

Docs

1. [Allo.Capital Dilligence Doc](#)
2. [Category creation strategy](#)
3.  [DRAFT] Category Creation Raid Brief - V2
 - a. **Spot an Untapped Need – Identify unmet problems or gaps.**
 - b. **Define the Category – Create and name the space.**
 - c. **Educate the Market – Teach why the category matters.**
 - d. **Own the Narrative – Be the voice and leader of the category.**
 - e. Deliver Excellence – Provide a product that defines the category.
 - f. Build an Ecosystem – Foster partnerships and communities.
 - g. Leverage Network Effects – Make adoption valuable as more people join.
 - h. Capture First-Mover Advantage – Move fast to dominate early.
 - i. Create Barriers to Entry – Build defensibility with IP, scale, or loyalty.
 - j. Evolve Constantly – Stay relevant through innovation.
 - k.
4. TLDR TLDR
 - a. Support BD with whatever they need for revenue.

Jun 5, 2025 | Category Creation

Attendees: travis.wyche@gmail.com [Rena O](#) [Kevin Owocki](#) julia@levinriegner.com
[Benjamin Life](#) ~~rena@gitcoin.co~~ ~~travis@allo.capital~~

Notes

- Community Strategy
 -  Allo.Capital Community Strategy v1
 - TODO: Review + provide feedback
- What do we put on the /resources page on allo.capital site when it goes live?
 - Books
 - Scott Morris Book Shipping
 - AI x Onchain Capital Allocation book draft in
 - Goal:
 - Nerdsniping customers
 - Sales collateral
 - Own the narrative
 - Educational
 - Normalize the language we use
 - Pools streams allocators and signals
 - Have landing pages for each allocator archetype.

- Product Strategy
 - Clients in, case studies out
-

Action items



May 22, 2025 |

📅 [CATEGORY CREATION] Weekly Category Creation Raid

Attendees: travis.wyche@gmail.com benjamin@opencivics.co kevin@allo.capital

Julia Keller ~~Carey M~~ ~~Rena O'Brien~~ ~~Rena O~~

TLDR TLDR Support BD with whatever they need for revenue.

April/May Goals & Milestones

- Launch publishing platform + 2 articles
- Line up 5-10 interviews

Agenda:

- Are we aligned with IBA?
 - Currently not aligned on IBA and switching negates current category strat
 - IF we can't agree, need to sprint asap
 - RENA: S
 - hip it, and then evolve
 - TW: Could neuter the IBA phrase to align
 - KO: Looking at a hyper object and could look different to different ppl
 - Objection: Legibility, how will diff personas relate
 - IE "Defi Crowdfunding"
- [TW completed a final version of a comprehensive CC strategy.](#)
 - Everyone please carefully review and comment.
 - Hope is to align around this as a source of truth moving forward.
- [TW started a GH kanban board to track the publication pipeline.](#)
 - Kevin + Benjamin: add your topics to the board and let's try to standardize our public messaging moving forward.
- Owocki has a virtual talk on July 16 or 17 for the [web3 Summit](#) - What talk should he give to that audience?
 - Context:

- Audience: Developers, builders, researchers
- Featuring 2 stages for presentations, hands-on workshop room, Nodespace (community-hosted unconf area), 72-hour Hackathon, community art installations and more to come
- Web3 Summit is all about bringing together folks who are passionate about decentralized tech, blockchain, and cryptography. In 2024, we had over 750 attendees, and 75 speakers including Jaron Lanier, Phil Zimmermann, Richard Stallman and Gavin Wood. You can view last year's full agenda on the event website and watch this recap video from Web3 Summit 2024.

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Event: Web3 Summit 2025

Location: Funkhaus, Berlin

Dates: July 16-18, 2025

Audience: Developers, builders, researchers

Featuring 2 stages for presentations, hands-on workshop room, Nodespace (community-hosted unconf area), 72-hour Hackathon, community art installations and more to come

Web3 Summit is all about bringing together folks who are passionate about decentralized tech, blockchain, and cryptography. In 2024, we had over 750 attendees, and 75 speakers including Jaron Lanier, Phil Zimmermann, Richard Stallman and Gavin Wood. You can view last year's full agenda on the event website and watch this recap video from Web3 Summit 2024.

May 15, 2025 |

📅 [CATEGORY CREATION] Weekly Category Creation Raid

Attendees: travis.wyche@gmail.com benjamin@opencivics.co kevin@allo.capital

Julia Keller ~~Carey M~~ ~~Rena O'Brien~~ ~~Rena O~~

TLDR TLDR Support BD with whatever they need for revenue.

April/May Goals & Milestones

- Launch publishing platform + 2 articles
- Line up 5-10 interviews

Agenda:

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May 7, 2025 |

📅 [CATEGORY CREATION] Weekly Category Creation Raid

Attendees: travis.wyche@gmail.com benjamin@opencivics.co kevin@allo.capital

Julia Keller ~~Carey M~~ ~~Rena O'Brien~~ ~~Rena O~~

TLDR TLDR Support BD with whatever they need for revenue.

April/May Goals & Milestones

- Launch publishing platform + 2 articles
- Line up 5-10 interviews

Agenda:

- Review/document any in progress collateral and the input/feedback/unblocking needed
 - 📖 Allo.Capital: IBA Category Design Q&A
 - Intent- internal sense making, once we agree on that it will inform the Cat Creation Strategy
 - 📖 Allo.Capital: IBA Category Design Strategy v2
 - "Intent-Based Allocation" - networks are the secret sauce
 - Kevin's notes
 - Squeem: Saram, Juan...will they say they want "Intent-Based Allocation" - how to frame this in way that the audience wants it
 - What's the TAM of this category in 18mo (peruse the bottom of the docs
 - Ah-ha from the customer's point of view- "what *slaps*"?
 - 📖 Allo.Capital: IBA Blueprint & Lightning Strike

- Lightning strike moment: Buenos Aires DevConnect
 - Case Study
- Wireframe of allo.capital website (based on dark matter labs website)
 - Apply brand
 - Bloggish section- assume in 5-6 weeks by Permissionless
 - Aiming at left hand side of doc Travis sent, minus intake form
 - Include books Kevin has written about onchain capital, branded, downloadable...LLM you can chat with
 - Answers → Discuss: publishing platform- yay/nay. If yay- what is the most light weight process needed to spin up?
- Add fidelity to below timeline/highlights if useful for accountability/PM org
- Cross reference BD target list and pull out specific orgs & contacts we should reach out to schedule interviews with (ideally we generate a list of at least 20 to start). [Optional: add in potential pain points & cap allo solutions we could be prepared to insert]
 -  Notes - [BD/SALES] BD Raid Meet  allo.capital BD Collateral Prep°
 - [Partner Notion](#)
 - Sov- ask him for who to interview
 - Travis

III. Operating Framework

Function	Primary Leads	Strategic Outputs
Lore & Narrative	Benjamin	Manifestos, economic critique essays
Product Research	Travis	Mechanism deep dives, prototypes
Business Development	Benjamin	Client interviews, proposals, scoping docs
Category Creation	Shared	Taxonomies, frameworks, intelligence artifacts
Platform & Publishing	Octavian (design), All	Blog, GitHub repo, Paragraph.xyz, SEO strategy

IV. Timeline Highlights

Timeframe	Milestones
May 2025	Launch publishing platform + 2 articles

Timeframe	Milestones
June 2025	Produce first client-aligned mechanism map
July 2025	Publish content timed for Permissionless
Fall 2025	DevConnect content + product prototype
Ongoing	Weekly interviews, biweekly publication

Apr 30, 2025 |

📅 [CATEGORY CREATION] Weekly Category Creation Raid

Attendees: travis.wyche@gmail.com benjamin@opencivics.co kevin@allo.capital

Julia Keller ~~Carey M~~ ~~Rena O'Brien~~ ~~Rena O~~

TLDR TLDR Support BD with whatever they need for revenue.

April/May Goals & Milestones
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Notes

- 📄 Allo.Capital: Category Design Strategy 04-29-25 that TW shared in Cockroach
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- Series of rounds [go around and everyone must share. Do not comment on what someone else has said until the “comment” round- the goal here is not necessarily convergence. Instead we’re looking for emergence: where do complementing lanes appear, different tests to run, synergies between proposed paths etc]
 - 2-3 Personas you think are priority to target in months 1 & 2
 - 📄 Capital Allocatooooor Archetypes
-
- Work through last week agenda and anything needed to build off of

Action items

☐

Apr 23, 2025 | 📅 Weekly: Allo Category Creation Raid

Attendees: Carey M travis.wyche@gmail.com Rena O'Brien Rena O
benjamin@opencivics.co kevin@allo.capital

TLDR TLDR Support BD with whatever they need for revenue.

April/May Goals & Milestones
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Proposed Agenda:

- Series of rounds [go around and everyone must share. Do not comment on what someone else has said until the “comment” round- the goal here is not necessarily convergence. Instead we’re looking for emergence: where do complementing lanes appear, different tests to run, synergies between proposed paths etc]
 - 2-3 Personas you think are priority to target in months 1 & 2
 - 📖 Capital Allocatooooor Archetypes
 - Web3
 - Travis
 - Impact investment fund
 - Crowd funding platforms
 - Angel investor networks
 - L1/L2 DAOs
 - Rena
 - NGOs
 - Eventually to gov’t
 - Universities / 3 edu
 - Benjamin
 - Impact investment funds : more sophisticated ways to value investment (ESG way of measuring non financial returns is broken- we could dig in here)
 - Impact metrics garden (selection of pre-vetted metrics paired with the themes/outcomes different
 - DAOs
 - NGOs
 - Comments
 - For NGOs
 - Are we onboarding them to Web3 (q from Travis)- seems like it’s adding a big lift, web2 and 3 aren’t ready for eachother

- Rena- opportunity to create narrative and mechanisms here- potential outweighs the risks?
 - NEXT STEP: bring this back up on May 31, and think about how this relates to Product and EDU program that would
- What do you think those people will find valuable?
 - Impact investment fund
 - Onchain impact tracking + accountability
 - Impact metrics garden (selection of pre-vetted metrics paired with the themes/outcomes different funds care about)
 - Curated portfolios of investment ready projects tagged by impact
 - Case Studies on IRL / non-US based funding mechanisms
 - Crowd funding platforms
 - Unruggable mechs
 - Quantitative <> qualitative metric tracking
 - QC for inputs (builders/research/projects - attestations)
 - Angel investor networks
 - Mechanisms for equity/swap/funding
 - Discovery
 - Broad/deep collective sensing on emergent/speculative opps
 - Simple tokenomics engine for milestone based equity allocation
 - L1/L2 DAOs
 - Operational overhead reduction (ie: alleviate gov fatigue)
 - Exit rights (RQ)
- Comments
 - (q from Rena) Mulling on personas we're targeting and the brand positioning– broad and wide or potentially alienating different groups we are speaking to at the same time
 - (from Travis) all problems throughout all web3...is this too broad? Attention v financial v impact capital allocation
 - Do we feel like we need to specialize
 - **Onchain, web3 financial cap allocation first (?)**
 - (from Benjamin) there's no way to get away from the entanglement of all of these things
 - (from Rena) small aperture to get people on board, explore the bigger space
 - **BIG QUESTION: if we are moving forward with pluralism of category creation content- what does this mean for our services**
- In what ways do they want to engage with that content?
 - Impact investment fund
 - Crowd funding platforms
 - Angel investor networks
 - L1/L2 DAOs
- Doc review:
 -  Allo Publication Strategy (Category Creation)

■ **Allo Publication Strategy (Category Creation)**

■ Essential questions:

- Feedback on strategy
- Help Travis make a backlog of individuals to connect with and line up interviews FOREVER
 - Benjamin will weave Travis into these convos?
- Independent work time: fill in the chart below with your prioritized output given the above rounds
- Review & comment
- Discussion
 - Round 1: where are you excited about complements or new paths being carved out
 - Round 2: where do you think there's redundancy that could converge
 - Round 3: where do you think we're missing the mark OR what does it feel like we're leaving out (if anything)?
- Plan for data collection/aggregation
 - Rena's "heat map"?
- Commitments
 - Focus for the next 6 weeks on shipping the shared content plan. We can step back and ask ourselves who we are and who we want to be when we grow up on May 31.

Idea, thought, concept	Who would be (most) interested?	Where is the best place to find them?	How is this info best shared/received?	Cadence (one time, ongoing etc)	Ship Date	Executor
Strong value statement (non-greenwashing), impact reporting, anti-bureaucracy	Impact Investment Funds					TW
Unruggable mechs, trustlessness	Crowdfunding Platforms	Social media				TW
Intelligence capital, collective sensing, future lucidity	Angel Investor Networks	???				TW
AI sense making, alleviating gov fatigue, anti-capture	L1/L2 Treasury DAOs	CT, gov forums				TW

mechs (all fronts)						

Notes

Apr 16, 2025 | 📅 Weekly: Allo Category Creation Raid

Attendees: Carey M travis.wyche@gmail.com Rena O'Brien Rena O benjamin@opencivics.co kevin@allo.capital

Notes

- Category Creation focus
 - **Spot an Untapped Need – Identify unmet problems or gaps.**
 - **Define the Category – Create and name the space.**
 - **Educate the Market – Teach why the category matters.**
 - **Own the Narrative – Be the voice and leader of the category.**
- Work backwards from the demand side.
 - What are their friction points? How can we uplevel them?
- Current Scope of Work
 - [Pattern Language](#) (Benjamin)
 - 📖 Book - Allo.Capital - Q2 2025
 - 📖 Allo.Capital AND GreenPill Podcast Seasons Organizer
 - TW is working on a suite of articles:
 - 📖 Draft: 3 Styles of Lorecraft 03-27-35
 - 📖 Draft: Chaosophy in the Dark: Allo Capital's Heuristic Voyage into th...
 - 📖 Draft: Counting Back From Infinity: Finding Our Way in the Unknow...
 - 📖 Draft: Designing for Enchantment: Magic, Interfaces, and Web3 Eth...
 - 📖 Draft: Ground Truth: Lessons from an Ecovillage for Decentralized ...
 - 📖 Draft: Sense-Making in the Churn: Coordination, Capital, and the Pr...
 - Plan is to publish one or two this week, then another one every week indefinitely into the future 🙌
- Current Scope of Concerns
- Objective:
 - Next steps to accomplish our goals this quarter
- Notes
 - Cohesive Narrative between all of us

- Benjamin - copy what sam powers did with biofi (go to family offices, build a bridge)
- Travis - increase fidelity of articulation of design space
- Rena - high trust council, specific domains for each ppl
- Owocki - Engaging community, supporting other attractors
- Eventually: getting to customers/demand side things, who we should be talking to so we can use Juan/Owocki for intros?
 - Benjamin offering to take on talking to customers + map out friction points (specifically for family office/climate subdomain).
 - Travis: there are more ppl to interview that are product focused.
 - Benjamin: Friction = New Mechs
 - Rena & Owocki: Product = Current Pain points & solves (move to Allo.IT convo)

Action items

- ☐ Kevin/Benjamin/Travis to connect and map out theory of change, which may turn into a paper/infographic
 - ☐ Benjamin to facilitate us through opencivic model.
 - ☐ Vision statement articulation
- ☐ Benjamin/Rena to connect and work through “top problems that we have on demand side”
- ☐ Travis to push his articles forward. Owocki/Travis to groom backlog.

Apr 2, 2025 | 📅 Weekly: Allo Category Creation Raid

Attendees: Carey M Octavian Todirut Travis Wyche Rena O'Brien Lare Cristina
 Rena O Benjamin Life Kevin Owocki Anya Biarozka kevin@allo.capital

Notes

- Category Creation focus
 - **Spot an Untapped Need – Identify unmet problems or gaps.**
 - **Define the Category – Create and name the space.**
 - **Educate the Market – Teach why the category matters.**
 - **Own the Narrative – Be the voice and leader of the category.**
- Current Scope of Work
 - [Pattern Language](#) (Benjamin)

-  Book - Allo.Capital - Q2 2025
-  Allo.Capital AND GreenPill Podcast Seasons Organizer
- Cristina:
 - <https://www.allo.expert/trends>
-
- Current Scope of Concerns
 - Rena: Everyone thinks we're still the protocol
 - Everyone thinks were public goods.
 - Owocki: Category creation demand vs supply side
 - Supply side: Builders, regens, mechanism designers (9/10)
 - Demand side: Customers, (0/10)
 - 1. Venture Capital (VC) Funds
 - 2. Private Equity (PE) Funds
 - 3. Hedge Funds
 - 4. Family Offices
 - 5. Sovereign Wealth Funds (SWFs)
 - 6. Pension Funds
 - 7. Endowments (University & Foundation)
 - 8. Governments (Public Capital Allocation)
 - 9. Non-Governmental Organizations (NGOs)
 - 10. Non-Profits (Charities, Civil Society Organizations)
 - 11. Corporations
 - 12. Blockchain Layer-1 & Layer-2 Treasury DAOs
 - 13. Angel Investors & Networks
 - 14. Crowdfunding Platforms
 - 15. Microfinance Institutions (MFIs)
 - 16. Impact Investment Funds
 -
 - Rena:
 - Category Creation...needs to ship, and ship fast.
 - Because were running out of runway in ~12-18months
 - People in the Allominati are focused on org design and not shipping our goals (revenue, category creation)
 - Its fine to create the narrative but we need **case studies, mechanism design briefs and research in untapped markets** being shipped weekly
- TW: questions and concerns
 - Need a more concrete definition of the Allo “product”
 - esp in relation to ID the highest impact users.
 - Esp in relation to pluralism
 - Esp in relation to AI
 - What is fitness?
 - PMF? Ecosystem fit? Converging to an effective story
 - Need to re/consider the orientation towards web2-centric PMF.
 - Our opportunity is to redefine these terms/orientations.

- Need to be more explicit about purpose-aligned revenue.
 - If Allo protocol/kit/MVP basket is the primary “product” then we’re talking about protocol fees, right?
- Sensing tension between rev-gen builds + “intelligence” as primary value prop to all personas (esp builders and funders)
- For this group, HMW develop a dual hemisphere mind.
 - IE: some focused on accelerated concrete mech analytics, others focused on deep craft of lore and Allo imagination mechs.
 - Pluralism of storytelling forms
 - “Formation of a hyperobject in multiple angles”
 - Activate diff ways of telling the story in many authentic forms.
- Objective:
 - Next steps to accomplish our goals this quarter
- Misc Notes
 - I just saw the Inverter mechanism card deck. Would make great Allo lore building to make an equivalent.
 - <https://www.inverter.network/#protocol>
 -

Action items

- ☐ Market first - Benjamin/Travis
 - ☐ how are we educating the market? tradfi doesnt care about the crowd. breaking down by audience matters
 - ☐ Travis/Benjamin to get together
- ☐ Product First - What is our product? Allo protocol?
 - ☐ Owocki writing a brief on a core product.
 - ☐ [Hyperstition.Exchange](#)
- ☐ Middle Out
 - ☐ Rena/Travis/Owocki workshopping some of these questions in CR
- ☐ Kevin to work with Octavian/Cristina on their action items
 - ☐ Octa-Book
 - ☐ Cristina - TBD
- ☐

Mar 26, 2025 | 📅 [HOLD] Kickoff! Allo Category Creation Raid

Attendees: Benjamin Life Carey M Kevin Owocki Lare Cristina Octavian Todirut
 Rena O Rena O'Brien Travis Wyche

Notes

- Projects in the hopper
 - Software
 - Allo.expert google trend project - next steps (Cristina/Owocki)
 - More coming soon (Owocki)
 - [Web3 is evolutionary poster](#) (Octavian/Owocki)
 - [PublicGoodsareGood.xyz brand campaign](#) (Owocki/Octavian)
 - [Pattern Language](#) (Benjamin)
 - Digest it - Visualize it, this could make a cool artifact/poster (Benjamin/Owocki/Octavian)
 - Research/Intel Sync (Benjamin + TBD)
 - Books (Owocki/An)
 - [Book - Allo.Capital - Q2 2025](#)
 - Amelie from Axandria Labs [Email](#)
 - - TLDR she can help us monetize/distribute books
 - Tweet schedule for main twitter handle
 - Podcast touch in (Owocki/Rena)
 - <https://www.youtube.com/@Allo.Capital>
 - [Allo.Capital AND GreenPill Podcast Seasons Organizer](#)
 - Assignment for category creation call..
 - Form a group + produce a podcast on the highest leverage 1-3 things you can think of
 - There's more smart people outside company than inside the company 1 billion joy
- Operationally
 - Travis: There's one thing I need as a take-away from this meeting: where are we going to collaborate. I suggest a new Github board where we can track multi-modal projects in the same space. Kanban board to track our projects in public. Does this track for all?
 - BL/KO: Notion
 - TW: Private space vs public space.
 - TW: ux issues with notion

Action items

