

What is the proposal about

Defining the data and tooling infrastructure that can enable us to measure the outputs, outcomes, and impact of the money we deploy

Who is interested in working on this

Owner: Eugene,

- L2BEAT
- Kene_StableLab
- Benedictvs | WIDE
- Bitblondy
- Seiryu | Davide
- Carl | OSO
- Varit | Curia Lab
- Robert and Callum (Fire Eyes)
- LauNaMu | Impact Garden
- Daniel (TogetherCrew)
- Sov
- 404 DAO
- Growthepie

Initial ideas

Planning for evaluation

Desired outcome(s) (change we want to see in the world)

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How do we know that change is happening?

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How to measure that change (metrics/KPIs)?

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Elements to explore

- Internal Foundation & DAO tooling, including grant stack and CRM
- Outputs, outcome, impact tracking
 - Currently thinking of Karma GAP, Impact Garden, LinkedTrust, Forse(helping Sky for impact analytics).
 - How to conform with DAOIP 5 and get all of our data into Open Source Observer
- Do we want to get into the process for setting metrics per funding program? This will be discussed in the workshop on Wed Dec 4 at 730a EST/UTC-5
- Do we want to take about funding efforts relating to output, outcome, impact tracking

- Support DAOIP-5 so they can get more adoption / data into OSO - this would help create better understandings of outcomes and impact across the space
 - Support an 'impact handbook' project coming together at Metagov
- Idea of creating pathways / structures to do assessments of the impact related data - data analytics fund/guild?

Initial approach

- Setup BigQuery
 - OP has 5 person data science team, 1 engineer working on this. They now have a great dataset.
 - Blockchain ETL? (can you please link here)
 - Arbitrum example
- Get Karma GAP (output tracking) and Impact Garden (outcome tracking) in place
- Make sure that whatever grant stack and CRM we use have data fields that conform with DAOIP-5
 - Existing solutions include: Agora, Charmverse, Questbook...Allo by Gitcoin
 - CRM: Airtable and Hubspot
 - We could look at Attio as an alternative for Hubspot <https://attio.com/>

StableLab

- Clearly defining what Methodologies will be used to assess Return on Invested Capital for the various Funding Programs, these programs would primarily include Incentives, Service Provider Compensation and Grant Programs.
- Before Funding for a proposal is voted on by Governance, there needs to be an assessment to determine what success looks like; this will give the team executing the proposal a quantifiable target of value to return to the DAO, and this will make the process of renewing or deprecating funding for a proposal easier for the DAO.

Open Source Observer (OSO)

- Important to distinguish between sources of relevant data and (ideally reusable) infrastructure for analysis / assessing impact.
 - Sources: attestation data, blockchain data, application data, etc
 - Assessments: ideally a community of analysts / data scientists that can compose on top of a common base of open datasets
 - Infra: see below ... create some foundation public datasets ;)
- Use open datasets! Put a Scroll transactions / blocks / traces up on BigQuery so analysts don't need to pay for their own indexed blockchain data. (We are happy to help do this for you if you don't have a data engineer.) Note: it's common for there to be some latency, eg, 24 hours. Here are some [existing community resources](#). We are also curating additional ones [here](#).
 - Cost of storage is probably ~\$1000/mo (per data warehouse) – one provider (Foundation, Labs, or provider selected by DAO) can cover this cost for all users
 - Alternative is every analyst team has to pay for this (plus the engineering work)

- Start with simple, high-level metrics that apply to as many projects as possible and then go deeper into specific niches as needed.
- In general, try wherever possible to minimize work required for projects to build reputation for their contributions to Scroll and to determine eligibility for Scroll grants.
- Universal Grantee Profiles: Universal identifiers to prevent duplicate profiles, enable seamless aggregation across funding mechanisms, and enable tracking of metrics like grantee retention.
- Rich Metadata: Capture detailed grantee and project metadata consistently across grant programs to identify trends across the ecosystem, such as funding gaps or overfunded areas.
- Flexible Early Infrastructure: During early pilots, prioritize flexible workflows with manual handoffs to accommodate experiments in grant mechanisms before committing to hard choices in long-term infrastructure.
- Standardized Applications: Use tooling to support standardized grant application formats across programs that capture rich metadata, supporting future AI use cases like grant selection, impact analysis, and funding recommendations.

TogetherCrew:

- We can provide an API and dashboard around community engagement (offchain) and DAO participation. This is available off-the-shelf so no need to build a new one that is then never maintained...

Sov:

- Governance structure is critical - suggest creating both a metrics review board (rotating community members) and a data steward role to maintain quality standards and shepherd implementation
- Establish a two-tier metrics system: required "MVP metrics" all projects must report, plus optional project-specific metrics for unique initiatives
- Implement milestone tracking that captures both development speed (e.g., time to first integration) and indirect value creation (e.g., code reuse by other projects)
- Recommend creating standardized reporting templates that capture both direct metrics (users, TVL) and ecosystem amplification effects (tool adoption, knowledge transfer)
- To align with DAOIP-5: ensure all metrics feed into OSO's open datasets and establish clear data field mappings between our CRM/grant stack and their requirements