MoonDAO Coalition Proposal

Author: pmoncada
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Abstract

MoonDAO interacts with many other communities and we should be leveraging the massive network that we've built to create unique opportunities and value for our community. Our partnership process is not clear at this moment. This proposal aims to clarify a pipeline and operations to take external interest from another organization and develop it into an official partnership.

Problem Statement

MoonDAO has tried and stumbled at creating a partnerships program for months with many iterations. Ultimately, it's hard to build something like this without a clear path for accountability and decision making. One of the core issues is that our collaborators are spread across multiple projects and activities, and no one operator is working exclusively on this. I think we have most of the pieces in place, we just need to be more organized when it comes to interfacing with external groups. 🙂

This proposal suggests an organized pipeline for having communities come to us with their unique value proposition and offer a standardized (but flexible) agreement to begin working with each other.

Solution

The solution has three components:

1. A pipeline from interest to execution. That will be outlined here.
2. A specific definition of what it means to be a "MoonDAO Coalition Member," including what benefits they will receive from MoonDAO.
3. An operations team to actually manage the incoming information and operate that pipeline. They are led by the single person in charge. Ideally operations can be automated entirely over time, but let's do the simple thing first and have a team that can make this work effectively. This includes a single person in charge of monitoring and leading external partnerships. Yes, one person. Usually at MoonDAO we have 2 or 3 people that are leading an initiative, and all of a sudden the personal responsibility piece is missing, and things fall through the cracks. One person, with a mandate to make sure that the system is operating as intended.

Outbound pipeline

1. The outbound operator identifies within the MoonDAO community, or using other means what could be valuable partners and coalition members to onboard and those prospects go to a database.
2. These entries are qualified to make the outreach effort more assertive based on the MoonDAO mission, services, opportunities and where it would align with those possible partners to generate mutual value.
3. Points of contact are identified using the MoonDAO Network, Web searches, web scraping tools, leads generators, or other tools available.
4. The 1st contact is made, and a meeting is set
5. MoonDAO is presented, and collaboration opportunities are brainstormed, bringing the notes back to the stakeholders in the community
6. Follow up, fill the info, and it goes to inbound operations.

Inbound operations

In charge of leads that are already interested in collaborating within MoonDAO and expressed interest in getting in touch with us. Support the middle and the bottom of the funnel with qualification and closing. The activities include responding to people's interest, booking meetings, managing stakeholders, writing sales letters, e-mails, automated messages, preparing pitches and presentations, and joining calls to take notes and align interests with coalition prospects. Also in charge of filling out information for each partnership within the CRM, booking AMAs, and creating co-marketing strategies, and operationalizing them when needed.

Coalition inbound Pipeline Entrance

1. An easy to find, always functioning button on our website and Discord. Clicking this button takes you to a page that explains what the MoonDAO Coalition Program is, and then has simply two fields on a form that need to be filled in:
   a. What is your organization?
   b. What's the best email to contact you?
   c. Forms go to an operator that reviews interest.
2. A single individual is in charge of receiving the interest forms, and then putting together a meeting between them and the contact point for that partnership.
3. In that meeting, we should figure out the following:
   a. What can MoonDAO offer them?
   b. What can they offer MoonDAO?
4. If it looks beneficial, the individual will follow up with the organization and send them a standard Memorandum of Understanding between the two organizations.

5. The individual puts together a package that includes the information about the proposed partnership and then sends it to a team that reviews partnerships for **approval by the Senate**. The package should include:
    a. Logo
    b. Community Title
    c. Point of Contact (POC) for the community.
    d. Memorandum of Understanding (MOU)
    e. Affiliate links, discount code, or whatever benefit MoonDAO is receiving
6. If approved, an automation is created where the logo, website, and POC for that community is put into a system, and then that is automatically populated on our website.

Coalition Membership Package

Every coalition should bring a benefit to MoonDAO, it could be something like:
- Discount codes to their product or service
- Affiliate sales links for our community
- Perks to their communities
- If they're a DAO or NFT community, a standardized token swap deal to hold each other's tokens for 4 years. Amount of tokens to swap may vary on a case-by-case basis.

In exchange, MoonDAO will:
- Feature them prominently on the website as a member of the MoonDAO coalition
- Direct our community towards their product or service
- Co-branded marketing communication about the new coalition member.
- AMA with our community to learn more about what they do.
- Entry into a special part of our Discord for Coalition members to discuss.
- Participation in hackathon events

Permissions

To prevent the creation of new roles and systems, the final decision maker on the deal would be the Senate through a vote.

Benefits

- Build a large base of communities that support MoonDAO's mission of going to the Moon
- Potentially diversify our treasury with other tokens and communities.
- Marketing opportunities for our community
- Bring more members to MoonDAO by leveraging other products and services
- Revenue through affiliate codes and links

Risks

- A coalition member that does something bad could reflect on us. We should be careful and have a high bar of integrity for communities that join our coalition.
- Operations team is not attentive and we are not following through with communications with external partners.

Objectives and Key Results:

Objective #1: Operate a MoonDAO Coalition Pipeline
Key Results for Objective #1:
- Convert at least 70% of high-quality brands that join the MoonDAO coalition through the in-bound pipeline with a perk, benefit, or that goes successfully to the proposal flow.
- Have an Net Promoter Score (NPS) of 80 points or more.
- Responses within 24 hours for DMs, e-mails, forms or other contacts that don't demand specific qualification or due diligence.
- Make Due Diligence of possible coalition members within a week.
- Issue opportunity reports and Meeting reports, making them available to the community within a week.
- Documentation for operating the partnerships pipeline.
- Creating a standard MOU that is flexible, ideally specifying automations through smart contracts especially in the case of working with other DAOs.

Member(s) responsible for OKR and their role:
- **@InboundLead(Lucas):** In charge of responding to people's interest after they fill out a form, booking a time to meet, and joining calls to take notes with interested coalition members. Also in charge of filling out information for each partnership, In charge of building and monitoring operations and being a "catch-all" for any issues encountered along the way. This person is in charge of building the pipeline for partners, drafting the MOU and smart-contracts. Create a standard memorandum of understanding between the two communities that can be easily edited for specifics about the partnership. Fill in for any operations needed and communicate closely with the web dev builder to make the pipeline.

Objective #2: Operate an outbound partnerships strategy.
Key Results for Objective #2:
- For outbound reaching out to at least 50 high-quality groups across universities, DAOs, companies, governments that have strategic importance to MoonDAO.
- Putting together a presentation about MoonDAO to share with partners.
- Creating emails and automations for responding to members.
- Organizing AMAs with the communities that we bring into the coalition.
- Manage ongoing relationships with partners as they go through the coalition pipeline.

Member(s) responsible for OKR and their role:

- **@OutboundLead(Manuel):** In charge of putting together a coherent overall strategy for partnerships and reaching out to key players in the space to build relationships. The activities include booking outreach meetings, managing stakeholders, writing sales letters, automated messages, preparing pitches and presentations, and joining calls to take notes and align interests with coalition prospects. This person will also be in charge of booking an AMA with their team for the Townhall and creating marketing materials to coordinate with the socials for promotion.

Objective #3: Build the necessary infrastructure for the inbound and outbound Coalition pipeline:

Key Results for Objective #3:
- Prominent button on our website and Discord for interested people.
- Display area to prominently feature coalition members of MoonDAO on our website.
- Area to see all the perks for vMOONEY holders from our coalition members.
- Create a form for the initial interest, and another larger one for the final package that's put together with the help of the partnerships lead, and identify key areas for automation with operations.
- Create a basic memorandum of understanding with communities.
- Create an internal repository / CRM of contacts and information for each of the partners.

Member(s) responsible for OKR and their role:

- **@DevLead(Mitchie):** Responsible for creating the web infrastructure for these. Coordination with the Developers Guild to make sure that this is planned for in the new website revamp.

- **@InboundLead(Lucas):** Communicate closely with the web dev builder to make the inbound pipeline, and give feedback as it's being created, doing a lot of the work manually at first and then working closely with the builder to ensure smooth automated operations where possible.

- **@OutboundLead(Manuel):** Communicate closely with the web dev builder to make the outbound pipeline, and give feedback as it's being created, doing a lot of the work manually at first and then working closely with the builder to ensure smooth automated operations where possible.

Team Table (Table A)

*There can be a maximum of two team Rocketeers. Project teams may not need an initial team. It can just be an individual submitting a proposal. As a general rule of thumb, try to keep teams small and focused in the beginning, **with clear deliverables and OKRs for each member***.

Team Rocketeer(s)	*OutboundLead(@Manuel), InboundLead(@LucasArt)*
Initial Team	*DevLead(@Mitchie)*
Delegate	*@Luffy54*

Multi Language Representative (optional)	@Lucasart
Multisig signers	Pablo: pmoncada.eth Luffy: luffy54.eth Manuel: Manuelolariu.eth Lucas: 0xlucasart.eth Mitchie: mitchmcquinn.eth
Revenue Split Agreement Address	None

Team Member: @Manu
Bio: Manuel Olariu is the founder of DeepVenture.io, a company with a mission to create a decentralized IP marketplace for the Space industry.
Along with his venture, he is also one of the founding members and initiators of DeSpace: Space Founder Circles, in partnership with ReFiDAO.
Manuel has collaborated with influencers in the Space industry to secure corporate partnerships and has provided Dealflow to his previous mentors in the Biotech and Healthcare sectors.
He has also contributed to NGOs in the Space industry, specifically in the areas of Space Sustainability, Education, and Fundraising.While building the DeSpace ecosystem he supported the DeSci Round with Gitcoin. In the past I built Sales teams for Fintech startups and built the organizational infrastructure to coordinate teams.
MVP: 1.5 ETH

Team Member: @Lucasart
Bio: Lucas has been, for over a decade, managing, producing, and creating with some of the greatest live events and music festivals in the galaxy, such as The Tomorrowland, The Venice Biennale, and various tech conferences. Has also explored data-driven approaches to enhance marketing, fundraising, and VC investments. Arrived at Moondao in the middle of the winter to feed the bonfire, turn the engines on and melt the snow, Launched The Moon IRL collection and represented MoonDAO in various conferences stewarding the 1st project to generate revenue to MoonDAO.
MVP: 2 ETH (1 eth paid after the templates for letters, e-mails, MOU, etc is complete, 1 eth paid in august after PoW for the period)

Team Member: Mitchie
Bio: Mitchie is an amazing web artist. He has direct and informed experience with MoonDAO's governance processes, onboarding, and discord permissions/roles.
MVP: None

Estimated Project Timeline (Table B)

Date	Description
13 June	Start
31 June	Deadline for the deal flow structure and templates
22-29 September	Seasonal Report

Deadline for the project: End of Q3.

Budget Justifications (Table C)

These are fixed costs to make your project happen. This might also include bounties that you'll make inside of the DAO (it's recommended to have some amount allocated for bounties or competitions), or specific work that must be contracted out to complete the project. Please provide links to quotes where possible.

Description	Amount	Justification
Inbound Operations	2 ETH	Considering the dedication of at least 20 weekly hours, and that most of the partnerships will not necessarily translate in revenue, a certain level of compensation is needed to keep the motivation on between seasons.

Description	Amount	Justification
Outbound Outreach	1.5 ETH	
Linkedin Sales navigator (3 months)	0.33 eth	
CRM	0.3 eth	
Total	**4.13 ETH**	Equivalent: $7,821.3527

Transactions to be Executed (Table D)

Transaction Type	Amount	Token Type	Receiving Address
Send	4.13	ETH	TBD

Revenue Distribution Agreement

- ☑ ~~N/A~~
- ☐ Standard MoonDAO Agreement.
    - ☐ Terms here:
- ☐ Different Agreement
    - ☐ Link to on-chain agreement:
    - ☐ Link to off-chain agreement:

In-Depth Approval Senate Signature

This is only required if your project requires up-front funding from MoonDAO or it is going to crowd-raise with support from MoonDAO.

Senate Member Signature #1 _____
Senate Member Signature #2 _____
Senate Member Signature #3 _____

Appendix

Strategy

Define target audience:

- Identify the industries, company sizes, and geographic locations to target.
- Research the pain points of the target audience.

Develop messaging:

- Define a unique value proposition.
- Craft messaging that speaks to the target audience's pain points.
- Create a clear and compelling call to action.

Identify outreach channels:

- Determine the best communication channels for target audience (e.g., email, social media, LinkedIn, Twitter, Telegram etc.).
- Create templates for outreach messages.
- Set up a system for tracking outreach performance (e.g., response rates, engagement rates).

Create a bounty system: optional

- Determine the criteria for qualifying for a bounty.
- Decide on the rewards or tokens to be offered.
- Set up a system for tracking bounties earned and paid out.

Train community members: optional

- Provide a B2B outreach playbook for community members to follow.
- Offer training sessions or webinars to help community members improve their outreach skills.
- Create templates for outreach messages and provide guidance on personalization.

Manage Communications:

- Define Communication Guidelines (Sales Wiki): Create a set of guidelines for communication to ensure consistency in messaging, branding, and tone of voice across all channels.
- Use Automation: Use automation tools to streamline and schedule communications.
- Follow-Up: Set up automated follow-up messages to ensure we don't lose leads or opportunities.

- Track Communication Performance: Track performance metrics such as open rates, click-through rates, and response rates to determine which messages are resonating with your audience.

Monitor and Measure Results:

- Set Goals: Set specific and measurable goals for our B2B outreach campaign, such as the number of qualified leads generated or the number of deals closed.
- Track Performance: Use analytics and reporting tools to monitor our outreach performance in real-time and identify bottlenecks..
- Optimize Campaign: Use the data to optimize our outreach campaign.
- Communicate Progress: Share our progress and results with our community members who are participating in the bounty system.

Swimlane Diagram (Top)

Outboud (Operations)		Inbound (Quality Assurance)	LOI/ MOU (Legal Support)

CRM

Upper Funnel (Listbuilding, Outreach, Qualification) → Lower Funnel (Closing, Proposals, Contracts)

Lower Funnel → **Onboarding Flow triggered by Team** → Kanban View 1

Lower Funnel → **Onboarding Flow triggered by request** → Kanban View 2

→ Strategical / Operational / Transactional

Agreement (low commitment)

Project (high commitment)

Backoffice (Access Management & Technical support)

MOON DAO

Prepared by
LPRO 0xLucasar.eth

Flowchart (Bottom)

Potential partners database → Mission alignment → Contact info and POCs flow

→ Qualification

Qualification → 1st contact → Response

Qualification → Return in x months

Response — No → Return in x months

Response — Yes → Positive

Positive — yes → DBA

Partnership forms → DBA

DBA → Meet?

Meet? — No → Rescheduling contact → Rescheduled?

Rescheduled? — Yes → DBA

Meet? — Sim → Warm?

Warm? — Sim → Champions Letter → DBS → Call happened?

Call happened? — Yes → Proposal/ MOU Flow → Closing → Partner?

Call happened? — No → Rescheduling contact

Partner? — Yes → Referral flow

Partner? — No → Analyze → Fallback flow

Rescheduled? — No → Fallback flow

Referral flow → (loop back to Mission alignment)

ALWAYS BE QUALIFYING cycle

PROSPECTING — DISCOVERY — Pre_qualification — PROOF — PROPOSAL — CLOSING — ALWAYS BE QUALIFYING