

MoonDAO Entities (aka. Citizens & Teams): Final Report

Original Proposal

Link to Original Proposal:

[MDP-140: MoonDAO Entities Go-To-Market](#)

Original Abstract:

In [MDP-126: MoonDAO Entity Creation](#) we set out to create a simple method for individuals and organizations to join MoonDAO in one click. We achieved this, and a demo was presented to the DAO: [MoonDAO Q1 2024 Final Reports & Demos](#)

Now, our task is to roll this out to users in a way to seed the network, bootstrapping around our pre-existing MoonDAO Members and partners, and continue to improve and build on the system using feedback from real-world users.

Results

1. Objective: Onboard a high-quality set of Foundation Series Entities to seed the MoonDAO Network

- a. **Key Result:** Onboard 10 high-quality organizations from existing MoonDAO Network
 - i. **Results:** Eight organizations have accepted our invitation to join the first MoonDAO teams cohort. Three are still pending acceptance (in parenthesis)
 - 1. Open Lunar
 - 2. Intuitive Machines
 - 3. Lifeship
 - 4. Space For A Better World
 - 5. The Mars Society
 - 6. (Aethero Space)
 - 7. Earthlight Foundation
 - 8. LunARK
 - 9. (Lonestar)
 - 10. (iSpace)
 - 11. (The Inspired24)

Out of these eleven organizations that we reached out to 6 are non-profits (Open Lunar, Space For a Better World, The Mars Society, Earthlight Foundation, LunARK, The Inspired24), and 5 are for-profits (Intuitive Machines, Lifeship, Aethero Space, Lonestar, iSpace). Two organizations

- are interested but will wait for now (Karman Fellowship, and ICON).
 - ii. **Learnings:** Almost all sales were closed on the first call. The response was great. We reached out to 13 organizations in total, 8 confirmed, 3 pending, 2 decided to wait for a future cohort or were unsure if their organization could participate, but are still interested. No one said no explicitly. Most calls were with the CEO/Founder, the only two cases where it was with a non-decision maker we were told they weren't sure if their org could participate. Starting the sales cycle earlier may have given us a little more breathing room to reach out to more organizations and not rush at the end.
 - iii. **Maintenance:** They'll be able to onboard with a private link this week, and we'll work closely with them as they go through the onboarding process.
- b. **Key Result:** Promote each of the onboarded members with high-quality visibility threads
 - i. **Results:** Future work. This project focused on closing the sales, but we haven't launched anything publicly about the teams we're working with.
 - ii. **Learnings:** N/A
 - iii. **Maintenance:** N/A
- c. **Key Result:** Gather real-world feedback on the Entity System
 - i. **Results:** We usually started the calls by focusing on what the primary pain-points are for the organizations, and then let them drive the call and we presented the teams framework in response to existing problems they were facing. I don't think we collected a feedback doc, but many of the features we decided to add and focus on (marketplace, hiring, funding) came from those three recurring reasons for why an entity would like to join.
 - ii. **Learnings:** N/A
 - iii. **Maintenance:** N/A
- d. **Key Result:** Maintain our systems and have development be driven by user feedback
 - i. **Results:** This will be ongoing work. Maintenance and bug fixing will happen in a follow-on proposal, long term it will be maintained by the Executive Branch.
 - ii. **Learnings:** N/A
 - iii. **Maintenance:** N/A

Grade: *Meets Expectations*. We onboarded eight high-quality organizations, and are waiting on a response from three more. If we reach 11 we can change this to exceeds 😊

2. Objective: Seed the Citizen Network with high-quality MoonDAO Members from our existing base

- a. **Key Result:** Onboard 100 high-quality citizens from our existing MoonDAO Network
 - i. **Results:** No citizens have been onboarded yet. The signup flow will be active this week and open to the first batch of citizens.
 - ii. **Learnings:** We were rushing at the end to complete the onboarding process, we had to totally reinvent the image generator portion since that was not done properly in the last quarter (the code was 10,000 lines and constantly crashed and caused bugs throughout the app). Also, we focused much more on organizations and citizens took a back seat. We added many more features to entities like the marketplace, jobs board, and wrangled with hats protocol for a while. This took longer than expected. Some criteria were put together to onboard citizens, but unfortunately the development work was not completed in time to onboard people in the app.
 - iii. **Maintenance:** Maintenance and bug fixing will happen in a follow-on proposal, long term it will be maintained by the Executive Branch.
- b. **Key Result:** Promote each of the individuals who have joined MoonDAO if they share on socials.
 - i. **Results:** Future Work.
 - ii. **Learnings:** N/A
 - iii. **Maintenance:** N/A
- c. **Key Result:** Gather real-world feedback on the Citizen System
 - i. **Results:** A survey was created that received 27 responses ([📄 MoonDAO Citizen Market Research Survey](#)). Summary of responses and insights can be seen here: [📄 Citizen/Entity Onboarding](#)
 - ii. **Learnings:** This was an initial outreach survey to learn about the appeal of such a system, price point, etc. Real world feedback on the Citizen platform is still TBD.
 - iii. **Maintenance:** Maintenance and bug fixing will happen in a follow-on proposal, long term it will be maintained by the Executive Branch.
- d. **Key Result:** Maintain our systems and have development be driven by user feedback
 - i. **Results:** This will be ongoing work. Maintenance and bug fixing will happen in a follow-on proposal, long term it will be maintained by the Executive Branch.
 - ii. **Learnings:** N/A
 - iii. **Maintenance:** Maintenance and bug fixing will happen in a follow-on proposal, long term it will be maintained by the Executive Branch.

Grade: *Does not meet expectations.* Although I think we will reach 100 citizens in the next few months, it was ambitious to think we could scale to that level before the end of the quarter. Development timelines were longer than anticipated, so even today citizens cannot yet sign up.

3. Objective: Improve our UI/UX for the Entity and Citizen onboarding and throughout the app

- a. **Key Result:** Improve the aesthetics of the app throughout
 - i. **Results:** The app saw a full redesign from the ground up and all the design elements were custom made and implemented throughout the entities page, citizens page, onboarding, and various modals throughout the app.
 - ii. **Learnings:** We did some work to hire a new UI/UX developer and started outreach, but ultimately we decided to hire internally and have Mitchie lead the design work. Mitchie learned tailwind, react, and next.js on the job to complete this work, and although there was a learning curve, by the end of the project he was able to complete all the designs in the app.
 - iii. **Maintenance:** Maintenance and bug fixing will happen in a follow-on proposal, long term it will be maintained by the Executive Branch.
- b. **Key Result:** Decrease the number of clicks or difficulty of finding things throughout the app
 - i. **Results:** Subjectively, the new designs feel much more intuitive and simple to navigate, but it's hard to quantify that. The sidebar navigation has been cleaned up a lot, and little design quirks have been fixed. Currently there are 23 clicks from start to finish to create a citizen or entity, and we will continue trying to simplify that process.
 Number of Clicks
 - ii. **Learnings:** N/A
 - iii. **Maintenance:** Maintenance and bug fixing will happen in a follow-on proposal, long term it will be maintained by the Executive Branch.

Grade: *Exceeds Expectations.*

Member Contributions

@pmoncada: Rocketeer / Project Leader. Held daily standups to navigate next steps and coordinate work across dev, sales, and design. Primary “salesman” with entities. Authored the initial scope of the project and led the strategy for execution.

@ryand2d: Strategizing around the initial roll out, pricing:  Citizen Membership Pricing , 1:1 outreach to survey potential citizens about what aspects appeal the most, things that appeal to

them, changing copy such as [join page](#) to reflect, and changing branding for wider appeal. Further strategizing around GTM, framing the offer, pricing + roll out:

☰ Citizen/Entity Onboarding (see also detailed survey insights here). Strategizing with Pablo on which entities to target for initial cohort, outreach and meeting booking, assisting during demo sales calls that Pablo led, following up with entities. View restricted:

✚ Citizen Onboarding Tracker & ✚ Entity Outreach Tracker . Some initial outreach to potential citizens from the linked tracker. Finding lots of app bugs and design issues.

@name.get: As a fullstack developer I implemented the Marketplace feature, enabling Teams to buy and sell items. I also developed Manager functions for Teams, providing enhanced management capabilities. Additionally, I helped improve the styling of the Citizen, Team and Network pages/components to create a more cohesive and user-friendly interface. I also refactored several components to enhance readability, maintainability and performance.

@sheldenshi: Smart contract implementation and test. This includes integrating Hats Protocol for role management, and Tableland for on-chain database to the citizen/entity subscription contracts. Citizen image generation.

@mitchie_mitch: Contributed web design, graphic design, and development skills for all relevant pages including the welcome page, as well as feedback and feature ideation. Assisted with the migration from Webflow and ensured code is optimized for organic search. Handled payment processing.

Reward Distribution

[Link to the Coordinape](#)

Member Name	% of total rewards	Upfront Payment	Wallet to receive ETH	Wallet to receive MOONEY
@pmoncada	17.6	2.4461 MVP ETH + 0.1982 BONUS ETH = 2.6443 TOTAL ETH	0x679d87D8640e 66778c3419D164 998E720D7495f6	0x679d87D8640e 66778c3419D164 998E720D7495f6
@ryand2d	17	2.4461 MVP ETH + 0.1915 BONUS ETH = 2.6376 TOTAL ETH	0x78176eAAbC B3255E898079d C67428e15149c dc99	0x78176eAAbC B3255E898079d C67428e15149c dc99
@name.get	24.20	2.4461 MVP ETH + 0.2726 BONUS ETH	namedotget.eth	namedotget.eth

		= 2.7187 TOTAL ETH		
@sheldenshi	20.20	2.4461 MVP ETH + 0.2275 BONUS ETH = 2.6736 TOTAL ETH	0xc2BCF46CBC 9F4CedA617cB 41F2158BE525 dD008b	0xc2BCF46CBC 9F4CedA617cB 41F2158BE525 dD008b
@mitchie_mitch	20.8	2.4461 MVP ETH + 0.2343 BONUS ETH = 2.6804 TOTAL ETH	0xb1d4c1B9c8D A3191Fdb515Fa 7AdeC3D41D01 4F4f	0x9fDf876a50E A8f95017dCFC7 709356887025B 5BB

Treasury Transparency

[Link to Treasury](#)

Txn Title	Reason	Amount	Recipient	Etherscan Link or Gnosis Link	Deliverable
Nonce 12	Returning remainder to treasury	0.0022 ETH and .0001 WETH	Treasury	https://etherscan.io/tx/0x5917779b5102257afbbb1a1169c2c4fff71ae1408cec8bc80569b414399f1bda	Reimbursement
Nonce 11	Flex overflow distribution	1.1244 ETH	Team	https://app.safe.global/transactions/tx?safe=eth:0x82B5614e2C3c9963C2d6645558f30e032003C699&id=multisig_0x82B5614e2C3c9963C2d6645558f30e032003C699_0x513d4c272423dec6c45691b7c862b76704dbd54e80ed3b1109cdcac01deb0cc9	Team Payment
Nonce 10	Gas Reimbursement	.0042 ETH	Mitchie	https://etherscan.io/tx/0x8e78b7cddc01ed45169806fb4a4c8f240cc2a6425ea6e8e0b351e1c9e9b1b956	Gas Reimbursement

Nonce 9	Survey rewards	150,000 MOONEY	Survey Participants	https://etherscan.io/tx/0x8e78b7cddc01ed45169806fb4a4c8f240cc2a6425ea6e8e0b351e1c9e9b1b956	Rewarded 15 survey participants with 10,000 MOONEY each
Nonce 8	Buy MOONEY off market	150,000 MOONEY (0.01434 ETH)	Survey participants	https://etherscan.io/tx/0x6a37e9b1b700f7f71cab4e45380684fe056732d09ebfa096d4a33d0c3dad6a5f	Purchased MOONEY off the market to reward survey submission
Nonce 7	Team Payment	6.104 ETH	Team	https://etherscan.io/tx/0x297fee9a238c0d89f2396d5af3b05a1964f2f5d5482e86e4b2461ddb8b657711	Team Payouts (part 2)
Nonce 6	Reimbursement	0.1 ETH	Pablo	https://etherscan.io/tx/0x6d1509a3afce45e7ea84bb252e71e56cfbcbcd5c709ad5f179589ba130a3ea8e1	Reimbursement to Pablo for 0.1 arbETH sent to Shelden for testing (can't be done from safe)
Nonce 5	Team Payment	6.104 ETH (1.2208 each)	Team	https://app.safe.global/transactions/tx?safe=eth:0x82B5614e2C3c9963C2d6645558f30e032003C699&id=multisig_0x82B5614e2C3c9963C2d6645558f30e032003C699_0x2525d3b78e2b34c188887fcedf191dbddf6da6dd97b7292447c7372cc7068c	Team Payouts (part 1)
N/A	Funding Received	13.4532 ETH	N/A	https://etherscan.io/tx/0xd0f6c97a52d454ed47e2a4a648a4ffced3807f693f6c4fdcf2016ac8b0327fae	Safe funding
Prior transaction history available in the report for MoonDAO Entities					

Project Wrap Up Checklist

- ☒ ~~Submitted Project Final Report in the Project Channel~~
- ☐ Returned excess funds to the Treasury
- ☐ Presented Final Report to Senate
- ☐ Create documentation for users of the work, or people who will need to maintain the project once it is completed.