

MoonDAO Digital Asset Marketplace

Abstract: The MoonDAO Digital Asset Marketplace empowers vMooney holders to list their digital assets for sale in exchange for Mooney. The marketplace opens up opportunities for anyone holding Mooney to explore and purchase unique listings or place competitive bids.

Motivation: The MoonDAO digital asset marketplace will provide a one-stop-shop for users to purchase digital assets with Mooney, while also offering a platform for vMooney holders to list their digital assets for sale. This will not only benefit vMooney holders but also provide a platform for anyone interested in buying digital assets to do so easily, with Mooney. The marketplace will also bring in a small amount of revenue. A 2% platform fee is applied when digital assets are listed on the marketplace. The proceeds will go to the MoonDAO treasury.

After the marketplace has been deployed a MoonDAO featured collection will start being listed on the marketplace. At the start of the lunar cycle 1 digital asset will be listed for a 24 hour auction every day for 29 days (29,000 Mooney min bid, 1,000,000 buyout price).

At the end of the 29 day lunar cycle any assets that were not bought will be listed as a direct-listing for 1,000,000 Mooney each.

The MoonDAO featured collection will give holders access to special features of the marketplace such as 3d experiences.

This proposal also includes the deployment of Mooney and vMooney contracts on Sepolia, for testing. Goerli is being deprecated at the end of the year, costs of transactions are gradually increasing.

MoonDAO can continue to use these contracts for testing future projects by assigning test Mooney to developers.

Tech-Spec: The marketplace will be created using the Thirdweb Marketplace v2 smart contract. NextJS will be used as the main framework. Front-end components will be created using React, ThirdwebSDK, and TailwindCSS.

Sell: vMooney holders can list erc-721 or erc-1155 tokens

- *Direct: List a digital asset for X amount of time at a fixed price*
- *Auction: List a digital asset for X amount of time, set a minimum bid and a buyout price.*

Buy: anyone can place an offer or buy a digital asset using Mooney

- *Buyout: purchase a direct listing or auction listing for the fixed/buyout price.*
- *Bid: place a bid on an auction, above the minimum required bid*

Profile: holders can view all of their listings

2% platform fee, proceeds go to the MoonDAO treasury

MoonDAO Featured Collection: 29 Digital Assets (29,000 Mooney min bid, 1,000,000 Mooney buyout price), proceeds go to MoonDAO treasury

DEMO: <https://moondao-marketplace-test.netlify.app/>

Objectives:

- ☐ **1. Development**
 - a. Deploy Mooney and vMooney contracts on the Sepolia testnet
 - b. Deploy market on Sepolia
 - c. Create front-end
 - d. Create a section to allow MoonDAO featured collection holders to explore 3d experiences & limited access content.
- ☐ **2. Design**
 - a. Marketplace design examples/review
 - b. Create UI/UX design
 - c. Design and create MoonDAO featured collection (29 digital Assets)
- ☐ **3. Implement Design**
 - a. Implement new design using React and tailwind
- ☐ **4. Test on Sepolia**
 - a. Test all aspects of the front-end and ensure that all transactions are correct on etherscan
 - b. Revise marketplace front-end if necessary
- ☐ **5. Deploy**
 - a. Create a “go to market” strategy and marketing materials
 - b. Deploy thirdweb marketplace contract on mainnet
 - c. Clean up code (*refactor and add notes*)
 - d. Create a README file
 - e. Create a subdomain for the site (ex: market.moondao.com)
 - f. Deploy site
 - g. Add a link to MoonDAO App
 - h. List MoonDAO featured collection (at the start of the lunar cycle, release 1 digital asset everyday for 29 days)

Team Information

Project Steward(s)	@name.get#3501
Initial Team	@pmoncada#0261, @fiyin#4950, @Lucas-Ariel#1023, @blocknomad#9680, @Lucasart#6260
Multisig Signers	@pmoncada#0261, @name.get#3501, @mitchie#0272, @ryand2d#0103, @larrotiz#8435
Multisig Address	0x5fcf6491E30C789b179BfF4deD89aD3B18 6bF023

Team members & project stewards will be required to attend weekly meetings

Colin (name.get#3501)

Hi there! My name is Colin and I am a full-stack web developer with a focus on both web2 and web3 technologies. Some of the libraries, frameworks, and languages I am most familiar with include Next.js, React.js, Node.js, Discord.js, Three.js, SASS, Tailwind, ThirdwebSDK, ethers, web3.js, Firebase, MongoDB, Solidity, and PostgreSQL.

OKRs:

- ☐ 1. **Development**
 - a. Deploy Mooney and vMooney contracts on Sepolia
 - b. Deploy thirdweb marketplace contract on Sepolia
 - c. Create front-end for marketplace
 - d. Create a section to allow MoonDAO featured collection holders to explore 3d experiences.
- ☐ 2. **Design**
 - a. Review designs and provide feedback
 - b. Assist with creating the MoonDAO featured collection
- ☐ 3. **Implement Design**
 - a. Assist in implementing new design into the front-end
- ☐ 4. **Test on Sepolia**
 - a. Give Mooney test coins to developers and provide instructions
 - b. Test all aspects of the front-end and ensure transactions are correct
 - c. Revise marketplace front-end if necessary
- ☐ 5. **Deploy**

- a. Assist in creating a “go to market” strategy
- b. Deploy thirdweb marketplace contract on mainnet
- c. Cleanup code and add notes
- d. Create a README file
- e. Deploy site
- f. List the MoonDAO featured collection on the marketplace
- g. Add a link to MoonDAO App

Team Steward Minimum Viable Payment (optional): 2 ETH

Pablo (pmoncada#0261)

OKRs:

- ☐ 1. Development
 - a. Provide insight and feedback
- ☐ 2. Design
 - a. Review designs and provide feedback
- ☐ 5. Deploy
 - a. Create a “go to market” strategy
 - b. Create a subdomain for the site

fiyin#4950

OKRs:

- ☐ 2. Design
 - a. Provide the team with different examples of potential designs
 - b. Create a design for UI
 - c. Assist in creating the MoonDAO featured collection
- ☐ 5. Deploy
 - a. Create marketing materials

Lucas-Ariel#1023

OKRs:

- ☐ 2. Design
 - a. Review designs and provide feedback
- ☐ 3. Implement Design
 - a. Implement new design into front-end
- ☐ 5. Deploy
 - a. Assist with code cleanup and add notes (styling)

Team Steward Minimum Viable Payment (optional): 1.1 ETH

Yuri (blocknomad#9680)

OKRs:

- ☐ 1. Development
 - a. Assist in creating the front-end for the marketplace
- ☐ 4. Test on Sepolia
 - a. Test aspects of the front end
 - b. Assist with revision if necessary
- ☐ 5. Deploy
 - a. Assist in creating a “go to market” strategy
 - b. Assist with code cleanup

Lucasart#6260

OKRs:

- ☐ 2. Design
 - a. Assist in creating MoonDAO featured collection
- ☐ 5. Deploy
 - a. Assist with “go to market” strategy

Timeline

Weeks 1 & 2	Development, Testing & Design
Week 3	Design Review & Start implementing design
Week 4	Finish Implementing design
Week 5	Deploy

Budget

Team	3.1 ETH
Discretionary Expenses	0.3 ETH

Total	3.4 ETH
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Discretionary expenses will be used to cover the gas used when deploying the marketplace contract, minting/listing the MoonDAO featured collection or other small expenses required during development. The remaining funds will be returned to the treasury.