Equistart - The DAO Suite

The one-stop solution to your web3 DAO Tools.

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1. Introduction

Equistart DAO Tools Suite is a comprehensive set of tools designed to empower Decentralized Autonomous Organizations (DAOs) and their members with the necessary infrastructure to operate effectively and efficiently in the decentralized world. Equistart DAO Tools Suite provides DAOs with a range of features, including governance, token management, community management, and fundraising, to name a few. By providing these features, Equistart DAO Tools Suite aims to make it easier for DAOs to manage and scale their operations, while also increasing transparency, accountability, and member engagement. In this whitepaper, we will provide an overview of Equistart DAO Tools Suite and explain how it can benefit DAOs and their members.

1.1 Definition of DAO and its importance in the blockchain ecosystem

What is a DAO?

A decentralized autonomous organization (DAO) is a type of organization that is run using blockchain technology and smart contracts. DAOs are decentralized, meaning that they are not controlled by a single individual or entity, but rather by a group of users who come together to achieve a common goal.

DAOs operate using a set of rules and protocols that are encoded into smart contracts and stored on the blockchain. These rules dictate how the organization operates, including how decisions are made, how funds are managed, and how members can participate.

DAOs have the potential to revolutionize the way that organizations are structured and operated, as they offer a more transparent and democratic alternative to traditional organizations. They mainly focus on core problems in traditional organizations, including governance, fundraising, and project management.

Why are DAOs important?

There are several reasons why someone might want to use a decentralized autonomous organization (DAO):

1. Decentralization: DAOs are decentralized, meaning that they are not controlled by a single individual or entity. This can make them more transparent and

democratic, as decisions are made by the community rather than a centralized authority.
2. Efficiency: DAOs can operate more efficiently than traditional organizations, as they use smart contracts and automation to streamline processes and eliminate the need for intermediaries.
3. Cost savings: DAOs can potentially save users money, as they eliminate the need for intermediaries and can operate with lower overhead costs.
4. Transparency: DAOs are built on the blockchain, which provides a transparent and immutable record of all activity. This can increase transparency and accountability within the organization.
5. Customization: DAOs can be customized to fit the specific needs and goals of the community, as the rules and protocols can be tailored to the specific needs of the organization.

Overall, DAOs offer a number of benefits and may be a good choice for those looking to create a decentralized, efficient, and transparent organization.

When does one need a DAO?

Decentralized autonomous organizations (DAOs) may be a good choice for those who want to create a decentralized, efficient, and transparent organization. Some specific situations in which a DAO may be particularly useful include

Collaborative projects: DAOs can be used to bring together a group of individuals or organizations to work for a common project or goal.
Governance: DAOs can be used to provide a transparent and democratic means of making decisions within an organization.
Fundraising: DAOs can be used to raise funds for a specific project or goal, through mechanisms such as crowdfunding.
Community building: DAOs can be used to bring together a community of like-minded individuals to work towards a common goal.

Overall, there are many potential use cases for DAOs, and they may be a good choice for those who want to create a decentralized and efficient organization. However, it is important to carefully consider the specific needs and goals of the organization and determine whether a DAO is the best fit.

Who can start a DAO?

Anyone can start a DAO. Group of Individuals, an organization, or a community that comes together to achieve a common goal.

1. **Businesses**: Companies interested in using DAO tools to streamline their operations, improve governance, or manage projects.
2. **Organisations**: Non-profit organizations and other types of groups may be interested in using DAO tools to improve transparency, efficiency, and decision-making.
3. **Communities**: communities or groups of individuals who want to work together towards a common goal.
4. **Developers**: Devs who are interested in using DAO to build and manage a decentralized application (DApps).
5. **FanClubs**: Communities can crowdfund their favorite artists and help them make critical decisions using democracy. Followers can now enjoy being part of their favorite artist's fame by holding responsible token assets.
6. **Groups**: Users can form informal groups, where members reside in different parts of the world. They can form a DAO and accomplish their mission together by managing their actions digitally.

This technology is still under rapid development and new use cases are emerging every day, helping a wide range of businesses, organizations, and individuals.

How to create a DAO?

1. **Define the purpose and goals of the organization**: The first step in creating a DAO is to clearly define the purpose and goals of the organization. This will help to determine the rules and protocols that will govern the operation of the DAO. Some questions to consider include: What is the purpose of the DAO? What are the long-term goals of the organization? Who is the target audience for the DAO?
2. **Determine the membership structure**: Next, it is important to determine the membership structure of the DAO. This may involve deciding who is eligible to become a member, how membership will be granted, and how members will be able to participate in the DAO.
3. **Develop a set of rules and protocols**: The next step is to develop a set of rules and protocols that will govern the operation of the DAO. These can be encoded into smart contracts and stored on the blockchain. Some things to consider when developing the rules and protocols include: How will decisions be made within the DAO? How will funds be managed? What rights and responsibilities do members have?
4. **Recruit members and secure funding**: Once the rules and protocols have been established, the next step is to recruit members and secure funding for the DAO.

This may involve crowdfunding or other methods of raising capital. It is important to have a clear plan for how the DAO will be funded, as this will be essential for its long-term viability.
5. **Launch the DAO**: Once the DAO has been properly configured and funded, it can be launched and begin operating according to its defined rules and protocols.

Overall, starting a DAO requires careful planning, collaboration, and a clear vision for the organization's purpose and goals. However, with the right approach, anyone can start a successful DAO.

Types of DAOs

The following questions are designed to help evaluate the types of DAO. Critically, these dimensions may not be static and should be evaluated on an ongoing basis.

What is the **DAO's objective**?

Refer to its founding documents to determine the stated objective of the entity.

1. Is this **primary objective generative**? Does it seek to create something or perform an **ongoing function**? Generative DAOs perform functions such as supporting networks or applications, facilitating participant investment activity, and compensating people for performing work.
2. Is the **primary objective associative**? Does it seek to enhance the functioning of a community or society? Associative DAOs facilitate the on-chain management of a community, fund public goods, network, and coordination.
3. Is the **primary objective ad hoc**? Does it seek to achieve a specific goal and then disband? Ad hoc DAOs can pursue specific communal objectives, buy a unique item or entity or facilitate group coordination at a specific time and/or place.

Once the DAO's objective has been determined, it is then important to establish its means

How does it **plan to achieve that objective**?

1. Is the DAO's **primary means managing an activity**? Activity DAOs operate by powering a network or application, managing communities, or pursuing a specific communal objective.

2. Is the DAO's **primary means of deploying capital**? Value-transfer DAOs use investment, philanthropic activities, and acquisition strategies to achieve their objective.
3. Is the DAO's **primary means of organizing people**? Social DAOs compensate contributors and facilitate networking and coordination.

Once both the DAO's objective and means have been determined, it can be located on the grid below – blue text is used to show the type of DAO.

	OBJECTIVE			
MEANS		**Generative**	**Associative**	**Ad hoc**
	Activity	Functional *(power a network or application)* Bitcoin, Ethereum, Tezos	Governance *(on-chain management of a community)* Uniswap, Sandbox, Yearn, ENS, SteemDAO	Task *(Pursue a specific communal objective)* UkraineDAO
	Value Transfer	Investment *(Facilitate participant investment activity)* MetaCartel, PleasrDAO, Flamingo DAO, CityDAO	Philanthropic *(Fund public goods)* GitcoinDAO, MolochDAO, EduDAO, KlimaDAO	Special Purpose Acquisition DAO(SPAD) *(Buy a unique item or other companies/DAOs)* ConstitutionDAO, SpiceDAO
	Social	Production *(Compensate people for work they do)* dOrg, humaDAO, Audius, Nouns, Squiggle	Community *(Networking and coordination)* Friends with Benefits, Board Ape Yacht Club, Bankless	Flashmob *(People come together at a place and/ or time)* Digital meetups

Resources

1. The DAO Handbook: link
2. The DAO Playbook (superDAO): link

3. DECENTRALIZED AUTONOMOUS ORGANIZATION TO AUTOMATE GOVERNANCE FINAL DRAFT: link
4. Decentralized Autonomous Organisation Toolkit: World Economic Forum: link

1.2 Overview of the problem that Equistart is solving

There is a number of challenges and problems that have been identified in the DAO Tools ecosystem:

1. **Complexity**: DAOs are built on top of blockchain technology, which can be complex and difficult for non-technical users to understand. This can make it difficult for people to participate in DAOs and use their tools.
2. **Limited functionality**: Some DAO tools are limited in their capabilities and may not offer all the features that users need. Tools are rather distributed into separate Dapps making it more time-consuming than necessary.
3. **Lack of user-friendliness**: Some DAO tools can be difficult to use and may have a steep learning curve, which can make it difficult for new users to get started. A bad user experience can really hamper the adoption of DAOs.
4. **Security vulnerabilities**: As with any technology, DAO tools are vulnerable to security threats such as hacking and fraud. This can create risks for users and may discourage adoption.
5. **Regulatory uncertainty**: The regulatory landscape for DAOs is still developing, and it is not yet clear how they will be treated by governments and regulatory agencies. This can create uncertainty for businesses looking to use or build DAO tools.

These are the core challenges that Equistart aims to solve through its wide ecosystem of Tools suite along with appropriate initiatives to encourage more DAOs and decentralized Organisations.

Decentralization, Scams, Mobile Friendly

2. The Market Opportunity

2.1 Market Size and growth potential

DAOs are emerging as part of the blockchain ecosystem. Although the concept of DAO was theorized in the 1990s, it was not until the recent boom in web3 technologies that DAOs began to be built, growing rapidly across sectors. As the activity in Decentralised Finance (DeFi) exploded in 2020, the DAOs emerged to help manage the resources and serve as a mechanism for collective decision-making. **In 2021 alone**, the value of DAO treasuries expanded by **a factor of 40**, from **$380 million to $16 billion**, and the number of participants increased 130 times from 13,000 to 1.6 million.

Although, The growth potential for businesses in the DAO (Decentralized Autonomous Organization) tools market is significant, as the technology has the potential to revolutionize the way that organizations are structured and operated.
There are several factors that could contribute to the growth of DAO tool businesses:

1. **Increasing adoption of DAOs**: As more businesses and organizations become aware of the benefits of DAOs and begin using them to streamline their operations, the demand for DAO tools is likely to increase.
2. **A growing interest in decentralized technologies**: The popularity of decentralized technologies such as blockchain is increasing, and this trend is likely to drive demand for DAO tools.
3. **Expanding use cases**: DAOs have the potential to be used in a wide range of industries and applications, from supply chain management to governance. As the technology is applied to more use cases, the demand for DAO tools is likely to grow.
4. **Partnerships and collaborations**: DAO tool businesses may be able to expand their reach and growth potential through partnerships and collaborations with other companies and organizations.

The growth potential for DAO tool businesses is likely to be significant as the technology becomes more widely understood and adopted. However, it is important for businesses to carefully evaluate the market and assess their own capabilities and resources to determine their potential for success.

DAOs increased over eightfold in a year from May 2021 (around 700) to June 2022 (6000) increasing the number of votes from 448000 to 3.7 million in the same period, which clearly proves growing interest in DAOs worldwide

2.2 Current DAO Tooling Market.

DAO Tools are still new in the market but there are plenty of tools to create and manage web3 communities. DAO tools are developed by the community themselves, so no general product is available to solve all the problems, hence creating a cluster of dapps to be used simultaneously distributing the workflow into numerous DAO tool dapps. This creates a huge pain in maintaining the communities in a sustainable manner.

Broadly DAO tools are categorized into (Examples are the leading DAO Tool dapps on Ethereum blockchain majorly):

1. **DAO Developer Tools**:
    a. **Token Minter:** DAOs generally adopt two most popular Ethereum Token protocols, i.e. ERC20 (Fungible token), ERC721(Non-Fungible Token). Either create your token from scratch or use a third-party Interface to mint your tokens. Must include Voting Functionality on the token to help track the voting weight based on the number of tokens a user holds.
    b. **Launchpad/ Mint Sale:** Depending on the choice of the token, DAOs host crowdsale to fund the common purpose. Launchpads for Initial Dex Offering(IDO), and Initial Exchange Offering(IEO) are often preferred nowadays instead of conducting Initial Coin Offering(ICO). For the projects adopting NFTs to fund the DAO, they generally choose their own website and provide the satisfaction to mint the NFT as every one of them is discrete.
    c. **Governor**: These are the core tools that revolve around developing the core logic of Governance into smart contracts, based on different types of Tokens. Just to mention a few of the leading ones: Tally, Juicebox, Aragon, Snapshot, DAOhaus, Guild, DAO Stack, and Colony.
    d. **Market Making**: From inception web3 projects are meant to be public goods, hence it is important that the underlying assets (ERC20, ERC721, etc.) have a secondary market to help people trade the assets freely. Fungible tokens are to be listed on Decentralised Exchanges (DEX) like Uniswap while listing on Centralised Exchanges (CEX) like Binance is preferred heavily too. NFTs can be traded freely on a secondary market like Opensea, Mintable, Rarible, etc.
2. **DAO Project Management Tools:** These tools are needed to manage the DAO efficiently and work together without any central entity. Web3 version of content management for the community, Jobs, Bounties, and more. Examples: Kleoverse, Wonderverse, DeWork, 0xStation, and Clarity.
3. **DAO Reputation Tools:** Helps measure and manage the reputation of members in a DAO. It is often used as a way to assess the contributions and participation of members in the decision-making process of a DAO. Examples: Metopia, Karma, Underdog Protocol, PNTHN, SOURC3.
4. **Token Gating Tools:** Collab.land is the only leading tool in this segment, helping DAOs manage their Discord Communication channels to be gated by web3 tokens.
5. **Web3 Achievements tools:** These tools and software are used to facilitate the operation of a DAO by tracking the performance and achievements of the members of the DAO. Examples: Mint Kudos, Sismo, Noox.
6. **Web3 Payment Tools:** Helps streamline revenues from customers and payments for DAOs to pay their investors, employees, vendors, or any other stakeholder. Also include Treasury Management, Expense Management, Automated Accounting, payout links, and more. Examples: Rain, Reveel, Mesha.

7. **Communication Tools:** Depending on the type of communication Web2 provides a set of tools to help DAOs communicate with their members. Examples: Discord, Discourse, Telegram, Twitter, etc.

The most important aspect to create a DAO is the governance mechanism, which helps manage the assets and decide on the critical decision on how the protocol should process. Web3 have currently a set of these DAO Governance Tools:

1. **Aragon**: Aragon is an open-source platform that allows users to create and manage DAOs. It offers a range of tools and features for governance, fundraising, and project management.
2. **Colony**: Colony is an open-source platform that allows users to create and manage decentralized organizations. It offers a range of tools for task management, communication, and governance.
3. **DAOstack**: DAOstack is an open-source platform that allows users to create and manage DAOs. It offers a range of tools for governance, collaboration, and decision-making.
4. **dxDAO**: dxDAO is a decentralized autonomous organization that is focused on improving the DeFi ecosystem. It offers a range of tools for governance and decision-making.
5. **GovernX**: GovernX is an open-source platform that allows users to create and manage DAOs. It offers a range of tools for governance, collaboration, and decision-making.
6. **MolochDAO**: MolochDAO is a decentralized autonomous organization that is focused on funding open-source projects. It offers a range of tools for governance and decision-making.
7. **The MakerDAO**: The MakerDAO is a decentralized autonomous organization that is focused on creating a stable cryptocurrency (DAI) through a system of smart contracts. It offers a range of tools for governance and decision-making.
8. **SourceCred**: SourceCred is an open-source platform that allows users to create and manage DAOs. It offers a range of tools for governance, collaboration, and decision-making, and is focused on creating a more equitable and transparent ecosystem for open-source projects.

This list of DAO dapps is not limited and there are numerous more DAO tools available in the market focusing on particular niche problems. DAOs adopt these solutions discretely according to their awareness and needs.

Here's a list of common open-source DAO frameworks to visualize different solutions and their advantages.

FRAMEWORK	LAUNCH	EXAMPLES	CORE FEATURES

	YEAR		
Aragon	2014	Lido Curve Decentraland	Customisation Documentation Enterprise Support
DAO Stack/ Alchemy	2014	DxDAO PrimeDAO	Holographic Consensus
Colony	2014	MetaColony	Lazy Consensus Non-transferable voting Decaying Reputation
Gnosis Safe	2019	Balancer ConstitutionDAO	Multisig App Ecosystem
Moloch	2019	MolochDAO The LAO MetaCartel Ventures	Minimal Ragequit Non-voting shares
Compound Governor	2020	Compound Uniswap Gitcoin	Quorum Timelock Delegation Upgradeability
OpenZeppelin Governor	2021	ENS DAO	Quorum Timelock Delegation UPgradeability
1Hive Gardens	2021	1Hive BrightDAO	Participatory budgeting Dispute resolution
Tribute/ OpenLaw	2021	The LAO Flamingo DAO	Modularity Multiple Tokens Guild kick Non-voting shares
Syndicate	2022	The Symmetrical Outliers Fund	Legal compliance for investment clubs

3. Solution

3.1 Description of the company's product and services

Equistart

Equistart is aimed to onboard the next million users in the web3 ecosystem to encourage personal finance by solving trust problems with math. We are not recreating the wheel but leveraging the already available tools in the market and pooling them to provide a wholesome enriching experience while you enjoy being part of a Decentralised Community.

We understand that current market solutions lack user-friendliness and offer complex solutions, which can be daunting for a common person and make him/her often believe the crypto ecosystem to be a big bubble.
Equistart is taking a mobile-first approach to counter the 2 main roadblocks in creating a successful DAO, i.e. decentralization and Banking the unbanked.

The aim is to provide features as **discrete** as possible to **onboard users at any step** of their decentralized journey. Although a premium streamlined experience option will be given in the front end to follow a defined roadmap of creating a DAO with minimum technical knowledge and minimizing bad practices.
Here is the list of tools that comprise **Equistart - The DAO Suite**.

1. **Token Minter**: Two most important protocols on EVM chains to deploy your tokens are ERC20 (Fungible tokens), and ERC721 (Non-Fungible tokens/ NFT). These tokens act as digital crypto assets and can be programmed to bind as a utility token for organizational products and communities. Users can easily deploy their token contracts using the mobile interface and signing with their crypto wallets (eg. metamask) with sufficient gas fees. Tokens must have Votes managing capabilities, hence a wrapper contract will be provided for already deployed tokens in the market.
   Note: In summary, Roadmap will include the competition for ERC20 tokens contract functionality and then focus on ERC721 token contracts.
2. **Launchpad**: Once the token contract is deployed, projects may use these tokens to raise funds to complete their project mission. After the boom of Initial Coin Offering (ICO), we have new crowdfunding platforms to successfully raise funds. Initial exchange Offering (IEO) and Initial Dex Offering (IDO) are the most adopted, with differences being the usage of a centralized platform (IEO) or a decentralized platform(IDO). At Equistart, we'll adopt IDOs for ERC20-adopting communities and organizations to crowdfund their projects without any central intermediaries.
   NFT communities primarily conduct their sale on their own websites, hence Equistart will help deploy the necessary smart contracts through our platform and reduce the technical overhead while exposing necessary APIs for developers to integrate NFT mint sales on their project website as well.

3. **Governor**: Once the tokens are distributed to the community/ organization members, the owners/ maintainers must set the core governance smart contract bound by the crypto-tokens (ERC20, ERC721) to make decisions and manage funds through a democratic process. Members can create a proposal in the DAO and take the necessary action through the governance smart contract. This contract is to be used along with the Timelock Controller Smart Contract to protect members in case anything goes out of plan. Timelock Controller acts as a treasury contractor and should maintain the Assets for the respective DAO.
   Equistart interface will play an important role in simplifying the Governance features, by creating a user-friendly experience. Simpler proposals involve transferring funds from DAO or changing the Governance parameters like proposal threshold, or voting quorum, while Governance offers the capabilities of invoking any smart contract if the proposal passes the quorum.
   For starters, OpenZeppelin Governor smart contract will be used to mitigate security vulnerabilities, while Gnosis Safe along with Zodiac plugins can be set up in the future for providing multiple options for Governance.
4. **MarketMaking**: The most important and crucial aspect of the crypto ecosystem is the open market for everyone. Decentralized Exchanges (DEXs) like Uniswap, Sushiswap, etc. are used widely to create an open market for ERC20 tokens, while it's simpler and intuitive in the case of ERC721 tokens with the NFT marketplaces like Opensea, Mintable, Rarible, etc.
   A preferable option to adopt for Equistart is to integrate the platform with properly decentralized dapps in the respective segment. Although it's majorly up to DAO maintainers, and finally DAO members to decide on listing the underlying token on multiple centralized and decentralized exchanges for easy onboarding of new members and investors.
5. **Communication**: Once the DAO is set up successfully, it needs a proper set of communication tools. Although web2 apps comprise most of the communication tools we use in our daily life. DAO often starts with Twitter, and other social media platforms as mass communication tools, while discord servers help maintain the flexibility to communicate separately with different types of stakeholders in the project. Discourse is often adopted for formal communication and creates discussion on upcoming proposals. Equistart aims at simplifying the last part (formal communication) inside the app itself for maintaining quick and easy information disposal to the participating members. While collab.land support will also be exposed for DAOs to gate their Discord Servers
6. **Jobs Board**: There are plenty of tools available in the web2 ecosystem, while some protocols have emerged to accomplish the task in a decentralized fashion. Gitcoin offers a complete solution for posting/ searching for Job opportunities, bounties, Hackathons, and Grants. If not the platform collaboration, Equistart will develop similar tools for DAOs/ DAO members to accomplish their mission without relying on any central entity.
7. **Payment Tools**: DAOs can approve payments through proposals, but they still cannot provide the functionality of a fully functioning payment system. Different sectors handle payments differently, i.e. some jobs may provide you with recurring employment, while

some may be a one-time bounty. Part payments, advance payments, payment splits, and more.

These are the set of tools, Equistart hosts to provide the complete experience of DAOs. Also, the list of these tools can be shortened or extended based on the community consensus of Equistart, once EquiDAO is up and running.

EquiDAO

Launch of Equistart will succeed if not paralleled by the launch of EquiDAO to manage the Equistart protocol without worrying about intermediaries.

Equistart will be governed by EquiDAO token holders. Stakeholders in EquiDAO will be responsible to decide on the direction of the protocol. Funds raised by decentralizing the protocol will be held in the DAO Treasury for further business development. While the protocol fee will be deposited in the DAO treasury to benefit the token holders. Sub DAO for EquiDAO can also be created to solely focus on particular problems.

Apart from the usual business verticals of Research, Development, Marketing, Accounting, Legal, and more, EquiDAO will also cater to the growth of DAOs on the Equistart platform through its **investment** strategies into both new and old ventures and communities.

EquiDAO will also encourage **learning programs** for DAO and other web3 tools to help people adopt the best financial solutions in the ecosystem.

Lastly, EquiDAO members can help other DAOs with their expertise in web3 by collaborating in the Equistart **services** subDAO.

3.2 How they address the problem and meet customer needs.

- DAO Suite: helps provide all the necessary tools to start DAO. Discrete tools so that community/ org **(corg)** can start with at any step of the creation process.
- Equi DAO: The first DAO primarily to develop the Equistart Ecosystem
- Investment DAO: encourage DAOs on the platform.
- Education: Help educate people on how to participate in the DAO, as different stakeholders.
- Service to help DAO as advisors.

Equistart - The DAO Suite

This platform will solve the core problems with DAO tools by providing a complete set of tools to create and manage a DAO, overcoming the major problems with current DAO tool products, and providing a **full set of functionality** to its users. Equistart Interface will be developed keeping in mind a non-technical user, hence **reducing the complexity** while simultaneously upgrading **user-friendliness** for everyone to overcome the learning curve.

To ensure the security of funds, proper audits of the smart contract will be done along with smart-contract insurance to protect all investors from **security vulnerabilities**. Equi DAO will help set up service DAO (as mentioned above) to **provide legal and technical guidance** to the organizations and communities forming their DAO on the platform. A small fee will be collected on some/all products and services to sustain Equistart and EquiDAO for the long run.

EquiDAO
Once the proper tokenomics is set and the token contract is deployed, the funds will be raised in exchange for the token sale, which will help set up the necessary treasury for Equi DAO and also create the market, starting from a single DEX and expanding to multiple DEXes and CEXes. The DAO will help fund the following directives:

1. Research and Development for Equistart DAO platform: This will help sustain the long-term growth of Equistart Platform and EquiDAO, helping form multiple DAOs and donating the effort in creating a decentralized world.
2. Marketing the platform and EquiDAO: Apart from the tokens reserved for such purpose, the funds collected crowdsale will be used collectively by the Equi DAO to promote the platform and Equi DAO.
3. Investing in assets ranging from BTC, ETH, MATIC, CELO, etc. to other important protocols for Equistart. This will act as a treasury for DAO with on-chain assets that can be useful in the future for collaborations, and more.
4. Learning and Awareness: Help fund the ecosystem of developers and users to create content for learning about DAOs, DAO Tools, and Equistart. This will bring a new wave of awareness, which can be harnessed into beautiful Organisations and Communitites.

4. Use Cases

4.1 Examples of how the company's products or services can be used.

- Different types of DAO
- Uncharted cases/ future possibilities
- Bootstrapping Equistart

How can Equistart be used?

Founders can create their DAOs without learning to code.
Communities can fund a common purpose through crowdfunding and managing DAO.
Investors can invest in Coin Offerings

Equistart: The DAO Suite offers a set of tools that will help any organization/community to function without worrying. There are limitless possibilities of the type of DAO you can create, but here are some majorly categorize DAOs into some common types that have emerged in the market over time, pick the closest to your idea and get started with Equistart:

1. **Protocol DAO**: A protocol DAO is a kind of DAO that is designed to govern a decentralized protocol such as a borrow/lending application, decentralized exchange, or another type of dapp.
   Examples: MakerDAO, SushiDAO, UniswapDAO, YearnFinance.
2. **Grant DAO**: These DAOs are designed to facilitate non-profit donations, strategically deploy capital assets throughout the web3 ecosystem, and are generally either a charitable extension of a larger project or an entirely separate entity in the DeFi space.
   Examples: Aave Grants, Metacartel, Unigrants, Compound, Audius.
3. **Philanthropy DAO**: These aim to help progress social responsibility by organizing around a shared purpose to create impact in the world of Web3.
   Examples: Big Green DAO, UkraineDAO, PLEASRDAO.
4. **Social DAO**: Social DAOs, or creator DAOs, are focused on the self-organizing community aspect of DAOs by bringing together like-minded individuals such as builders, artists, and creatives.
   Examples: DeveloperDAO, FWB, Seed Club, Bright Moments
5. **Collector DAO**: The main purpose of Collector DAOs is for members to pool funds together so that the collective community can invest treasury funds in blue chip NFT art and other collectibles, where each member owns a share corresponding to their personal investment.
   Examples: Flamingo DAO, Constitution DAO, Fingerprints DAO, Swiggle, Meebits.
6. **Investment & Venture DAO**: These DAOs pool capital to invest in early-stage web3 startups, protocols, and off-chain investments, and get access to portfolios not available in traditional finance.
   Example: KrauseHouse, Metacartel, BessemerDAO.
7. **Media DAO**: In contrast to a top-down approach where content is produced with a central agenda or influenced by advertisers, Media DAOs reinvent traditional media platforms by creating content driven by the community.
   Think social media, but instead of corporate organizations governing the profits, individuals in the network actively earn a piece of the decentralized organization's profit.
   Examples: Decrypt, Bankless DAO, Forefront, Darkstar

Understanding the many use cases and kinds of DAOs is crucial for choosing the right avenue for your business. DAOs continue to play an increasingly important role in the future of crypto and Web3. Also, this is just a primary list. Don’t worry if your DAO does not fit any of the above, but make sure you fall under the spectrum of Decentralised Autonomous Organisation. Get help by connecting with the community on our public communication medium.

Refer to Section 3.1 Equistart to find the tools that Equistart Suite provides you, to help create and manage your Decentralised Organizations. You can also join EquiDAO or any other public DAO and be a part of this journey with us and many other DAOers.

4.2 Potential customers and Impact on Industries

- Decentralized communities/organizations
- Dapp founders/ business owners
- Groups (with small-scale DAO use case) - Multiple tiers in Equistart.

various stakeholders are involved in the success of this protocol. Here are some potential stakeholders that will be involved in creating and maintaining successful DAOs:

1. **Founders**: These are the individuals or groups of individuals who conceptualized the idea and founded the DAO Tools protocol startup.
2. **Developers**: The developers are responsible for developing and maintaining the software code for the DAO Tools protocol. They may be employed by the startup or may be contributors to the open-source project.
3. **Investors**: Investors provide financial support to the startup in exchange for a stake in the company. They may include venture capitalists, angel investors, and cryptocurrency investors.
4. **Community Members**: Community members are users of the DAO Tools protocol who actively engage with the platform and provide feedback to the startup. They may also participate in the decision-making process through the governance mechanism of the DAO.
5. **Governance Token Holders:** Governance token holders are individuals who hold tokens representing voting rights in the DAO. They have a say in the decision-making process for the DAO Tools protocol, including protocol upgrades and changes.
6. **Partners and Customers**: Partners and customers may be businesses or organizations that use the DAO Tools protocol for their operations or provide services to the DAO Tools protocol startup.
7. **Regulators**: Depending on the jurisdiction and the regulatory environment, regulators may have a stake in the DAO Tools protocol startup. They may oversee compliance and ensure that the startup operates within legal boundaries.

These are some of the potential stakeholders in a DAO Tools protocol startup, and the specific stakeholders involved may vary depending on the particular startup and its circumstances.

DAO and DAO Tools have the potential to impact a wide range of industries by enabling decentralized, transparent, and autonomous decision-making processes. Here are some of the sectors that may be affected:

1. **Finance**: DAO can easily facilitate the creation of decentralized financial applications that can provide greater transparency, security, and accessibility to financial services. For example, DAOs can be used to create decentralized exchanges, peer-to-peer lending platforms, and prediction markets.
2. **Governance**: DAOs can enable decentralized decision-making processes that allow stakeholders to participate in the management of organizations and communities. For example, DAOs can be used to create decentralized voting systems, community-driven initiatives, and decentralized autonomous cities.
3. **Supply Chain:** DAOs can enable transparent and efficient supply chain management by tracking and verifying the provenance of goods and services. For example, DAOs can be used to create supply chain tracking platforms that utilize blockchain technology to ensure the authenticity and traceability of products.
4. **Healthcare:** DAOs can be used to create decentralized healthcare systems that prioritize patient privacy and security. For example, DAOs can be used to create decentralized electronic health records, telemedicine platforms, and healthcare data marketplaces.
5. **Entertainment:** DAOs can enable decentralized content creation and distribution, enabling creators to earn more revenue and have more control over their work. For example, DAOs can be used to create decentralized video-sharing platforms, music-streaming platforms, and gaming ecosystems.
6. **Real Estate**: DAOs can enable the creation of decentralized real estate investment and ownership models that provide greater accessibility and liquidity to investors. For example, DAOs can be used to create decentralized property management platforms and smart grid management systems.
7. **Energy**: DAOs can be used to create decentralized energy systems that promote sustainable energy production and distribution. For example, DAOs can be used to create decentralized energy marketplaces, peer-to-peer energy trading platforms, and smart grid management systems.

These are just a few examples and the possibilities are limitless for the new decentralized society while using technology to drastically improvise the structure of organizations and communities.

5. Adoption and Implementation

5.1 Strategy for achieving adoption and scaling the business

- Roadmap for Equistart
- Tokenomics
- Detailed Explanation of each token distribution usage

Target Market

The target market for Equistart are individuals, teams, and organizations that are interested in creating or managing a DAO.

In particular, the suite may be useful for

1. **Blockchain developers** who are interested in building decentralized applications that use DAOs as a governance mechanism.
2. **Crypto enthusiasts** who want to participate in a decentralized organization and contribute to its decision-making process.
3. **Startups or established organizations** that want to create a decentralized autonomous organization to manage their operations, resources, or funds.
4. **Investors** who are looking to invest in or support the development of DAOs.
5. **Governance experts** who are interested in exploring new models of decentralized decision-making and exploring the potential of DAOs.
6. **Academics and researchers** who are interested in studying the technical, social, and economic implications of DAOs and other decentralized governance systems.

In summary, anyone who is interested in DAOs and wants to create, manage, or participate in one could potentially benefit from using DAO Tools Suite Startup

Marketing and communication plan

To note the most important aspect is that we offer tech solutions hence our major audience comes through digital platforms and partnerships. Also, the crypto/ web3 space plays an important role as the people who understand the technology will be the first to adopt and publicize it.

1. **Content Marketing**: Create high-quality content that is informative and useful to your target market. This can include blog posts, tutorials, webinars, and whitepapers that explain the benefits of DAOs and how your tools can help. Your content should be

optimized for search engines, and it should be promoted on social media, forums, and other relevant platforms.
2. **Influencer Marketing**: Identify influencers in the blockchain and crypto space who are interested in DAOs and decentralized governance. Reach out to them and offer them a free trial of your tools in exchange for a review or endorsement on their social media channels.
3. **Email Marketing**: Build a mailing list of people who are interested in DAOs and other decentralized systems. Use email marketing to promote your content and tools, and to keep your subscribers informed about the latest developments in the DAO space.
4. **Paid Advertising**: Use targeted paid advertising on social media platforms, search engines, and other relevant websites to reach your target market. Use retargeting to show ads to people who have already visited your website or shown an interest in your tools.
5. **Events and Conferences**: Attend and speak at events and conferences that are relevant to your target market. This can include blockchain and crypto conferences, startup events, and DAO-related meetups. Use these events to network with potential partners and customers, and to showcase your tools.
6. **Partnership Marketing**: Identify potential partners who can help you reach your target market. This can include other blockchain startups, crypto exchanges, and organizations that are interested in DAOs and decentralized governance. Use partnerships to cross-promote your products and services, and to tap into new audiences.

For educational content, consider creating **tutorials** and **webinars** that demonstrate how to use your tools to create and manage a DAO. We will create **case studies** and **whitepapers** that highlight successful DAOs and the **benefits** of decentralized governance.

As for **industry events and conferences**, consider attending events such as the **Consensus Conference, Devcon, and the Web3 Summit.** These events are popular among the blockchain and crypto community and attract attendees who are interested in the latest developments in the space.

Finally, for **potential partners**, consider reaching out to blockchain organizations such as the **Ethereum Foundation, Polygon, and Celo**. These organizations are actively involved in the development and promotion of blockchain technologies and can help you reach a wider audience. Additionally, consider **partnering with other startups and businesses** in the blockchain and crypto space that share your mission and values.

Building Strong Community and Foster Developer Adoption

Building a strong community of users, developers, and stakeholders is crucial for the success of Equistart. Incentivizing early adopters and contributors with tokens, rewards, or other incentives, and providing them with opportunities to participate in the development and governance of Equistart through EquiDAO.

Developers are a key stakeholder group to Equistart. Developer Tools and documentation resources, tutorials, and guides are developed accordingly making it easier for them to build and upgrade DAO Tools. Partnering with blockchain development organizations and communities can foster adoption and collaboration.

Here is the strategy to help us achieve this:

1. **Mission:** We enable the development and growth of decentralized autonomous organizations by providing a comprehensive suite of user-friendly, developer-friendly, secure tools and resources.
2. **Vision:** We believe that by working together, we can create a more decentralized and democratic future, where individuals and communities have greater control over their own lives and destinies.
3. **Foster a culture of transparency and inclusivity**: Equistart is built on the principles of decentralization and inclusivity, encouraging open communication, collaboration, and transparency in all our interactions with the community. This can help build trust and encourage more active participation.
4. **Offer incentives and rewards**: Incentivizing developers to use and contribute to our journey by offering rewards and incentives such as tokens, bounties, or equity in the startup. This will help attract more developers to our platform and increase engagement.
5. **Build developer-friendly tools and resources**: We Provide easy-to-use tools and resources for developers to create and contribute in Equistart. This will include detailed documentation, tutorials, and developer-friendly APIs and SDKs. Make it easy for developers to integrate our tools into their own projects.
6. **Host events and hackathons**: We will periodically Host events and hackathons to bring together developers and other members of the community. This can help foster collaboration and encourage innovation. Offer prizes for the best contributions in Equistart, and showcase the most successful projects to the broader community.
7. **Leverage social media and influencer marketing**: Use social media platforms such as Twitter, Reddit, and Discord to engage with the community and promote Equistart: DAO Tools Suite. Also Partner with influencers and other thought leaders in the blockchain and crypto space to help spread the word about Equistart.
8. **Continuously improve and iterate**: Continuously improve and iterate on the Equistart Tools suite based on user feedback and data. Show our community that we are committed to building a platform that is responsive to their needs and interests.

By following these strategies, we can build a strong and engaged community around Equistart: The DAO Tools Suite and foster developer adoption.

Tokenomics

Equistart DAO Tools Suite provides a suite of tools for decentralized autonomous organizations (DAOs). Our platform aims to simplify the management and governance of DAOs, making it easier for users to participate in the new decentralized economy. To accomplish this, we are launching our own token, **EQI**, which will serve as fuel for our platform.

Token Information: **EQI** is an ERC-20 token built on an EVM blockchain. There will be a maximum supply of 10 million **EQI** tokens, which will be minted at launch. EQUIS will be used to pay for transactions and fees on our platform, as well as for other services, such as voting and governance.

Token Distribution: The initial token distribution will be as follows:

a. 20% will be reserved for the founding team and early contributors, with a 6-month lockup period and vesting over a 3-year period.
b. 20% will be reserved for future development and expansion of the platform.
c. 25% will be allocated for marketing and user adoption, with a portion of these tokens allocated for incentivizing users to participate in the platform.
d. 35% will be offered in the initial token sale to investors and the public.

Token Utility: EQI will serve as the primary utility token for our platform. The token will be used for the following functions:

a. **Governance**: EQI token can be used for voting and decision-making within Equi DAO, allowing token holders to have a say in the direction and development of our project.
b. **Platform Access**: Token holders can use their tokens to access various features and services within our platforms, such as premium features or advanced tools.
c. **Rewards**: We offer rewards for token holders who participate in governance or contribute to the growth of our platform in other ways. These rewards can come in the form of additional tokens or other incentives.
d. **Staking**: Token holders can stake their tokens to earn additional rewards or benefits within our platform.
e. **Crowdsale**: Our token will also be used for crowdfunding or initial coin offerings (ICOs), allowing early supporters to invest in our project in exchange for tokens.
f. **Secondary Market**: Token holders can buy and sell their tokens on secondary markets, allowing for increased liquidity and potential price appreciation.

g. **Payment**: EQI tokens can be used as a form of payment for different features within our platform, as well as in other ecosystems and marketplaces that accept our tokens.
h. **Communication**: EQI tokens can be used to facilitate communication within our platform, such as rewarding users for contributing to forums or other forms of community engagement.
i. **Token Minting**: EQI token also allows you to mint your own ERC20 token on the supported blockchain by either staking EQI or paying the platform fee in EQI tokens.

Transaction fees concession: Users will not be bound to pay transaction fees only in **EQI** tokens for all transactions on the platform. Users can opt for native token such as ETH, MATIC, and CELO, but users will get discounted rates for using EQI tokens to pay the transaction fee where applicable.

Voting: EQI holders will be able to vote on proposals and participate in the governance of the platform and decide the future of Equistart. The organization will bootstrap using its own tools to form the first DAO on the platform for continuous growth and development of the project.

Token Economics: EQI will have a fixed maximum supply of 10 million tokens. As the platform grows and more users use EQI for its utility and governance power, the demand for the token is expected to increase. To maintain a stable price and prevent inflation, we will implement a token-burning mechanism, in which a portion of the transaction fees paid in EQI will be burned, effectively reducing the overall supply of EQUIS over time. This can also be done using a buy-back mechanism and burning the accumulated tokens in order to appreciate the value over time.

5.2 Potential partnerships and collaborations

- DEX listing partnership
- Single tool platform to onboard their users for the next step to form a DAO.
- EVM-compatible blockchains

Collaborate with academic institutions - partner with universities and research institutions to conduct research on the use of DAOs and the development of new tools that can be integrated into their tools suite.

Partner with leading DAO Tools platforms - partner with established DAO platforms like Aragon, MolochDAO, and DAOstack, among others, to integrate their tools suite with their platforms, making it easier for their users to access and use Equistart's tools.

Partner with Blockchain platform - Equistart uses underlying public blockchain technology to enable the DAO tools and efficiently manage the token economies. Partnering with EVM-based blockchains would be the first step to enable Equistart a multichain application.

Collaborate with blockchain consulting firms - collaborate with consulting firms that specialize in blockchain technology to help bring their expertise to more companies and organizations that could benefit from it.

Partner with venture capital firms - partner with venture capital firms that focus on investing in blockchain and cryptocurrency projects to gain access to a broader network of potential customers.

Partner with legal and regulatory experts - partner with legal and regulatory experts to ensure that their tools suite is compliant with local and international regulations.

Collaborate with other startups - collaborate with other startups in the blockchain and cryptocurrency space to develop complementary tools and services that can be offered to their mutual customers.

Partner with digital asset custodians - Equistart can partner with digital asset custodians to offer their tools suite to customers who use their custodial services.

Decentralized Exchange Platform partnership - partner with Dexes to seamlessly provide multiple options for DAOs to get listed and be traded permissionless on multiple exchanges.

Communication Tools Partnership - With the emerging applications in a decentralized ecosystem, we are continuously searching for more suitable communication tools that are compliant with EVM-based blockchains, enabling frictionless management of DAOs.