

EOS Bees

The EOS Community has been waiting for marketing.

It's time for Plan Bee 🐝

Sponsor: [NovaCrypto Telegram](#)



Who

Jesse Jaffe is a genesis EOS community member, EDEN member and digital marketer of 5 years.

Intro

The EOS community is small and underfunded. We therefore cannot extend influence beyond our base and *EOS-specific* content. The best way to onboard new community members is to convert on-the-fence members from other crypto communities and no-coiners interested in problems EOS solves, aka *EOS-relevant* content.

EOS Bees is a proposal to fund the EOS community so we can promote beyond our borders, marketing “outreach” work. The Bee system uses a fractal organizational structure to minimize fraud and empower all Bees.

Bee Code

No insults

No inciting negative reactions

Disagree using questions

[Example:](#)

Here is a great exchange until the [final tweet](#). “Don’t be emotional” is a subtle insult that will discourage the potential community member from joining.

Mission

Our marketing mission is to:

- engage FUD
- correct misconceptions
- promote EOS benefits in a respectful, non-aggressive manner.

Our community mission is to build communication bridges between the prominent languages in the EOS community.

Hierarchy

Queen - Eden Member Jesse Jaffe

Princess - trusted EOS and EDEN community members and language leaders

Workers - trusted EOS community members

Scouts - new EOS community members

Queen Responsibilities

Recruits and pays the Princess

Sets macro strategic vision

Handles Accounting and legal

Creates content

Enforces Bee Code

Build relationship with influencers

Fundraises

Princess Responsibilities

Princess must be bilingual and an EDEN member. Some responsibilities may vary based on culture.

Recruits, pays and manages the Worker Bees

Sets local strategic vision

Conducts, manages attendance and conversation at local Proof of Bee
Collect and consolidate Worker Report into a monthly newsletter
Trains the Scouts in quarterly meetings called Proof of Scout
Advises Queen on cultural considerations
Build relationship with influencers
Fundraises

Worker Responsibilities

Each Worker is independent so that their strategy and day-to-day tasks are not mandated by any other Bee.

They are responsible for scaling EOS Bees by onboarding and training Scouts. The Workers set strategy for their swarm (Worker + their Scouts), and report their experiences in the Proof of Bee and through a text document. The Workers should periodically monitor their Scouts to ensure the Bee Code is followed, and set a good example.

The Workers should contribute in other ways based on ability.

Creating content

Artistic work

Legal/accounting

NFT drop mechanics

Dev work

Building relationships

Negotiations

Worker Example Day

Start by researching potential avenues to discover EOS-relevant content while mobilizing Scouts towards the day's EOS-specific content. Direct the Scouts to discover content in a particular forum, hashtag, blog post, video, etc. Assist with written material based on what the Scouts discover as their tool to engage. Coordinate with other Workers to engage content.

If I want to focus on EOS-relevant content around governance, I would begin by providing my Scouts with:

Watch and find EOS-relevant snippets - [video](#), [video](#)

[62 - Governance and Capital | Joel Monegro](#)

Tweet at bloggers found [here](#)

Join and find an opportunity to engage in [this](#) community

Worker Report/Newsletter

Workers will provide a text report twice a month due at Proof of Bee. The report will:

- Outline strategy
- Highlight noteworthy interactions
- Present hive's impactful work
- Suggest mobilization targets
- Report general sentiment
- Report issues and Bee Code violations

For major EOS news, the report should indicate the sentiment towards the news, not the news in of itself.

Reporting general sentiment should include a FUD meter rating from 1-10. The rating will give a standardized way to compare FUD across different Hives. The Princess will take the average FUD rating the Workers choose as the representation for the Hive.

The Princess will collect the Reports and pick which pieces of content should go into the monthly Newsletter, like an editor-in-chief.

Scout Responsibilities

The Scouts are responsible for executing their Worker's plan. They are expected to engage content in coordination while adhering to the Bee Code.

Strategic Vision

Every Bee does what they do best. Ideally, each Swarm will have a Scout who specializes in a different platform. All Scouts have accounts on all platforms, and swarm a piece of content that a specialist identifies, all while adhering to the Bee Code.

The Princess will identify influencer targets to build relationships and pay when the budget allows.

FUD Strategy

Our stance is to respond to as many pieces of FUD as possible in a positive way. Accounting for every piece of FUD will cause spectators to see the EOS Community as active and inviting. A lack of response causes people to think “EOS is dead”.

Translation Services

The Hives will fund translation services to connect the languages in the EOS community, either by using funds from the Honey Pot (each Hive’s savings account) to hire contractors or onboarding Bees specifically for translation work. The work involves subtitling the Proof of Bees and hiring live translators for a quarterly meeting hosted by the Queen, Princesses and perhaps other prominent members of the EOS community.

The meeting will be executed in a United Nations style. The hub of the meeting is in English with other adjoined meetings in the languages of the other Hives. With live translators, every word spoken in the English hub will be translated back and forth. If a question comes from the Spanish meeting, it will be translated into English and the other languages. The answer then translated back into Spanish and the other languages. The Princess and/or the most knowledgeable bilingual Bees of each Hive will provide Q&A in the chat.

Subtitling the Proof Bees will be first translated into English. The English version will be translated another time for each of the languages in the Hive.

Subtitling the Proof of Bees and the UN meeting is meant to give the EOS community equal opportunity of knowledge and engagement regardless of language. Coordinating at this level among different languages will give EOS a competitive advantage in marketing over other chains.

Eventually, the Bees can help Dapps translate their product to the languages of the Hive, boosting their customer base and potential market share.

Funding Allocation

Funding the Hives will depend on the number of Bees in each for each 2-week funding period.

Queen – 5 %

Hive of the world - 95% (the distribution of amount to each language is proportional to the total Bees in its Hive)

Each Hive

Honey Pot – 5%

Princess – 10%

Workers – 35%

Scouts – 50%

*In case of a lower tier earning more per bee than a higher tier due to a lack of bees, the difference will go to the respective Honey Pot.

In order to decide which hives get more/less funds, see the [funding allocation algorithm](#). It shows averages only and doesn't account for the nuance described below.

EOS Bees uses a hybrid funding model that uses objective and subjective criteria to balance payments fairly among participants.

The Princess and Worker Bees get 2 separate payouts. One is their salary. The other is a pool of funds to pay their respective Workers and Scouts.

The salary of each bee is given subjectively by skill relative to other bees in the same hive and tier. The skill is determined by each Bee's superior. But the pool to pull from comes from objective metrics.

The pools are determined objectively by an algorithm. It factors in hive size, GDP/capita and relative Bitcoin search rankings among countries.

The allocations to each swarm is determined proportionally to what the Princess decides the Worker of a Swarm receives. If a Worker receives 10% of the total pool for Workers, his/her Scouts will receive 10% of the pool for Scouts.

For example, there are two Swarms. Swarm #1 has 2 Scouts. Swarm #2 has 4 Scouts. The pool for Workers is 60 \$EOS. The pool for Scouts is 50 \$EOS. If the Princess decides to allocate 90% of the Worker pool to Swarm #1, the Worker will receive 54 \$EOS. It also means the Scouts in Swarm #1 will receive 45 out of the total 50 \$EOS of the Scout pool despite there being less Scouts in Swarm #1. This solves the situation if there is a poor performing Swarm. If a Princess decides to allocate 0 to a Worker, the Scouts in his/her swarm will also receive 0. It would not make sense to have the Worker receive 0 \$EOS and yet pay his Scouts. Every 2 week period, Scouts can move to a new Swarm if the other Worker accepts, as long as it does not put that Worker above the maximum limit of 24 Scouts.

Queen Account

New funding will be distributed to the Queen Account. The Queen will distribute funds to him/herself and the rest of the Bees and Honey Pot twice a month at the allocations outlined.

Honey Pot

The Honey Pot is a multisig account for funding EOS Bee community initiatives, like developer work. It can be thought of as each Hive's "savings account".

threshold = total # Worker Bees. This is the total amount of "points" that need to be reached to move \$eos out of the Honey Pot.

Weights. This is the amount of points each member gets.

Worker Bee = 1

princess = total worker bees / 3

queen = total worker bees / 2

If the Queen and Princess weight results in a fraction, it will round down to the nearest integer, unless it's less than 1. In the latter case, a fraction like 0.33 will round up to 1.

In this example of 50 Worker Bees, it requires a maximum of 50 points to move \$eos out. The point allocation is shown below.

50 = threshold

25 = queen

17 = princess

1 = worker

When a proposal passes, it will have a 24 hour time delay. It can be cancelled if the parties reach 50 points again.

Each Hive will have its own Honey Pot. The Queen is the only Bee with influence in all Honey Pots.

In the case of multiple Princesses or Queens, the weights will be divided. An example with 2 Princesses, 1 Queen, and 50 Workers:

50 = threshold

25 = queen

9 = princess 1

8 = princess 2

1 = worker

An example use of the Honey Pot is for creating content using skills that no Bee possesses, like for commissioning animators to produce high quality videos. I know a talented video producer/animator who is open to accepting crypto.

The following are potential video ideas.

“Is EOS centralized?” *This is the #1 attack vector.*

“Does Block.One own EOS?”

“Institutions Love EOS”

Gifting EOS Accounts

Proposals like [this](#) will allow Bees to gift EOS accounts. The accounts will be prepaid in \$EOS. A link will take the new user to easily set-up their new, gifted EOS account.

Hives should use funds in the Honey Pot to pre-pay for new EOS accounts. Deciding who should be gifted will be determined subjectively by a Worker Bee’s Swarm. A Swarm that has given support to a new user is in the best position to determine how valuable the user will be to the EOS community.

It is possible other Hives will use their Honey Pot funds to gift EOS accounts for other Hives. If a Hive consists of Bees in high income areas, it may make sense to subsidize new EOS accounts in lower income Hives.

Successfully scaling EOS Bees inherently means scaling and *qualifying* new EOS community members.

In the meantime, the best solution to give “free” EOS accounts is the [Wombat Wallet](#). Wombat users can use any EOS app in their in-app browser. Once comfortable with the EOS ecosystem, users can pay a fee

in fiat or \$EOS to unlock their private key and move to a non-custodial solution like Anchor.

Fundraising

There will be two categories of fundraising.

When fundraising for EOS Bees in general, like when in EDEN, Pomelo or from the EOS Foundation, funds raised will go to the Queen account to be allocated to all the Hives like described above. The use of EOS Bees name and mission to raise funds in EDEN and Pomelo for anything other than the EOS Bees treasury, like a Hive's own Honey Pot, is prohibited.

When a Hive raises funds solely on their own effort, creating something using their own Honey Pot, like dropping an NFT collection or anything else unique to the Hive, the revenue will go back to the Hive's own Honey Pot.

Recruitment

The person who wants to join will record themselves on camera, showing their face:

“Hi my name is [name] and I agree to the Bee Code to never insult or cause a negative reaction. I have read the White Paper and understand how EOS Bees works.”

Recruitment bonus:

As an incentive to onboard Scouts, Workers can elect to receive 5% of their Scout's pay for the first 3 months.

The recordings are not public. They are used internally to make sure every Bee is unique.

When starting out a Hive, the Princess must set a maximum to the first 24 people who want to be Worker Bees, unless 576 Scouts are already onboarded (24 * 24). When taking Worker Bee applications, the first (or

best) 24 people get to be Worker Bees. All others must start as Scouts as long as there are less than 576 Scouts.

Removal

The process of removal is similar to recruitment, but the authorized Bee to make the removal will go on camera to express:

“Hi my name is [name]. I am a [position] Bee from the [language] Hive. I am authorized to remove [name] from EOS Bees.”

The removed Bee will receive the recording and thereafter be excluded from payouts.

Rules for removing Bees:

The Queen can remove any bee unilaterally.

A Princess can remove a Worker or Scout unilaterally.

A Worker can remove a Worker with the approval of the Princess and 2 other Workers.

A Worker can remove their Scouts unilaterally.

“On Camera”

Any mention of “on camera” means the Bee must be present on a zoom call. During Proof of Bee, you don’t need to show your face.

During recruitment, if the Queen recognizes the Bee as being a part of the EOS community, he/she can elect to hide their face. If the Queen cannot recognize, he/she must show their face. This is to protect against sybil attack.

Size Limits

A Worker can have a maximum of 24 Scouts, based on Dan Larimer’s interpretation of Dunbar’s number in regards to “small groups” in *More Equal Animals*.

A Princess will become less effective with more than 24 Worker Bees to manage. If a Princess has a 25th Worker Bee, a second Princess will be promoted.

Similarly, a Queen will become less effective with more than 24 Princesses to manage. If a Queen has a 25th Princess Bee, a second Queen will be promoted.

Note the 5% incentive for Workers to onboard new Scouts sets the scaling in motion. A Princess Bee cannot control the existence of a 25th Worker because Workers are independent in recruiting new Scouts. If a Princess threatens the Workers to stop onboarding new Scouts in order to avoid promoting a second Princess, the Hive's lack of growth relative to other Hives will alert suspicion and investigation.

When a new Princess or Queen gets promoted, he/she will split the managerial responsibilities and pay allocation with the incumbent Princess/Queen on a proportional basis, with seniority to the incumbent.

Example:

A Princess onboards a 25th Worker. He/she selects one of the Workers to become a second Princess. If the two Princesses split the Workers 12/12, then they will share their 10% funding allocation evenly. In this case, one Princess will be responsible for managing 12 of the Workers, the other Princess manages the other 12.

The incumbent Princess has the option to pick how many Workers he/she will manage when a new Princess gets promoted. The extreme is the incumbent Princess taking 23 Workers and leaving 1 to the new Princess. In this case, the 10% funding allocation will be split 95.8% / 4.2%. Because no one is allowed to manage more than 24 Bees, each new Worker will go to the new Princess until he/she reaches the limit.

Workers are limited to one Scout promotion per 6 months. But they can still recruit and collect the recruitment bonus.

Example scenario:

Worker 1 has 24 Scouts. He recruits a 25th Scout. He then must promote 1 Scout to a new Worker, called Worker 2. Worker 1 is back to the max limit of 24 Scouts.

Worker 1 can split the 5% incentive (2.5% each) with Worker 2 by recruiting a new Scout to Worker 2's Swarm. However, Worker 2 can reject the Scout recruited by Worker 1. If no other Workers will take the new Scout, the new Scout will need to wait at most 6 months. Then, Worker 1 can promote another Scout, reducing his total Scouts to 23 and making room for the new Scout to take his 24th spot.

Scout Graduation

Scouts can graduate to Worker status after 6 months. A Scout who wishes to graduate must be approved by his/her Worker and bring on at least 1 new Scout to be a part of his/her swarm.

Pay Schedule

Payouts will be executed twice a month. The amount will be determined by the total unpaid funding divided by 12. This gives a 6 month runway to get new funding.

Payout Penalties

As the Queen, I will pay the Princesses as the stated allocation unless there are widespread violations of the Bee Code, missing attendance in Proof of Bee or refusals to coordinate with other Hives.

For Bee Code violations and Proof of Bee missing attendance per 2 month period:

1 miss/violation is allowed

2 misses/violation = a loss of payment for 1 two week period that is reallocated to the other Bees

3 misses/violation = Bee removal

Proof of Bee

Recorded meeting twice a month with the Queen, Princess and all local Workers. Workers may bring 1 of their Scouts to each meeting.

The call will discuss intel, news, strategy, address concerns, answer questions, and conduct payouts. The call's primary goal is to show the EOS community Proof of Bee.

Each language will have their own Proof of Bee subtitled in the other languages. The Queen will join the Proof of Bees for all the languages with a translator.

Proof of Scout

Recorded quarterly training video attended by all Scouts, organized by the Princess. Scouts can miss 1 without penalty. Missing more than 1 may result in a removal.

The Proof of Scout is to meet with all the Scouts in a hive. The Scouts do not need to attend Proof of Bee, so we need a way to check in on them every once in a while to give them a chance to talk to the Princess on an audio call.

Royal Meeting

Once every 2 months, the Queen and Princesses will record a public meeting. It is to discuss coordination opportunities and system-wide suggestions and concerns.

Accounting

[Colby Cross](#) has agreed to do EOS Bees accounting and bookkeeping work if we get funded. Colby holds \$EOS and is willing to accept payment in \$EOS. The Queen will be Colby's point of contact.

Colby's services cost \$200/hr for consulting and \$50/hr for bookkeeping. This cost will be paid before allocation to the Bees.

Proxy

As Queen, I will campaign to have all unallocated funds in the Honey Pot be staked to a proxy that aligns most with the Bees in each language. All Bees will be asked to stake their funds they are not planning on selling to the same proxy the Honey Pot selects.

Proxying can give EOS Bees influence beyond the marketing initiatives.

Roadmap

Phase 1 >= 25k \$EOS on Pomelo Rd1

EOS Bees goes live!

New company formation

Kick off call to group Scouts with Workers

Induction videos to officially onboard Bees

EOS Bees discord server to aggregate all languages in one place

Set-up multisig Honey Pot accounts

Hire translation services from Honey Pot funds if Bees cannot provide internally

**If EOS Bees raises less than 25k \$EOS, I will save the \$EOS for future funding opportunities.*

Phase 2 >= 100k \$EOS

At least 6 language Hives

Phase 3 >= 500k \$EOS

Automate payments

At least 10 language Hives

Phase 4 >= 1M \$EOS

EOS Bees DAO

Voting for Queen

Legacy advertising

All the language Hives

Website

Each Hive will determine whether they want to spend funds creating a website, at any time they decide is right. There will be no central website for all Hives.

Voting for Queen

Upon raising a cumulative 1M \$EOS, EOS Bees will create a DAO and initiate voting for Queen, EDEN style. To be eligible for Queen, a Bee must be officially a part of the DAO by signing documents and providing the necessary personal information.

Interested Bees

[Here](#) are the EOS Community members who have signaled intent to join if funding is received.

Motto

We are the Bees

'The Heart, Soul, Mind on EOS'

To inject the best nectar in your Mindset.

Independence

If there comes a time when EOS does not need anymore marketing, EOS Bees will approach Dapps as a move to private revenue streams.

Backup Plan

If something goes wrong in the execution that renders this initiative undoable after receiving funding, I vow to donate the funds to the project I believe deserves it most.