

LATAM - DAO <> NDC

Through a combination of education, networking, project support, and strategic partnerships, LATAM-DAO aims to foster web3 growth in Latin America, in full alignment with the core values of the NEAR DIGITAL COLLECTIVE (NDC).

We share NDC's commitment to empowering the ecosystem, believing that blockchain technology should be accessible to all, and that it's not just about technology but about the people who use it. Our goal is to empower the people of Latin America with the knowledge and tools to participate in and benefit from the web3 revolution.


We also resonate with the NDC's principles of fairness, accountability, transparency, and reliability. These principles are at the core of our efforts to create a thriving web3 community in Latin America, where every member can participate and collaborate with confidence.

LATAM-DAO: <https://app.astrodao.com/dao/latam-dao.sputnik-dao.near>

Background

The journey of LATAM-DAO has been guided by the core values of the NEAR DIGITAL COLLECTIVE (NDC), with a strong emphasis on decentralization. Our first successful project, NEAR HISPANO, in collaboration with NEAR UNIVERSITY in LATIN AMERICA, set the tone for our commitment to decentralization and education. We believe in the potential of web3 technology to create a more decentralized and equitable world, and we are dedicated to the ideas of decentralization, a core value shared with the NDC.

The formation of specific communities in Latin America, with active participants from Mexico, Venezuela, and Argentina, was driven by the belief that a decentralized ecosystem can only thrive when it is truly inclusive and respects the principles of accountability and transparency.

Former plan:  Copia de NEAR Hispano -Regional Hub Playbook

Community DAO example: near-venezuela.sputnik-dao.near

Project DAO example: near-p2p.sputnik-dao.near

Budget

Our budget allocation follows the principles of efficient operation and continuous improvement, in line with NDC's core values. We will operate in an efficient manner to ensure that resources are maximally directed toward achieving our goals.

Furthermore, we are committed to weekly iterations to adapt and improve our strategies in response to the dynamic needs of the Latin American web3 community. This commitment to continuous improvement mirrors the NDC's value of striving for better outcomes through ongoing refinement.

Our budget is structured on a monthly allocation of \$20,000 USD. It is allocated across a range of initiatives, which include onboarding, education, community engagement, branding experience, sponsorship in events, project support, partnerships, and administration.

First Month

The dedicated leadership of the LATAM-NDC will contribute their expertise and time voluntarily towards the launch of LATAM-NDC-DAO. Their main focus will be on initiating inclusive discussions with the entire community in order to collaboratively build a robust governance structure tailored specifically to our DAO's needs.

Funding distribution will be based on a transparent and results-driven approach, aligned with the specific deliverables and key performance indicators (KPIs) of each community and project. This ensures that resources are allocated effectively and in accordance with the demonstrated achievements of the initiatives.

In this initial phase, we will prioritize project approvals based on their ability to deliver within the first month. Once these projects have been successfully reviewed and deemed eligible, we will proceed with the approval and execution of funding transactions. This sequential approach allows us to ensure efficient allocation of resources and maintain accountability throughout the process.

Meaning that, these projects or communities will deliver first and will be granted later.

Second Month & Beyond

As we enter the second month and beyond, we aim to allocate our budget of 20,000 USD across a diverse range of initiatives granting first and reviewing later.

The budget distribution process will be carried out thoughtfully and transparently, ensuring that each initiative receives an appropriate share of resources based on its potential impact and alignment with our overarching goals. We will carefully assess the proposals and performance of different projects, considering their ability to drive meaningful outcomes and contribute to the overall growth and success of the community.

By strategically allocating funds to these key areas, we aim to foster a vibrant and inclusive community ecosystem across Latin America.

Growth and Retention

Measured by the number of founders, developers, and startups, focusing on their success and retention.

+2000 Members, +20 Leaders and Founders, +10 Active Startups, +3 Tokens.

Community support is being restarted, and as explained the first month will kick start a new research and reach of members and projects within the LATAM-DAO to support or re-activate.

Many specific communities within LATAM-DAO such as AuroraESNear with 1018 members, Near Blockchain Es with 532 members, Meritocracy for Women with 391 active women, NEAR Peru with 98 members, NEAR Mexico with 80 members, NEAR Argentina with 312 members, NEAR Brasil with 233 members, Aurora Brasil with 500 members, FraDAO with +80 women and +80 of rural Farm incubation community with cos.tkn.near token . With +25 active NEAR developers, and more than 100 onboarded developers, thanks to several educational projects, more than 15 active community builders, and many web3 projects on-chain such as nearp2p.com, mintickt.com, musicfeast.io, defix3.com, apolopay.app, metademocracia.com. etc.

On-chain value

Evaluating valuable contracts executed on the blockchain.

meta-pool.near: 1277472 transactions

near-venezuela.sputnik-dao.near: 2188 transactions.

nftv2.everyone_eats_entertainment.near: 1684 transactions.

v4.nearp2pdex.near: 871 transactions.
market.mintickt.near: 426 transactions.
fradao.sputnik-dao.near : 1456 transctions.
cos.tkn.near : 512 transactions.

User engagement

We assess users' weighted value through various factors, including fees paid on-chain, referrals, growth/retention, and the number of earners.

Let's remember that the support for LATAM will kick start thanks to the NDC. Now, LATAM has many members and projects that need support just as mentioned.

Until now we have grown from 0 to +2000 members.

Members engage in governance such [as this example](#) with 109 replies, 3.6k views, 82 users, 1.0k likes.

Members wallet use of [a leader can reach 14059](#) transactions or a [community user](#) around 700 transactions.

Other examples:

nearbrasil.near: 8.394 transactions / aurorabrazilguild.near: 6.176 transactions

vianftbrasil.near: 6.147 transactions / fradao.near: 1.038 transactions

jcosta.near: 5780 transactions / frado.near: 3421 transactions

Influence and reach

We gauge our share of voice among top web3 figures.

Fritz Wagner is a key partner for international and national events such as caracasblockchainweek.com and a leader of the NEAR Community with 3 gold badges from the governance forum.

Frado won Third place in HackBOS creating a point of sale in BOS, is ambassador of NFT São Paulo(30k audience) and NFT Rio(25k audience), in Blockchain Rio as speaker (About NEAR Metaverse with 15k audience), in Rio Innovation Week as Speaker (NEAR DAO, with 155k audience), Presentation in ETH Milan 2023, leader in fraDAO since 2021, NEAR Community DAO Member in NF, 680 days visited, 9 day read, 13.3K posts read

Expected impact & KPIs

LATAM first clear support will increase in the user database on LATAM related projects, and increase on followers and community members.

Metrics for measuring success on the first month:

- +50 members on-chain as participants of the LATAM-DAO
- +1000 New followers into the different on-chain projects social media platforms
- +100 New participants in our developer education program
- +20 New NEAR developers on our database
- +5 Onboarded projects (outreach and onboard of blockchain projects)
- +1 Web2 projects with more than 100,000 user database outreach

Metrics for measuring success on the second month and beyond

Our January report will show the achievements from October to December 2023, where **we expect to onboard a web2 project into NEAR**, and we also expect to activate a natural growth on the region, where metrics will show at least:

10 supported on-chain projects, LATAM-DAO with at least 100 members participating on the DAO on-chain, an Educational Program distributing knowledge through our own website following our experience on Near Hispano.

Expected Metrics on User Acquisition

User Acquisition Cost = \$15

Retention Rate:

1 week = 50%

2 weeks = 45%

4 weeks = 30%

Final Retention Rate = 20% (using more than 3 dApps)

If we onboard 100 new users (out of which we retain 50% the first week), then the number of users that will finally become part of the NEAR Community for ever will be 20 NEAReans.

Request

October: \$20,000 USD worth on NEAR

November: \$20,000 USD worth on NEAR

December: \$20,000 USD worth on NEAR

Target Wallet: latam-dao.sputnik-dao.near