mClub Governance Processes

Summary

For Season 1 the mClub mission is to:

(1) recruit, back, and support creators onto the Mirror platform;
(2) become a creator platform itself on Mirror to further support its ecosystem and creators; and
(3) create a learning experience for those interested in creating and working within a DAO.

The following proposed governance processes are to support that mission and ensure smooth and efficient operation of the DAO. We will conduct regular reviews of this process as our organization, capabilities, and goals evolve.

mClub DAO Governance

The processes within this section are for DAO-level decisions. See below for [inner-committee governance processes](#).

General Treasury Fund Allocation Process

In general, decisions that require an allocation of funds from the treasury must go through the following proposal process. That being said, due to the time-sensitive nature of our grants we also propose a [streamlined process](#) that can be used when required.

To propose a working group or DAO-wide action or decision, we'll use the following template: ([h/t Curve](#))

- Summary - what's the proposal about?
- Abstract - add a short description of the proposal
- Motivation - why is this proposal worthwhile? How does it align with our current objectives?
- Specification - any technical details worth noting?
- For - what are the reasons to vote *for* this?
- Against - what are the reasons to vote *against* this?

Proposals should be typed up in a comment-only Google Doc so members can comment, but not edit the proposal itself. (Generally speaking, WGBs will compile + share most proposals.)

Once a proposal is created, the proposer should:

1. Add the proposal doc to [the shared Google Drive for mClub Governance Proposals](#).
2. Share the link to the proposal in #m-general for all to view
3. Start a sub-thread in #m-general for proposal discussion to get feedback from other mClub members.
   a. *Clearly state the time sensitivity and when it will go to vote (min 48 hrs. If less is required use streamlined process)*
   b. *Allows for discussion before bringing the proposal to a vote.*
4. Set up a proposal vote on Snapshot ((summarize critical info from the proposal and set up the voting procedure) & announce the start/end date for the vote.
5. Collect responses to accept/reject the proposal.

If a proposal doesn't pass, the proposer can choose to edit the proposal and re-propose it for a vote after 1 week.

Streamlined Fund Allocation Process

There have been cases where Mirror creations have sold out within 30 minutes, and seeing them sell out within a couple of hours is not uncommon. Our [general fund allocation process](#) will be too slow to react to these cases, so we propose to allow the use of the following streamlined process when there's an expectation of ultra-high demand.

1. We elect a group of X delegates that have the power to issue a grant without requiring snapshot voting, capped at x ETH.
2. Any DAO member can approach a delegate requesting to use their power for a time-sensitive grant. The responsibility of ensuring this grant is aligned with the interests of the DAO is on the delegate.
3. Prior to issuing a grant a delegate must post in a thread in #m-discovery with a short justification and to allow quick feedback from available community members.

4. Discord voting features should then be used to gauge alignment and if aligned the delegate can proceed with issuing the grant.

Cross-Committee Coordination

The DAO will defer a lot of low-level decision making to the individual committees and expect them to be accountable for the goals and objectives they set out in each season. That being said, it'll be important to ensure alignment across committees is maintained throughout each season and that each working group board has the full support of the other boards to overcome blockers, deal with issues that arise, etc.

For season 1 we will have a bi-weekly check-in for WCB members where each will highlight what their committee is working on, any roadblocks they're encountering, and anything they need from other committees. These will be facilitated by Ops (initially a community sub-committee).

Grant Proposal Template

We expect the majority of our proposals initially to be focused on providing grants to Mirror projects. To ease and streamline this process we propose the following template be used:

Proposal Champion
[The single point of contact for the investment proposal]

Proposal Information

(See General Proposal Template for the proposal itself + add the following in the Motivation + Specification sections)

Motivation:

- Impact:
    - # of backers/total funds raised on previous Mirror assets
    - size of the creator's audience
    - uniqueness/novelty of creation
    - Have we supported this creator before?
- Diversification:
    - Will this expose new audiences to Mirror?
    - Is this a highly promising creator that is just getting started?
    - Does this expose us to new content types, asset types, or industries?
- Value Added:
    - How will mClub support help provide value?
    - Are we uniquely positioned to help this creator succeed?

- - - ○ Is this something our collective audiences are interested in and we can help spread?
  - ● Creator Potential:
    - ○ Is it clear how the creator plans to continue adding value to the mirror ecosystem?
    - ○ Are we confident in their commitment to the platform?

<u>Specification:</u>

- ● Creator name
- ● Content type
- ● Content summary: (ex. SeedClub is launching a new DAO focused on mirror creators)
- ● Creator Goals + KPIs
  - ○ *What do they want to accomplish using our social or financial capital?*
  - ○ *How will they measure success?*
- ● ETH requirements
  - ○ *What's the amount?*
  - ○ *Will it be paid up-front, or throughout the course of a project?*
    - ■ *Streaming?*
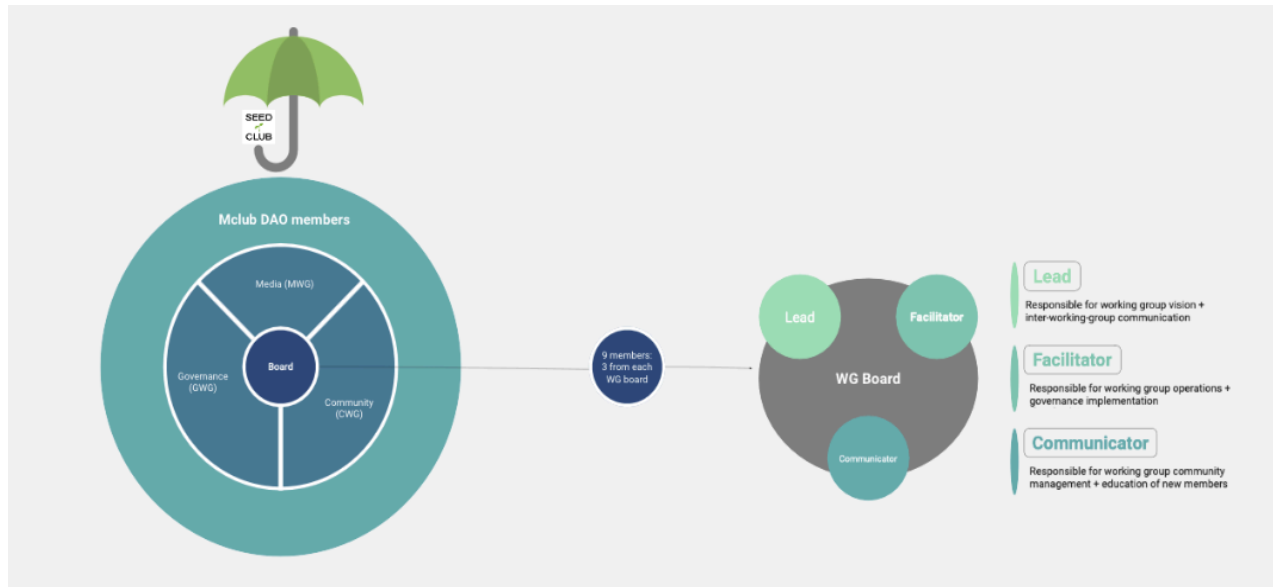   - ■ *50% upfront/50% later?*
    - ■ *Milestone-based funding?*

Committee Governance

Committee Roles

Each committee should designate 3 members to act as a board with similar positions to that of SeedClub:

- ● Lead: Responsible for working group vision + inter-working-group communication
- ● Facilitator: Responsible for working group operations + governance implementation
- ● Communicator: Responsible for working group community management + education of new members

This board will speak/act on behalf of its working group members in larger mClub meetings and support proposals brought up by their respective members. We hope this will ensure everyone's voice gets heard while also ensuring efficient group meetings. If the governance WG finds some members' suggestions are falling through the cracks, it will reassess the process with a working group or DAO-wide vote via [Snapshot](#).

Committee Decisions

For decisions that do not require an allocation of funds from the treasury we defer to the committee responsible for making the decision to reach consensus within their committee. We recommend the following process:

1. For larger decisions consider restating mClub core values and core decision making criteria
2. Discuss the decision within the community-specific channel to give all community members an opportunity for feedback
3. Once alignment is reached within the committee share the proposal in #m-general-chat for cross-committee feedback
4. Put the decision up for vote using polling features in Discord

After 2 seasons we will assess how successful each committee has been using this process and use the discovered best practices to adapt it.

Nominating Committee Board (CB) Members

CB members will act as liaisons between the working group and the broader DAO. Communication/announcements & proposals/decisions will flow through the board.

CB members will be chosen at the beginning of Season 1 and serve a Season-long term. Upon the completion of Season 1 and the beginning of Season 2, working group members will vote to keep the current board, or substitute the entire board for a new one. This helps keep the WGBs aligned with the interests of their members.

Though members can initially volunteer to be a part of the board, members should also consider nominating others who have either a) helped them individually in some way or b) helped add value to the DAO in a way that benefits all or some of its members.

CB volunteering + nomination can happen at any time throughout a season. To propose a member's candidacy for a CB, use this template to start a thread in your respective working group channel:

1. Who are you nominating?
2. What's the motivation for this nomination?
3. Anything else we should know?

Seasonal Committee Grants

In order to properly incentivize and reward DAO members who are contributing time and work to the organization, each committee will be provided with seasonal grants to collectively allocate to members of their committee. **For Season 1, each committee will be provided with 1,000 mClub tokens for distribution**. In future seasons we expect this to become more sophisticated as we learn more about the work required within each function.

The allocation process is as follows:

1. Using [Coordinape](), at the end of each season the working group members will be able to allocate points to the members they have worked with based on the value of their contributions.
2. Once points are allocated to members, each WGB will distribute mClub tokens to their respective working group.
3. Any of the remaining mClub tokens that were granted to a working group but not allocated to members will carry over to the following season.

The token reward will be proportional to the number of points earned by each working group member. More points = more mClub tokens rewarded.

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Since some people will bounce around working groups and others will focus on one, knowing who contributed what will be difficult. By pushing reward allocation to smaller groups, we can more effectively recognize contributions across the DAO and make sure those who contribute/add value are recognized.

It's critical through this process that we focus on rewarding contributions to *meaningful outcomes* and are *not rewarding the signaling of work*. Every committee is expected to ensure this is happening and highlight any cases where it's not. We must align on ways to ensure this is mitigated to the fullest extent.

For now, to stick with [our values](#) of predictability, transparency, and fairness, we should all pledge to allocate our votes to the members who have provided the most value to our respective group. Don't waste or otherwise misappropriate your votes!