

Abstract

MetaGame is a massive online coordination game more easily understood as a real-life MMO-RPG. We aim to solve the onboarding & navigation problem for the DAO space to make it easier for people to join DAOs & build DAOs.

We are most of the way through this initial niche phase of the project & then we'll be on to turning MetaGame into a general coordination platform for helping people level up, find others & solve problems they care about - with a bigger focus on the real world.

Crypto Problems (short term)

As we all know, Web3 has huge onboarding & adoption problems.

- New people joining the space have no idea why we are here
- Have no idea how to productively engage in the community & creation
- The lowest common denominator turns out to be hope of getting rich quickly

Uneducated people with hopes of quick riches lead to proliferation of scams, giving the whole space a bad reputation. Builders & creators with hopes of quick riches ship projects & NFT collections of no utility to the real world.

Meta Problems (long term)

Global economical, ecological & meaning crises combined with technological revolutions threatening to put masses of people out of work over the next decades.

It's obvious we can't rely on nation-states & market signals alone to solve our problems. Nation states are corrupt & incompetent, while pure markets simply reward those who can extract the most profit - not necessarily solve the most problems.

Economies built around profit maximization means being ever more extractive & cost-externalizing on a finite, soon-to-be-rekt planet.

- Can we build economies around wellbeing & impact maximization instead?
- We have purpose-driven organizations - why not purpose-driven economies?

It just so happens that we have revolutionary new technologies allowing us to reimagine how money is made & how things are valued. To build new kinds of financial systems & incentive structures, new kinds of organizations & economies.

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Where From & Why?

MetaGame started as "[MetaCartel Blackpaper](#)". It was meant to solve member onboarding & navigation problems inside MetaCartel before we realized most DAOs as well as the ecosystem as a whole have the same problems.

The short-term idea of solving onboarding & navigation was combined with long-term inspiration drawn from the Game B space & Metamodernism.

MetaGame is not a game, not an educational platform, not a social media platform nor a freelancing platform & it's certainly not a recruitment platform. Yet it's all of it & more.

- MetaGame is a massive online coordination game for helping people level up, find others & build the future they want to live in.

In the words of Buckminster Fuller, who came up with the idea of a "World Game" way back in 1961, before the technologies necessary were available:

"Make the world work for 100% of humanity, in the shortest possible time, through spontaneous cooperation without ecological offense or disadvantage of anyone."



A Decentralized Factory

In an ecosystem fragmented across infinite front-ends & communities siloed on discord, we're building the connective tissue between people & projects.

We wanted to make it as fun & easy as possible for people to acquire the knowledge needed to start contributing, join different DAOs or start their own.

Our Solutions:

- Streamlined ecosystem & project-specific onboarding flow
- A curated network of value-aligned projects
- Modular & extendable dashboards, player & guild profiles

For Individuals:

- Educational resources & workshops for doing useful things
- A community of people to build with & get support
- Learning, working & networking opportunities

For Projects:

- Project page, list roles, create onboarding paths & quests
- Get testers, contributors & users for projects
- Help with funding, promo & business development

By integrating their project into MetaGame & product into MetaOS, they get legitimacy & network effect-as-a-service.



Our Products

MetaMedia (Content)

Realizing MetaGame Newsletter

A newsletter about the creation of MetaGame, the bigger picture, news from the MetaAlliance, wider DAO/Web3 space & world as a whole. Currently has 12k subscribers & is ready to become self-sustainable.

MetaRadio

MetaGame's podcast with ambitions to become a podcasting/music network. Currently, it has 2 main series & a production team ready to take on more podcasts. Recently crossed 100k plays, ready to become self-sufficient.

The Onboarding Game

A text-based choose-your-own-adventure game helping people understand what Web3 & MetaGame are about, sending them off in different directions based on whether they're just discovering Web3, whether they need something for their project etc.

Great Houses, Paths & Playbooks

Great Houses are here to give a meta overview and aggregate learning resources & tools in different fields of interest, such as DAOs or DeFi.

Playbooks are quest sequences for onboarding people or helping them gain specific skills or knowledge necessary to succeed in the DAO space.

Events

Used for bringing new people in, having people meet, learning new things & discovering new projects. They are also a way of onboarding new projects into MetaGame, pinpoint the needs of the community, generating content & leads for more content.

Besides regular Community Gatherings, we organized [InterCon](#), [Fork The World](#), [MetaFest](#), [MetaFest2](#) & are currently organizing [MetaFest Croatia](#).

(Bigger events like MetaFest are funded independently, through sponsorships)



MetaOS (Platform)

In the ethos of Web3, MetaGame is a mosaic of projects more so than a project.

You can think of MetaOS as an operating system for composable communities, making it as easy as possible for people to build integrations & customize the platform to their own needs while maintaining interoperability with other communities.

[MetaOS](#) is about uniting the Web3 ecosystem that's fragmented across infinite front-ends & silos, bringing us closer to a user-centric web where everyone can customize their own experience rather than depending on the one served by organizations & platforms.

MetaSys

A contribution tracking & rewarding system we used to bootstrap. Using SourceCred & Coordinape for tracking contributions & allocating rewards, Aragon & Chievmint to mint tokens & Balancer to make them liquid. You can [read more about it here](#).

MyMeta Profiles

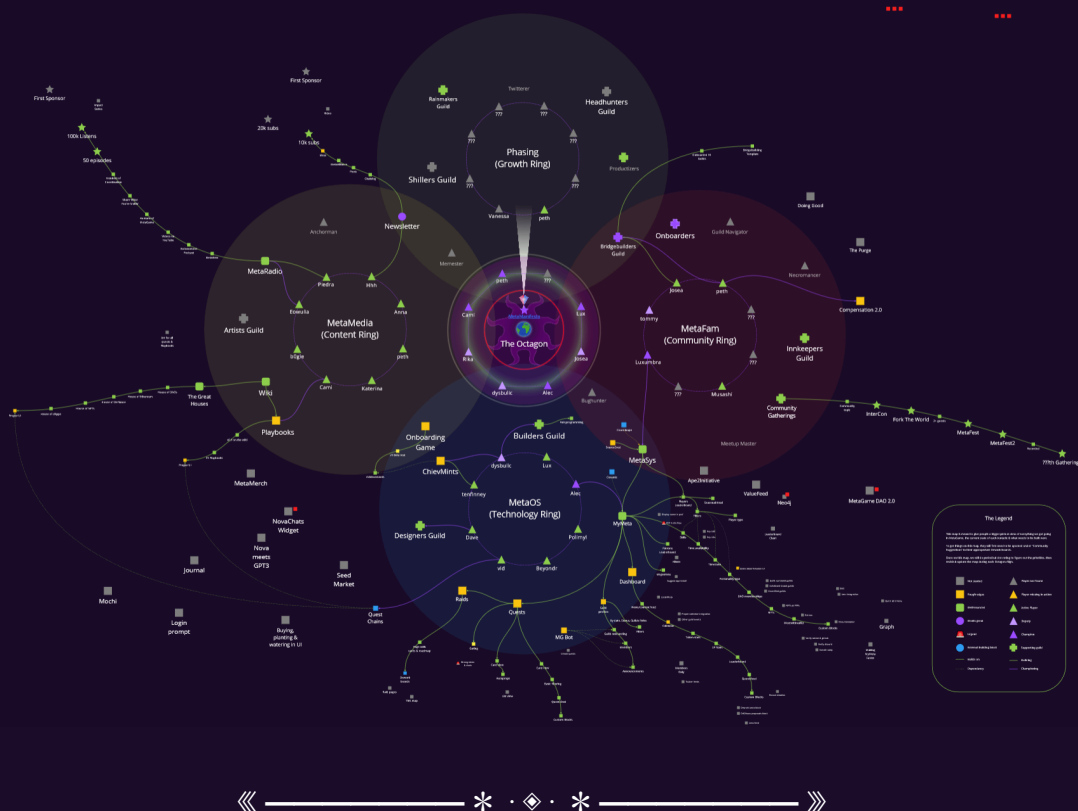
Decentralized profiles built on Ceramic, displaying attributes such as DAO memberships, skillset, time availability & NFTs. Allowing customization with wallpapers, by rearranging blocks & building “[custom blocks](#)”. Recently received a \$35k grant. You can [read more here](#).

Quest Chains

Used for creating onboarding journeys & micro-courses. People may publish task sequences across multiple front-ends, then issue access or skill-attestation NFTs to those who complete them. First DAO incubated by MetaGame, [read more about it here](#).

Dashboard

Displaying news, podcasts, videos, events, quest statuses, leaderboard, XP stats & Seed stats - its a modular dashboard allowing anyone to customize to their needs by rearranging &/or building “[custom blocks](#)”.



The Roadmap

We've been doing this for the past 3 years, here's what we accomplished so far:

2020

- January 2020 - Pillar Articles & 1st Community Call
- February 2020 - Newsletter & MetaRadio
- April 2020 - InterCon Conference
- July 2020 - Fork The World Hackathon
- August 2020 - MetaSys Beta
- December 2020 - MetaGame Alpha

2021

- March 2021 - MetaFest
- April 2021 - Quests Alpha
- July 2021 - Great Houses & Playbooks Alpha
- November 2021 - Dashboard Beta

2022

- February 2022 - MyMeta 1.0 Launch
- June 2022 - MetaFest 2
- July 2022 - The Onboarding Game
- August 2022 - Quest Chains Beta
- September 2022 - UI Revamp & Custom Blocks
- October 2022 - MetaGame 1.0 Launch
- November 2022 - Podcast Hit 100k Listens
- November 2022 - Newsletter Hit 10k Subscribers
- December 2022 - Compensation & Rewards 2.0

Overall so far:

- Produced ??? newsletters & ?? podcast episodes
- Organized ??? community calls, a conference, a hackathon & two festivals
- Aggregated a community of die-hard fans & 30 projects
- Shipped MetaGame 1.0 on shoestring budget

Next up:

- Launch MetaGame DAO 2.0
- Scale up content production & establish regular workshops
- Build the Seed Market
- Build an integrated way of measuring our impact & wellbeing
- Organize MetaFest Croatia
- [Phaseshift](#) from Decentralized Factory to Web of Opportunity

The Long Game

"Holy shit, this is the software infrastructure layer for societies of the future!"

- peth (2016)

Just as almost no companies are "internet companies", the label Web3 will disappear as every organization adopts aspects of blockchain technology. People will be using it to coordinate & solve real life problems without thinking "Web3".

MetaGame shifts from being a Decentralized Factory into [A Web of Opportunity & finally, a Web of Life](#) - a decentralized society helping people build the future they want to live in.

- Helping people become the best versions of themselves & make an impact
- Helping humanity steer away from existential risks & zero-sum games
- Connecting people with physical locations such as eco-villages & hacker houses
- Building new societal operating systems, regenerating Earth & human spirit

3 Outcomes

Web3 onboarding & adoption problems solved.

A model for showing the best of societies built on crypto: Inspiring, educating & getting centralized organizations & nation states to adopt new coordination technologies.

A global society directly grappling with the bigger picture problems instead of leaving them up to the market, derelict nation states & centralized global organizations.



Adoption Strategy

With the launch of MetaGame 1.0, we are ready to turn MetaGame from a hobby Discord community into an actual platform.

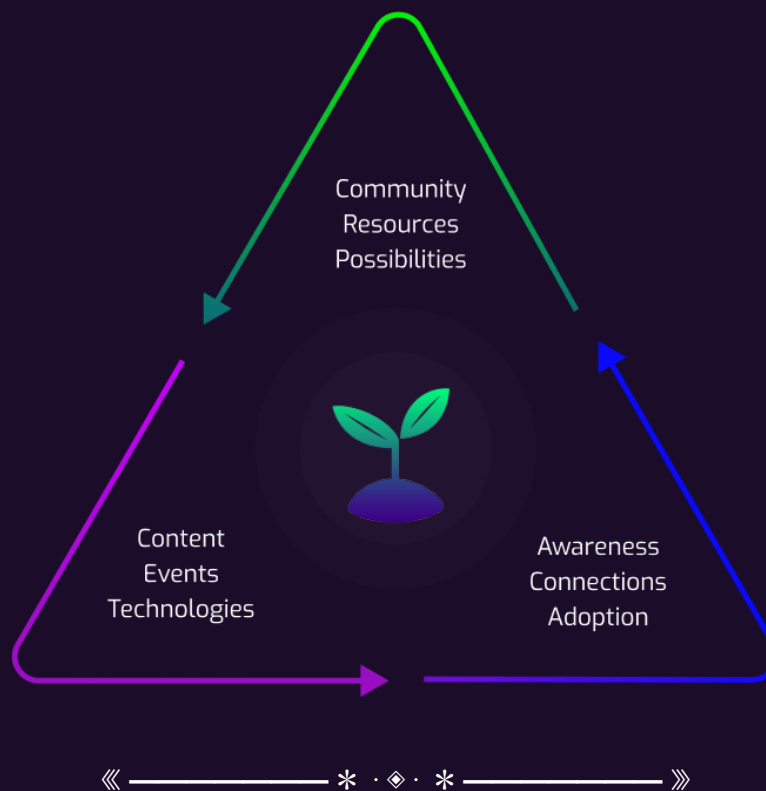
Recent bounties & a giveaway of just 13 Matic have proven that by sprinkling a bit of financial incentive, we can summon a flood of 1500 people. Having funded bounties & giveaways, we can attract more people to the opportunities we offer.

Having a better platform with more content & massive inflows of people, more projects would be incentivized to pay for access to the network & userbase. This will, in turn mean a massive increase in opportunities & thus an inflow of people onto the platform.

After that, we will target universities as a viable career path, an alternative to joining the corporate world. This will mean an increase both in the amount of highly specialized

workers & the overall quality of available skill sets, which will, in turn, mean an increase in the quality of educational content & more incentives for other projects to plug in. Producing higher quality educational content will make MetaGame more useful & engaging to members but also double as marketing.

All the while, we'll be regularly organizing workshops & gatherings, locally & globally, to educate, have people meet & bond as well as bring new people in.



Tokenomics & Sustainability

Instead of fundraising, we started by rewarding contributors with tokens that were worth nothing. Players generate Seeds through contributing labor, then plant or sell them to patrons who buy & water them.

In Phase II, Seeds will be deprecated for Trees - yield generating NFTs, airdropped to pSeed (Seed LP tokens) holders with rarity/yield based on the length of time watering.

- The earlier you plant & water, the bigger the Trees & thus yielding more Mone

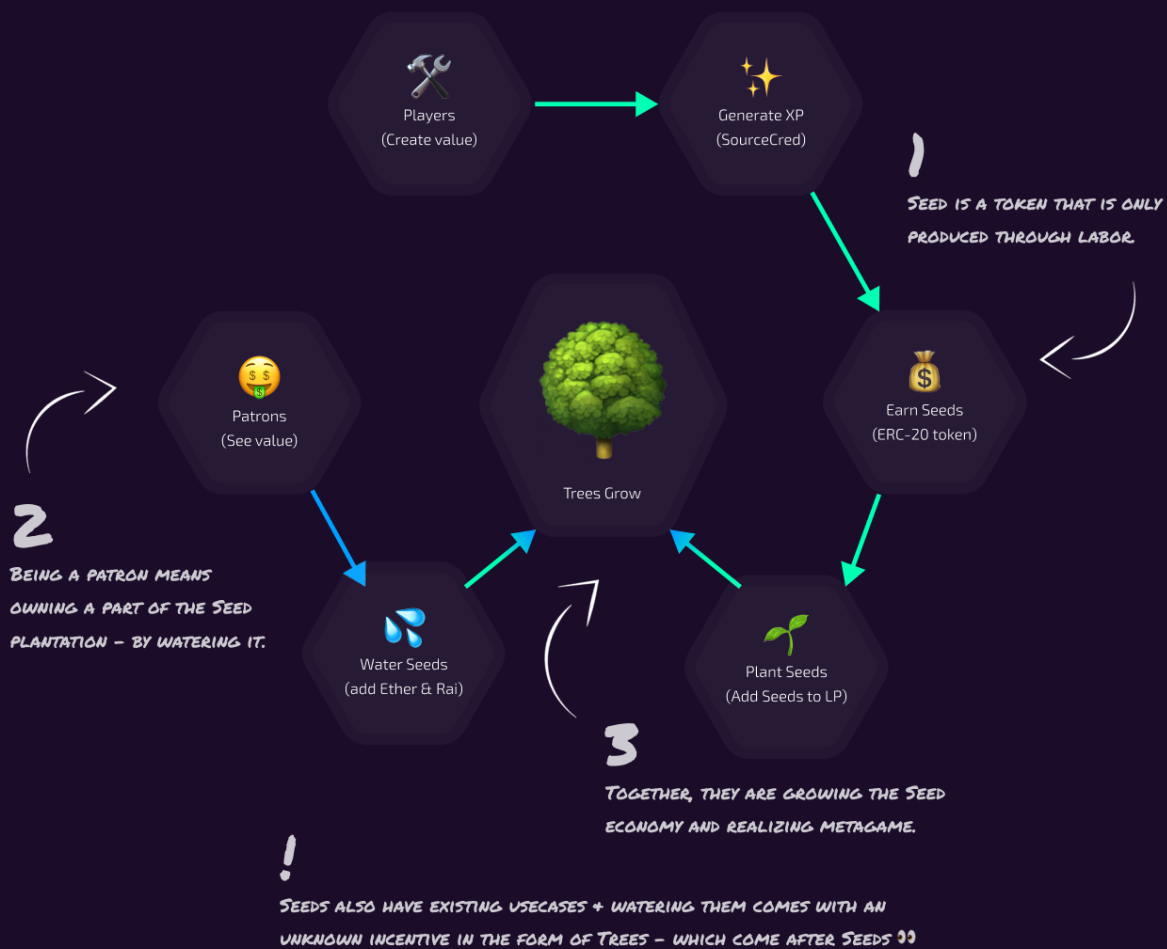
Mone will be an ERC-20 token, the main currency in MetaGame.

Each Tree will generate a specific amount of Mone for watering Seeds in the Seed phase. After that, Trees need to be watered to keep producing Mone yield. By “watering Trees”,

people will send fund to MetaGame's treasury to be used as liquidity for Mone, in exchange for a fixed yield of Mone over a year.

In phase 3, this will be used as a perpetual funding mechanism. People watering their Trees will be a steady line of credit from patrons to MetaGame, with the interest rate aka yield determined by the DAO.

There will be an interface displaying how much Mone is being generated, how much \$ is there to back it, as well as MetaGame's projected burn rate and revenue & some kind of an indicator for how sustainable it is.



So far...

- Total raised: \$275k
- Seed market cap: \$350k



Sustainability & Business Models

Right now, the main incentive for joining is wanting to see MetaGame succeed, believing it will succeed &/or wanting to appear on the leaderboard.

Short-mid term:

- All of the content side will be made self-sustainable through sponsorships + contributors incentivized to produce for self-promotion (newsletter, playbooks, podcasts & bigger events)
- Gated “members-only” features such as access to community, cohort learning, custom backgrounds, profiles search & filtering, making people start contributing labor or money to unlock

Platform itself, mid/long-term:

- Membership dues from individuals & projects
- Incubation dues & tribute from projects that spun out
- Merchandise & MetaManifesto NFTs
- Platform ads for non-paying users
- Incentivizing circulation over selling by using Mone as the default currency on the platform, for upvoting Quests, Playbooks etc.
- Projects & people being self-incentivized to build integrations & custom blocks for instant access to the network effect.



The Fundraise

We are raising \$2.5m in exchange for Tree NFTs & 10% of Mone token supply.

Funding raised will be used to get the core team working full time (right now there is still only a single person working full time), polish the rest of the platform & scale up content production, bridgebuilding & onboarding efforts.

We are doing this using Yeeter & a DAO on DAOhaus.

All interested parties will “yeet” desired amounts into the DAO that will launch for this purpose specifically. MetaGame will be submitting proposals with monthly progress reports requesting \$ to pay the workers & investors will maintain the option to withdraw.

By Whom?

The Community

The community is the most important aspect of MetaGame. They say it takes over 2 years to build a proper community & we took it to heart, bootstrapping for 2+ years to be sure that the people we've gathered are here for the right reasons.

The DAO

We are running on a voting system where the weight of votes depends on the reputation accrued within the project (XP) & tokens held (Seeds), with 50% of voting power controlled by reputation & 50% token holders (not permissionless).

The ops side is split across 4 domains, with each having a Coordinape circle capped to 8 members, which can further divide into more circles that report progress to the circle above or make separate funding proposals.

Each circle has a Champion & a Deputy who are picked by their teams after applying for the position by writing [a proposal on the forums](#).

Champions have full autonomy over their parts of MetaGame & the community maintains the right to remove them from their position. For things that should be decided at the organization-wide level, we vote.

Players, Patrons & Champions

Players, patrons & champions are the most fundamental participants of MetaGame. Players contribute labor, patrons contribute funding & champions are simply high-level players in charge of leading different domains, guilds or raids.

Guilds

Guilds are groups of people with specific goals or functions. They may be based around certain expertise or a project spawned out of MetaGame, but they are mostly other DAOs considered a part of the close ecosystem (MetaAlliance).

The Octagon (Core Team)

[The Octagon](#) comprises 4 domain champions & 4 domain deputies: Community, Content, Technology & Growth.

- Alec - Technology Champion - >15 years of full stack dev XP

- Dysbulic - Technology Deputy - >15 years of full stack dev XP
- Luxumbra - Community Champion - Developer turned innkeeper
- Josea - Community Deputy - Musician turned innkeeper & bridgebuilder
- Peth - Growth Champion - Summoner of MetaGame, ex-plumber

The Elders Ring (Advisors)

- Griff Green (Commons Stack & Giveth)
- James Young (Collab.Land)
- Michael Zargham (BlockScience)
- Hanzi Freinacht (Metamoderna)
- Drew Harding (MetaFactory)



Appendix

- [Seed token](#)
- [MetaGame](#)
- [A Decentralized Factory](#)
- [Why Gamification Works](#)
- The long term game - [Phases of MetaGame](#)
- The [MetaManifesto](#)