

Goals: Improve the coop. Unblock growth.

Ground Rules: Everything you answer on the Qs will be anonymized, if it is ever released. At the end of the call, we'll go thru everything that is written down, and you'll have a chance to edit to reflect your perspective accurately.

At the end, we will try to synthesize your preferences on some key vectors that we want to consider for any deal. Since we are trying to find a path forward that gets everyone the biggest win possible, your name would be attached to that.

Which hypothetical index coop set do you think is the best?

SIMON - 20% month over month revenue growth, -50% profit margin
12% month over month revenue growth, 0% profit margin
5% month over month revenue growth, 50% profit margin

What part of coop life fills you up the most as a person?

Leadership in building an organization that is a blueprint for others coordinating and a clear winner at the tasks it seeks to execute.

What part of coop life drains you the most?

Incentives Structures creating competitive meta, when it should be a meta that rewards collaboration and building.

Of the time spent with partners, what portion do you think is spent on building together vs managing inter-organizational relationships (set <> coop, dfp <> coop, set <> dfp, coop <> other partners) ?

70%/30%

Are you happy with that? What do you think it **should** be?

45%/55%

In your vision of the future, if the coop succeeds, what accomplishment will we be the most proud of?

Becoming the template for co-operatives on the blockchain.

If the coop falls apart in the next 2 years, what will have been the reason?

Starting coop over from scratch in the middle of the stream, letting individual personalities get in the way of group goals.

What makes it hard for the competition to keep pace with the index coop?

Quality indices that are tricky to replicate. Professional approach to productization and marketing. Quality of talent acquisition engines.

If you were going to compete with the coop, what part of the market would you focus your energy and how would you approach it?

New markets, like maybe fixed income or similar. Disruptive technologies.

Must haves - A plausible path for Index Coop to be a major financial institution that does things the right way and viewed as a generational example that defined the best in the rise of defi.

Can't Give - Can't accept incentive structure with deep bugs. Can't accept an overly vulnerable positioning for Index Coop in the trifecta.

Strong Relative Wants - Leadership in coordination innovation. Index Coop sovereignty

Strong Relative Indifferences -