

What is the project?

Fight Club is a BanklessDAO spin-off that aims to help democratize crypto investing. Fight Club currently consists of a Genesis Fund that aims to invest in Web3 projects and an Education Program that teaches people how to analyze crypto projects.

Fight Club represents a collective of people that are seeking to overthrow the investment hierarchy reserved for insiders and elites with money.

The project is to design a logo for Fight Club for use in merchandising, social media, and branding.

Who is it for?

Initially, Fight Club is for BanklessDAO members. Following the genesis NFT sale, any person or entity that holds a genesis NFT will be allowed to become a member. A work-to-earn program will also enable people to earn their NFT via their contributions to the Fight Club community.

The logo is for Fight Club members.

Why are we doing it?

Fight Club is aiming to leverage the power of the BanklessDAO community and create a platform for the bankless to participate in crypto investments.

What needs to be done? By whom? By when?

- Create a logo for merchandising
- Create social media font
- Create social media image button thing

Where and how will it be used?

- Merchandise
- Social media branding

Similar projects (not really competitors)

- MetaCartel Ventures
- The LAO
- FlamingoDAO
- TheHive

Tone / Message

- Underground collective against the traditional system
- Disrupters
- Open group that anyone who wants to join can join
- Rebels

Visuals

- Fight Club movie pink soap
- Boxing gloves, taped hands, mma gloves
- Bruises
- Gold chains
- Hoodies

Details - What we need

- A logo for merchandise
- Name font and social media logo for Twitter, Discord