

BitcoinDAO S15 Strategy & Budgeting Process Overview

Greetings CSDO!

I wanted to say a few words about the ongoing S15 strategy and budgeting process that you've all already started and that The Ready will be assisting with across a couple sessions.

- **Strategy is an ongoing conversation, not a standalone event.** I know it can feel disruptive and high-stakes, especially since it's connected to your budget process. As much as possible, though, I'd like for you to be thinking about what it means for you all, and BitcoinDAO as a whole, to continue to develop the muscles that allow you to steer this organization. How can this process be 10% better than last time?
- Building the "strategy muscle" means that you all are getting better at understanding the effect your efforts are having (or not having), interpreting those effects such that good decisions can be made, and making the decisions in a way that allow you to keep steering effectively as you learn more about what's happening inside Bitcoin and in the market more broadly. It's not just working in your individual silo to come up with a list of things that seem "good to do" over the next few months. You all represent your workstreams *and* BitcoinDAO as a whole.

As you're reflecting on S14 individually and with your workstreams, please keep some of these things in mind and be ready to discuss with your CSDO colleagues:

1. Understand what happened in your workstream over the past few months. What outcomes were hit? What outcomes were missed? What work happened that wasn't reflected in your S14 planning but was still important? What outcomes seemed no longer important?
2. Reflect back on the [DAO-wide Essential Intent](#). What work did your workstream do to move the DAO closer to these EI? Were you doing anything this season that felt like it didn't connect to an Essential Intent? Do you think that means we're missing an Essential Intent or is it evidence of doing less than essential work?
3. Try thinking beyond the "workstream" construct. What collaboration outside of workstreams happened this season that was good, helpful, and productive? What collaboration do you think needs to happen in S15? Where is there work that is falling between workstreams in an unhelpful way? Where is there duplication happening that we haven't deliberately made a decision to embrace?

Finally, a few words on the upcoming schedule:

- ~~Friday, July 15th at the Cross-Stream Strategy Meeting [60 min.]~~
 - ~~We will look to use this time to do a few things that will set us up for the two longer sessions the following two weeks~~
 - ~~We will discuss the results of your workstream retrospectives. Please come prepared with a document that captures your S14 outcomes and your/your workstreams assessment of whether those outcomes were accomplished in S14.~~

- ~~○ We will discuss the Essential Intent and whether there's anything we'd like to tweak for the upcoming season.~~
- ~~○ We will (potentially) discuss a couple Even Over statements that you all want to keep in mind as we move into the Workstream Outcome/Budgeting process.~~

- **Monday, July 18th [3 hrs.]**

- ~~○ Like last time, we will use the bulk of this time for each Workstream to share draft Outcomes and receive feedback, advice, and questions from everyone else.~~
- ~~○ Please use the template below for your draft outcomes and come prepared to answer questions/facilitate a discussion about your Workstream's aims in S15.~~

- **Week of July 18th and July 25th**

- In between sessions, Workstream leads should be refining their outcomes based on advice from their CSDO colleagues and connecting their outcomes to their specific budget requests. This is in preparation for the final session on July 29th.

- **Friday, July 29th [3 hrs.]**

- We will use this time to review the revised outcomes from each Workstream along with the proposed budget requests
- The desire is to leave the session with everyone having gotten a temperature check from the rest of CSDO on their refined/tweaked objectives & expected budget request, advice about how to revise it (if needed), and hopefully CSDO emerges with a relatively unified POV on the total budget requests instead of each of you needing to fend for yourselves on the governance forum.

Monday 7/18: Workshop Flow

1. Check-In
2. Quick discussion about what useful feedback looks like during this session
 - a. What do you need from each other during this session?
 - i. DAOops: other team priorities – help us whittle down – want laser focus in S15
 1. Be straightforward in sharing opinions around prioritization
 - ii. MMM: support workstream – supporting PGF/MC/anyone else to help them move forward their goals
 1. Hear from PGF/GPC on first two outcomes/impact
 - iii. KPIs – helping narrow down
 - b. What does helpful vs unhelpful feedback look like?
 - i. Not wordsmithing
 - ii. Try to include solution/proposal when criticizing
 - iii. Let's stay in outcomes/metrics as much as possible (rather than metrics)
3. Feedback/discussion by WS
 - a. Silent read of Workstream's materials (leave comments and questions in the document)
 - b. WS leads lead brief discussion based on feedback
 - c. Capture topics/clarity/questions to pursue & resolve between sessions
 - d. Repeat for each workstream
4. Closing remarks re: work between now and the next session (7/29)

Seasonal Outcomes Template for 7/18 Session

Workstream Name: FDD

In Season 15, FDD aims to provide the Gitcoin community with the knowledge that matching funds are allocated as optimally as possible within the given set of assumptions and constraints. One focus will be operationally executing the fraud detection & defense needs of the Gitcoin main/Ethereum round & any other community moderated rounds. The second is assisting Gitcoin Product Collective with operational insights, quantitative analysis, and algorithmic/mechanism design research. We also aim to improve our communication during the season to remove confusion regarding FDD priorities, purpose and alignment with GitcoinDAO.

Outcome Description	Essential Intent Connection	Steering Metrics	Likely Projects/Initiatives
<i>"What impact will we see?"</i>	<i>"How does this align with our most important work?"</i>	<i>"How will we know if we're making progress?"</i>	<i>"What will the work likely look like?"</i>
Objective: Round Grant Eligibility Impact: The Gitcoin community can reliably expect that the platform is free of fraudulent grants and that main round eligibility approvals, disputes and appeals are consistently and fairly executed in a reasonable time frame.	Grants Program Success (Grants)	Always On • New grant review average time to approval • Lower cost per review • Appeal time to approval • # of successful appeals • # of platform eligibility disputes without new information (mistakes) • Amount saved by Grant Investigations System Improvements • # of appeals requested for invalid issues such as wrong tags or Side-round denial • WS Collaboration Approval Score? • The % of approved grants that achieve successful funding outcomes at the end of the round (ie, receive some matching funds, don't have	• Reviewing new grant applications for platform eligibility in under 48hrs • Reviewing for community curated (Main/ETH) round eligibility in under 48 hrs • Processing round disputes and appeals for community curated rounds in reasonable time frame • Post Round Data Analysis & Report • Red Team ideation for Grant Eligibility fraud

		signs of fraud) [basically, something that measures that quality of our FDD screening platform]	
Objective: Round User Eligibility Impact: The Gitcoin community will have confidence that matching funds are not misallocated because of sybil accounts during GR15.	Grants Program Success (Identity)	Always On • Fraud Tax Mitigated • Estimated Sybil Incidence & Confidence Interval • Rate of increase of new donors / sybil incidence • # of successful user appeals System Improvements • Cost per review of human evaluations • # of human evaluations • Inter-reviewer reliability rating • Sybil Stories created (User stories of sybil behavior profiles) • Dashboard features added	• Running the ASOP / SAD end to end • Executing a large number of human evaluations at a low cost per evaluation • Design a model for to reward users for accurately hunting sybils • Building a dashboard to increase sybil hunter speed and accuracy • Building a backlog of observations for data validation • Building a backlog of data validations to create Sybil Stories
Objective: Protocol Research Impact: Insights from processes, analysis, algorithmic research, & mechanism design research provided by FDD will aid in the acceleration of development and adoption of Grant & identity protocols.	Protocol Adoption	Overall Efficacy “Are we executing?” • Milestones hit • Stamps requests added to backlog • Stamps Integrated by GPC (# approved on backlog) • Programmatic filtering recommendations accepted to GPC backlog • Grant Denial User Stories created System Improvements • Workstream Collaboration Approval Score (GPC - Grants & Passport) • Closing the gap between trust bonus and FDD Detection • Total re	• Build a prioritized backlog of recommendations for the highest quality sybil/non-sybil signals available for the passport team to integrate • Make recommendation for optimal trust bonus scoring for GR15 • Data analysis of Trust Bonus effectiveness and potential improvements post GR15 • Improvements to ML detection model - Additional features and model validation • Create a metric indicating the difference between trust bonus & FDD detection • Build a prioritized backlog of recommendations for

			• programmatic filtering of grants • Design a metric to assess improvements to programmatic filtering in relation to human review
Objective: FDD Operations Impact: FDD will seamlessly interface with Gitcoin OS in a way that increases cross workstream collaboration, executes on deliverables, and provides a rewarding contributor experience.	DAO Organization	Overall Efficacy “Are we executing?” 1. FDD Contributor satisfaction 2. # of successfully passed decisions 3. <i># of people that voluntarily leave the FDD (without going to a new job)?</i> 4. <i># of official complaints made to People Ops?</i> System Improvements 1. Satisfaction with Data Operations services 2. Views/engagements on FDD Review posts.	• Establish an ongoing, participatory workstream strategy conversation • Create engaging spaces for FDD and its community to connect • Improve messaging and communication to build emergent shared context • Improve existing workflow through dedicated roles, coaching/training and documentation • Ensure contributors are paid on time and in a fair way according to their level and contribution • Ensures that contributors are able to focus on the primary problems to be solved • Make transparent "how" operationally better (or worse) are we compared to last season(s)

Based on what we learned from Season 14, we will clarify and simplify key performance indicators and improve external communications for Season 15.

Workstream Name: Merch, Memes & Marketing

In Season 15 MMM will focus our operations on providing streamlined, reliable marketing support to three major areas of business directly related to our essential intents. The first is supporting the launch of Grants 2.0 protocols and the growth and adoption of Passport Protocol. The second is leveling up Grants Programs through strategic marketing efforts and streamlining marketing processes round over round. The third is improving brand affinity and growing the Gitcoin community.

We will also work to improve our communication and create solid partnerships with all other workstreams to create shared alignment around E.I.s and best ops practices.

Outcome Description	Essential Intent Connection	Steering Metrics	Likely Projects/Initiatives
<i>"What impact will we see?"</i>	<i>"How does this align with our most important work?"</i>	<i>"How will we know if we're making progress?"</i>	<i>"What will the work likely look like?"</i>
Objective: Discover & refine product-market fit for Gitcoin's protocols (with premier partners) Impact: Product-market fit achieved for Gitcoin's Grants & Passport protocols	Aligns with EI1: Protocol Adoption	• Sales & marketing materials created, being used & iteratively improved • Positive perception among target audience • Number & quality of design partners • Design partner retention rate • Protocols integrated into website • Brand strategy finalized for protocols	• Market research • Incorporate customer feedback into marketing processes, including messaging and positioning • Create B2B and B2C marketing personas • Create, refine, and pressure test runbook for protocol launches • Marketing and sales collateral, including pitch decks, landing pages, and one pagers • Create brand strategy & design system for protocol marketing • Website refresh
Objective: Grow awareness, comprehension, and participation for Grants Rounds Impact: Grants Rounds grow successively round over round in	Aligns with EI2: Grants Program Success	• # of unique contributions • Total contribution amount • Number of (successful) grants • All GR15+16 grants rounds reach saturation	• Hire Grants Program Marketing Lead • GR15 marketing strategy & execution • GR16 marketing strategy • Case studies for all roles -

scale, perception & quality		• Comprehensive Grants Program marketing strategy by GR16 • Grants Round marketing runbook	Ecosystems, Grants, Funders • Create & pressure test GR marketing runbook • Create overall growth marketing strategy for grants programs
Objective: Grow Gitcoin community, deepen engagement & improve brand affinity Impact: An expanding, deeply engaged community that champions our purpose and vision	Aligns with EI1 and 2: Protocol Adoption & Grants Program Success	• Increased channel growth (social media followers, email sign ups) • Channel engagement (reads, likes, RTs) • Positive brand comprehension and recognition (qualitative research) • Ecosystem partnerships & co-marketing • # of attendees at events (virtual & IRL)	• Website migration & refresh • GitcoinDAO digest & Newsletter • Social media calendar & content rollout w/ focus on storytelling re: evolution & refocus of GitcoinDAO • Events support (Schelling Point, Memepalooza, etc) • Merch store token gating • Create explicit marketing funnel for each audience & better understand leverage points for each level
Objective: Refine our OS for a thriving MMM Workstream & DAO Impact: A qualified MMM team who is well-informed, autonomus and working in thriving partnerships across the DAO.	Aligns with EI4: DAO Organization	• End of season contributor health measurement scores • Effective WS & cross-stream communication & context sharing • Consistent feedback loops established • Retaining quality contributors (person-DAO-fit)	• Revised project management tracker • Revised & finalized project workflow document • Over 80% of roles at MMM documented • 2 peer review processes complete • Knowledgebase complete • Marketing leads for each Go to Market Metric • High-priority project retros & end-of-season cross-stream feedback • Consistent gov posts

			highlighting updates on core initiatives
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Based on what we learned from S14, we will lead Gitcoin’s strategic marketing initiatives for our 3 “go to market” metrics (protocols, programs & community) while leveling-up our cross-stream communications in S15.

Workstream Name: Moonshot Collective

GitcoinDAO aligned itself around a new purpose and essential intents, which allowed MC to narrow our focus in SZN 14 on initiatives that were truly a value add to accomplishing those EI's. This budget request is to continue that momentum in SZN 15 and fund 4 initiatives that expand the DAO's development capacity in order to meet our purpose and essential intents. Those development opportunities will add more value to Gitcoin's core protocols (Grants + Passport) by solving prioritized problems that help drive adoption of protocol, financial stability through increased GTC Utility, and potential upgrade of the Governor contract that will continue to improve how the DAO organizes itself. Overall, we are committing that all initiatives allow a strong partnership with GPC to ensure the 2 core protocols are approachable to be built on by those outside of Gitcoin DAO.

Outcome Description	Essential Intent Connection	Steering Metrics	Likely Projects/Initiatives
"What impact will we see?"	"How does this align with our most important work?"	"How will we know if we're making progress?"	"What will the work likely look like?"
Objective: Onchain + private QV Grants 2.0 Module Impact: Enables Optimism (key partner) to continue their adoption of Grants 2.0, and allow us to build up the muscle on what Grants 2.0 can offer to other consumers of the protocol. Furthermore, this is an opportunity to build on the Grants protocol and ensure it is approachable.	- Protocol Adoption	- Approachability of Grants protocol and its documentation - Adoption of quadratic voting mechanism - Accuracy of output of Quadratic Voting mechanism	- Partner with GPC to ensure quadratic voting mechanism is modular and reusable by Grants 2.0 - Ensure users votes are on chain but private when using a MACI-like implementation of quadratic voting - Research potential scaling issues that could come with a MACI-like implementation - Continue partnering with Optimism to accurately define requirements as it relates to private on chain voting

Objective: Identity Staking Impact: Improving our sybil resistance mechanisms.. In return will be a key component to exploring GTC Utility, building on one of our core protocols, and ensuring those protocols are approachable.	- Financial Sustainability - Protocol Adoption	- Approachability of Passport protocol and its documentation - Users staking GTC on passport - # of GTC staked	- Build a modular staking and unstaking mechanism that could be used for future staking mechanisms, i.e. Grants curation, Grants review, etc - Improve Passport's sybil resistance signals by allowing users to stake GTC and be read via their passport - Experiment with trust bonus score impact based on GTC staked on a person's Passport - Partner with GPC to ensure experiment findings are synthesized and shared to determine if there is a desire to include in Gitcoin Grants for GR15 - Partner with FDD as a stakeholder to provide sybil/fraud subject matter expertise - Have smart contracts that will custody funds audited before major production usage
		-	
Objective: Operational excellence Impact: Continuous iteration on how we work at MC will impact the value of our work thus impact the	- DAO Organization - Protocol Adoption	- Are there meaningful weekly updates from core initiatives? - Increase # of trusted contributors contributing to	- Propose an upgrade to Governor Contract - Implement go / no go decisions with a repeatable process throughout each

value that is delivered to our EI's and working with our community. Ensuring processes are transparent and repeatable allows us to demonstrate and receive feedback from the DAO to help share and promote operational excellence		initiatives - % of stables in treasury increase - Increase in diversity of WS	initiative to ensure accountabilities to EI's - Implement a repeatable process for Initiative Kickoff/Inception to ensure alignment - Enhance Diversity of contributors - Hold all members accountable for their responsibilities - Partner with other Workstreams (DAOops, GPC) to ensure cross collaboration repeatable processes where impact is widespread - Treasury management and diversification of 20% of treasury to prevent market volatility impacts
Objective: Grants 2.0 Placeholder.. Partnering with GPC to prioritize a final objective that will be a result of their ongoing research with Design Partners Impact: Direct impact will be TBD based on outcome of ^ research. Broadly impact will be continued building up of Grants protocol + approachability of protocol	- Protocol Adoption - Potential for financial stability if it implies GTC Utility		

Based on what we learned from S14, we are going to continue to be hyper focused on expanding the development opportunities on the core protocols by being dogfooders and being the first community to build on them outside of GPC. We learned that project teams should start lean with a clear scope of work and grow based on a data driven discovery to inform the shape of a team rather than assuming. This allows us to grow only in order to achieve outcomes, and grow through our community of builders.

Workstream Name: DAOops

Community Experience Objectives

Outcome Description	Essential Intent Connection	Steering Metrics	Likely Projects/Initiatives
<i>"What impact will we see?"</i>	<i>"How does this align with our most important work?"</i>	<i>"How will we know if we're making progress?"</i>	<i>"What will the work likely look like?"</i>
Well-designed, aligned and engaging community spaces to foster GitcoinDAO Ambassadors and filter contributors hires	DAO Organization, Protocol adoption	Respond to DAO Citizen intros within 48hrs Well-facilitated and well-attended weekly DAO Vibes plus Citizens call with a clear, recurring content strategy (Grants round start/end, DAO tour, GPC update)	Survey Citizens and visitors to Townsquare & grants promotion to understand desires and build out further strategy. Take ownership of planning and hosting the weekly DAO Vibes call Reformat the biweekly citizens call into a monthly initiative Connect the public library initiative with the emerging DAO citizen strategy
Consolidate communities to increase initiative impact	DAO Organization	Fewer number of hubs for DAO community (leading to less distraction, easier onboarding, and easier management of the community)	Opportunities for merging Builderband with Citizens, combining GPC monthly call with DAO vibes
Increase community and team engagement & satisfaction within Discord	DAO Organization	Opt-in to and high levels of satisfaction with Discord as an internal communication tool by all workstreams. Increase in key growth & engagement metrics: 1-week retention, % communicators, messages per sender	Regular check-ins with community managers for training and to map evolving needs for communication Continuous evaluation and optimization of category and channel logic. Documentation of current logic/structure for current and future contributors Development of guidance for DAO

			Contributors in various roles.
Reduce roles redundancy & technical debt to facilitate discord navigation	DAO Organization	Clear analysis of tools & bots in use, consolidation of redundant bots & roles, agreed purpose for each tool Active contributors user survey feedback	Bot audit / analysis Role audit / analysis Review and rework current role automations based on contributor needs
Steer and facilitate Cross Stream DAO Operations (CSDO) activities	DAO Organization		Facilitate (bi-)weekly CSDO ops and strategy calls and continuously optimize format based on feedback Facilitate the budgeting process for each season Increase transparency by reporting on CSDO decisions through the weekly newsletter, contributor calls and work on other forms of documentation

Community Governance Objectives

Outcome Description	Essential Intent Connection	Steering Metrics	Likely Projects/Initiatives
<i>"What impact will we see?"</i>	<i>"How does this align with our most important work?"</i>	<i>"How will we know if we're making progress?"</i>	<i>"What will the work likely look like?"</i>
Improved budgetary decision making among stewards with improved evaluation matrix for budget proposals	<i>Financial Sustainability</i>	S15 will continue to see the budgeting and review process improve, simplify and clarify the process of funding relevant initiatives Feedback from stewards and ws leads	New improved budget process flow for S16 Standardized, simplified and objective evaluation matrix for budget proposals
More efficient, transparent	<i>DAO Organization</i>	Easier evaluation patterns,	Updates to Governance Process

governance flows for improved decision making		standardized transparent flows, improved proposal evaluation experience for both contributors and stewards Feedback from stewards and ws leads	Allocating stewards to workstreams, improving focus and attention/action allocation
Steward Council Evaluation	<i>DAO Organization</i>	Retro on the 1st steward council and improving the selection process & Mandate for the 2nd council	Retro on the 1st steward council and improving the selection process & Mandate for the 2nd council
Multi-tiered steward incentivization program	DAO Organization	Response to new applications within 14 days Feedback from stewards council and other stewards	Standardized system for candidate stewards to apply and evaluate existing stewards

People Ops Objectives

Outcome Description	Essential Intent Connection	Steering Metrics	Likely Projects/Initiatives
<i>"What impact will we see?"</i>	<i>"How does this align with our most important work?"</i>	<i>"How will we know if we're making progress?"</i>	<i>"What will the work likely look like?"</i>
A more technical & connected workforce through team development	<i>DAO Organization</i>	Meet with GPC and FDD to understand needs/gaps. Assess Professional Development needs across 80% of core contributors	Training for User Support team, team connection & partnership opportunities btwn GPC & other WSs, team training opportunities DAO-wide, possibly off-sites. Working with technical contributors, draft and publish a technical web3 professional development guide.
All contributors feel clear on & supported by benefits	<i>DAO Organization</i>	80% of existing core contributors are aware of WorkDAO and Opolis, and 100% of all new core contributors are introduced to WorkDAO/Opolis	Written guide in People Ops Hub; onboarding WorkDAO ambassadors; checking in on those moving over to the DAO; guiding TCs through

		ambassadors. Recruiting & retention are successful due to this.	Parental Leave & other policy implementation
Transparency around why and how an offboarding is necessary	<i>DAO Organization</i>	Those offboarded provide feedback for us to improve & there is a documented way for Workstream leads to offboard contributors	Document for the People Ops Hub and templated questions. Facilitation of exit interviews whenever requested
Composable/bounty-able roles reflect DAO-native hiring practices & a community of contributors that is engaged & useful.	DAO Organization	At least 10 bounties added to the Open Roles DB on Notion. Non-expert work is affordable.	TC+Saf sync with WS lead before any new role is posted, and identify possible areas of composability/bountifying of the role Create a composable JD template for TCs to use.
The right people are on the right teams, and are continuously improving	DAO Organization	100% of contributors have received a quarterly peer review	Facilitation of Peer Review process, Professional Development and Coaching efforts; providing hiring & offboarding guidance to TCs/leads..
Work agreements are strong & logical at all stages: recruitment, promotions, demotions, offboarding.	DAO Organization	Stewards, recruits, and DAO citizens alike understand how each workstream compensates. Role agreements for 90% of core contributors are documented in an accessible place. 100% of core contributors have received quarterly role review	Advise workstreams on comp policies as they are implemented; guidance on work agreements Facilitation of role review for all trusted and core contributors

Tooling Objectives

Outcome Description	Essential Intent Connection	Steering Metrics	Likely Projects/Initiatives
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<i>"What impact will we see?"</i>	<i>"How does this align with our most important work?"</i>	<i>"How will we know if we're making progress?"</i>	<i>"What will the work likely look like?"</i>
Reduce tooling redundancy, boost access transparency and unify invoicing process	<i>Financial Sustainability</i>	Total spending end of season versus start of season Deliverable: one overview of all tooling costs and its cost evolution	Monitor tooling spends and set up processes for removing subscriptions when not needed anymore Expand on the tooling database from S14, add more information to it, set up regular controls Migrate all invoicing to the foundation and manage costs and access overview
Have guidance and ongoing support to all current and future tools	<i>DAO Organization</i>	Contributors satisfaction with tooling: have less than 3 complaints about tool support during season (Co-) organize at least one well attended session (+10 contributors) per month with Q&A of our tools and regular training (Facilitate) response within 48h to all requests within access control domain	Facilitation of trainings on tools like Discord, Notion, Google calendar, Sobol, Discourse and more Ongoing enrichment of how-to documentation and tooling database for new and existing contributors Follow up on and make improvements to tooling solutions based on ad-hoc requests by stakeholders to improve their experience with notion, discord, calendar & more
Regular audit of all tooling access (improving SecOps)	DAO Organization	Quarterly check-in with workstream leads on tooling access for all tools	Work with all tool owners to audit role access and role access needs on a regular basis Creation and managing of database access for all tools
Optimization of Notion usage to facilitate collaboration and efficiency	DAO Organization	All workstreams should be using notion as their primary tool for meeting notes, outward facing org description by end of season	Continuous training on notion usage, reshaping action item database as needed Rework use of roles database as needed and reevaluate extra tool usage for roles Regular audit of workstream homepages and check in with teams
Increase contributor and steward engagement & accountability	<i>DAO Organization</i>	Consult on other initiatives within and outside of our workstream on a regular basis that boost our productivity	Support and advice on projects that might be implemented, mostly driven by other initiatives, such as people ops, steward governance and accounting. Some tools that might be involved are Sobol, Orca, Wonder, Utopia, and Gnosis.

Accounting Objectives

Outcome Description	Essential Intent Connection	Steering Metrics	Likely Projects/Initiatives
<i>"What impact will we see?"</i>	<i>"How does this align with our most important work?"</i>	<i>"How will we know if we're making progress?"</i>	<i>"What will the work likely look like?"</i>
Growth of the DAO treasury	Financial Sustainability	Longer run rate More money in the treasury at the end of the season than there was at the beginning	Token listings, yield exploration, and other opportunities that arise
Limit downside risk to DAO treasury	Financial Sustainability	XX% of total treasury is diversified	Token Reactor
More informed CSDO decision making	DAO Organization	Shared budget, spending, and/or accounting metrics across the dao on a monthly basis Regular updates re: macro trends affecting the DAO and ecosystem	Updated treasury dashboard and WS Standardized reports to CSDO Headcount framework for hiring planning
Increase workstream budget transparency	DAO Organization	Detailed monthly update template of spend and reserves evolution to workstream leads and team	Improve budget overview templates to give an easy and detailed overview of hours and work done by part time contributors Set up a process to critically review and report on all compensation requests by part and full time contributors

User Support Objectives

Outcome Description	Essential Intent Connection	Steering Metrics	Likely Projects/Initiatives
<i>"What impact will we see?"</i>	<i>"How does this align with our most important work?"</i>	<i>"How will we know if we're making progress?"</i>	<i>"What will the work likely look like?"</i>

Responsive, Organized support during GR15	Grants Program Success	Support tickets (Discord+Email) resolved within 20hrs (on average) Contributors are able to give informed answers to user tickets A customer survey that provides feedback on our service level Current state of the platform is reflected on KB within 5 business days of changes.	Develop a schedule that provides consistent coverage across time zones during the GR15 work week. Updated KB content User Support best practices training sessions Create customer survey and track responses Document and implement escalation process with other workstreams
Evolved Support process that meets the needs of the Protocol	Grants Program Success, Protocol Adoption	KB content reflects protocol development	New KB posts Protocol training sessions.
Attract and retain technical support talent	Grants Program, Protocol Adoption	Role descriptions that accurately describe technical support accountabilities Trusted and core contributor pay aligns with their time and preferred contributions	Refining the new payment logic Role descriptions
Provide clear, usable data to support process improvement and protocol development	Grants Program, Protocol Adoption	Quickly shareable ticketing data	Migrate to zendesk or other scalable ticketing system Understand data needs of PGF and GPC before GR15

Based on what we learned from S14, we will focus on collaboration and efficiency between contributors, and the professional growth in S15.

Workstream Name: Public Goods Funding (PGF)

In S15, PGF will focus on setting up the grants program for a transition into a protocol world. If successful in S15, the workstream will define – with the rest of the DAO's involvement – where the grants program is headed, will help the DAO better track partner conversations, and will begin to test constructs on the cGrants platform that will be more reflective of the protocol future.

In the context of the program specifically, PGF will continue to explore innovative ways of improving the overall round experience, meaningfully engage grantees, funders, and partners, and in turn increase the number of measurable success stories rounds help create.

Beyond grants, PGF will aim to contribute to the financial sustainability of the DAO by continuing to manage initiatives related to mutual grants and help spin out a public goods coalition that allows partners to commit long term to empowering large scale internet-native communities to fund their shared needs. Additionally, PGF will focus on developing revenue-generating products to further PGF's and the DAO's financial sustainability.

Based on what we learned from S14, we are going to be more intentional on what sub-rounds we fundraise for – and what constitutes “minimum viable round” – in GR15. We are also going to improve our scalability processes (Objective 7), based on some of the challenges (e.g., tagging) in GR14. Finally, we intend to better define the distinction between the program and the protocol heading into a nascent grants 2.0 world.

Always-On Goals

1. Increase Sustainable Funding for Gitcoin Grantees

- S15 Objective 1: Grow S15 matching funds by 25%
- S15 Objective 4: Implement Hubspot as CRM
- S15 Objective 5: Launch pgDAO and begin experimentation on creating new funding mechanisms and models for public goods
- Stretch: Continue to scale mutual grants among program partners

2. Improve Overall Grantee Quality & Success

- S15 Objective 6: Leverage grassroots efforts to increase grantee quality & engagement
- S15 Objective 7: Improve grant eligibility & round timeline processes alongside FDD

3. Scale Grants Program Process & Workflow

- S15 Objective 2: Define Program & Protocol Structure in a Grants 2.0 World
- S15 Objective 3: Work Cross-Functionally to Define Service Model for the Protocol
- S15 Objective 8: Scale PGF team + contributor processes to reach a healthy homeostasis

S15 Objectives

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<i>"What impact will we see?"</i>	<i>"How does this align with our most important work?"</i>	<i>"How will we know if we're making progress?"</i>	<i>"What will the work likely look like?"</i>
Objective 1: Grow S15 Matching Funds by 25% Impact:	Aligns with: • EI1: Protocol Adoption • EI4: Grants Program Success	• Clearly tracking total funds raised across all matching pools for GR15	• Reaching out to partners for GR15 • Improving cross-selling across partners
Objective 2: Define Program & Protocol Structure in a Grants 2.0 world Impact:	Aligns with: • EI1: Protocol Adoption • EI4: Grants Program Success	• Formal diagram outlining the the boundaries of the main round in context of the protocol, along with a ratified document	• Setting a bi-weekly cadence with GPC to iterate on and ratify the proposed model
Objective 3: Define Service Levels & Service Model for the Protocol	Aligns with: • EI1: Protocol Adoption • EI2: Financial Sustainability	• Ratified model of flow of funds both for endorsed / program-led rounds and broader rounds by protocol users	• Setting a bi-weekly cadence to work with GPC on a confirmed model of service
Objective 4: Implement Hubspot as CRM Impact:	Aligns with: • EI1: Protocol Adoption • EI3: DAO Organization • EI4: Grants Program Success	• Grants Ops + Partnerships are consistently able to find information on round status, including matching funds raised, and grantees included in a given round	• Working across squads to finalize flows and views for Hubspot and build cross-functional buy-in • Integrating Hubspot into daily life
Objective 5: Launch pgDAO Impact:	Aligns with: • EI1: Protocol Adoption • EI2: Financial Sustainability • EI4: Grants Program Success	• pgDAO is officially passed on the bitDAO forum • Entities are created and funds are distributed	• Sending the proposal through to the bitDAO forum • Finalizing last minute partners • Starting bi-weekly coalition calls
Objective 6: Leverage grassroots efforts to	Aligns with:	• # grantees that join Discord • Increased % of grants that	• Build onboarding playbook • Notion doc for grantees to

increase grantee quality & engagement Impact: higher quality grant engagement and grant outcomes tracking	• EI1b: Protocol Adoption • EI3: DAO Organization • EI4: Grants Program Success	receive >\$5k • # of grantee engagement initiatives • Feedback from grantees engaged (qualitative and quantitative) • Formalization of the publication with at least one piece highlighting grantees • Increased # of grantee success stories	get involved with Gitcoin and the larger ecosystem interested in public goods • Refactoring the public library into a space for program participants in addition to broader community • Continue to highlight grantees in weekly Twitter spaces • Host grantee office hours • Drive forward a publication centered on public goods that highlights our grantees, partners, funders, and community members • Experiment with community building, focusing on activating communities to contribute to public goods
Objective 7: Improve grant eligibility & round timeline processes	Aligns with: • EI1: Protocol Adoption • EI4: Grants Program Success	• Gather feedback from partners after the round about whether the process improved or not (currently has been voiced as a painpoint) • Track whether hours dedicated to round reviews decrease • Confirm and announce rounds by Aug 8 • See increased marketing to	• Edit / write up clear document defining what makes a project eligible for the round and provide clarity for the review process • Decouple main and side rounds • Advising FDD on their reviewer training

		grantees between Aug 8-Sep 2 + higher application rates before the round begins	
Objective 8: Scale PGF team + contributor processes to reach a healthy homeostasis Impact: Create a more stable environment within the workstream so that we can focus on work without recurring distractions of internal debt	• EI3: DAO Organization • EI4: Grants Program Success	• Increased efficiency of work across sub-streams	• Creating and solidifying workflows + runbooks across Grant Ops, Partnerships, and Grassroots

Workstream Name: Gitcoin Product Collective

[In one paragraph, summarize this Workstream's focus in S15. What effect will this Workstream have on the DAO/customers if it's successful in S15?]

Outcome Description	Essential Intent Connection	Steering Metrics	Likely Projects/Initiatives
"What impact will we see?"	"How does this align with our most important work?"	"How will we know if we're making progress?"	"What will the work likely look like?"
Moonshot Collective builders are able to extend protocol functionality through developer documentation and on-going developer support	EI1: Protocol Adoption		
All of the protocol components will have names and branding.	EI1: Protocol Adoption		*Collab w/ MMM
The Gitcoin knowledge base and the support process covers all launch products and we have a process for onboarding new products & features for support.	EI1: Protocol Adoption		- Co-draft KB posts re: product and features for support with Support team. - Review Support team process and collab on changes needed ahead of product launches.
We have early adoption of the protocols (Passport & Grants) through partnership programs.	EI1: Protocol Adoption		• Alpha Partner program for Passport • Design Partner Program for Grants
Passport will move toward product market fit by (1) iterating and validating the protocol based on alpha partner feedback and integration and (2) more effectively programmatically securing the Gitcoin Grants program through	EI1: Protocol Adoption		• Move over all GR15 contributors to Passport and decommission cGrants Trust Bonus entirely. • Review the performance of the Passport's technological architecture

evolution of the Trust Bonus Scoring mechanism.			and interface, and the Trust Bonus in GR14, ship protocol and interface experience improvements for GR15. • Improve the accuracy of Trust Bonus in GR15 by a measurable degree. The exact target for improvement and how to measure it will be determined in collaboration with GitcoinDAO Fraud Detection and Defense. • Drive adoption of Passport by other dApps through an alpha partnership program.
Grant Hub will (1) support project owners applying to grant rounds and tracking grant data (for rounds run on the protocol) and (2) will enable foundational elements of building project reputation or proof of projecthood.	EI1: Protocol Adoption		• Build out Phase 2 of Grant Hub, which will enable project owners to apply to a round, view application status, track active grants, and view historical project data. ◦ We will test Phase 2 of Grant Hub in partnership with Grants 2.0 Design Partners (i.e. Optimism's RPGF round targeted for early August 2022) • Expand Grant Hub project metadata to store verified

			fields, starting with verified spam and fraud signals • Research how to further leverage Grant Hub project metadata to support building project reputation and niche curation. Long term, this enables more automated grant round eligibility curation.
Round Manager will enable Round Operators to fully run a round, end to end, on the protocol using the Round Manager dApp.	EI1: Protocol Adoption		• Allow Round Manager to ingest verified spam and fraud signals from Grant Hub and filter projects based on those signals • Allow Round Operators to select and configure a voting/contribution module from 2-4 options • Design the Grant Explorer for Gitcoin rounds (i.e. interface for contributors to browse/vote) based on PGF partnership ◦ Partner with PGF on the design of the future Gitcoin grants program • Enable Round Manager to generate payout calculations based on the selected voting/contribution module and votes cast via

			a Contributor-facing front-end
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{{please add additional rows if necessary}}

Please finish the following sentence: ["Based on what we learned from S14, we are _____(description of what you're going to do differently/the same)_____ in S15."]

Week of July 18th and July 25th

- In between sessions, Workstream leads should be refining their outcomes based on advice from their CSDO colleagues and connecting their outcomes to their specific budget requests. This is in preparation for the final session on July 29th.
- Consider finding, articulating, and planning cross-stream collaboration opportunities.
- Seek out advice, conversations, and any other collaboration as needed to refine your budget requests.
- Bring draft budget requests to meeting on July 29th.

“It would be great if we could _____ during our session on July 29th.”

- Get a quick feedback on the final/integrated version of the outcomes
- Get feedback on rough budget estimations per workstream
 - How do people want to do this?
 - Similar to what we did here, possibly.
 - Some sort of prioritization exercise
 - Go deeper on some workstreams vs. doing all
 - Jodi's take: People Ops, MMM
- Walk away with confidence in our budget being supported at least by CSDO
- Commit to DAO wide outcomes (for S15) – +3
 - What ties this all together?
 - “E.g. Grants Round is larger, 3 beta partners on protocol, some sort of marketing initiative tied to that etc. etc.”
 - Is this more of a marketing thing or an actual development of “new” objectives? A summary – not new work.
 - This is a rallying cry, not a metric
 - Is this not EI/Purpose? (Kris) → EI is 18 month goals so how can we show we're moving in the right direction? Doing this individually as workstreams, but how do we have a unified/coordinated message?
- Define success metrics for our transition to a Protocol DAO (+1)
- Have metrics that can be measured month on month rather than at “the end of the season”
- Increase collaboration for overlapping goals
- Align on any necessary cross-workstream metrics to achieve specific work-stream collabs
- Align and commit to specific cross-stream collabs

Closing Round

“One way to make this process better/more effective next time around might be to...”

- Have people provide their written feedback prior to the session, and then spend the session diving more deeply into what people put in the document (instead of using time doing the written feedback during the session). Could probably do this meeting in 90 min/2 hours instead of 3 if we did it that way.
 - PROS of current way: gives us dedicated time to think and give feedback vs. needing to find time to do the work before the session
 - Creates accountability for actually reading/commenting
 - CONS of current way: is it the best use of our time to spend over an hour silently writing together? (maybe! Maybe not!)
 - 20 mins for a Workstream can seem rushed
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Kyle Discussion

Take an essential intent and what is one metric from each WS that they impact