



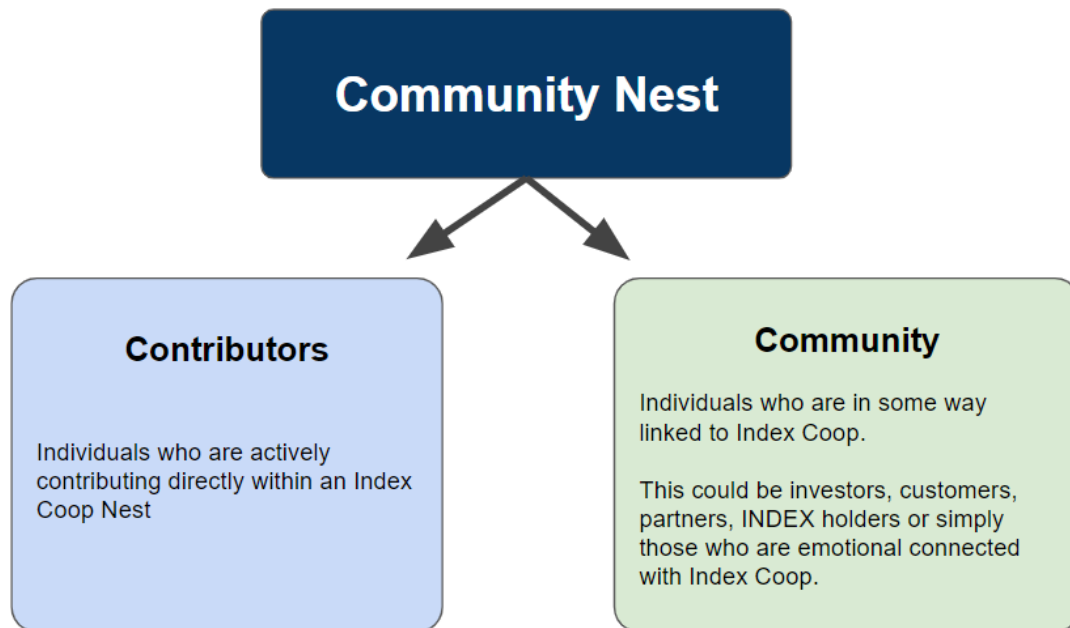
We create decentralized financial products that unlock prosperity for everyone



This Community Nest (or sub-dao) proposal identifies the Primary Objectives, projects, and budget Community Nest in Season 1. This proposal has also been shared with the Index Council and Finance Nest and the feedback provided by these group has been reflected in this proposal.

1. Introduction to Community Nest

Community Nest (sub-DAO) is here to help Index Coop maximise the value of its people. This can be broadly split into two buckets:



All contributors are community members - but not all community members are contributors.

2. Primary Objective

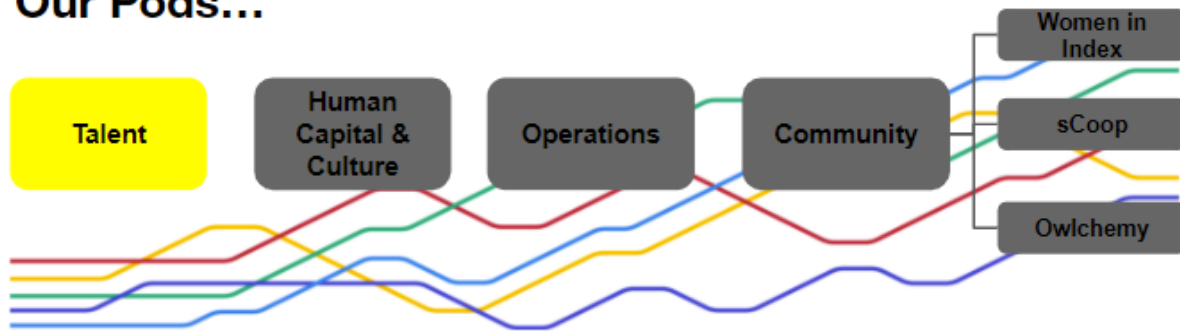
Community Nest Pods and Project are all focused on supporting the following Index Coop [Primary Objectives](#) in Season 1 (Feb 1st - June 30th).

1. Identify role gaps
2. Attract high impact contributors
3. Retain high impact contributors
4. Enable contributors to work effectively together
5. Improve decision making
6. Experiment with a community-led growth strategy

3. Pods

#	Pod Name		Primary Objectives
1	Talent		#1 Identify role gaps #2 Attract high impact contributors
2	Human Capital + Culture		#3 Retain high impact contributors #4 Enable contributors to work effectively together
3	Operations		#4 Enable contributors to work effectively together #5 Improve decision making
4	Community		#6 Experiment with a community-led growth
	4.1	Women in Index	#2 Attract high impact contributors #6 Experiment with a community-led growth
	4.2	sCoop	#4 Enable contributors to work effectively together #6 Experiment with a community-led growth
	4.3	Owlchemy	#6 Experiment with a community-led growth

Our Pods...



The primary objective of the **Talent Pod** is to ensure we get the right people in the Coop to enable us to become a successful, multi-billion dollar protocol.

The Talent Pod will be looking to gain a deep understanding of the role gaps we currently have by working closely with both the Index Council and each of the Nests. In Season 1 we anticipate these role gaps to be heavily oriented around technical, product-focused roles.

Within Community Nest, while we still believe it is important for us to leverage the Coop's reputation as one of the industry's leading DAOs, **we will be shifting our recruitment efforts to focus on quality and suitability over quantity.**

Working in tandem with Community Pod, our new joiner call will be disbanded and this regular engagement event will be refocused towards education around our product value proposition for new community members.

Projects

High Priority

- *Build our Technical Talent & Set Catch and Release*
 - The Coop needs more technical expertise and Smart Contract capability. The Talent Pod will work closely with Product Nest to identify and coordinate the recruitment of technical roles.
 - If possible, Talent Pod will work with the Index Council and Set to implement a "catch and release" program which would see top engineering talent undergo a secondment at Set to build their experience before rejoining Index Coop.
- *Implement a Repeatable Recruitment Policy (internal job listing + external)*
 - Broader than just for Technical Talent, we will design a framework that can be repeatedly used to proactively identify, vet and onboard contributors into key roles. This will include liaising with relevant internal stakeholders to develop a job listing which will be first presented internally, then to external partners and

relevant high visibility job listing platforms. The Talent Pod will proactively engage potential new contributors and manage the end-to-end recruitment process

Additional projects

- *University pathway program*
 - A collaboratively designed University Pathways Program with [Tribex](#), guided by our core principles outlined in [V2 Hiring](#). This is an initial proposal to prototype the idea of a guided program that aims to onboard University talent. This represents an exciting opportunity to recruit highly skilled technical talent from Singapore's top universities, with the vision to extend this program to other regions. The focus of this project is still to support the key objectives of filling high impact role gaps.
- *Onboarding platform V3*
 - Our current DAO onboarding is widely recognised as industry-leading. Our new V3 onboarding flow will serve the dual purpose of driving product adoption by educating new community members on the benefits of crypto index products and supporting Index Coop's recruitment efforts for key roles.

Responsibilities

- *Talent Scout V2 (role gap/expertise opportunity focus)*
 - Talent scouts are high context contributors with a deep understanding of projects, goals and objectives undertaken in different nests. The Talent Scouts have played a crucial role in helping us maintain a solid cross-nest relationship and are responsible for continually identifying potential role/bounty gaps, monitoring new applications and facilitating recruitment and onboarding for their Nest.

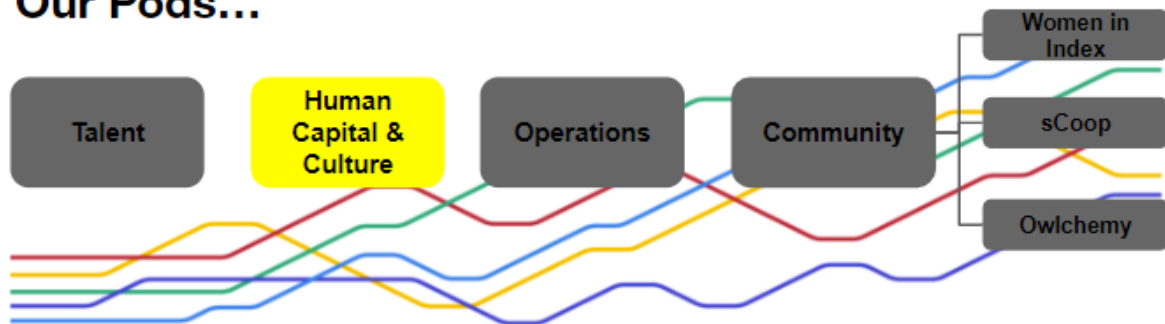
Success Metrics

The impact of the Talent Pod will be validated using the following success metrics, with a bonus for success recruiting in demand technical talent such as Smart Contract engineers.

Success metrics	Details	Bonus
Coordinate with Nest to clearly identify high impact role gaps and required expertise for each Nest.	Nest leads “agree” or “strongly agree” with the statement <i>“Talent Pod is successful in supporting our Nest identify high impact role gaps”</i>	<i>None</i>
Create a formal hiring identification process and template.	Index Council approve the process and template.	<i>None</i>
50%+ of identified role gaps filled through the Priority Hire process or via bounty roles by the end of Season One.	Index Council to approve Priority Hiring decision	\$10,000* <i>per band 4 / 5 / 6</i>
Number of Band 7-9 engineers taken through Product Priority Hiring process	Index Council to approve Priority Hiring decision	\$15,000* <i>per band 7 - 9</i>

**50% of the bonus reward will be used to fund however “referred the contributor to Index Coop”.
This incentives contributors to bring in good people to Index Coop and be rewarded if they are ultimately hired.*

Our Pods...



The **Human Capital and Culture Pod** is focused on developing our People and making Index Coop an environment where contributors want to stay. We will be focusing on exploring and implementing a number of strategies to ensure we're empowering high impact talent to upskill and progress while also incentivising retention.

High Priority Projects

- *Owl Pulse Survey [S1]*
 - The Owl Pulse Survey is a quarterly feedback survey designed to gather confidential feedback from contributors around their sentiment towards Index Coop, sense of shared goals and strategies, training needs, sources of pride and pain points.
 - To inform research objectives, we will conduct interviews with representative Silver and Gold Owls.
- *Conflict Management*
 - To reduce instances of toxic interpersonal disagreement and make Index Coop a more supportive organization to be part of, the Conflict Management framework will allow contributors to seek guidance, coaching and/or redressal on their problems, concerns, issues or grievances.
- *Offboarding*
 - To implement a formal process and mechanism to offboard existing contributors.
 - Upon approval of the framework/process/tools we will begin to conduct structured exit interviews for contributors who are offboarding.

Additional Projects

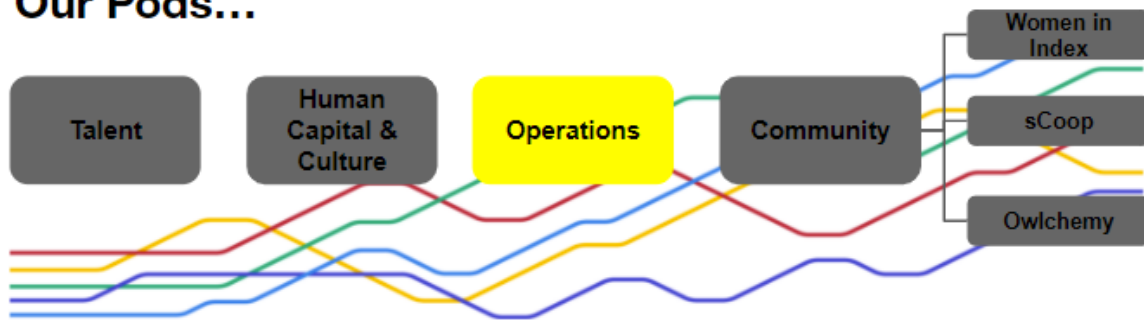
- *Upskilling*
 - Upskilling and training enables all Owls to develop the skills required to be an effective contributors in the community.
 - HC&C Pod is seeking to run focused training in areas identified as most problematic for decentralized, digitally native, non-hierarchical organizations. These *may* include:
 - Crucial Conversations
 - Healthy Mind/Healthy Bodies (March, 2x)
 - Servant Leadership Skills (April, 2x)
 - Appreciative Inquiry Stance (May, 2x)
 - Resilience and Performance (June, 2x)
- Season 1 - offseason conference
 - Often connecting in real life can be crucial to maintaining a healthy, happy and engaged group of contributors. The HC&C Pod will develop an options proposal across a number of price ranges for an “IRL” conference / meet up for Index Coop contributors.
 - The selected option, and budget, must ultimately be approved by the Index Council. If there is no funding for an IRL meetup, a virtual Index Coop conference will instead be hosted.

Success Metrics

The progress of the Pod in supporting Index Coop's primary objective will be validated using the following success metrics

Success metrics	Details	Bounty
Establish and monitor contributor satisfaction/sentiment/feedback loop and baseline score to build upon in future Seasons.	Launch two Owl Pulse Surveys at the start and end of Season 1 with a 60% + response rate from Gold Owls.	(\$3,500 x 2) \$7000
Design and implement a V1 new conflict management process which is approved and adopted by the community.	Successfully facilitate and manage three conflicts through the new conflict resolution process	\$8,000
Deliver training sessions to Index Coop contributors	Bonus based on the total number of contributors who attend the training.	\$90 per person who attends training
Successfully implement a formal offboarding framework.	Approved through IIP	None
Develop a proposal for a Season 1 offseason conference to present to the Index Council and community.	Proposed to the Index Council	None

Our Pods...



The **Operations Pod** is focused primarily on optimizing the tools and technology used at Index Coop to enable contributors to collaborate effectively together, improve decision making and generally increase efficiency.

Last year, we identified several core tools which were taken through an uplift process. Notion, Discord and the Forum. More information here in the [Core Tooling Redesign](#).

Projects / Responsibilities

- Notion upgrade
 - Transition all the nests and pods onto the new Notion operating system and provide training on notion fundamentals. This will ensure that best practices on using notion are consistent throughout the DAO and will enable us to work more effectively to improve project management, accountability and speed of product releases.
- Google Suite upgrade
 - Drives | Reorganising google drive into a nested model to be consistent with our nest structure and configuring permissions to folders appropriately. This will allow for better document management and security.
 - Calendar | Audit all current public-facing calendars that currently reside in multiple places (google, notion, discord, etc) and address overlapping information, and unclear ownership
 - Calendar | Set up separate dedicated contributors calendars for C.Nest, G.Nest and P.Nest. Restricted access to these calendars to only active contributors at Index Coop.
- Discord community and contributor split
 - Creation of a separate Community focused Discord (working alongside the Community Pod)

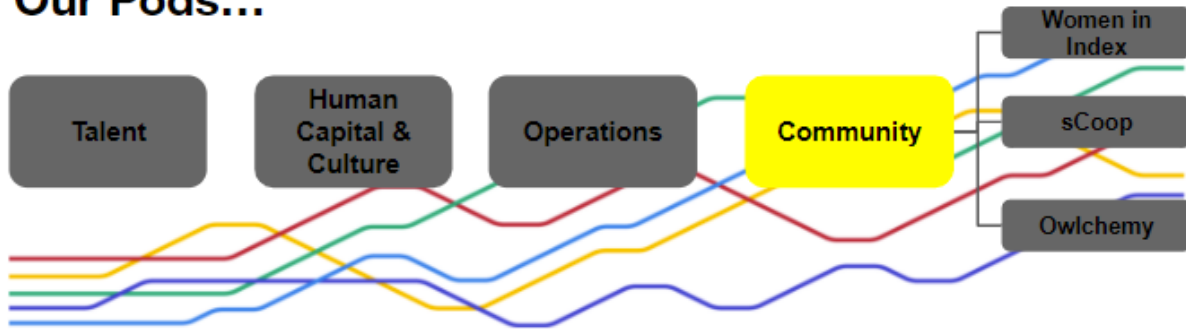
- Ongoing audit and adjustment of roles and channel permissions for both contributors and community discord.
- DAO tooling (ongoing)
 - The operations pod will continue to explore DAO tooling opportunities and implement tooling which benefit and improve operational processes. A centralized database of DAO tooling opportunities will be created and this will provide a holistic view of tooling currently in the web3 space. A great example of DAO tooling that Ops Pod has identified and engaged was Parcel - with implementation then conducted by Finance.
 - Our current DAO tooling focus is Orca protocol and we are in the process of onboarding all nests and pods onto the Orca UI. Orca will be used as an organisational and governance tool.

Success Metrics

The success of the Operations Pod in supporting Index Coop's primary objective will be validated using the following success.

Success metrics	Details	Bounty
Seek community feedback on separating the Community Discord and Contributor Discord into two separate servers.	If community feedback is in favour of a separation of discord the success metric includes migration to the new server	None
Complete GSuite upgrade for both Drive and Calendar	Finalization approved by Index Council.	None
Develop an operational efficiency benchmark score, obtain operational/tooling sentiment feedback from every Nest	Seasonal, with the view to incorporate % improvements on the benchmark in additional seasons	None
Clear and consistent adoption of all Nests using the updated Notion operating system:	Nests using Notion to ● Project manage their Nest proposal, projects and tasks ● Use planning dashboard to drive accountability at meetings ● Keep meeting notes	\$6,000 per Nest when it is confirmed Nest is using Notion in this way. Split 50% to C.Nest and 50% to relevant Nest contributors

Our Pods...



The focus of the **Community Pod** is to create and grow an engaged and passionate community around Index Coop and our product. Unlike Talent, Ops and HC&C, Community Pod's focus is on non-contributors.

The Community Pod will continue to support Product Launches (the GMI launch is a great example of this), provide technical support, answer general queries and make our Discord a safe and welcoming environment. It is worth highlighting that a significant allocation of time and effort in Community Pod will go into ongoing product support.

As the Community Nest evolves in Season 1, we will be experimenting with a number of initiatives to understand, measure, engage and grow our community in a way that can be demonstrated to lead to greater product adoption. This engagement activity will largely take the form of Live Events, Written Content and Education engagement activity.

The Community Pod will be experimenting with the creation of a subcommunity model, creating a repeatable template allowing us to initiate and grow healthy subcommunities for each of our products. This will drastically reduce time and financial resources required for active community management as we incentivise subcommunities themselves to market our products and field technical requests.

In Seasons 1 several existing initiatives are merging with Community Pod and becoming sub pods to align their effort with our overarching community objectives. The benefit of this sub-pod model is it allows us to leverage our diverse customer base and interact and engage this community with content that most resonate with them. These sub-pods could almost be seen as "Community brands" which enable product adoption across a variety of interests and groups.

We recognize that historically demonstrating the impact of community growth on product adoption has been difficult. As such, in Season 1 we will be laser focused on demonstrating the

impact of these efforts through a data-led approach we call “Community Growth Attribution”. This attribution strategy will look to answer the question “what specific community engagement activity leads to greater product adoption”.

Ultimately we hope Season 1 will demonstrate that community growth matters and can become a powerful part of Index Coop’s value proposition in future.

High Priority Projects

- *POAP Attribution Project*
 - To validate the impact of Community Growth initiatives, we need to be able to attribute this activity back to product adoption. We will work with analytics to incorporate POAP tracking from engagement events and use this to draw attribution with product adoption (i.e. did attendance at community events lead to greater product adoption).
- *Community health dashboard*
 - As part of this Attribution work, we will also launch a Community Health Dashboard and combine it with data from other community engagement channels such as active wallet addresses per product, Discord engagement, Twitter Followers, Email Subscribers to feed into an overarching Community Health Dashboard.
 - Work with Product to conduct community persona interviews by reaching out to newly engaged community members to understand their previous experience with/exposure to crypto, interest in Index Coop, future product needs, etc.
- *Subcommunity creation & methodologist value proposition*
 - Create a repeatable template/framework for launching and bolstering subcommunities for each of our products (trial with at least one product in S1).
 - Engage with all existing methodologists to gain an understanding of value add of incentivising the growth of our product communities in-house. We hope Index Coops capability in community building becomes a core part of our value proposition.

Responsibilities

- *Community engagement (Product Launch + GTM)*
 - There is an ongoing need for Community Pod to provide support for product launches (everything from events and giveaways to fielding technical, purchase, staking questions from new and potential product owners)
 - We will work with product and growth nest to create a community-focused GTM strategy to mobilize the community for new product launches (notion templates, Discord AMA’s and event reminders, Giveaways etc).
- *Community management*

- This will be a clearly defined community manager role and playbook with transparent expectations on the role a Community Manager plays in Product Launches and general ongoing community support
 - Creation of a product FAQ sheet that we can refer customers to.
- *Ongoing product and technical support*
 - As we tackle more aggressive launch targets and grow our active products, we are going to need to think more strategically about how we provide a world class product support experience for potential, new and existing holders.
 - In addition to providing 24-7 product support, we will be exploring subcommunity options to grow and empower sub-communities to help us provide exceptional product/technical support with our methodologists and branding partners

Success Metrics

The ability of the Pod in supporting Index Coop's primary objective will be validated using the following success metric.

Success metrics	Description	Bonus
Establish metrics	By.... XXX	
Develop baseline community engagement health metrics and dashboard	Research and identify key community health metrics, then work with analytics or external party to develop a community health/product adoption dashboard.	
Develop and implement a community growth/product attribution measurement	Create an attribution system (POAPs, NFT's) to link community engagement initiatives with increased product adoption, cross-sell, upsell and retention. Add this data to the "Community Health" dashboard.	
Launch a repeatable subcommunity template/framework for one of our products and one of our existing products/methodologists	Create a repeatable template/framework for launching and bolstering subcommunities for each of our products (trial with at least one product in S1).	
Develop and launch a Community engagement GTM strategy for at least three new products.	Create a template and SOP for engaging community in product launches (everything from events and giveaways to fielding technical, purchase, staking questions from new and potential product owners) and launch with at least three new products.	
Develop, launch and have approved a comprehensive playbook for community management.	As the community management role expands to include everything from product support to event organisation and management, we will design a comprehensive playbook and SOP to be approved by leadership council and community	

Our Pods...



The Community Pod provides support for our products, G2M support, ongoing product technical support and will be working with Growth to flesh out a data-led attribution strategy.

We also recognise we have a diverse community and so some specific engagement activity is best driven through our community sub-pods (or “Community Brands”).

In Season 1, the “Community Brands” will include

- Women & Non-Binary in Index
- sCoop (newsletter strategy)
- Owlchemy AMA
- DeFridays (originated in Growth)
- Conversations with the Coop (originated in Growth)

This enables different community-focused groups to have the autonomy focus on direct engagement with our diverse and varied community - with these initiatives being supported by the Community Pod and having their impact demonstrated through the Community Pods attribution strategy.

Taking inspiration from Growth's impression mining program we are proposing the following funding for community-sub pods. This fee menu will be extended to all Season 1 Community Brands.

Engagement Mining	Reward	Target across <u>all</u> Flagship Community Brands in S1
Impressions	\$0.005 per impression	1 million impressions

Readers (medium)	\$1 per read	3,000 readers across all written content
<u>Event attendance</u> <u>Content</u>	\$5 per attendee	2,000 attendees across all events
	\$250 bonus if the content is linked to / used in the newsletter	Content from 20 events used in the newsletter

Engagement at events will be tracked by Community Nest and engagement rewards will be distributed to the teams responsible for each Community Brand.

Women & Non-Binary in Index Pod

Women & Non-Binary in Index (WIC) is a group by and for women & non-binary contributors, collaborators, and community members at Index Coop. Our primary goal is to engage the larger women & non-binary crypto population and drive community growth at Index Coop. We also seek to attract high-value, diverse contributors and grow the brand of Index Coop as a safe and diverse place to work and invest. We primarily leverage event-based programming and content development to achieve these goals.

Key Focus

- Twitter spaces programming
 - Establish calendar, themes, and programming on Twitter spaces
- Partnerships
 - Partner with similar or diversity-focused organizations in crypto and TradFi to build awareness and branding of Index Coop
 - Run sessions with our partners' communities, which include discussion of Index Coop diversity initiatives and value proposition.

It is worth also highlighting that many existing WIC members will be working on projects initiated within WIC but which are now being worked on more holistically by WIC and C.Nest contributors as part of other Community Nest pods - in particular around POAP analysis and community event attribution.

Contingent rewards

For the time being WIC will receive a large portion of its funding from the flagship community brands compensation framework laid out above.

However, WIC is also proposing the following additional contingent rewards for the successful delivery of the following activity.

Bonus	Relevant to Pod	\$
5 speaking session with diversity partners	Women & NB of Index	\$5000

In addition to these top-off funnel metrics, WIC will distribute POAPs, and use these POAPs to measure the effectiveness of the project in driving product adoption.

sCoop

Since its inception, sCoop has been primarily focused on internal contributor communication.

sCoop has done this by helping attract high impact contributors by communicating role gaps and has enabled contributors to work effectively together by highlighting to the community important operational changes and updates (important tooling revamps and rollouts for example Notion and experimentation with new tooling), important upcoming events, and product launch details.

Moving into Season 1, the sCoop will be shifting its focus towards providing written content not only to contributors but to the wider community to increase our brand recognition and drive greater product adoption.

Projects

- Provide contributor news each weekday (4x sCoop Daily, 1x sCoop Weekly) and proactively announce important workshops, calls, product launches, contributor opportunities and other key events such as Owl Pulse Survey, Leadership Forums, Governance Proposals.
- The insights generated from the daily sCoops will be used to develop a Retail/Community external-facing newsletter focused on highlighting Index Coop thought leadership, product 101s, organisational wins/innovations, partnerships, product & index-focused educational opportunities. This will be done in collaboration with Growth's newsletter strategy.
- In parallel, sCoop will work to improve its daily(internal) and weekly (external) format by providing new information (dashboard metrics), meeting recording library and also explore alternative channels ie sCoop Weekly via audio and video

Success Metrics

For the time being sCoop will receive a large portion of its funding from the flagship community brands compensation framework laid out above. This will be largely based on external reader numbers.

Owlchemy AMA

Owlchemy AMA is an ongoing AMA series where we dig into the inner operations of the Coop by interviewing existing contributors and partners. This gives us the chance to educate the broader community, open-source and showcase our DAO to the broader web3 ecosystem and increase our reach to potential investors.

The AMA's will be conducted internally within our own Discord server, but will also be uploaded to Spotify and Podcast channels.

Key Focus

- Increase internal education and awareness
 - By interviewing existing contributors, for example, Product Nest, MetaGovernance Committee, investment partners, we have the opportunity to educate our immediate community
- Increase external awareness and attract investors
 - The AMA's are also designed to tap into external audiences and showcase our DAO and products to the wider space, increasing product awareness and adoption as well as brand recognition.

In addition to these top-off funnel metrics, Owlchemy AMA will distribute POAPs, and use these POAPs to measure the effectiveness of the project in driving product adoption.

4. Funding

A summary of the funding request for Community Nest for Season 1 (Feb-June) is provided below. For a more detailed breakdown of spend please [refer to this sheet](#). This does not include the budget for Priority Hires who support Community Nest and which was approved separately as part of [IIP-128](#).

Fixed Monthly

The Community Nest is requesting a fixed monthly budget of \$28,000.

Fixed Monthly Budget	\$22,000
Bounty Roles	\$6,000
Monthly	\$28,000
Season (5 months)	\$170,000

This is comprised of a \$28,000 budget to fund:

- Community Nest Coordinape Circle
- Licenses
- Ad-hoc expenses

Plus, fixed stipends for the following bounty roles which are “evergreen roles” that have ongoing responsibilities. The following bounty roles have a fixed monthly stipend of \$2,000.

- Community Manager (x2)
- Tooling and operational support (x1)

Performance Bonus

To incentivise impact, each pod has some performance based bonus. Successful completion of the listed success metric will “unlock” the bonus to the community nest budget which can then be distributed at the Community Nests discretion.

In some instances bounties have no maximum amount earnt, for example the \$15,000 bonus for Talent Pod for every Smart Contract Engineer recruited. Assumptions around the performance bonus are provided [here](#).

Talent	\$25,000
Human Capital and Culture	\$21,860
Operations	\$26,000
Community Pod	\$20,000
Average Monthly - if all bonuses achieved	\$19,572
Season - if all bonuses achieved (5 months)	\$97,860

Dynamic Staking Model

The Community Nest is also seeking to be the first Nest at Index Coop to expand access to the [Dynamic Staking Model](#) to non-priority hires.

This list 13 active contributors within People Nest (noting also primarily support other Nest) and 5 “spare” slots across the Owl Level to enable the People Nest to offer access to contributors over the course of Season 1

	Named contributors	SPARE	Total
Gold	1	1	2
Silver	8	1	9
Bronze	4	3	7

Owl Levels will be readjusted on an ongoing basis at the discretion of the Community Nest with the lots requested here.

We have taken current holding of Community Nest contributors to estimate token ownership, with an INDEX spot price of \$9 and including “SPARE” roles, the cost to roll out the DSM to Community Nest is as follows ([calculation here](#)).

	INDEX	\$
Monthly	572	\$5,162

Season (5 months)	2867	\$25,808
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Unlike the Priority Hire version of the DSM, INDEX for contributors under this proposal will only be subject to a 2-month time lock on INDEX earned through the DSM.

Engagement Mining

We will seek to use to build on the Growth Nest program which incentivizes top of funnel activity. Our Community Sub pods will each receive the following rewards based on impressions, followers, readership and/or attendees.

\$5 per 0.002 impressions	1 million impressions	\$50,000
\$1 per follower per month	10,000 followers/subscribers across all accounts	\$10,000
\$5 per read	3,000 readers across all written content	\$15,000
\$5 per attendee	2,000 attendees across all events	\$10,000

Given the flexible and highly variable nature of this engagement rewards, we have not budgeted directly for this within our proposal.

Budget Summary

	Monthly	Season (5 months)
Fixed Monthly	\$28,000	\$170,000
Performance Bonus	\$19,572	\$97,860
DSM	\$5,162	\$25,808

Engagement	TBC	TBC
Total <u>without</u> bonus	\$28,000	\$140,000
Total <u>with</u> bonus	\$47,572	\$237,860

The Quarter 4 budget for Talent, Ops and Change and WIC came to \$71,447 per month, or **\$357,237 a 5 month period.**

Excluding the performance bonus, in comparison to Q4, the budget proposed here **represents a 61% reduction in requested funding.** Even if all performance bonuses are met, it would still represent a **33% reduction** in the total requested funds.

This budget is oriented to incentives and drive impact against Index Coops Primary Objectives and enable people to be a core driver of Index Coop's success in the years to come.

	Fundin g Source	Funding (\$)	
		Month	Season 1 (1st Feb - 30th June)
Core hires	IIP-128	31,667*	158,335
Ahuja	S1 proposal	7,000*	35,000
Hammad	S1 proposal	7,000*	35,000
Flexible Budget	S1 proposal	8,000	40,000
Gas Cost Operations Account	S1 proposal	2,000	10,000
Gas Cost Investment Account	S1 proposal	500	2,500
Total per month spend		56,167	280,835