

Background

Meetups in the cryptosphere are an important way for collaborators to meet one another, new projects to gain an audience and userbase, and to facilitate peer-to-peer learning.

However, meetups are run by volunteers who face difficulties in securing financial capital to rent venues, and to pay off marketing and other costs associated with the meetup.

Meetups also face difficulties in retaining their audience without any way to incentivise them to attend or volunteer.

[Tokenising meetups](#) could be one way to resolve these problems.

How it works

1. A meetup organiser could issue its own token, using a service such as MeTokens or Roll.
2. The organiser makes its token available for purchase either directly over-the-counter, or through a Uniswap or other automated pool. Existing meetup members may be natural candidates for OTC purchases, and they may wish to become liquidity providers in turn.
3. The organiser also publishes a list of ways users may earn its tokens. These could include:
 - ◆ Tweet about the meetup → 1,000 \$meetup
 - ◆ Design a graphic for the meetup banner → 50,000 \$meetup
 - ◆ Perform check-ins of attendees → 5,000 \$meetup
4. Each meetup is hosted on Kickback, requiring attendees to stake the community token. In future, Kickback may wish to provide a way for meetup organisers to list their token redemptions, and to distribute those tokens to attendees.
5. Users therefore must earn or purchase the meetup's token in order to attend the event. The organiser in turn has created incentives for a pool of volunteers or can add to its treasury through token sales.

Over time, a meetup might provide rewards for members based on their token holdings. Members might receive an NFT, access to a chat group, or other perks based on their contributions of voluntary labour or financial backing.

It's also possible to [sell sponsorships](#) in the form of community tokens: A sponsor could subsidise a number of tokens that are distributed to members, allowing them to attend the meetup for free.

Some questions remain:

- Must meetups continually grow their memberships for their tokens to have value?
 - What if your meetup has hit its optimal size?
 - Can a new meetup with no existing membership benefit from this token model?
 - How does an organiser bootstrap the initial liquidity of the meetup token?
 - How much of a concern is governance of the meetup token/control of the treasury, given that existing meetups usually have no such governance anyway
 - What are the legal and tax repercussions?
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Call with Makoto

Earned tokens and bounties Allowing users to earn meetup tokens is similar to a bounty. The organiser issues a bounty and the user receives the bounty for completing a task.

MVP for Earning Tokens This can be implemented manually using any collaborative tools like Google Sheets or Airtable. Simply publish a form with a list of tasks and their token rewards. Users can submit evidence they have completed a task. This is manually reviewed and funds are sent to the user if successful.

For example:

- You may earn 1,000 \$JOON if you retweet the meetup link.
- The user retweets the meetup link: [xdai.kickback.com/personaltalkens5](https://x.com/xdai/kickback.com/personaltalkens5)

- The user goes to joonian.media/personaltalkens to fill in the form containing her Eth address, twitter username and the retweet URL
- The organiser checks the form results manually and sent the funds if satisfied

Earning \$meetup for attending One way to distribute tokens with less friction is to allow users to stake DAI or xDAI to attend a meetup. They then receive \$meetup at the end. This is achieved using the donation feature on Kickback. Users donate their staked DAI or xDAI, and the organiser manually returns them the equivalent amount of \$meetup. The organiser could also include a premium on the amount to reward attendance at the meetup. This can be executed manually within Kickback now.

Yield Farming \$Meetup Users can be incentivised to stake at the meetup earlier by rewarding them with more \$meetup tokens. For instance, the organiser may set an additional 500 \$meetup for every week DAI is staked in the meetup. This allows organisers to have greater numbers of confirmed RSVPs earlier in the planning process. This is not possible in Kickback currently.

Sponsors and \$meetup There are a few ways for sponsors to interact with meetup tokens:

- Sponsors could pledge to burn \$meetup when they become a sponsor. For example, X Protocol could sponsor a meetup for 1,000 DAI. Some portion of that amount is spent on operational costs. The rest is committed to burning \$meetup. This can be displayed on a Dune Analytics page, for example.
- Sponsors could become liquidity providers of \$meetup. A 1,000 DAI sponsorship would go straight into the liquidity pool on Uniswap. Organisers can trade against the pool to obtain funds for operating costs.

Sponsors and Kickback Kickback could get sponsors to pay gas fees and more for the meetups that are hosted on xDAI. This enables more meetups to take place, and generates a revenue stream for Kickback. Kickback would effectively subsidise meetups. It would also incentivise meetups to have their own tokens.

