Goals: Improve the coop. Unblock growth.

Ground Rules: Everything you answer on the Qs will be anonymized, if it is ever released. At the end of the call, we'll go thru everything that is written down, and you'll have a chance to edit to reflect your perspective accurately.

At the end, we will try to synthesize your preferences on some key vectors that we want to consider for any deal. Since we are trying to find a path forward that gets everyone the biggest win possible, your name would be attached to that.

Which hypothetical index coop set do you think is the best?

20% month over month revenue growth, -50% profit margin
12% month over month revenue growth, 0% profit margin
5% month over month revenue growth, 50% profit margin

Need to know more about how costs scale with revenue

What part of coop life fills you up the most as a person?

Building a great organization. Innovating of bleeding edge, seeing the value reflect those accomplishments.

What part of coop life drains you the most?

Emotional dumping, seeing personal attacks, unfair arrangements.

Of the time spent with partners, what portion do you think is spent on building together vs managing inter-organizational relationships (set <> coop, dfp <> coop, set <> dfp, coop <> other partners) ?

5% building together, 95% org issues.

Are you happy with that? ***No.*** What do you think it *should* be? ***50%/50%***

In your vision of the future, if the coop succeeds, what accomplishment will we be most proud of?

Building one of the most inclusive and professional organization. Cultural, people, processes first, and everything else came out from that. Manifest the American Dream on the internet for our members.

If the coop falls apart in the next 2 years, what will have been the reason?

Bad culture, bad leaders, lack of vision too much time on infighting.

What makes it hard for the competition to keep pace with the index coop? ***Four moats of defi: Community, distribution, brand, treasury.***

If you were going to compete with the coop, what part of the market would you focus your energy? ***Challenge from big boy entry from above. Focused on different target market, different chain. Or disrupt with 10x better technology.***

Must haves - A plausible path for Index Coop to be a major financial institution that does things the right way and viewed as a generational example that defined the best in the rise of defi.
Can't Give - Index Coop can't be permanently adversarial amongst stakeholders. Index Coop can't give away fairness in relationships.
Strong Relative Wants - Professionalism. Incentives that reinforce a collaborative environment. Adaptability.
Strong Relative Indifferences - unsure, bc havent spoken to anyone else.