hack was the top data breach in 2022[1] targeting $18 million in BTC and $15 million in ETH, bypassing 2FA for 500 wallets. Moreover, 2 out of the 5 biggest crypto hacks occurred in the last year, (Ronin & Wormhole), which both were a result of backdoors exploited by rogue and foreign actors. For the case of Ronin and Harmony bridges, the alleged North Korean state actors "Lazarus", exploited $621 million[2] and $100 million in exploits respectively. A hack like this not only resulted in the credibility of both Axle Infinity and Harmony, but it also set the industry years behind, leading to the eventual OFAC sanctions of Tornado.cash, a tool used to obstrue the funds associated with the attack, setting a criminal precedent for code & the deployer of code. **A major exploit would not only damage the credibility of NEAR, but could result in increased penalties for protocols surrounding the NEAR ecosystem, their founders + developers, and overall regulatory backlash for the entire industry.** The Solana Slope Wallet hack this past August, allowed bad actor(s) to steal over 9,000 wallets and $4 million (due to user passwords being automatically stored). Exploiters threw off the scent of investigators by also breaching the other most popular Solana wallet, Phantom, by targeting users who used both Slope and Phantom[3]. This coupled with network issues, reinforced the narrative that Solana is an unreliable network, arguably contributing to the migration of essential Solana ecosystem projects into other Rust based L1 alternatives. Around the same time in June, wallet.near.org's email/sms onboarding solution introduced a similar vulnerability revealing user data and private keys to Mixpanel (analytics tool)[4]. A similar vulnerability during the wallet transition, where attackers can target the exploit of one wallet & make it appear as an overall network failure, could permanently damage the perceived security of the NEAR Protocol. Bots have already been an issue in the NEAR ecosystem targeting linkdrop contracts and stifling the overall impression of NEAR, by stifling the entry point for onboarding new users. A cumbersome transition to new wallets could not only result in additional vulnerabilities, but in a lack of user retention. Considering more than 75% of users fail to return to apps after the first use, an unsuccessful transition can result in a bigger user drop off than any user onboarding event in NEAR history.

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[1] https://ermprotect.com/blog/top-10-data-breaches-so-far-in-2022/
[2] https://decrypt.co/104138/north-korean-attackers-behind-100m-harmony-hack-report
[3] https://discover.luno.com/what-exactly-happened-in-the-slope-finance-hack/
[4] https://coinculture.com/au/business/near-protocol-reveals-wallet-related-email-and-sms-data-breach/

3) Background

3.1 Introduction

This proposal seeks funding for various activities, including:

- Funding 2 native Wallet teams to build out features, RPCs, Indexers as outlined by CoA
- Establishing Operations for the Wallet Builder Group, with a focus on Wallet Integrations, Standards, and Support.
- Allocate funding for DAO Council to delegate funding for user onboarding, conversion, and retention
- Allocating Security Audit Funds for evaluating and ensuring the integrity of the Onboarding Infrastructure.

3.2 Alignment with Congress Direction

This proposal aligns well with the Congress's direction and strategically addresses every major point of Congressional policy:

HoM KPIs

Growth and Retention:

Beyond onboarding, our focus will extend to user retention based on contract interactions after on chain quests and tracking wallets onboarded through associated initiatives.

Increasing On-Chain User Engagement & Value:

Employing gamification through quests, and tracking on-chain retentions across ecosystem projects.

Transitioning Web2.5 users and collaborating with partners for integration. 98% of active users still on Web2.5 platforms, there's a massive opportunity to transition them to the benefits of Web3 (top3 web2.5 weekly active users on NEAR = 2.3m vs top3 web3 weekly active users on NEAR = 36K)

NEAR Token Price (Relative to ETH):

A primary goal of the onboarding infrastructure is to facilitate user onboarding of capital into the NEAR ecosystem and DeFi applications, thereby encouraging usage of the NEAR token and retention. Additionally through remote accounts, cross chain interactions through onboarding experiences, their is alignment to capture value and users from the Ethereum ecosystem.

Total Value Locked (TVL): By making onboarding easier and improving user engagement, especially with onramps & DeFi, we aim to raise the TVL in the NEAR ecosystem.

Influence and Reach: Addressing the challenges of onboarding, account abstraction, and ecosystem quests, which are among the hot topics in the Web3 space. Turn innovative builders into KOLs for “only on NEAR” use cases, and turn existing communities into evangelists for new classes of Web3 consumer apps.

CoA Priorities

One of the only explicitly mentioned work groups in the NDC priorities. Onboard DAO = Wallet WG.

“P-2.2: Support Wallets to Become Sustainable
As a public blockchain NEAR must have at least two secure, robust and easy to use wallets.
Each of those must have: web and mobile versions; own RPC nodes; decent customer support;
win-win-win cooperations with other projects; working innovation framework to reach sustainability. However, NDC support must ensure fair competition in the wallet space.
Deliverables:
● Wallet workgroup within NDC
● Established guidelines and processes for the wallet support program
”

It is important to note that we are comprised of the only two wallets in the NEAR ecosystem that are building both mobile and web wallets (HERE & Meteor Wallet) and their own indexers (HERE wallet has already built ZMQ indexer) and Meteor Wallet is in the process. It is also important to note that we have been running the Wallet WG for over a year predating the start of DevHub without incentives for builders, with every major wallet team in the NEAR ecosystem. AS mentioned before, we are creating a collaborative ecosystem with open source tooling with different wallet teams to collaborate with ecosystem projects to increase retention (according to NDC's onboarding metrics), but also provide a way for Wallet/onboarding infrastructure to get funded for initiatives that do not have a direct conflict interest.

Empowering the Ecosystem: Onboard DAO aims to empower the ecosystem by creating user experiences that serve as a seamless first impression and tackling project silos, by strengthening user journey through other NEAR applications. Additionally by building a suite of onboarding tools that other applications can highly adopt to further strengthen the user journey.

Respected by the ecosystem (fair, accountable, transparent, and reliable): Onboard DAO will served through an all on-chain system for decision making and funding with on chain justification for why a proposal is rejected or accepted, based on criterion outlined by our charter, We will user on chain reporting metrics to assess attribution. Our funding by NDC will be on a month by month basis based on achieving our monthly OKRs.

Dedicated to ideas of decentralization: membership and council will be strictly based on a contribution basis based on the mission and high level KPIs of the DAO. We will have representation from major wallet builders, and across different geographic regions, na dafter initial contribution will be transitioning into election based systems.

Efficient Operation: Considering all or our members are some of the top builders in the ecosystem, we have a requirement that we make decisions effectively and that benefit the ecosystem. Our reporting must be automated and concise and as outlined in our charter, we have a minimum response time for voting and providing feedback for any in bound funding proposal.

Continuous Improvement: Our results of initiatives will be heavily metrics oriented and will consult of alot of experimentation.

3.3 Structure & Team Experience

Our team is made up of experienced wallet builders and active members in the NEAR ecosystem with representation from Meteor Wallet, MyNEARWallet, HERE Wallet, NDC, MyNEARMobileWallet, ShardDog, Devhub, and Banyan Collective.

Name	Location	Experience		
Jonathan (web3hedge.near):	Capetown, South Africa	Co-Founder of Meteor Wallet, Maintainer of MyNEAR Wallet https://twitter.com/web3hedge		
Role in Project	Growth & Ops		Payment	FROM NDC v1 BUDGET
Joe Spano (joespano.near)	Boston, Massachusetts	Co-Founder and Tech Lead at Ready Layer One and ShardDog, DevRel at NEARDevHub https://twitter.com/joespano_		
Role in Project	Technical Due Diligence, Developer Outreach		Payment	FROM NDC v1 BUDGET
Peter Volvnov mydev.near	San Francisco, USA	Founder of HERE Wallet, Maintainer of NEAR Snap https://twitter.com/p_volnov		
Role in Project	Technical Due Diligence, Maintenance of Open Source Products		Payment	FROM NDC v1 BUDGET
Jane Zarmade (jlw.near)	DC, USA	Former Product at Pagoda (Protocol, Dev Tools, Wallets), Board member at Ref, Product Lead at NDC GWG (Election, Kudos, I-Am-Human, Astra++) https://twitter.com/janeylwang/		
Role in Project	Project Management		Payment	FROM NDC v1 BUDGET
Ferran Pratt (near_mobile.near)	Barcelona, Spain	Co-Founder & CEO of Peersyst (Makers of MyNEARMobile Wallet) https://twitter.com/ferranprat12/ https://www.linkedin.com/in/ferran-prat-tio/		

Role in Project		Payment	FROM NDC v1 BUDGET

Each team member brings valuable skills to help improve onboarding and user engagement in the NEAR ecosystem.

3.4 Progress to Date

Initially formed as a wallet builder group, we have been part of significant advancements:

- Engaging Wallet Builders through Weekly to Bi-weekly Calls & Only NEAR Wallet Group
- Revamping the NEP Process.
- Integrating NEAR Snap with HERE Wallet.
- Compiling a comprehensive Wallet Features List.
- Establishing a Public Audit Repo .
- Maintaining a Gateway list at near.org/gateways.
- Planning for an Upcoming Abstraction Hackathon.
- Establishing the Twitter presence of Onboard DAO.
- On-chain DAO onboarddao.org/dao with representation from most active NEAR Wallets

3.5 Resources

- DAO Address: onboarddao.org/dao
- Website: onboarddao.org
- Twitter: x.com/oboard_dao
- NEAR Social: onboarder.near
- Charter: onboarddao.org/charter

4) Budget Requested

4.1 Budget Breakdown

Our budget is based on strategic initiatives and staffing associated with their deliveries:

It includes wallet proposals from Meteor & HERE Wallet to be the two teams as suggested by HoM based on a $25K monthly budget for each team.

For details on each budget

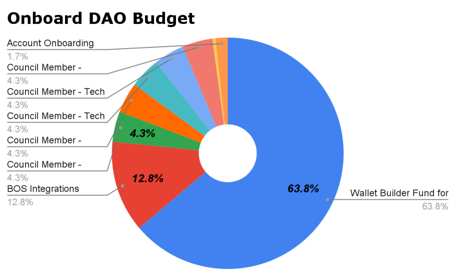
- Meteor Wallet
- HERE Wallet

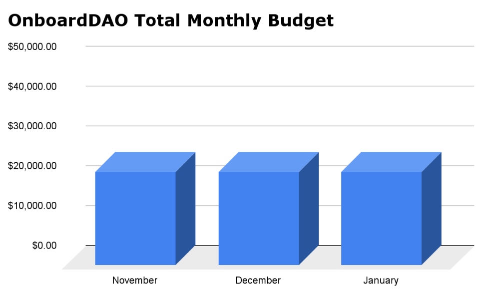
Synced to following budget spreadsheet

OnboardDAO NDC v1 Funding Request / Budget

Onboard DAO NDC Budget Breakdown						
Category Name	**Notes**	**Justification**	**Total**	**November**	**December**	**January**
Total			**$70,500.00**	**$23,500.00**	**$23,500.00**	**$23,500.00**
Innovation Fund	for in bound innovation proposals to keep up with NEAR changing as a protocol in a timely fashion.	Wallet Builder Fund for Onboarding Innovation	$45,000.00	$15,000.00	$15,000.00	$15,000.00
	BOS mobile integrations, indexers, and possible VM integrations, Subject to be pushed in VM Fund	BOS Integrations	$9,000.00	$3,000.00	$3,000.00	$3,000.00
Administrative / Operational	ndcplug.near	Council Member - Community / Ops	$0.00	$0.00	$0.00	$0.00
	near_mobile.near	Council Member - Operations & Community	$3,000.00	$1,000.00	$1,000.00	$1,000.00
	jlw.near	Council Member - Project Manager	$3,000.00	$1,000.00	$1,000.00	$1,000.00
	pvolvnov	Council Member - Tech Due Dilligence	$3,000.00	$1,000.00	$1,000.00	$1,000.00
	joespano.near	Council Member - Tech + Onboarding	$3,000.00	$1,000.00	$1,000.00	$1,000.00
	web3hedge.near	Council Member - Partnerships	$3,000.00	$1,000.00	$1,000.00	$1,000.00

	Deployments, Vercel, GDrive	Software & Tooling Costs	$300.00	$100.00	$100.00	$100.00
Marketing / Onboarding	Hackathons related ot Wallets & AA. Will work with partners and sponsors to get this subsidized completely.	Wallet Hackathons	$0.00	$0.00	$0.00	$0.00
	Subsidizing cost for named accounts	Account Onboarding Costs	$1,200.00	$400.00	$400.00	$400.00
Legal Costs	Gursney Trust Instrument	Filing for trust	$0.00	$0.00	$0.00	$0.00





4.2 Budget Justification

Most of the costs: will be upfront costs for Wallet teams to develop public goods infrastructure as suggested by Council of Advisors.

Operational: Ultimately everyone on our team full time builds products in the ecosystem, and will be allocating resources to facilitate, build, and maintain a robust onboarding ecosystem. This entails partnerships for user conversion for existing Web

2.5 players, engaging existing Web3 ecosystem, and doing technical diligence for inbound proposals.

Innovation Fund: For smaller level onboarding infrastructure that falls out side the scope of DevHub, and to rapidly build new features of NEAR Protocol including NEPs, remote accounts, meta transactions, as well as any innovation that is needed. (

Onboarding Costs: Although onboarding is minimal, it is important to note that when creating accounts for users and subsidizing transactions costs based on our expected OKRs, we should budget this out.

Audit Fund [DEBUDGETED TO LIMITS]: NEAR projects and platforms commonly spend more on auditing than development costs on auditing. This has been a major hurdle, in which we have for over a year, especially with the biggest wallet transition of all time. Considering that NO project has raised external funding in the past two quarter, and the only instance of DevHub being willing to subsidize an audit was for Electron Bridge after clear vulnerabilities. It is a threat to the ecosystem not having an audit fund especially for systems that introduce a user into the ecosystem. With platforms like AstroDAO, BOS, and many major wallets not having a public audit, their is low confidence in bringing liquidity to an ecosystem that has not been battle tested, especially with past wallet vulnerabilities.

Legal Costs: To effectively delegate funds and operate as an entity, we need for our legal costs to be covered as a guernsey trust instrument much like Marketing, Creatives and the NDC Community Trust. We are looking to use Fractal Contracting Entity in the DAO to KYC fund grant recipients.

5) Implementation, Strategy, & OKRs

5.1) Objectives & Deliverables

For the ***first 3 months,*** our focus will be on:

- Supporting 2 Wallets to build public goods & infrastructure (see each proposal for individual details)
    - Transitioning Web 2.5 Users to Web3 via wallet features

        - Initiating On-chain Quests
        - Working on Independent RPC and Indexers for Wallets
        - Integrate Account Abstraction and Meta Transactions into major wallets in the ecosystem
- Attribution & Tracking
- Operations
    - Expanding Membership and projects who are dedicated to onboarding
- Innovation Fund
    - Innovating with Open Web Stack via Mobile BOS Integrations, Metatransactions, and Remote Accounts
    - FIelding In-bound proposals for innovators

5.2) Timeline / Monthly OKRs

A detailed timeline on our 3 month timeline (subject to change and funding based on recommendations from the NDC)

<u>November</u> - Clear attribution system based on onboarding wallet, retention campaigns, and collaboration with NEAR Atlas - Work on Indexers + RPCs for Wallets - Wallet transition promotion - Release mobile version of wallet **OKRs** - 5,000 new wallets by DAO members - X web2.5 users converted to Web3 users - 1000 Monthly Active Users that interact with 3 Dapps over 8 week period - Monthly Active users?? - Reporting System formed - Up wallet transition by 4x users	<u>December</u> - Inbound for onboarding teams - Publish open source indexer - Integrate metatransaction enabled onboarding for 2 wallets - Coordinate with top ecosystem projects, gDAOs for integration on chain quests **OKRs** - Collaborate with Pagoda to enable users exit from near wallet - 1000 Monthly Active Users that interact with 3 Dapps over 8 week period
<u>January</u> - Build first account abstraction use case	<u>February</u> - TBD: Will be based on proper decisions

- Account Abstraction Hackathon (outside of NDC funding) **OKRs** - 5000 Monthly Active users that interact with 3 dApps	**OKRs** - Onboard x account that interact - Retain 40% of accounts from month before

5.3) Key Milestones [NOT FINALIZED - FEEDBACK FROM HOM + COA]

- 20 000 named accounts created
- 2 Wallets Supported to Build Public Goods Infrastructure
- 5000 wallets activated (2+ contract engagements) through on-chain and quests
- 1000 wallets deposits ($10+)
- Metatranssactions integrated into 2+ wallets

5.3.1. Customer Acquisition Costs

It's important to note that retention cannot be measured within the month and we have yet to see benchmarks for projects and customer acquisition in the space, but based on our overall 3 month goals and our 3 month budget (not including Wallet support as it is a special infrastructure initiative). It is also important to note that we will be building much onboarding tech which takes time to build and implement before we can directly measure to users.

$100,000 / 5,000 Users = $20 Customer Acquisition cost for wallet with over 2 contract interactions

See Benchmarks

5.4) Likely User Journeys / Actions

To get a better idea of the type of interactions users can do given the existing level of user facing applications for NEAR Users. Check out this living doc to better help us orchestrate quests with other partners and gDAOs

User Actions + Journeys | OnboardDAO

6) Expected Impact

6.1) Impact on Ecosystem

- Sustainable runway for most committed wallet teams, and lack of dependency infrastructure maintained
- External developer support to NEAR Core and Pagoda
- Accruing Value from Web 2.5 Users: while NEAR has one of the top Monthly Active Users
- Rapid Development of Onboarding Use Cases & Wallet features as protocol shifts to Open Web Stack narrative
- Voice of Share for Account Abstraction
- Reinforce Narrative of Blockchain operating Systems outside of the decentralized front ends the narrative

6.2) Return on Investment

The main objective is to bring users that bring value into the ecosystem. It is estimated that Web3 users bring 100x value than Web2.5 users.

It is also important to note that all our costs should not be affiliated as user acquisition project, because we are supporting critical infrastructure and innovation in the ecosystem, which takes time to directly translate into users.

User Acquisition Cost

- Web2.5 user to Web3 User
- Web3 Power User to NEAR
- Web3 Casual User to NEAR

Life Time Value of User Onboarded

Benchmarks:

- According to the The Chainalysis 2023 Global Crypto Adoption Index." It was conducted in partnership with YouGov and surveyed over 44,000 adults in 25 countries. The survey found that the average Web3 user spent $1,000 on crypto-related activities in 2022.

- general rule of thumb is that an LTV to CAC ratio of 3:1 or higher is considered to be good, meaning a CaC of $333 for acquiring a Web3 user is decent (this assumes LTV accounts for 1 year).

Current Users That Meet Criterion for NDC Priorities
- (waiting on nearatlas.com) results

Sources
- https://medium.com/superdao-blog/web3-growth-trends-2023-87bdcb1725f9

Benchmarks

Brand Awareness:

Developer Acquisition Costs A Report by Plug (WIP)

Developer Acquisition Cost by Plug
- 2-3 senior devs based on runway for wallet teams, per wallet team, 5 devs supported per quarter based on innovation fund

Proliferation on Products: expected onboarding infrastructure that ___x__ projects can adopt to improve onboard and retention by ___x__%
- GIven a $5,000-$20,000 monthly grant pool we can support 3-5 projects in the ecosystem and further retain then

7) Detailed Risk Analysis

7.1: Qualitative Overview of Risk

Potential Risk	Impact	Likelihood (0-5)	Mitigation Strategy
Focusing on Onboarding Instead of	Deprioritize and potentially lead wallets into situation	2	- Its in our direct priorities to innovate as Wallet builder group and our main metrics is support wallet ecosystem - We are setting up a structure to support

Key Wallet Infrastructure	where need continue funding		
Competitive Advantage of Wallets	Potential to give unfair advantage	4	- We are creating a council of NEAR native wallet sin the ecosystem that have been active - Initiatives funded by ONboard DAO should be open source - Council members must abstain from voting on their own proposals
Double Overlapping with Devhub	Unclear scope creep on where developers should apply funding. What falls	4	- While devhub does support initiatives, they do not support … - While devhub is focused on Onboarding developers, we are focused on specific onboarding users to accrue value on applications across the wider ecosystem. - We have a smaller budget than DevHub, and higher end public goods should go through the devhub process. We also have a smaller scope in what we fund.
Lack of Tracking Wallets for Retention	Difficult to track attribution for activities associated with Onboard DAO and patterns through	3	- Team up with NEAR Atlas, have set onboarding bots. Have on chain campaigns with Web2.5 ecosystem to measure on chain lifecycles.
Funds Being Spent on Operational Cost	Too much overhead for fund delegation.	1	- 80% of budget spent on strategic initiatives and fund reallocation
Lack of Sustainable Business Model for Wallet Infrastructure	Wallets cant find product market fit and will be dependent on grants	3	- Make sure wallet features are taking fees from onramps, exchanges, quests, and onboarding campaigns.

8) Areas of Research Focus

Ultimately outside of strategic projects, we will fund projects (over time) in the ecosystem that tackle

- Account Abstraction
- Chain Abstraction / Account Aggregation
-
- On-Chain User Data & Marketing
- User Engagement + Incentives
- Remote Accounts
- Cross-Chain Experiencing & Bridging
- Gas Fees & Meta Transactions
- Custodial Solutions & Progressive Onboarding
- Multi Party Computation
- Account Extensions, Personal Smart Contracts, Sub Accounts
- Protocol Standards
- Streamlining Integrations for Consumer Apps
- Simplifying Payments: Offramps, Onramps
- Identity & Social
- Application Discovery
- Privacy
- Mobile Experience
- Indexing and Blockchain Discoverability

9) Future of Onboard DAO

Own vertical that can support critical infrastructure on NEAR

A majority of wallets, indexers, DAO tooling going down and unaudited is absolutely unacceptable for one of the biggest ecosystems in Web3. Especially one that prides itself on being the best blockchain for UX. Ultimately we need to work with the NEAR Foundation to support infrastructure that is not inherently profitable, create an ecosystem fund to do so..

Revenue

Work with wallet teams to generate revenue. Developing partnership deals with on chain marketing with bigger brands, so we can grow treasury outside of top down funding. Manifest in a self served quest platform where the DAO treasury can take a cut.

Automated Reporting

Develop systems and onboarding attributions systems and dashboards to produce on chain reports for progress of Onboard DAO and associated initiative.

Streamlining Operations and adding additional wallet players
Work with key players to streamline necessary audited builds out to push narratives
Work hand in hand on allowing the user experience to work with Open Web stack

Pipeline core teams into contributors into NEAR Core, DevHub
Pipeline developers into DevHub and NEAR Core ecosystem to improve standard and maintain public goods

10) Conclusion

In conclusion, based on NDC priorities, ensuring 2 Wallet teams are building public goods is an absolute necessity for NEAR. Onboard DAO serves as the WG to facilitate and fairly distribute this funding, and continue to support wallet & onboarding initiatives in the ecosystem, to not only maintain infrastructure, but continue to innovate as the protocol continues to update, so we can truly onboard, convert and retain users.
