

# “NDC Degens Charter v2.0”

Author	Version:	Date:	Status:
Lolson + Baxoff	<b>v2.0</b>	<b>24/06/2023</b>	<b>READY/ Ready for public discussion</b>

**Lolson** - [https://gov.near.org/u/lolson\\_tg](https://gov.near.org/u/lolson_tg)

**Baxoff** - <https://gov.near.org/u/baxoff/>

**Experience in the Near ecosystem:** 2+ years

**Cases:** Leaders of Degen Army, Founders of LNB (a.k.a. Kitchen Guild)

**Workflow Notion for NDC Degens:**

<https://degens.super.site/>

**NDC Degens Docs:**

July (test month) - <https://gov.near.org/t/approved-test-month-report-ndc-degens/35250>

August - <https://gov.near.org/t/report-ndc-degens-august-crazy-growth/36101>

September - <https://gov.near.org/t/report-ndc-degens-sept/36543/7>

October - <https://gov.near.org/t/report-ndc-degens-october/36805>

November - <https://gov.near.org/t/report-ndc-degens-november/37085>

NDC Proposal -

<https://gov.near.org/t/approved-ndc-degens-x-ndc-v1-ndc-budget-subcategory-code-hom-004p-1-3-marketing/36821>

## 1. Background

### 1.1 Problem

In the years 2021-2022, the Near Protocol ecosystem enjoyed a bull market cycle and faced little difficulty in attracting new users. Any project could easily find its users, and any community within the ecosystem could easily find its members.

However, during the current unstable and bearish trend, with local dominance of BTC/ETH, the Near Protocol ecosystem is feeling the impact of the lack of new users who could invigorate the ecosystem and support the projects within it.

Initiatives on the forum are not being widely utilized by the masses of cryptocurrency users. Additionally, there is a pressing need to create professional content within the ecosystem, content that not only disseminates news but also facilitates the smooth integration of new users into the ecosystem.

The Near Ecosystem's main problem is its inward focus. We barely see any media resources or projects attempting to attract an audience from outside the ecosystem. This creates a vacuum that makes it difficult for Near Protocol to attract new users, and completely closes the chain of the Near project/community ecosystem.

What we mean is that the audience merely shifts from one Near Protocol group to another without expanding its reach or setting ambitious goals to attract new users.

One of the biggest problems of projects that build web3 on Near is the lack of strategic marketing and its planning, even if the product is good, it is far from a guarantee of success among users and its popularity. Most of them do not plan their financial needs for marketing, citing various reasons.

## 1.2 Decision

NDC Degen's will help solve this problem by supporting all projects on Near Protocol. Mutually beneficial relationships, close-knit work by one team - only this will help make Near Protocol a worldwide web 3 hub.

The current state of the Near Protocol ecosystem demands a call to action. It's time to awaken the blockchain and revitalize it with new energy. The lack of fresh ideas and initiatives has led to a stagnation in the ecosystem, which is in dire need of new blood to pump life back into it.

We need to step up and provide the much-needed adrenaline to the heart of this massive blockchain.

We must strive to bring in new users, create innovative projects, and develop cutting-edge technology to keep the Near Protocol ecosystem thriving.

## 2. Scope

### 2.1 Mission Statement

Degens aims to spread information beyond the ecosystem of Near Protocol, Aurora, NDC with the help of proven and experienced community members and their media resources. In addition to information dissemination and content creation, Degens participants intend to support projects within the ecosystem, attracting additional attention to important announcements and news.

The global mission of NDC Degens is to break free from the information vacuum in which Near Protocol is currently located. Such an ambitious goal is more than achievable thanks to the team's experience, proper leadership, and the commitment of its participants. NDC Degens will be able to provide an influx of a completely new audience, which will increase the main indicators for the growth of the ecosystem.

With clear KPIs, a comprehensive vision of the existing issues, and a well-built team, we can ensure that NDC Degens will act as a well-coordinated mechanism. We confirmed our ability to organize and direct the forces of the community in one direction through Degen Army and Degen 2.0, where we experimented for a year and achieved the integrity of the interaction process among all community members.

First and foremost, NDC Degens is a place where every enthusiast and true fan of the Near Protocol ecosystem can apply their strength and make real contributions to the ecosystem. NDC Degens members can initiate global initiatives and contribute to the ecosystem's growth and attraction of new users. NDC Degens is one big and well-coordinated mechanism aimed at only one goal - spreading the Near Protocol ecosystem to the masses!

## 2.2 Vision Statement

Our vision is to bring together experienced enthusiasts and empower them to support the Near, Aurora, and NDC ecosystem in a transparent, decentralized, and responsible manner. We aim to create a system where every member of Degens can actively participate in promoting, generating content, and attracting new users, ensuring accountability and fostering a strong community.

The main focus of Degens is to bring together a select group of experienced and well-known users within the ecosystem. Each participant goes through several stages (application > selection > interview > trial month) to become a member of the core group.

We assess each candidate's social media presence, content quality, and teamwork skills to ensure that they meet our high standards. This means that our members are the best of the best in the industry and benefit from being part of a network of top-level performers.

## 2.3 Values and Guiding Principles

**Collaboration and Mutual Support:** We believe in the power of collaboration and mutual support within the Near Protocol, Aurora, NDC ecosystems. We create an environment where members work closely together, share knowledge and resources, and support each other's projects and initiatives. Collaboration is key to the success and growth of the ecosystem.

**Innovation and Creativity:** We encourage innovation and creativity among our members. We value originality and strive to create unique content. We embrace new ideas and approaches to drive the ecosystems forward.

**Transparency and Accountability:** We uphold principles of transparency and accountability in all our actions and decisions.

**Excellence and Continuous Learning:** We strive for excellence in everything we do. We provide training, guidance, and mentorship to help our members stay up-to-date with industry trends and excel in their respective areas of expertise.

**User-Centric Approach:** We prioritize the needs and interests of users within the Near Protocol ecosystem. Our goal is to attract new users, provide them with valuable information and resources, and ensure a seamless integration into the ecosystem.

**Impact and Growth:** We are driven by the desire to make a positive impact on the Near Protocol ecosystem. We aim to revitalize and grow the ecosystem by attracting new users, developing innovative projects, and fostering a strong and engaged community.

**Professionalism and Ethical Conduct:** We maintain high standards of professionalism and ethical conduct within our community. We adhere to ethical guidelines and promote integrity, honesty, and respect in all interactions. We value professionalism in our work and strive to be exemplary ambassadors for the NDC ecosystem.

These values and guiding principles serve as the foundation for our NDC Degens community, guiding our actions and decisions as we work towards our mission of revitalizing and spreading the Near Protocol ecosystem to a wider audience.

## 2.4 Duration

Degens is a long-term initiative, embodies a vision that extends far beyond immediate and long term outcomes. Evaluating its success cannot be confined within a specific time frame due to its complex nature. Instead, the effectiveness of Degens will be assessed on a monthly basis by leveraging the Degens metrics. These indicators will help us gauge the value generated for the ecosystem and provide insights into the progress made towards achieving our long-term objectives.

### 2.4.1 The Concept of Degens:

Degens represents a transformative idea with the potential to shape the ecosystem positively. It aims to create sustainable and long-lasting impacts by implementing a range of strategic initiatives and fostering collaboration among diverse stakeholders. Rather than focusing on short-term gains, Degens takes a holistic approach, emphasizing the importance of nurturing the ecosystem over time.

#### **2.4.2 Evaluating Degens' Progress:**

Given the long-term nature of Degens, traditional evaluation methods that rely on short durations become inadequate. To overcome this challenge, we will adopt a monthly evaluation framework. This approach allows us to observe trends, measure incremental progress, and make data-informed decisions as we advance towards our overarching goals.

#### **2.4.3 Degens Metrics (TLS System) as Evaluation Metrics:**

The Degens metrics (TLS), a set of comprehensive metrics specifically designed for assessing ecosystem value, will form the foundation of our monthly evaluation process. These indicators encompass various dimensions, including member (degens) engagement, personal growth, and completed KPI's. By closely monitoring these indicators, we can gauge the health of the Degens initiative and identify directions that require further attention or enhancement.

#### **2.4.4 Monthly Evaluation Process:**

Each month, the Degens team will collect and analyze data related to the Degens KPI's (TLS system). These metrics will provide valuable insights into the ecosystem's performance, revealing both strengths and areas for improvement. Through rigorous analysis and comparison with benchmark values, we will evaluate the extent to which Degens is effectively generating value for the ecosystem.

#### **2.4.5 Iterative Adaptation and Future Outlook:**

The monthly evaluation process will not only serve as a tool for assessing performance but also inform adaptive strategies for the future. By closely tracking the Degens indicators and their evolution over time, we can identify emerging trends, adapt our initiatives, and optimize resource allocation to maximize long-term value creation. This iterative approach ensures that Degens remains responsive and aligned with the evolving needs of the ecosystem.

#### **2.4.6 Public Degens**

Public Degens is an open initiative within the Near Protocol community, allowing members of the NDC Degens WG group to actively support the Near Protocol, Aurora, and NDC ecosystems. The initiative aims to attract new participants, nurture talent, provide education, reward active contributors, foster community cohesion, manage community initiatives, and embrace openness and decentralization.

Degens long-term nature necessitates an evaluation approach that transcends traditional short durations. By employing a monthly evaluation framework based on the Degens KPI's, we can effectively assess the value generated for the ecosystem. This adaptive and data-driven

approach will enable us to nurture Degens vision, make informed decisions, and steer the ecosystem towards sustained growth and success.

\* TLS - tier level system by Degens 7 item.

## 3 Structure

### 3.1 Public Degens

Editor Props Metadata Widget Preview

### Contests

Select category

- Articles
- Twitter
- Reddit
- Articles
- Video
- Infographics
- Memes

understand the requirements: Please note that any content found to be in violation of the rules will be disqualified from the contest. Good luck!

Budget: 750\$

[Articles Task 2](#)

Created:

Budget: 0\$

An open initiative for all members of the Near Protocol community. All members of the NDC Degens WG group (<https://t.me/+abtJVxy6v6tiMzU5> ) can participate in public support of the Near Protocol, Aurora, NDC ecosystem.

#### 3.1.1 Goals:

- Attracting new members to Degens;
- Formation of new talents in the ecosystem;
- Training Beginners Degens;
- The possibility of encouraging active participants;
- Community unity to achieve common goals;
- Managing community initiatives;
- Transparency and decentralization in decision and innovation;

#### 3.1.2 Realization:

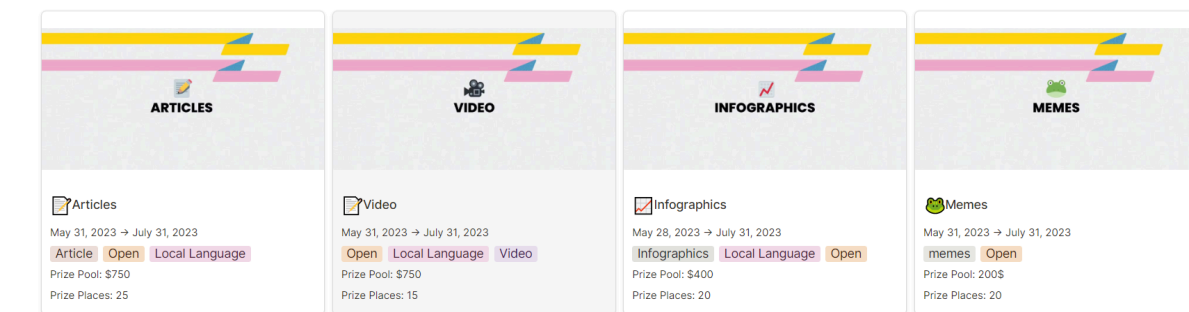
All participants who have joined the NDC Degens WG group have the opportunity to show their talents to the ecosystem. We aim to identify the most active participants and encourage their work. The best will be invited to the main group of Degens, where they can fully unleash their potential.

Similar functionality has already been developed and tested in the IaH Content Contest ([https://iamhuman.super.site /](https://iamhuman.super.site/)). We intend to create a similar ecosystem for all participants of Public Degens. Participants will be able to perform assigned tasks based on the agenda and the goals of the directions.

We intend to implement Public Degens within the BOS ecosystem, which will allow each participant to interact directly with smart contracts in the Near Protocol ecosystem.

Thus, our initiative will allow new users to immediately onboard into the ecosystem, thereby increasing: activity in the ecosystem, the number of active users, wallets, initiatives and content.

The participants will have access to: content, videos, threads, memes, reddit.  
Will not be available: shilling, raids.



### 3.1.3 Reporting:

As in the main Degens group, participants will have to report their activity. In Public Degens, this will be implemented through forms that the participant will have to fill out when completing the task.

### 3.1.4 Control:

The check will be performed in the same way as in the main group. We will monitor the use of unfair promotion methods, fake subscribers, fake likes and other metrics.

### 3.1.5 Rewards:

Based on the activity of each participant, a TLS will be assigned, which will reflect the success of the tasks assigned. The reward will be awarded to the best participants, and the top 1 will be invited monthly to the main group of Degens (if there are available seats). If the main group team is fully staffed, then the best Public Degen gets in line to participate in the main group.

### 3.1.6 KYC:

If necessary, all participants are required to pass KYC for remuneration, according to the rules established in the NDC.

## 3.2 Main Degens WG

The main working group of NDC Degens members.

Candidates who have sent their resumes and passed the interview will be included in the list of permanent community members with monthly payment.

The main goal of this subgroup is to fulfill the goals set by the leaders and consuls of KPI's and main goals in their chosen directions.

### 3.2.1 Goals:

- Attracting new users to the Near Protocol and Aurora ecosystem (outside the ecosystem);
- Strengthening the position of Near Protocol on the world stage of Web 3 ecosystems;
- Creating content of various levels for a new audience;
- Comprehensive assistance to any Near Ecosystem application and projects;
- Community cohesion to achieve common goals;
- Attracting the most active and talented members of the community;
- Openness and decentralization in decision-making and innovation;

### 3.2.2 Realization:

Leaders and consuls publish a weekly and monthly agenda, which carries the main goals in a given period of time. Clear KPI's and goals and the versatility of the directions leaves the right to choose and creates a large field for creativity and the implementation of their ideas to enrich high-quality content in the Near Ecosystem.



Leaders are required to monitor the implementation of KPI's, as well as assign TLS (\* paragraph 7) to each participant on a monthly basis. Leaders are required to notify the user of low activity in the main group before submitting reports.

### 3.2.3 Survival method:

Being in the main working group of Degens does not eliminate the responsibility of the participant. Each member is responsible for their activities. The personal statistics of each participant are public information, all Degens are notified of the requirements of personal results, thereby, the leaders and consuls reserve the full right to suspend any participant from activities and leave without remuneration.

Based on TLS, Tier (4-1) will be assigned, where Tier 1 is the most effective indicator, and Tier 4 is the most ineffective indicator. Participants whose results will be at the Tier 4 level will be removed from the Degens without receiving any rewards (a warning about inactivity will be sent in advance, if the participant does not change his approach to work, he will be removed from the main group).

\*\* TLS - Tier LVL System (paragraph 7)

### 3.2.4 Rewards:

Each participant of the Main Degens WG has the right to receive remuneration for their work in accordance with TLS.

\*\* paragraph 7, paragraph 10.6.

### 3.2.5 KYC:

If necessary, all participants are required to pass KYC for remuneration, according to the rules established in the NDC.

## 4. Governance

### 4.1 Governance Structure and Roles

The Degens governance structure is designed to foster collaboration, transparency, and accountability within our community. We believe in the power of decentralized decision-making and strive to create an inclusive environment where all participants have a voice in shaping the

future of Degens. Our governance structure encompasses a range of roles and responsibilities to ensure effective functioning and representation.

#### 4.1.1 Council/Advisor:

A role that implies effective decision-making in global issues of Degens. Consuls are outstanding representatives of the ecosystem who have gained the trust of the community and are opinion leaders. Consuls are engaged in advisory activities and make collective decisions on strategic issues, such as: hiring new participants, budget planning, coordination of directions, strategic goals, installation of KPI's. A role without rewards.

#### 4.1.2 Leader:

Participants who interact directly with the entire Degens group, setting goals and monitoring the progress of their implementation. Coordination, preparation of documentation, monthly reports, planning of tasks and priorities, distribution of funds within the group, support of initiatives and projects. The role implies a reward.

#### 4.1.3 Degen:

The main member of the community who was selected according to the established requirements and passed (application > interview). Each participant accepted into Degens is chosen by a vote of the consuls. Such indicators as trust in the ecosystem, indicators of social networks (number of subscribers, audience activity, quality of content), working hours (at least 15 hours a week) are taken into account. Degen undertakes to fulfill the assigned KPIs and send monthly reports.

Degens participants are accepted through the application form:

Form for candidates:

<https://docs.google.com/forms/d/13NndtLFS5evqyV2hcY7EzuvprnmkERTTyEkGZZGg5ok>

## 4.2 Roles and goals

For a more extensive understanding of what NDC Degens is, we want to divide the goals into several directions.

#### 4.2.1 Management goals (Leaders):

This relates to the leadership of Degens. The leader, first of all, is the coordinator of the main participants of Degens, who performs the most important functions of monitoring and planning all the work of the directions.

1. Conduct an interview with everyone in accordance with the deadline for accepting applications for the first stage;
2. Select the best candidates;
3. Create a rating system for all participants;
4. Identify strengths and directions for each candidate;
5. If necessary, train the candidate;
6. Monitor the output of content and the quality of task execution;
7. Assign TLS to participants to determine the effectiveness of the participant;
8. Build a strategy for effective work in all directions;
9. Prepare reports on the health of the directions;
10. Define KPI's for each direction;
11. Preparing an Agenda;
12. Building a strong and cohesive team;

#### 4.2.2 Shilling goals:

1. Operational interactions between information and its dissemination;
2. Establishing a system of publications on various information resources;
3. Increasing interest among influencers/audience/KOL's;
4. Creating original content on Medium, Reddit, Twitter, Youtube and other directions;
5. Contacting KOL's by means of tagging and creating interesting content;
6. Execution of assigned KPI's;
7. Maximum return from each participant of NDC Degens;

#### 4.2.3 Community goals:

1. Real activity in the web 3 space;
2. Opportunities for each NDC Near Community member;
3. Collective decision-making, every vote and position is taken into account;
4. Degens - collective work;
5. Direct interaction with Near Community;
6. Education of Near Protocol users;
7. Bringing together strong community members to promote Near Ecosystem;

#### 4.2.4 Near Protocol Ecosystem goals:

1. Clear KPI's to help develop ecosystem projects;
2. Direct connection between Builders on Near and NDC Degens;
3. Openness of offers is one common aim;
4. Increased attention from the Near Community;
5. Improving the effectiveness of the NDC community;
6. Mutually beneficial relationship;
7. Organic growth of an active audience in the ecosystem;
8. Attracting new users;
9. Attracting developers;

The NDC Degens team has a hierarchical system, which implies three directions of Leaders (DAO consuls), NDC Degens participants and Advisors on the part of the NDC management.

### 4.3 Responsibilities of roles

#### Council (without payments):

- Must understand the Degens workflow;
- Makes a decision within the Degens ecosystem;
- Anyone who has a trust in the community can speak;
- Does not require a fixed working time;
- Does not require financing for its activities;
- Committed to transparency and decentralization;
- Must have Near Ecosystem leadership experience;

#### Leaders (with payment):

##### Necessary condition:

- Successful experience in the Near Protocol ecosystem;
- Openness and transparency;
- In-depth knowledge of the entire Near Protocol ecosystem;
- At least one year of work in the Near Protocol Ecosystem;
- Strategic thinking;
- The ability to find creative ways to solve complex problems;
- Knowledge of the basics of management;

- Commitment to the principles of decentralization;
- Ability to create reports;

Responsibilities of a leader:

- Creation and accounting of KPI's;
- Conducting interviews;
- Making decisions on the recruitment and removal of participants;
- Preparation of monthly and weekly reports;
- Execution of assigned KPI's;
- At least 30 hours a week;
- Monitoring the activity of each participant;
- Constant communication with NDC Degens members;
- Preparing an Agenda;
- Monitoring of all events in the Near Protocol ecosystem;
- Creating a work plan for a week/month;
- Identification of sources of information dissemination;

Degens (with payment):

- In-depth knowledge of the Near Protocol Ecosystem;
- Well-developed creative skills;
- Activity on Twitter, Reddit, YouTube and other social networks;
- At least 20 hours a week;
- Content creation (posts, articles, infographics, videos);
- Active communication in social networks;
- Reddit account (1000+ post karma, 100+ comment karma, account age is at least 6 months);
- Active in Twitter;
- Participation in raids;
- Activity on forums (BT - Full.Member min) \* optional
- Portfolio of work (if there was experience);

## 4.4 Voting Mechanisms

### 4.4.1 Councils

They are chosen by the majority of Degens participants, by voting in the DAO. Consuls are required to make strategic decisions, as well as approve or reject proposals in the DAO. The Consul is elected for a term of up to 6 months, provided that he performs the assigned tasks. After 6 months, the consul may be nominated again. If the consul is inactive in the DAO, the

leaders and participants of Degens can vote for the removal of the consul from the DAO without the right to be re-elected.

#### 4.4.2 Leaders

The main governing units in the Degens ecosystem. They are chosen by voting among the Degens and Consuls. The leaders consider any suggestions for improvement or criticism of the working group, and also assign each participant a Degens TLS, which serves as an indicator of the effectiveness of each participant. The leader is elected for a term of 12 months, then he can nominate his candidacy again. The leader can be removed from the Degens by a general vote of the consuls and leaders. May be accepted into the consuls upon dismissal from the position of leader.

#### 4.4.3 Degens

The main participants of the ecosystem are degenerated. They are selected by voting of consuls and leaders during several stages (application > interview > decision). Degens are chosen indefinitely, but can be removed by a vote of consuls and leaders. The reason for the removal of a Degens participant is his inactivity and non-fulfillment of tasks. Degen can vote for the removal of consuls or leaders if such a proposal was created in the DAO.

#### 4.4.4 Rewards

The reward of the participants requires a proposal in the dao. The legitimacy of the request and the remuneration of working hours are set by consuls and leaders. If the participant was not active and did not fulfill the KPI, then he is not eligible for the award. TLS allows you to determine the degree of remuneration for each participant, depending on his activity and KPI performance.

#### 4.4.5 Interaction with Degens

Any user can create a proposal in the DAO and contact the Degens community directly. The request may relate to workflow, improvements, initiatives, as well as criticism. The request cannot concern: direct influence on one of the Degens participants, removal or acceptance of new participants in Degens, a request for funding of any initiatives.

# 5 Directions

## 5.1 Twitter

This direction is one of the most important in the activities of Degens. It is here that degen gains experience in interacting with the audience, learns to write excellent, original content, as well as gaining his own, new audience, which he can direct to the ecosystem.

There can be many directions of content:

- News publishing
- Infographics
- Technical analysis
- User experience reviews
- Meme generation

Each degen chooses the direction of his activity on Twitter to ensure better productivity based on personal experience and an idea of the correct presentation of information. There are duties that everyone should perform, but with their own best option to achieve the goal. Thus, we give our participants a field for creative actions. We get a diverse community that constantly compliments itself.

### **Requirements for this direction:**

- Be an active twitter user
- Knowledge of cryptocurrency trends
- Basic knowledge of twitter ranking work
- Professional specialized skills: working with text, graphics and other information editors.

### **Examples:**

Video content

[https://twitter.com/Baxoff\\_/status/1452584232941985798?s=20](https://twitter.com/Baxoff_/status/1452584232941985798?s=20)

Meme Generation:

<https://twitter.com/EvgenSkydan/status/1464534699259437067>

Information threads:

[https://twitter.com/sanket\\_naikwadi/status/1502648584520359936](https://twitter.com/sanket_naikwadi/status/1502648584520359936)

Price analytics:

[https://twitter.com/Dixitrao\\_/status/1501476042715762691?t=YAAjX14MFRZ-6G413-unzw&s=19](https://twitter.com/Dixitrao_/status/1501476042715762691?t=YAAjX14MFRZ-6G413-unzw&s=19)

Targeting mention:

<https://twitter.com/EvgenSkydan/status/1492055392868003846?s=20&t=owBLnUnGOzrzyrfvAsMcmg>

## 5.2 Reddit, BTT, other crypto social

This direction covers activities in all well-known and more relevant social networks for cryptocurrencies.

- Reddit
- BitcoinTalk
- 4ch

All publications take place outside of the Near Ecosystem media space, so for a better impact on the audience, you need to be able to write publications that are moderated by certain platforms.

Namely, for the most part, in many SubReddits, 4ch and btt threads, it is forbidden to output only one token or blockchain to the absolute without any specifics and disclosure of the topic.

Therefore, the author should be well aware of the rules of the communities of certain thematic forums or threads. This approach helps to create relevant topics for discussion, the coverage of which reaches thousands of readings.

The main goal is to create a precedent for discussion, the rest is to maintain a lively discussion within the framework of the stated topic about Near Protocol Ecosystem.

### **Requirements for this direction:**

- An experienced user of crypto communities.
- Analytical knowledge for writing author's content. (for proper publication)
- Competent written speech
- High level of knowledge of the ecosystem and technical advantages of Near Blockchain
- Working with a large amount of text information

### **Examples:**

<https://bitcointalk.org/index.php?topic=5382478.new#new>

<https://bitcointalk.org/index.php?topic=5354349.0>

<https://bitcointalk.org/index.php?topic=5350190.0>



[https://www.reddit.com/r/CryptoMarkets/comments/sc9lmx/what\\_are\\_you\\_actually\\_buying\\_while\\_the\\_market\\_dips/?utm\\_medium=android\\_app&utm\\_source=share](https://www.reddit.com/r/CryptoMarkets/comments/sc9lmx/what_are_you_actually_buying_while_the_market_dips/?utm_medium=android_app&utm_source=share)

[https://www.reddit.com/r/CryptoMarkets/comments/rzx2fv/i\\_want\\_to\\_buy\\_fundamental\\_tokens\\_what\\_should\\_i\\_buy/?utm\\_medium=android\\_app&utm\\_source=share](https://www.reddit.com/r/CryptoMarkets/comments/rzx2fv/i_want_to_buy_fundamental_tokens_what_should_i_buy/?utm_medium=android_app&utm_source=share)

[https://www.reddit.com/r/CryptoMarkets/comments/rb053w/is\\_it\\_worth\\_keeping\\_your\\_entire\\_deposit\\_in/?utm\\_medium=android\\_app&utm\\_source=share](https://www.reddit.com/r/CryptoMarkets/comments/rb053w/is_it_worth_keeping_your_entire_deposit_in/?utm_medium=android_app&utm_source=share)

[https://www.reddit.com/r/defi/comments/q9xg58/where\\_to\\_find\\_high\\_apr\\_staking/](https://www.reddit.com/r/defi/comments/q9xg58/where_to_find_high_apr_staking/)

[https://www.reddit.com/r/CryptoCurrency/comments/ot73i9/thorchain\\_was\\_hacked\\_the\\_problem\\_of\\_bridges\\_review/](https://www.reddit.com/r/CryptoCurrency/comments/ot73i9/thorchain_was_hacked_the_problem_of_bridges_review/)

[https://www.reddit.com/r/NFT/comments/oxvmu4/why\\_will\\_nfts\\_on\\_eth\\_soon\\_become\\_a\\_thing\\_of\\_the/](https://www.reddit.com/r/NFT/comments/oxvmu4/why_will_nfts_on_eth_soon_become_a_thing_of_the/)

## 5.3 Content creation

Based on the experience gained during all the time working on the first variations of Degen's community and the current situation in the Near Ecosystem, the direction of Content Creations is very important, because filling with highly professional content about the tools and web3 applications of the Near Protocol is catastrophically small. Therefore, we will place great emphasis on this particular direction.

Based on your personal skills and specializations, as well as your portfolio, you can offer your professional skills within the Content creations direction.

These can be different content units:

- Articles
- Research works
- Educational materials.
- Video/audio content.

You will be able to implement all this with the proper approach and instructions of the leaders of the direction.

Requirements for this direction:

- Extensive experience with cryptocurrency
- Great knowledge of the differences in technical solutions of blockchains of different levels and their orientation.
- Competent speech that an ordinary user can understand.
- Knowledge of the basics of SEO optimization, especially if it is not a personal resource.

### **Examples:**

Articles:

<https://medium.com/@baxoff.tut/aurora-teamed-up-with-etherscan-99d6bb8805c7>

<https://lolsontg.medium.com/crypto-heroes-gameplay-manual-1827f6157d08>

<https://lolsontg.medium.com/what-is-ref-finance-why-is-this-the-best-swap-in-the-future-241f6790b6e3>

Video: [https://www.youtube.com/watch?v=hQeAcFQHgyg&ab\\_channel=BaxoffCryptoReview](https://www.youtube.com/watch?v=hQeAcFQHgyg&ab_channel=BaxoffCryptoReview)

## **5.4 Influencer and KOL's Targeting:**

The direction works on the principle of influencing the influencer through various social networks:

- Telegram chats
- Youtube comments
- Youtube streams
- Twitter mention

Thanks to the well-coordinated work of the team that was part of this direction, we have achieved excellent results in the output of content through our activities. Every day we conducted raids or just mentioned various bloggers on different networks. Each participant had a schedule for a week, so that our influence would not be repeated and it would look organic and not be spam.

Messages addressed to influencers have always been filled with meaning and most often had a basis in the form of a small study for greater impact.

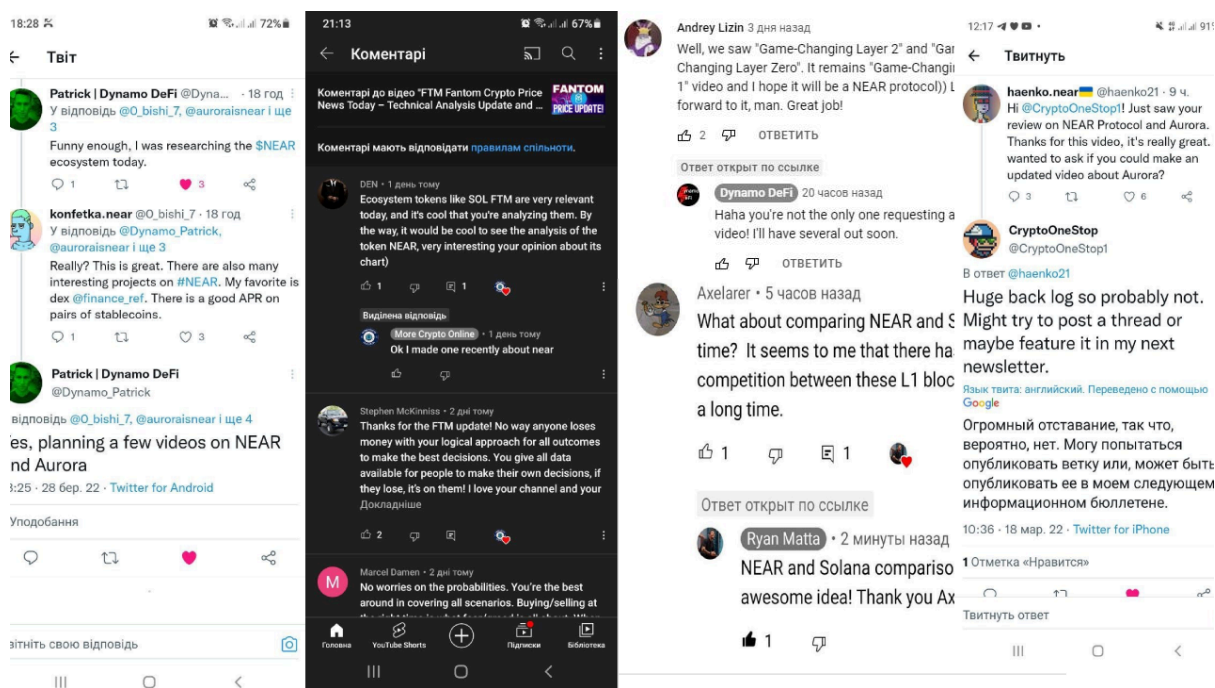
On average, we received from 10 to 20 units of content from bloggers of different sizes per month.

Requirements for this direction:

- Be an advanced user of YouTube, Twitter, Telegram.
- Be well versed in the features of the blockchain Near Protocol.

- The ability to simply convey information and benefits to the end reader.
- Easy accessibility for conducting raids.

Examples:



## 6 KPI's

Key indicators are formed from several factors: the size of the team, the number of directions, the rating of each participant and the rating of the overall involvement of the team.

For example, below is a KPI's for 15-20 members:

Direction	KPI	Target
6.1 Reddit	Number of posts per month	21
	Number of posts per week	~5
6.2 Content Creation	Number of articles per month	5
	Number of videos per month	3
6.3 Forums	Number of comments per month	10-30
	Number of threads per month	5
6.4 Targeting	Completing daily tasks - 3 bloggers + indefinite raids (3-5 per week)	
	Minimum monthly activity for a member of subgroup	30 directed comments, 10 original tweets for bloggers, 3 reactions from a blogger (like, response), active participation in raids

	Minimum monthly goal for the entire subgroup:	10 direct mentions of the Near Ecosystem through our activities
	Minimum weekly activity for member: 10 comments, 3 original tweets, participation in 2 raids	
6.5 Twitter	Tier based on Impressions	Minimum 50k+ for Twitter Direction Degens
	Followers count and growth for the respective month	Proportional to profile visits
	Number of tweets	Aim for at least 50+ tweets per month with quality feeds

## 6.6 General KPI's Q1 2024 - Q2 2024

- > 1000 followers on Near Degens twitter;
- > 500 subscribers in Degen WG;
- > 1 million Twitter impressions per month on average;
- > 1000 participants of Public Degens;
- > 500 new active users;
- > 50 developers participating in Public Degens Devs Direction;
- > 100k views on reddit per month on average;
- > 1000 comments on reddit per month on average;
- > 300 new videos/articles/infographics about Near/Aurora/NDC;
- > 200 reactions from influencers outside the Near Protocol ecosystem

## 6.7 NDC KPI's X Degens

### **Growth and Retention**

Degens creates a centralized hub that creates and distributes information about any project in the Near Protocol ecosystem. Just share the news or make an agenda for us and your news will be heard.

### **On-chain value**

Public Degens will be able to onboard new users into the ecosystem, as well as stimulate their learning process through this initiative. Any user who wants to participate in Public Degens should study the Near Social platform and have a Near Wallet.

### **User engagement**

Every member of NDC Degens is absolutely involved in the ecosystem and is a fan of it. New users coming to us at Public Degens will also be involved in the ecosystem, because they need to study it before starting to complete the task. This applies to all directions: dev's, content, memes and others.

### **Influence and reach**

Degens have been established with the aim of building influence and expanding their presence in the information space. We leverage all available resources to bring in highly skilled influencers within the Near ecosystem, and we also strive to capture the interest of influencers, developers, and project partners from outside the Near Protocol ecosystem<sup>8</sup>

## 6.8 CoA Vision X Degens

### **Near Digital Collective Core Values:**

1. Empowering the ecosystem (for people by people)

Degens initiative was originally thought of as an open, competitive community where any user with good social and content creation skills can show themselves and be part of developing the whole Near Protocol ecosystem.

2. Respected by the ecosystem (fair, accountable, transparent, and reliable)

Degens has always believed and will keep believing in the fundamental principles that guide our community: being open, honest and transparent. Throughout our work, we have never strayed from these principles.

3. Dedicated to ideas of decentralization (antifragile, scalable, with collective decision-making)

Degens' structure is unique, with clear rules for staying in the main group. Everyone has their own tasks and responsibilities that leaders oversee. The community can scale well due to its effective working mechanism, which helps in quickly training new participants.

4. Efficient operation (don't be a burden; instead, help the Community to be more efficient)

Our community's work plan always focuses on the basic needs of the entire ecosystem to ensure that Degens' activities are highly effective.

5. Continuous improvement via weekly iterations (plan, measure results, and adjust continuously)

The agenda and work plan are based on the primary and core objectives. Our KPIs are always precise and predictable.

## **CoA Metrics**

1. Accounts retention after 1/2/4/8 weeks — the percentage of accounts who continue interacting on the chain over a given time period (higher is better)

To track user accounts' retention over specific time frames, we can utilize unique Near wallet identifiers associated with each user and record their activities on the blockchain during the designated periods. After that, the percentage of account retention can be calculated by dividing the number of accounts that continue to interact on the chain by the total number of active accounts.

We use Public Degens to apply this metric for new participants in the ecosystem. By deploying a widget on Near Social, users will need to register with Public Degens using their wallet. This registration essentially allows us to track users by their wallet IDs.

In the future, we will be able to monitor every user who engages with our widget and participates in the initiative. Leveraging analytical tools such as pikespeak.ai, we can analyze the wallet activities of users interacting with the Public Degens Widget.

2. Account acquisition cost — budget divided by the number of accounts interacting through the funded initiative (lower is better)

The calculation for the cost of acquiring accounts can involve dividing the budget by the number of accounts interacting through the funded initiative. This will help determine the cost incurred for acquiring each account, enabling us to optimize our acquisition strategies efficiently.

3. Median number of dApps used by P95 accounts retained for 1+ week (higher is better)

As we said earlier, we will be able to track users who have interacted with Public Degens. With the help of analytical tools, we will be able to see how users spend their time in the Near Protocol ecosystem.

Also, our tasks will include active interaction with the ecosystem, thereby encouraging the user to study Near Protocol independently.

4. Number of accounts retained for 1+ week using at least three dApps (higher is better)

We will have a database of users who interact with our widget. We will be able to use analytical tools to track the actions of these users in the blockchain.

5. Social engagement score — some compound metric of the number of posts, likes, and followers/views in social media produced by the users.

Calculating the social engagement score as a composite metric of various social media activities produced by users requires maintaining a database that stores data on user actions across different social platforms. This is the primary focus for Degens. Our KPIs largely depend on the social media performance of each Degens member. Every month, our team aims to improve audience engagement.

Adaptations to the primary tasks within the Near Ecosystem enable us to dynamically adjust our efforts, ensuring that the content created by Degens has a greater impact on the wider crypto community beyond the Near information sphere.

## 7 TLS (Tier LVL System)

Together with the leaders, a personal Tier system was developed to evaluate the effectiveness of each team member. Everyone received rewards in accordance with their statistics, members who did not achieve the set KPIs in their directions were dismissed.

### 7.1 Openness

This open rating was created for a more open attitude towards NDC Degens on the part of consuls to make appropriate decisions, as well as for better monitoring of the progress of the



community, thereby allowing us to increase overall metrics, which favorably affected the overall efficiency and transparency for the Near Community.

## 7.2 Individual rating

The principle of TLS allows you to find the weaknesses and strengths of each participant at an early stage. TLS is updated weekly, which allows each participant to make a decision in real time to improve their performance.

## 7.3 Unbiased rating

The TLS system is completely depersonalized and guarantees an objective assessment of the effectiveness of each participant. The leaders of NDC Degens assign a rating regardless of the relationship with each specific user, which allows you to focus not on personal relationships, but on the strict fulfillment of tasks.

## 7.4 Criteria

- Performing monthly KPI's
- Activity in the directions
- Personal performance indicators (subscribers, views, likes, ER)
- Content quality

## 7.5 Metric analysis

On the 30th of each month, statistics are collected from each participant inside Degens. The data includes: the number of posts on Twitter, Impressions, Likes, Retweets, Engagement, the amount of content created, views, the number of posts on Reddit, statistical indicators for Reddit, statistical indicators for other areas, activity in raids, mentions etc.

Based on this data, each participant will be assigned a TLS that reflects their participation in Degens and allows them to claim a reward.

## 7.6 Examples of TLS:

<b>Tier LVL</b>	<b>Metrics</b>
4	Inactive in Twitter (<30k impressions), inactive in other directions.
3a	Active in Twitter (>50k impressions, min number of posts 50)
3b	Inactive in Twitter, but active in at least two directions, provided that the KPI is met.
2a	Active in Twitter (>80k impressions, min number of posts 50)
2b	Active on Twitter at Tier 3 level, performs KPIs in at least 1 other direction.
1a	Active on Twitter (>100k impressions, minimum number of posts 50) + 1 other direction.
1b	Active on Twitter at Tier 2 + performs KPIs in two directions.
1c	Active on Twitter (>150k impressions, minimum number of posts 50)

## 8 Reports

\*The Report is a monthly detailed public report based on the activity of Degens NDC participants.\*

## 8.1 Collecting information

Personal statistics of each participant's social networks;  
Directions statistics;  
Content Analysis;  
Feedback from participants;  
General statistics;

## 8.2 Information analysis

KPI checking;  
Assigning TLS for each participant based on activity;  
Summarizing the estimated quantity and quality of content based on the monthly tasks set;

## 8.3 Report Date

Every 1st day of the next month.

## 8.4 Publication of the report

The report from the leaders and consuls of Degens NDC is public information, simultaneously submitted to all regulatory social networks of the Near Ecosystem, forum and Near Social;

# 9 Roadmap

### 1st stage

- Team formation:
  - a) Determination of NDC Degens leaders; ✓
  - b) Publication of job vacancies; ✓
  - c) Collection of suitable candidates; ✓
  - d) Conducting interviews; ✓
  - e) Formation of the main team members; ✓
  - d) Addition of NDC Degens documentation; ✓
  - f) Active work in Notion; ✓
- Setting KPI's:
  - a) Determination of directions; ✓
  - b) Distribution of directions among NDC Degens participants; ✓
  - c) Setting KPI's for each direction; ✓
  - d) Compilation of an agenda for the entire Near Protocol ecosystem; ✓

- e) Planning content release; ✓
  - Control:
- a) Quality control of content; ✓
- b) Training of participants; ✓
- c) Weekly collection of metrics; ✓
- d) Assignment of TLS (Tier LVL System) to each participant; ✓

## 2nd stage (NDC Degens development)

Development of connections between main Near Protocol Ecosystem projects and NDC Degens;

- a) Agenda preparation; ✓
- b) Communication between projects and NDC Degens; ⌚
- c) Prioritization of tasks within NDC Degens; ⌚
- d) Active work on analyzing the activity of each participant; ⌚
- e) Development of existing information dissemination strategies; ⌚
- f) Consideration of ideas from NDC Degens participants; ⌚
- g) Public Degens start;
  - Teamwork:
- a) Improving the qualifications of each participant; ⌚
- b) Monitoring metrics; ⌚
- c) Consideration of new applications; ⌚

## 3rd stage (NDC Degens go beyond the Near Protocol ecosystem)

- Interaction with other blockchains and communities:
- a) Establishing communication between project representatives and NDC Degens; ⌚
- b) Organizing AMAs on key media resources of the Near Protocol ecosystem; ⌚
- c) Organizing AMAs outside the Near Protocol ecosystem; ⌚
- d) Exchange of experience between teams; ⌚
  - Determination of strategic development plans for NDC Degens:
- a) Analysis of reports and achievement of set KPI's; ⌚
- b) Identification of strengths and weaknesses; ⌚

# 10 Budget

## 10.1 Remuneration system for Public Degens (\* paragraph 3.1)

An open competency for all Degens WG participants, when assigning remuneration, the indicators that will be provided in the report will be taken into account. The reward will be

influenced by such factors as: audience engagement, audience size, number of likes, quality of content.

#### 10.1.2 Rules of Public Degens requests.

When compiling the rating, each Public Degen will be notified in private messages in Telegram, as well as in a report posted on gov.near, near.social. After notification, the participant can submit a request for remuneration to the DAO. Successful verification on <https://i-am-human.app> and successful KYC verification.

By analogy with Main Dans, each participant will be assigned a TLS based on his success in various directions. We will use a comprehensive approach to establish the top 10 best Degens and the possibility of their remuneration.

### 10.2 Main Degens Group Remuneration System (\* paragraph 3.2)

NDC Degens is rewarded by providing a report on which each participant is assigned a TLS (\* 7 paragraph), which directly affects his degree of remuneration. The rewards occur as follows (DAO > Request > Consuls Approve > Payment)

#### 10.2.1 Individual remuneration system

**Council:**

Unpaid role.

**Leaders:**

They receive a fixed monthly payment for their activities.

**Degens:**

Paid roles, depending on TLS.

### 10.3 Calculation of the amount of rewards (Degen Points)

Each of the NDC Degens participants is assigned a stake depending on their direct contribution to the overall work.

The main group of Degens will always work within a limited budget. Based on our test month, we have developed a Degen Points structure, which assumes payment depending on the contribution to the work of Main Degens.

<https://gov.near.org/t/approved-ndc-degens-test-month-july-approved-august-september-budget/35388>

Degen Points	Points	Rewards	Links
TLS LVL 1 (for 3 members)	15	\$3797,4	[Approved] Test Month Report NDC Degens
TLS LVL 2 (for 2 members)	6	\$1518,9	<a href="https://gov.near.org/t/test-month-report-ndc-degens/35251">https://gov.near.org/t/test-month-report-ndc-degens/35251</a>
TLS LVL 3 (for 5 members)	8.5	\$2151,8	<a href="https://gov.near.org/t/test-month-report-ndc-degens/35252">https://gov.near.org/t/test-month-report-ndc-degens/35252</a>
<b>Leaders Rewards</b>			
Leader 1 (Lolson)	5	\$1265,8	[Approved] Test Month Report NDC Degens
Leader 2 (Baxoff)	5	\$1265,8	[Approved] Test Month Report NDC Degens

Total	39.5	\$10,000	
DP cost = \$253.16			

Leader - 5 Degen Points  
 TLS 1 - 5 Degen Points  
 TLS 2 - 3 Degen Points  
 TLS 3 - 1.7 Degen Points

Thus, we achieve an honest distribution of funds within a limited budget, assigning not only TLS, but also Degen Points (DP).

## 10.4 Rules for submitting proposal

Each Degen must submit a proposal to the appropriate DAO, indicating his position in the community.

## 10.5 KYC Regulations

All participants are required to comply with the rules for passing the KYC (Know Your Customer) procedure in accordance with the NDC (Near Digital Collective) documentation. KYC is an important component of security and trust within our community.

## 10.6 Budget size before launch NDC v1.0

Degens is based on the number of participants who will be present in the main group of Degens. According to our calculations, the optimal number of active participants who perform KPI's at the Tier 1-2 level is 15 people + 2 leaders.

### **Rewards before launch NDC v1.0**

NDC Degens DAO X NDC v1.0	Dec-23	Jan-24	Feb-24
	NDC v1		
Description	Amount	Amount	Amount
Leaders Rewards (2 members)	\$5,000	\$5,000	\$5,000
Main Degen Rewards (15 members)	\$18,000	\$19,000	\$19,000
Public Degens Rewards	\$5,000	\$5,000	\$5,000
Degens X BOS Integration	\$2,000	\$1,000	\$1,000
<b>TOTAL</b>	<b>\$30,000</b>	<b>\$30,000</b>	<b>\$30,000</b>

The maximum budget for one month, given the Main Degens WG (15 participants + 2 leaders) + Public Degens WG is \$ 30,000.

## 10.7 Budget size after launch NDC v1.0 [interim period]

We are glad that NDC 1.0 has officially launched, although not in full, as the community expected.

<https://gov.near.org/t/starting-of-the-v1-ndc-governance-framework-interim-period/37347/1>

Due to budget reduction, NDC Degens has decided to reduce the requested funds for this stage by 30% of the previous amount.

Changes made:

- The number of members in the NDC Degens main team has been reduced from 15 to 12 people.
- Remuneration for leaders has been decreased.
- The development rewards have been reduced and will be implemented in a simplified form — Widget + Smart Contract (user's wallet record).
- Public Degens payments have been reduced.

We have successfully reduced the requested funds by 30%. However, we have not reduced the amount of work, and we aim to increase our metrics by at least 40% in the first 2 months after our new budget is approved.



Plans to achieve the goals set by KPIs remain unchanged and will be implemented in full accordance with our charter.

### Rewards after launch NDC v1.0 [interim period]

NDC Degens DAO X NDC v1.0 [interim period]	Jan - 24	Feb - 24	Mar - 24
	NDC v1		
Description	Amount	Amount	Amount
Leaders Rewards (2 members)	\$4,000	\$4,000	\$4,000
Main Degen Rewards (15 members)	\$13,000	\$13,000	\$13,000
Public Degens Rewards	\$3,000	\$3,500	\$3,500
<b>TOTAL</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>\$20,000</b>