

# FWB Proposal: Local Tier

**Status:** Pending

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## Summary:

Combine FWB Events and FWB Cities into a new 5 \$FWB tier called FWB Local.

This tier aims to capture qualified inbound interest and drive high quality engagement into our newest initiatives (Events and Cities), while fostering diversity by broadening accessibility for potential new members.

## Motivation:

The long-term sustainability of the FWB community and the \$FWB token relies on our ability to diversify our token-gated products and access points.

At the start of every Season, the community votes to increase the threshold by a certain tier, as seen here. Given that the current price of the \$FWB token makes the cost of membership prohibitive for many, we are proposing this new diversification strategy to introduce alternative onramps.

By introducing a more accessible tier for FWB Events and Cities, we will open a new gateway for people to experience the community before making the leap to our current core membership threshold of 75 \$FWB.

## **FWB LOCAL**

IRL EVENTS  
DIGITAL EVENTS  
FWB CITIES

CONTENT  
EDITORIAL  
NEWSLETTER

FREE

5 \$FWB

75 \$FWB

## **FWB GLOBAL**

DISCORD  
MEMBERSHIP

FWB



SEASON\_4

## **Specifications:**

Introducing FWB Local as a new token tier at 5 \$FWB to engage members in FWB Events and Cities

Further discussion needs to be had with newly elected City team leadership to determine if specific events will require membership application approval or not.

## **Events:**

- **IRL Events:**

FWB DAO organized meetups, parties, events, conferences, and physical experiences shouldn't be limited to just those who hold 75 \$FWB and would benefit all around from more diversity of participants.

FWB Events serve as a more ideal onramp to help bring in new members by interacting and participating in local community experiences.

Events will strive to operate at a breakeven business model through either pooling of capital through city community members, sponsorship subsidy, or additional forms of revenue.

- **Digital Events:**

Digital Events also serve as another great access point for members at the Local level. Digital events include Coffee Time, Seed Club's talk, and many more educational experiences that occur on the FWB Discord. This will also grant access to the FWB chat-text channels that run alongside digital programming but only if they are qualified members via application approval.

**Cities:**

FWB has established three Cities— London, New York, and Los Angeles —as the originating sub-DAOs within the FWB ecosystem.

Cities will host in-person experiences from happy hours, gallery tours, and listening parties to local partnerships with restaurants and pop-up community meeting spaces. We believe the strongest onramp into FWB is through participating in local community and governance.

FWB Local will grant access to all FWB #city-channels.

**Channel Architecture:**

The Local threshold tier will include, but not limited to, the following channels within the Discord:

- Welcome Category
  - Announcements
  - Welcome
  - Get-Involved

- All Cities General Chat
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- Cities
  - FWB CITY DAOS
    - FWB LA
      - la-general
      - la-events
    - FWB NYC
      - nyc-general
      - nyc-events
    - FWB LONDON
      - ldn-general
      - ldn-events
  - FWB CITIES\*
    - BERLIN
    - MIAMI
    - SF
    - ETC

\*These singular city channels will expand out once official CityDAO infrastructure is rolled out upon enough demand and expressed leadership.

## **Benefits:**

- Drives engagement into our FWB City channels, which is our core Season 4 focus.
- Improving diversity and quantity of desired members,
- Lowering financial barriers to participate in events and IRL experiences.

## **Drawbacks:**

- Huge surge of new applicants and need to staff up the membership committee to handle applications.
- Potentially introducing a two tier class system into FWB.
- A sense of FOMO for those who hold 5 and can't afford 75.

## **Vote:**

- Yes - Implement FWB Local for 5 \$FWB
- No - Do not implement FWB Local tier.