


FWB Q1 2025 Budget Proposal

Q1 '25 Budget Presentation	 Q1 '25 Operational Budget (Presentation)
Discussion Period	January 13, 2025—January 17, 2025
Voting Period	January 17, 2025—January 21, 2025

Q1 2025 Overview

Strategy

- FWB continues evolving the cultural hub for onchain communities, with Q1 2025 marking a significant transition period.
- Four core pillars:
 - Token migration to base
 - Community growth through membership and partnerships
 - Revenue diversification
 - Runway preservation

Financials

Core operating expenses reduced by 10% in Q4, extending the treasury runway to 13–15 months of runway (contingent on fluctuations of ETH) as of January 2025. We are proactively conducting budget reviews and monitoring ETH market conditions for optimal conversions.

Since 2023, we have **reduced** our **core monthly operating expenses by 75%**.

Quarter	Monthly Op Ex	% Δ
Q1 2023	\$225,972	
Q2 2023	\$156,480	30.75%
Q3 2023	\$84,250	46.16%
Q4 2023	\$74,138	12.00%
Q1 2024	\$66,606	10.16%
Q2 2024	\$65,305	1.95%
Q3 2024	\$64,191	1.71%
Q4 2024	\$57,748	10%
Q1 2025	\$53,092	5.08%

Key Initiatives

Token Ecosystem: Migration to Base network

The \$FWB token migration from Ethereum to Base is expected to take place mid-Q1. Despite significant delays due to a number of moving parts in implementation, the core team has prioritized launching the migration in a way that enhances token accessibility and stability for the community. We are currently exploring compliant liquidity management support to ensure:

1. Deep, stable liquidity to minimize price fluctuations and volatility.
2. Risk mitigation, protecting the pool against vulnerabilities or potential exploits.

Token Ecosystem: Launch of \$Benefits token

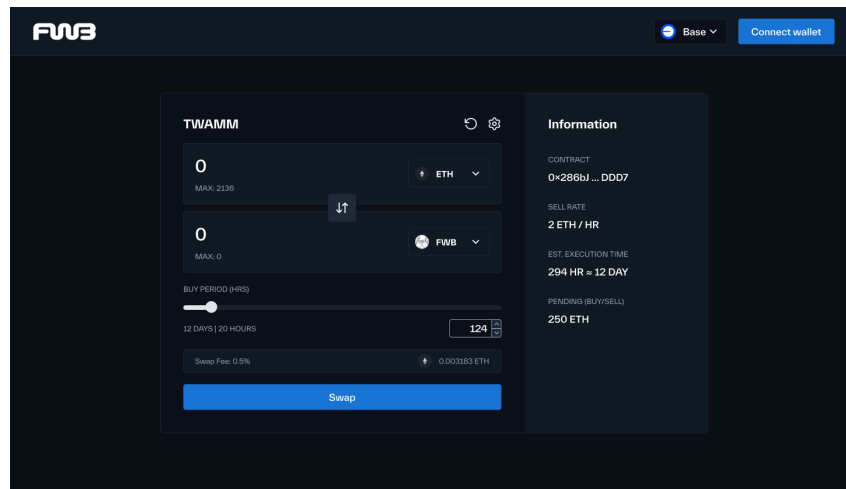
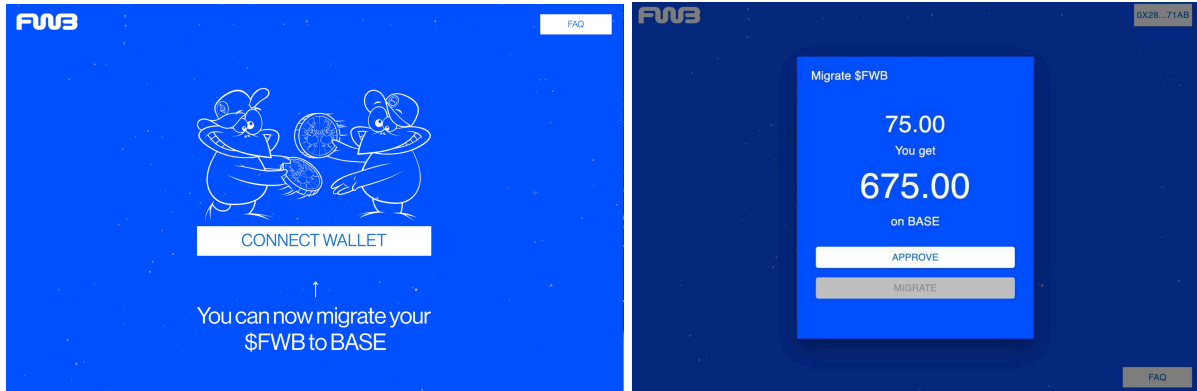
A few community members raised concerns about the \$Benefits launch as it relates to the token migration proposal. We took the suggestions seriously and spoke with counsel to understand our obligations further.

The primary objective of the PartyDAO was to secure 100 ETH for a new \$FWB <> ETH LP, and we were successful in doing so. As part of that objective, \$Benefits was promised in exchange for donations to the PartyDAO. Pausing or not launching \$Benefits opens the possibility of having to return all contributions based on the explicit promise to anyone who donated. To ensure the token migration to Base goes smoothly with a deeper LP, we will proceed with launching \$Benefits.

Token Ecosystem: [TWAMM](#) implementation on Uniswap V4

In September 2023, the FWB community voted on a proposal to allocate a percentage of projected revenue to regularly buy back \$FWB from the open market. Replenishing the DAOs' treasury through the TWAMM ensures a sustainable flow of tokens for ongoing community engagement, experimentation, and long-term value creation.

Large orders impact price from imbalance in liquidity pool assets and invite MEV when validators manipulate transaction orders to maximize profit. This combination results in poor execution and excessive fees for the DAO. Instead, we worked with Uniswap to develop a hook that splits the order over time, letting the market smoothly adjust to thousands of swaps instead of doing it in one go.



Membership

As part of an ongoing effort to enhance community engagement and value, FWB is implementing changes to the DAO's membership structure and offerings in Q1 2025.

Enhancing Membership Benefits

A focused resourcing on member benefits to provide...

- Access to specialized resources, tools, and content.
- Opportunities to participate in impactful projects and activations.
- Pathways to connect with broader industry ecosystems.

Trend Key Proposal

What's New: An upcoming proposal for a new "Trend Key" system that mirrors the successful Event Key model, enabling members to apply for grants to build projects aligned with emerging trends in technology and culture.

Purpose: The initiative is designed to...

- Keep FWB on the cutting edge of innovation.
- Support members in realizing impactful projects that reinforce our cultural and technological leadership.
- Foster grassroots participation and creativity within the community.

Process: Members can apply for grants through a transparent and streamlined process, ensuring access to resources that align with DAO priorities.

Event Key V5 Proposal

An upcoming proposal for the 5th iteration of the event key program, enabling community members to host FWB branded events anywhere in the world.

Community Council Proposal

An upcoming proposal for the 2nd iteration of FWB's community council. This initiative builds on the successes and learnings of the 2023-2024 council while aligning the council's role more closely with FWB's evolving goals.

Objective: Refine and enhance the Community Council's structure to better support FWB's collective vision and operational objectives. The proposal emphasizes:

- Stewardship of FWB's community and governance
- Greater alignment between council and core team's priorities
- Increased opportunities for member contributions through transparent processes

Revenue & Partnership Growth

1. Q1 revenue Target: \$129K
2. FEST25 planning with a goal of \$1.3M in revenue with a blend of ticketing tiers
3. Expanding partnerships to support 'creative techpreneurs' within the FWB ecosystem

Global Builder Partnership

FWB is launching a global program in collaboration with [to be announced] that redefines how apps are built within a top-tier ecosystem. The program will feature hubs in New York City, Buenos Aires, and Toronto, complemented by a robust online component to maximize accessibility and participation. Designed to empower innovative builders, the initiative provides an opportunity for FWB members to showcase their creativity and technical expertise through a competitive hackathon, with winners earning a chance to participate in the program.

FEST25 Planning

Key Q1 milestones include:

- Finalizing the narrative framework and branding for GTM
- Developing programming tracks
- Sourcing community activations
- Securing commitments for 25% of partnership revenue.

Key Metrics

1. Revenue

- Q1 revenue of \$129K from existing partnership commitments and special projects.
- Continued focus on reducing the monthly burn rate while maintaining operational efficiency.

2. Community Programming

- New membership initiative to deepen engagement among creators and technologists, featuring workshops, mentorship, and networking.

3. Membership Relaunch

- Relaunch membership with a new benefits tier that focuses on education & building by the end of Q1.
- Work with key industry infrastructure partners to provide tooling for members who want to build along with education on new developments.
- Introduce a new revenue stream and reengage members and new audience.

Q4 2024 Recap

Financials

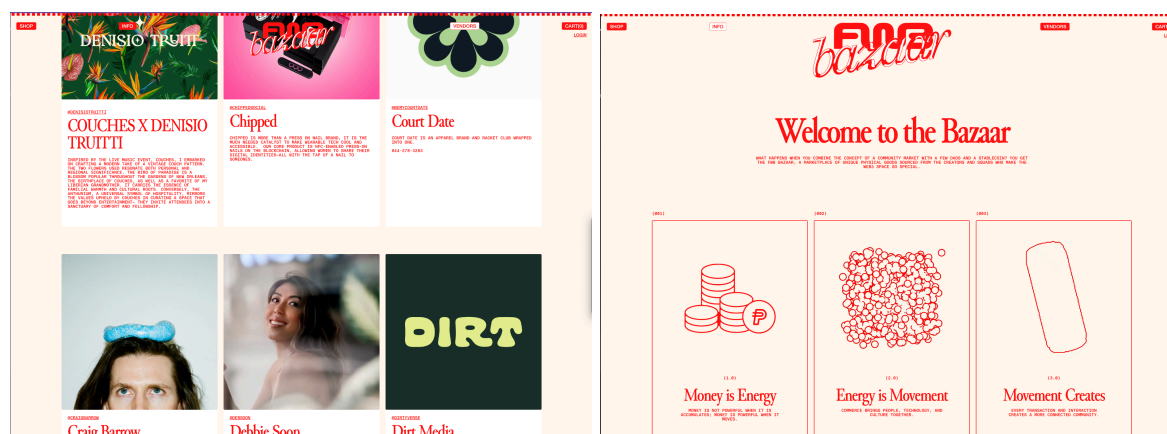
FWB ended 2024 with \$2.275M in total revenue, reflecting a 67% year-over-year increase. FEST24 contributed 70% of annual revenue while strategic partnerships accounted for the remaining 30%.

Year	Revenue	% Δ
2022	\$747,271	
2023	\$1,359,204	82%
2024	\$2,275,660	67%

Partnerships

Bazaar with PYUSD x Solana

FWB x PYUSD x Solana presented the 2nd iteration of the winter bazaar: a 72-hour pop-up e-market with curated goods from the extended FWB community. The bazaar supported 20+ vendors with 50+ unique items available for purchase via PYUSD on Solana.



Ace Hotel A!R Program

In collaboration with Superchief and Ace Hotel, FWB presents Ace Hotel's Artist in Residency at Ace Hotel & Swim Club in Palm Springs. We launched the partnership with artist Erika Weitz, who explores the psychedelic liquid light shows from the 1960s, which are synonymous with the mystical counterculture spirit and acid culture. During her August residency, Weitz spent significant time at the waterfall in Tahquitz Canyon. The desert serves as a constant reminder that water is not only necessary for life in the sweltering heat but also a sacred cleansing ritual. [Open mint here.](#)

FWB also held an open call and [vote](#) for the artist residency during January 2025, where the selected artist lives at the property, producing a body of work to exhibit on site for the month of February. We're thrilled to share that [LATSHÁ](#) was selected as the winner, and we'll be sharing updates on her residency as it progresses.

Original Works

FWB and [Original Works](#) are building an onboarding funnel for artists to release music onchain. Original Works is a protocol for music IP royalties that provides the web3 music stack for creators to monetize their music IP, music businesses to bridge royalty payments on-chain, and developers to build high performance applications. If you are an artist interested in releasing Original Works, [please reach out.](#)

Stellar

FWB supported the Stellar Development Foundation's GTM for their Build Better campaign through [a TL;DR takeover](#) (including a Stellar ecosystem builder spotlight) alongside a social media pair to Instagram and X. [Submit your idea to Stellar's Build Better program](#) for a chance to win up to \$10,000 USDC.

FEST25

In Q4 2024, FWB initiated outreach to prospective FEST25 partners and has active conversations with multiple promising leads. This early engagement provides a strong foundation for the event's sponsorship goals, but new partnerships remain a critical focus. Members with potential leads or connections are encouraged to [reach out](#), as the partnership pipeline remains open to sourcing impactful collaborators. Members who successfully bring in a partnership lead that closes are eligible to earn 5% of the partnership's revenue.

The FEST team finalized its strategic plan at the end of Q4 '24, outlining a structured roadmap for FEST's fourth iteration.

For Q1 2025, the plan focuses on foundational efforts:

- **Narrative Development:** Completion of the event's narrative framework and theme.
- **Programming and Branding:** Initial programming outreach will target keynote speakers, workshop leaders, artists, and musicians by the end of February.
- **Partnership Development:** A goal of securing 25% of partnership revenue commitments by end of February, with emphasis on returning partners and high-impact collaborations across Layer 1 and Layer 2 blockchains, infrastructure providers, and cultural organizations.
- **Community Engagement:** A survey to gather input from members for programming ideas will launch in January, ensuring alignment with community interests and values.

Operations

Introduction of Ad Inventory in TL;DR

The TL;DR newsletter is evolving into a sustainable revenue stream with the introduction of ad inventory. This initiative provides a low-friction entry point for new partners and a scalable opportunity for existing ones. By leveraging TL;DR's reach and influence, FWB aims to monetize its content thoughtfully, aligning with community interests while supporting the DAO's financial goals.

Governance Enhancements: Proposal Process SOP

A new Standard Operating Procedure (SOP) for community proposals has been implemented to enhance transparency, inclusivity, and efficiency in FWB's governance. This framework empowers members to ideate, workshop, and submit initiatives that align with FWB's values and objectives. Key highlights of the process include:

- **Guidelines for Successful Proposals:** A clear structure for members to articulate the value, budget, and KPIs of their initiatives.
- **Collaborative Workshopping:** Open discussions in Discord to refine ideas and encourage collaboration among members.
- **Transparent Voting Process:** Proposals undergo rigorous feedback before advancing to a Snapshot vote, ensuring alignment with FWB's manifesto and community sentiment.