

Project Final Report Template

(Davos Proposal with OKRs)

Objective #1: Present and Represent MoonDAO

Key Results for Objective #1:

- a. **Key Result:** A video of the presentation
 - **Member(s):** AriBruce
 - **Results:** Ari interviewed CEO of Ahura AI at the HUB Culture Pavilion to a full venue. They discussed the future of technology and space.
 - **Score:** .0 - until video is shared
 - **Learnings:** Limited opportunity to discuss MoonDAO specifically onstage, though very productive follow up from the introduction.
 - **Maintenance:** Still waiting on final video edit, will share as soon as possible.
- b. **Key Result:** Academic and Advocacy Report
 - **Member(s):** AriBruce,
 - **Results:** Gained valuable insight on the future of space for sustainable development. Integrating into the Outer Space Innovation and Advocacy programs.
 - **Score:** .5
 - **Learnings:** See Objective 4 for information specific to Davos 2023.
 - **Maintenance:** Ongoing through the next year. Looking forward to sharing!

Objective #2: Recruit space community members and business leaders into MoonDAO

- a. **Key Result: Key Results for Objective #2:** Inspire at least five individuals with Space backgrounds to become MoonDAO members.
 - **Member(s):** AriBruce, *pmoncada*, *Ben Haldeman*, *Manuel*
 - **Results:** Excellent intersection of Web3 and Space experts with great interest in MoonDAO. 📍 Davos 23
 - **Score:** .5
 - **Learnings:** Delay from Zero G project has slowed follow up.
 - **Maintenance:** Continuing to connect with contacts.

Objective #3: Explore Organizational Partnerships and Revenue Opportunities

- b. **Key Results for Objective #3:** Develop at least 3 leads for options for partnership in growth, technology, and the space program.
 - **Member(s):** AriBruce, *pmoncada*, *Ben Haldeman*, *Manuel*

- **Results:** Connected with leaders in Web3, Outer Space, Aerospace, Government, Finance, Media, AI, Cybersecurity, Art, Journalism, Philanthropy, Education, Events, Law, Climate Action, Advocacy, and Venture Capital 🇪🇺 Twitter Davos 🇪🇺 Davos Leads
- **Score:** .7
- **Learnings:** 🇪🇺 Davos Event List Got in touch with Decentralized Science, Open Science and Open Hardware institutions: CERN, NASA Open Science, DeSci Labs, PikNik, Filecoin.
- **Maintenance:** Continuing to follow up and design new project proposals.

Objective #4: Create Report on Conference Outcomes

- c. **Key Results for Objective #4:** Inform the Dao on the latest business, political, and technological drivers being shared by world leaders.
- **Member(s):** AriBruce, pmoncada, Ben Haldeman, Manuel
 - **Results:** 🇪🇺 Davos Report
 - **Score:** .7
 - **Learnings:** Outer Space development, the impact of AI, and the current macroeconomic trends are of top importance to the DAO
 - **Maintenance:** None required.

Team Member Contributions

Each member should take some time to fill this out with the specific contributions they had on the team. This will serve as a reference when team members are doing their Coordinape allocations. This is your chance to show off all the great work you did!

@AriBruce

Objective #1: Present and Represent MoonDAO

- **Specific contributions:** I interviewed the CEO of Astro Guardians and Ahura AI at the HUB Culture Pavilion. I organized, prepared, and promoted the event. Still awaiting video from the organizer.
- **Impact:** There was a full venue and professional videographer which will be good content to share.
- **Complexity:** While I was able to briefly share about MoonDAO, the conversation was more general on the Future of Space which led to great follow up conversations.

Objective #2: Recruit space community members and business leaders into MoonDAO

- **Specific contributions:** Organized the schedule to connect with Space Leaders  **Davos 23**
- **Impact:** Great contacts made that will be joining for Zero G flight.
- **Complexity:** Delay from Zero G project has slowed follow up.

Objective #3: Explore Organizational Partnerships and Revenue Opportunities

- **Specific contributions:** Connected with leaders from Center for Space Policy and Strategy, The Aerospace Corporation, Hub culture, Astro Guardians, Digital Guardians, Ahura, Voyager, Planet, space for a better world, art for space, Space on Purpose, Up Game, Endaoment, Circle, Deepwaters.xyz, ITU, Lockheed, McKinsey, Boom, Moeda, MIT, Wisekey, DAOvos, Berkeley, the innovator, Nexus, Carbonbase, Wright Electric, Arkive, LDP Ventures, Women's Entrepreneurship Day, Armada Aeronautics, E2MC Venture, ARIES Space Anthropology, Roomie, Singularity University, Mount Olive Partners, Zer0x Capital, OurCrowd, MiPasa, Unbounded Network, Lowe Group, Blue-Green Futures, Albus Protocol, Factory, SEKAI, EmTech Investment Hub, Integrative Transpersonal Institute DAO, LinkedIn, Special Circumstances, Mautinoa Technologies, GE, Optimal XR, Blockchain Association of Ukraine, Trustee Wallet, Finnovasia, Readocracy, FTW DAO, Crypto Valley Association, Bonnard Lawson International Law Firm, Learning Economy Foundation, TakenDesign, Knabu, Diplomatic Courier, DAO Suisse, Tokentus Investments, Timely, Hotspotty, State Street, Imperial College Business School, Visionary Future, Adit EdTech, Astrocast, UNDP, United for U, newSpecial Magazine, Tesseract Ventures, United Way, impactopia, HEC Blockchain Club, PitchFWD, NYU, Barlow and Williams, and many more. Please reach out if you would like an introduction.
- **Impact:** Excellent opportunities in development
- **Complexity:** Continuing to follow up and design new project proposals.

Objective #4: Create Report on Conference Outcomes

Key Results for Objective #4: Inform the Dao on the latest business, political, and technological drivers being shared by world leaders.

- Specific contributions:**  **Davos Report**
- Impact:** Looking forward to discussing with the community and tracking for next year
- Complexity:** Broad discussions from the World Economic Forum synthesized for MoonDAO

@Manuel

Objective #1: Present and Represent MoonDAO

Key Results for Objective #4:

- Key Result:** Conference Report

- **Specific Contribution:** *I joined the Open Science events and lunch to learn more about ways to engage with institutions like: CERN, NASA Open Science, DeSci Labs, PikNik, Filecoin.*
- **Impact:** *Because these are large corporations it takes some time to identify Joint initiatives but I believe it's the most important stuff we can do right now.*
- **Complexity:** *It was not obvious to attend Open Science events because some were invite only and decision makers from the executive boards joined the conversation.*

Objective #3: Explore Organizational Partnerships and Revenue Opportunities

Key Results for Objective #3:

- Key Result:** Develop at least 3 leads for options for partnership in growth, technology, and the space program.
 - Specific Contribution:**
 - I scraped Twitter for the latest activities linked to WEF and messaged active profiles.  Twitter Davos

Here is my copy:

Hey I saw your post X. Are you in Davos right now and want to meet? With [DeepVenture.io](https://deepventure.io) I am building DeSci tools for the Space Industry. Together with MoonDAO I am also launching Open Hardware Space Engineering Working Groups to create a positive impact on our environment. So ReFi is also on my table! Would love to get in touch and learn more about your company. Cold greetings from Davos, Manuel

- Besides that, I collected content from Twitter and LinkedIn about the events I visited and who posted what. With this, I identified Key decision-makers like the Filecoin executive team, Casper Labs, Polygon, and Lockheed Martin.
 - I met 86 people in Davos and followed up with everyone over a period of 1 ½ months and 5 email later.  Davos Leads
- Impact:** Additionally here are the stats:
 - 3rd - 23 contacted - 9 replied (39,1%) - Interesting - 19 contacted - 8 replied (42%) - VIP 1 - 9 - 2 (22,2) - VIP2 - 9 - 4 (44,4) - VIP 3 - 6 - 5 (83,3) - Highlights: Filecoin, CERN, NASA / 68 contacted in total with 28 replies = 41,2% reply rate = 16 meetings booked
 - Complexity:** *It's a lot of work to keep track about responses, follow up messages and so on.*

@ryand2d

Objective #2: Recruit space community members and business leaders into MoonDAO

Key Result: Key Results for Objective #2: Inspire at least five individuals with Space backgrounds to become MoonDAO members.

- *Specific Contribution: I made custom referral links for each attendee, converted them into QR codes, and made cellphone lockscreen images for use during the event to track all referrals. [Link](#)*
- *Impact: Only one of the attendees used the QR code, but they generated two tracked referrals with considerably more traffic, their feedback (Pablo) from in-person events helped us revamp and improve the landing page which saw much better conversion rates at DAODenver.*

@Ben

Davos is the main global stage for big movements. MoonDAO is at the forefront of governance, space, and crypto. At Davos we have the opportunity to be thought leaders in decentralized uniting community space movements. As a team we represented this new domain well, made strong connections, and planted the seeds for having a big impact on the world stage. We learned our way around Davos and met the people to continue to launch decentralized space. Recommended that we begin planning about 6 months ahead next year and create a series of panels and bring together leaders from different organizations to really launch these movements and put decentralized community space movements that unite humanity in people's awareness.

Objective #1: Present and Represent MoonDAO

Key Results for Objective #1:

1. **Member(s):** Ben Haldeman
2. **Results:** Brought up community space movements into the conversation through questions in panels and networking conversations. Made meaningful high level introductions for pmoncada that hopefully will bear fruit in the future. Framed decentralized space and community movements as a major, growing, and underrepresented movement.

Objective #2: Recruit space community members and business leaders into MoonDAO

1. **Member(s):** Ben Haldeman
2. **Results:** Raised awareness for MoonDAO and community space. Conversations with VCs, CEOs of public companies, and other high level business leaders intros. Many will not be members but elevated the conversation. Many of these may not lead to fruit today but we are building a big global movement for humanity. We are setting the stage for MoonDAO to be part of the big conversations.

Objective #3: Explore Organizational Partnerships and Revenue Opportunities

1. **Member(s):** Ben Haldeman
2. **Results:** Conversations and relationship building for future opportunities.

Objective #4: Create Report on Conference Outcomes

- a. **Key Results for Objective #4:** Inform the Dao on the latest business, political, and technological drivers being shared by world leaders.
 - i. **Member(s):** *Ben Haldeman*
 - ii. **Results:** See this doc!

@pmoncada

1. **Objective #2:** Recruit space community members and business leaders into MoonDAO

- a. **KR:** Inspire at least five individuals with Space backgrounds to become MoonDAO members.
 - i. **Specific Contribution:** I spoke to many people about MoonDAO and got their cards, and followed up with them.
 - 1. Hank Holiday from Quorum 1. Had a great call with their org and am now a member of theirs, will try to convert them into MoonDAO members.
 - 2. Lucian Tarnowski: From United Planet. Attended his event and spoke to many people there. I am not sure if he officially became a MoonDAO member. Will need to follow up with him.
 - 3. Iker Puente: Instituto Transpersonal Integrativa. Many conversations but also not sure if he ended up becoming a MoonDAO member.
 - 4. Will Marshall CEO of Planet Labs. This was a connection of Ben's will be going to more of their events in the bay area and convert him into a MoonDAO member.
 - 5. Revathi: Founder of ReGen and research initiatives. Followed up with her but did not convert to MoonDAO member.
 - 6. Jonathan Barry: Chairman of EarthTrust.Fund
 - 7. Maria Nova: Movie director
 - 8. Valesca Hernandez: Marketing professional
 - 9. Dan Hwang: Blockchain expert.
 - 10. Dominique: ZeroG possible conversion.
 - 11. Daniela Herrmann: Interested in creating her own DAO. Haven't followed up with her yet.
 - ii. **Impact:** Although connections were made, I'm not sure if any conversions to MOONEY holders were made. Need better metrics on conversions. These are all more long term relationships and I don't want to be pushy about getting them into MoonDAO.
 - iii. **Complexity:** Attending many events. Many conversations.

2. **Objective #3:** Explore Organizational Partnerships and Revenue Opportunities

- a. **KR:** Develop at least 3 leads for options for partnership in growth, technology, and the space program.
- i. **Specific Contribution:** There are many opportunities on the horizon for partnerships with Filecoin, CERN. We attended a presentation with Lockheed about their lunar activities too. Need to build out our partnerships program more and officially onboard them.
 - ii. **Impact:** None yet, these need to be developed further with more conversations.
 - iii. **Complexity:** Follow up conversations and organizing those meetings can be operationally complex. I think we need to compile a list of all the contacts a little further. Manuel has done this.

Coordinape Results

<https://app.coordinape.com/circles/5331>

Ben and Ari did not fill out the Coordinape. Their distributions were split equally among all other attendees, with 6 points going to Ryan for help with the QR code.

Member Name	ETH Address	% of total rewards	Upfront Payment
pmoncada	pmoncada.eth	24.75	4000 DAI
Ari	0x2c485a4DaD1c1a6a031A6DB08D5212b74A4A50e7	25.50	4000 DAI
Ben	lifeship.eth	19.25	2000 DAI
Manuel	eth:0xE862E2C1ca94eAcfEDe3c95a217c15EF0086a29D	24.75	2000 DAI
Ryan	0x78176eaabcb3255e898079dc67428e15149cdc99	5.75%	0 DAI

Treasury Transparency

No multisig was created for this project. The up-front payments came directly from the MoonDAO Treasury in nonce 146-149:

Txn Title	Reason	Amount	Recipient ETH Address	Etherscan or Gnosis Link	Deliverable
Ari Payment	Upfront payment	4,000 DAI	eth:0x2c485a4DaD1c1a6a031A6DB08D5212b74A4A50e7	https://app.safe.global/transactions/tx?safe=eth:0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9&id=multisig_0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9_0xc5b009d45be8c03a5dab09b456ec6534577d0b873acb7705720c7183c3f9b392	See Ari's section in the report.
Pablo Payment	Upfront Payment	\$4,000 DAI	pmoncada.eth	https://app.safe.global/transactions/tx?safe=eth:0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9&id=multisig_0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9_0xc5b009d45be8c03a5dab09b456ec6534577d0b873acb7705720c7183c3f9b392	See Pablo's section in the report.

				A22A91d85cab2c9_0xe5ad19ec2075aae092e81477e85400cf208ce999b743b9f4fec6b2d4e53453ea	
Manuel Payment	Upfront Payment	2,000 DAI	eth:0xE862E2C1ca94eAcfEDe3c95a217c15EF0086a29D	https://app.safe.global/transactions/tx?safe=eth:0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9&id=multisig_0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9_0x8ae94f2d83e430019f8d52302c9f637a53dc48f92893646cd23eadba4e7b52a3	See Manuel's section in the Report.
Ben Payment	Upfront payment	2,000 DAI	eth:0x87678f9229910d5462Ee26Df6f7b4cf41888638C	https://app.safe.global/transactions/tx?safe=eth:0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9&id=multisig_0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9_0x6c668e78cc07a9bbeab6877f	See Ben's section in the report.

				49ff2670398 a424c0590b 0aa0c516e3 d01311646	
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https://app.safe.global/transactions/tx?safe=eth:0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9&id=multisig_0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9_0xc5b009d45be8c03a5dab09b456ec6534577d0b873acb7705720c7183c3f9b392

https://app.safe.global/transactions/tx?safe=eth:0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9&id=multisig_0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9_0x6c668e78cc07a9bbeab6877f49ff2670398a424c0590b0aa0c516e3d01311646

https://app.safe.global/transactions/tx?safe=eth:0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9&id=multisig_0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9_0x8ae94f2d83e430019f8d52302c9f637a53dc48f92893646cd23eadba4e7b52a3

https://app.safe.global/transactions/tx?safe=eth:0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9&id=multisig_0xce4a1E86a5c47CD677338f53DA22A91d85cab2c9_0xe5ad19ec2075aae092e81477e85400cf208ce999b743b9f4fec6b2d4e53453ea

Project Wrap Up Checklist

- ☐ Added Project Final Report onto the Website Dashboard
- ☐ Returned excess funds to the Treasury
- ☐ Presented Final Report to Senate
- ☐ Update Discord Roles
- ☐ (if needed) Create documentation for users of the work, or people who will need to maintain the project once it is completed.