DAO Product Lead

Overview

The DAO Product Lead drives innovation in DAO-funded initiatives. This role has a deep understanding of the aavegotchi protocol and gotchiverse.

Key responsibilities include:

- Supporting the development of fun and engaging gameplay experiences built on the Aavegotchi protocol.
- Collecting feedback from players and make recommendations to DAO task forces
- Monitoring and reporting on key gameplay metrics.
- Working with the Finance Lead over any issues related to in-game economics (specifically related to alchemica, GLTR, and wearables and their components)
- Working with Marketing Lead to ensure their deliverables are on-brand and consistent
- Providing advisement for any DAO-funded projects on the topics of branding, design, copywriting, and general game economics.
- Help aspiring DAO-funded projects refine their vision into one which aligns with the community and gives a better chance at securing funds.

Deliverables:

- Innovate on the Forge 1.0 release with new features and engage the community in its development. Ideas include charms, gotchi imbuements, BRS flipping (namely – BRN to + BRN)
- Map out and have created an investor dashboard which highlights the best investments available in Aavegotchi. For example, an H1 portal was 100 GHST and today that is ~600 GHST. I believe many of these impressive gains are buried and out of sight for many potential investors.
- Work with Finance Lead in creating a graphic-rich cash flow statement for education purposes.
- Launch a deep-dive into a DAO-funded game.

Oliver

If I am selected for this role, it is my hope to help ideas bridge the gap from inception to funding. A big challenge in DAOs is that there are many great ideas, but without initial funding, few are there to carry the torch. It requires a truly passionate player to bring their idea to a point where they can receive funding. I can help individuals shape their idea in a way that is on-brand and more likely to receive funding.

I’ve been an avid participant in the aavegotchi community since Haunt 1. I have been a member of the Wearables Task Force, Frens Task Force, and Dao Treasury Force. I have also

raised issues with the harvester emissions and taken on a joint-task force to recalculate them.

Most recently, I have been the product lead for the Forge Team. My formal responsibilities included: design all assets for the composable wearables, design the UI for the Forge website, design three full sets of wearables for the Creator-Themed Suite. You can see the full-extent of my work here: https://drive.google.com/drive/folders/1pEed0LcgOghO19fGb9tCKllw4ipc1mSq?usp=sharing

My formal background is in hospitality management where I was responsible for a team of thirty and handled hundreds of thousands worth of inventory. More recently I worked for an international design studio as a graphics and UX designer. I'm familiar with several workflow management softwares such as Asana and Airtable.

Upon a successful launch of the Forge, I already have a number of great ideas on where to go from here. Incubating these ideas takes time and I am committed to driving the discussion within the community as we help them take form. I also have been crafting a full game experience for aavegotchi which I am excited to work further on and bring to the surface.