

Application for Role Renewal: Finance & Resources – Unlock Protocol DAO

Introduction

As an early member of the Unlock Protocol, I've had the privilege to support its evolution and contribute meaningfully to its growth. I believe a strong DAO requires strategic, transparent, and efficient management to maintain expansion and adapt to new challenges. I am therefore submitting my candidacy to renew my role, with the goal of consolidating our progress and continuing to create value for the community and the protocol.

Role Description: Finance & Resources

This role is designed to enhance the structural development of the protocol, ensuring financial sustainability, efficient use of DAO resources, and the creation of new collaborative opportunities.

Key Responsibilities

- 📄 Proposal Creation: Drive strategic proposals that add value to the token and community.
- 💡 Idea Generation: Contribute initiatives to improve utility, governance, and adoption.
- 🗣️ Information Hub: Communicate DAO decisions and activities clearly and consistently.
- ⚙️ Proposal Management: Oversee the full proposal lifecycle with transparency and efficiency.
- 📈 Token Listings: Actively promote the listing of the UP token on new exchanges.
- 📊 Treasury Support: Contribute to planning, tracking, and optimizing DAO budgets.
- 🤝 Networking & Partnerships: Build strategic relationships with projects and companies.

Some Relevant Milestones

- Budget for Q1 & Q2: Drafted the official Unlock Protocol budget and spending structure.

[Unlock Protocol DAO Budget Proposal for Q1/2025](https://docs.google.com/spreadsheets/d/1I1nCZIm4ZvukY77LHCVcFkTqb9Np7ddb/edit?gid=1816733146)

- Financial Tracking Sheet: Created a real-time expense control sheet.

[Tracking

<https://docs.google.com/spreadsheets/d/1I1nCZIm4ZvukY77LHCVcFkTqb9Np7ddb/edit?gid=1816733146>

- Token Listings:

- Successfully listed on <https://www.coingecko.com/en/coins/unlockprotocoltoken>

- Submitted application to CoinMarketCap

- Initiated processes for Coinbase, Binance, Kraken, and Upbit

- Contacted other exchanges, some declined due to high costs

- Marketing Support:

- Collaborated with @ceci on outreach to marketing firms

- Created strategic document for Marketing & Influencers


Marketing

https://docs.google.com/document/d/1MqJfWC1pa24Rxuk8PrQB7rD55IE5nd3ifb_qCsb1K0/edit

- UP Payment Process Proposal:

- Introduced a system for adjusting UP-based payments.

https://docs.google.com/document/d/1iyfH8ozy-Er8Pa_EhM4ZS8Y0YgnCVKDsMTIU5PWXblo/edit

-  DAO Business Ideation with @stellar:

- Collaborated to explore and propose business models to emerge from within the DAO, creating new value streams for the token.

Measuring Impact (KPIs)

- Number of proposals submitted and executed
- Participation in DAO discussions and forums
- Clarity and frequency of communication with token holders
- New exchange listings and strategic connections
- Budget planning and financial control of DAO resources

Proposed Compensation

I propose a compensation of 150,000 UP + 200 in USDC or ETH or ARB per month, for a one-year term. This reflects the strategic value, time, and dedication this role demands.

Conclusion

Renewing this role will allow me to build on a solid foundation, expand opportunities for the protocol, and strengthen DAO operations. I remain fully committed to the mission of the project and its community.

Thank you for your time and consideration.