

Document Note: I'm bringing together separate efforts at drafting Mission/Vision language that would be useful for the Analytics Guild. One comes out of the recent DAO Dash launch. The other has been drafted previously by multisig holder @TurboSei. If we can consolidate into one, I can add to the **Analytics Guild Notion** page.

Language from DAO Dash Project:

Mission

- Our mission is to inspire the DAO community on what is possible when a well designed analytics engine and sensing platform is available along with a team of data superheroes.
- We seek to inform, teach, and provide insights to the DAO on both internal performance metrics as well as external on-chain performance metrics data.
- We seek to reduce uncertainty around decision making but embrace and appreciate the complexity of the problems we are trying to solve.
- We seek to evangelize the future of organizational analytics by creating platforms, processes, and frameworks that not only benefit our DAO but others as well.
- We value curiosity, commitment, and creativity.

Language from Previous Drafts on Mission of Analytics Guild (@TurboSei)

Analytics mission:

To provide data and analytics insights for the Bankless DAO Community Dev mission: To support the growth, value, and initiatives of the Bankless community and its DAO.

1.2 THOUGHTS ON MISSIONS

In the above missions I have underlined the key action words in each mission. Based on our current mission, we are a provider of data and insights, while the three other Guilds are supporters, advisors and enhancers. I personally believe as a guild we can be far more than providers (i.e. a support function) and can become _growth drivers_ by providing the _right people_ with the _right data_ to generate the _right insights_ to help the DAO make the _right decisions_. We are in a unique position that if we grow this guild properly, we will become the authority on Bankless DAO insights and can play a pivotal role in not just growing the DAO, but accelerating the DAOs growth. As time goes by, we can expand beyond only the Analytics Guild and the Bankless DAO.

1.3 PROPOSAL FOR NEW MISSION

Creating analytics insights and building data products to drive the growth of the Bankless DAO.
Creating analytics insights: using data to drive decision-making Building data products: on the

basis of sufficient data flows, build products that help us to monitor our performance in key areas Drive growth: we do the above two with the objective to grow the DAO. The DAO will need to grow in terms of members, \$BANK holders and general reach in order for us to fulfill the Bankless DAO vision of educating 1 billion people.