

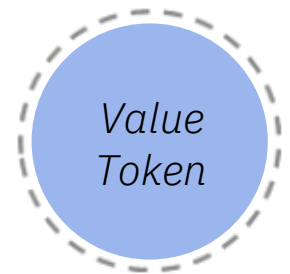
GDP of DAO tokenomics

A new financial disclosure framework

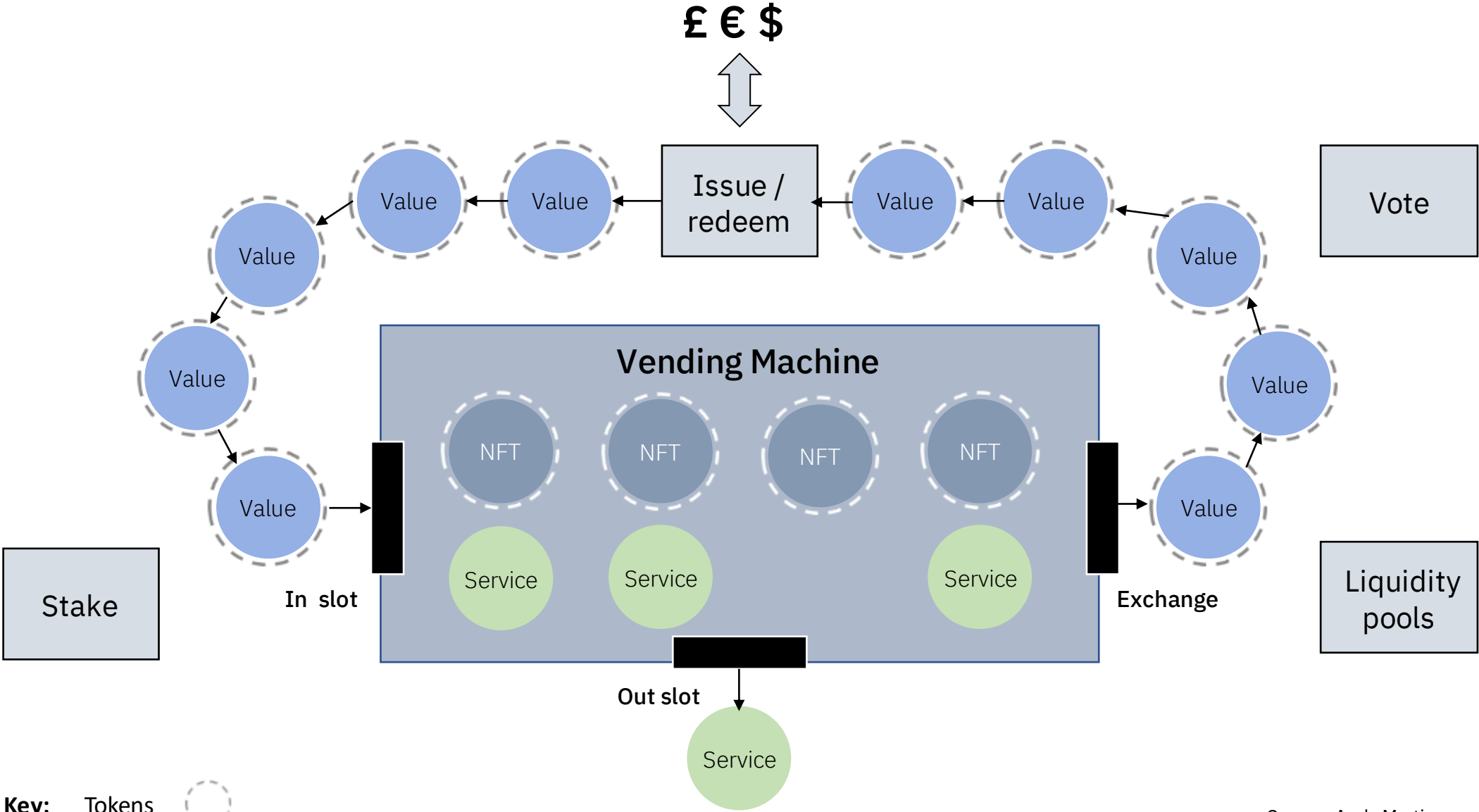
Andy Martin

A marketplace utility token, also known as the DAO's native currency or value token is rather like the currency of an economy, like a country.

So we are modelling the GDP of your ecosystem collaboration in our valuation of this coin's market value.

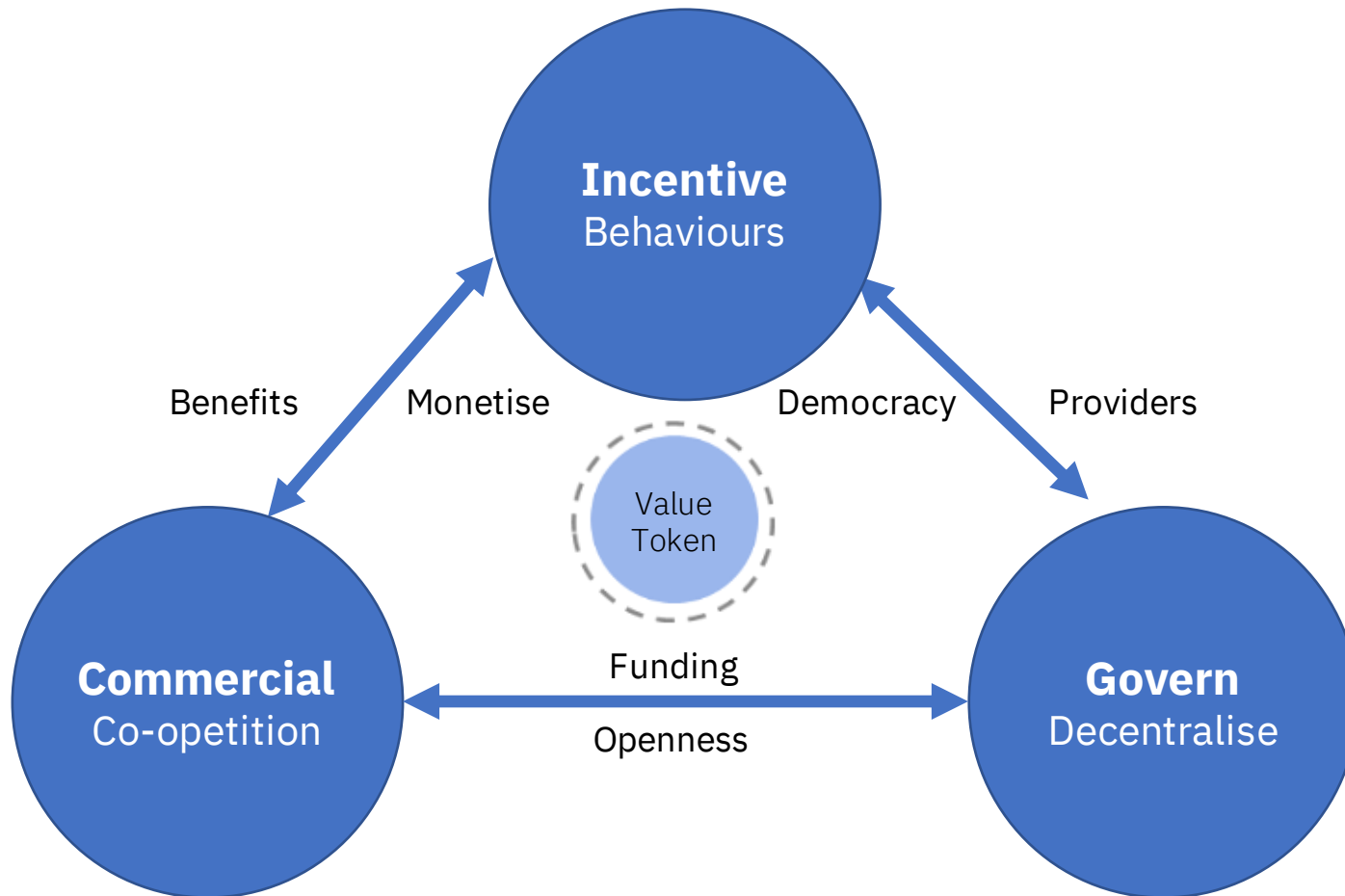


Value Token



Key: Tokens 

The Economic GDP Model has 3 parts



Key: Tokens 

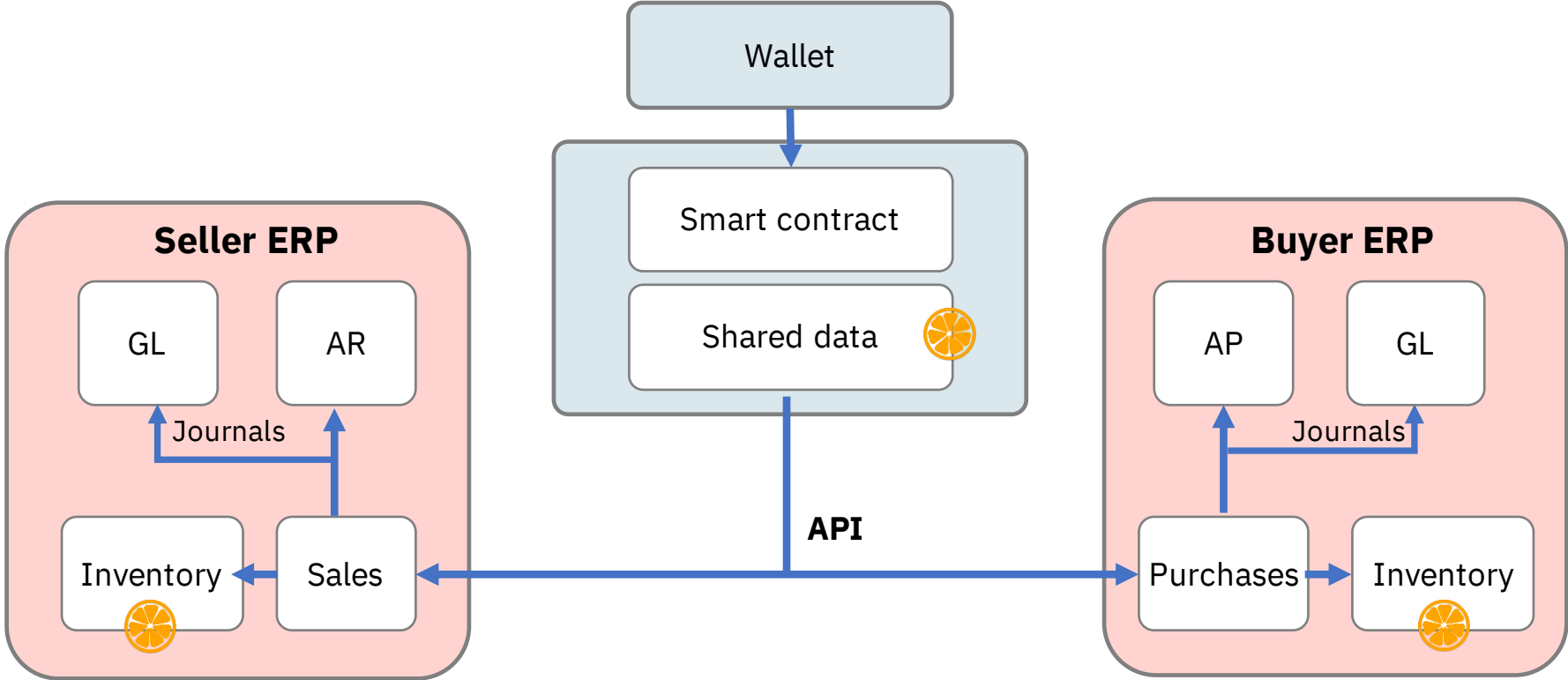
Collaborative GDP Model

- **Economic** model: incentives, disincentives & behaviour changes
- **Governance** model: how decisions are made on-chain via tokens & voting or off-chain & guiding principles of fair, democratic & open
- **Commercial** model of monetisation & fees

Token Economy - Bring buyer & seller together

- We bring buyer and seller together in a new type of business that looks more like a network.
- A smart contract enacts the transfers of value and ownership between buyer and seller.
- This provides a common view of the truth to drive two sets of accounting entries in both the buyer's and seller's books, which over time, can be automated by APIs

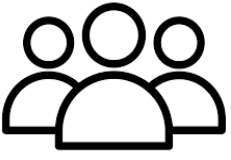
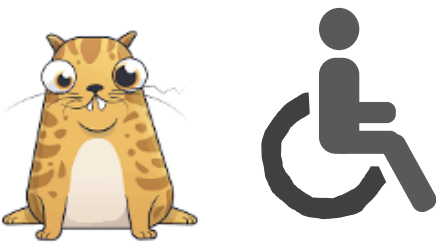
Token Economy - Bring buyer & seller together



Token + DeFi + DAO = Industry Reinvention

	Company	Platform	DAO
Go to market	As a network	Network, market or industry	Zone of sovereignty & rules
Products	Buy & sell data Apps & wallets earn value	Fees for activity Professional & foundation services	Store value in the marketplace token GDP Skills & reputation
Tokenomics / DeFi	Win-win-win Behaviours	Composability of funding protocols	New funding / reserve model

The DAO GDP Tokenomics Equation



Earn

Collateral

Trade

Govern



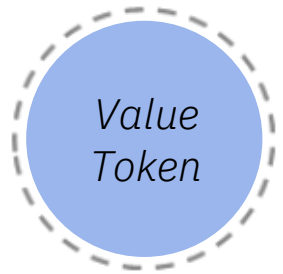
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User

Asset

Funding

Behaviour

Community

Web3 Token Economy has 4 levels of economic governance



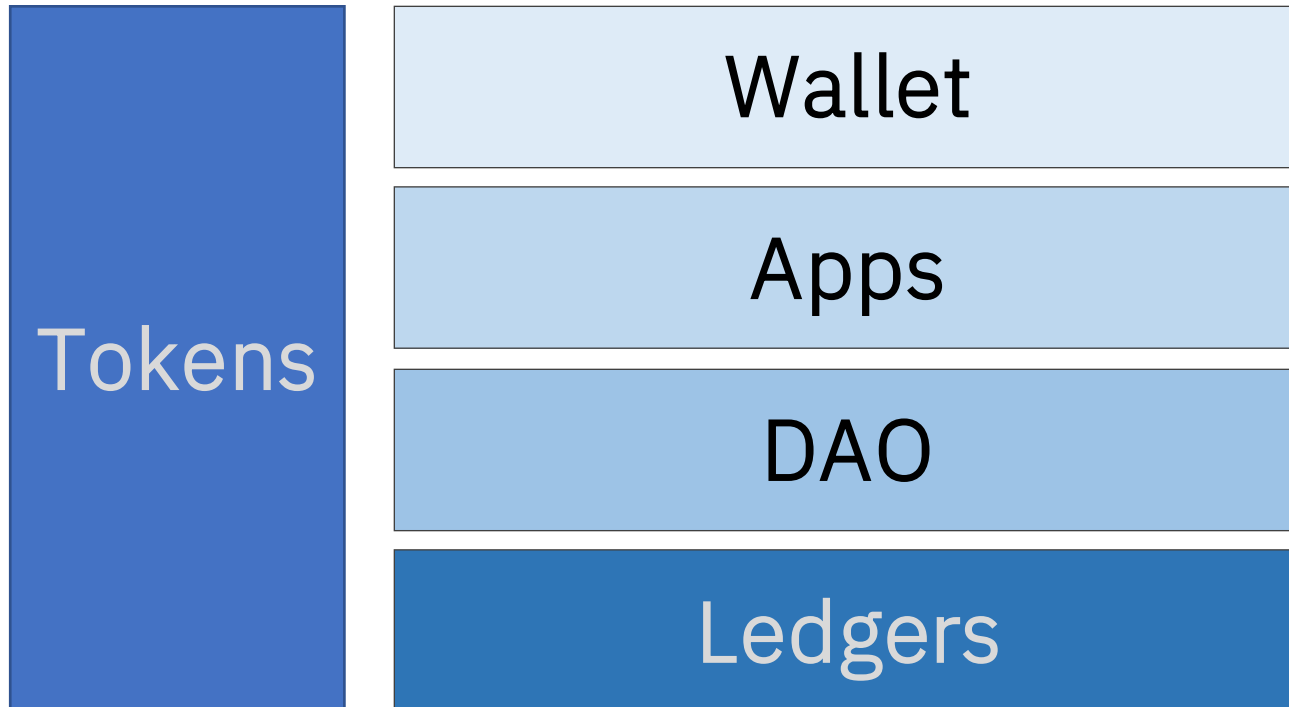
Users owns, that is manages or controls access to their data and the process to update its state

Manages private keys where ownership of 100's of tokens can be accessed & atomic swaps initiated

Manages business model of value exchange (atomic swaps) of tokens for ownership or access for tokens for value

Tokens are used for fund raising, ownership and decision making by token holders as the value is managed for collective win:win:win outcomes

Tokens are used as rewards for helpful behaviour in providing the ledger updates & platform resources



4 levels of economic GDP governance

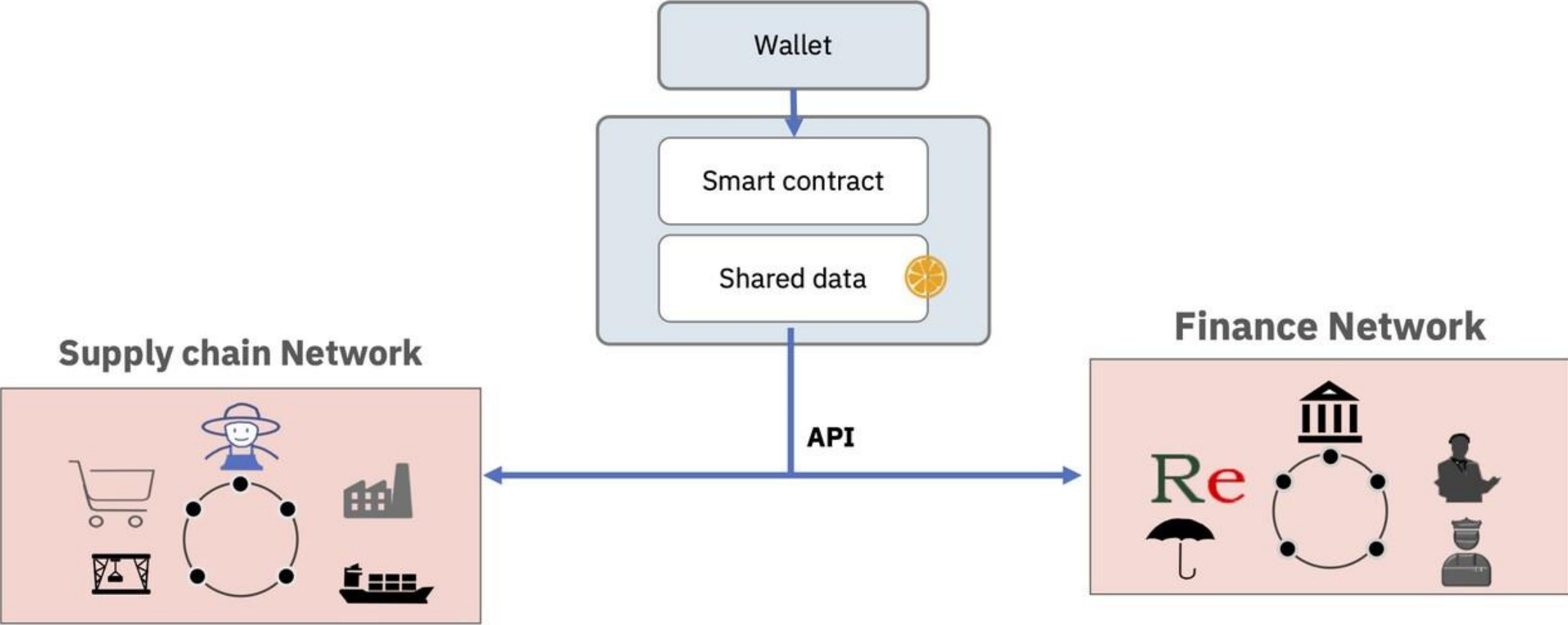
Wallet –It is the user interface layer where ownership of 100's of tokens can be accessed, and atomic swaps initiated

Apps –Many different businesses can be built on each network. App logic governs trading of tokens and are used to incentivise behaviour and denote ownership inside the app.

DAO –This is the B2B2C value chain of economic actors (“the community”) who don't need to trust each other assembled to support complex tokens. This is a marketplace and has its own marketplace token that is used for payments but also governance by way of voting and access and staking rights and duties and critically as an incentive for better collective outcomes.

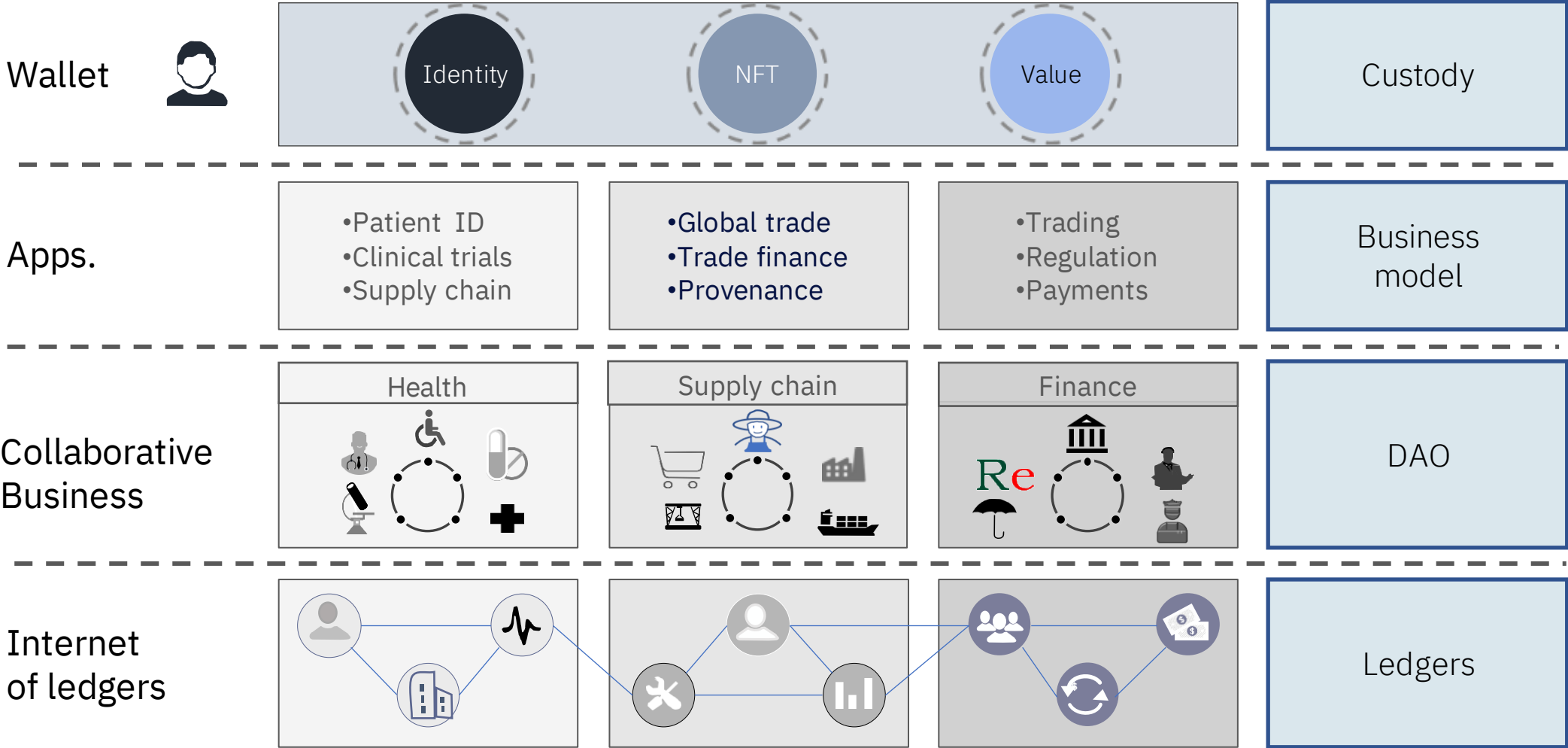
Internet of ledgers –Govern the activity such as atomic swaps of tokens in the network. Tokens are used to pay those who maintain the infrastructure by providing bandwidth and storage and to order and validate the ledgers


On ramp to this web3 economy



The whole economy collaborative framework

Governance



Key: Tokens & credentials 

Source, Andy Martin

Tokenomics = behaviour change machine



Digitally native

... or real-world abstraction†



Ownership

- Creativity
- Control



Collateral

- Yield
- Rent



Trade

- Buy-sell
- Lend-borrow



Govern

- Marketplace
- Reuse library



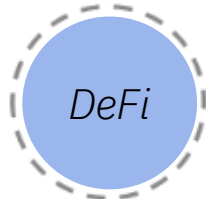
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User

- Anon.
- KYC†

Access

- Derivative
- AI-generated

Liquidity

- Gamified
- Composable

Behaviour

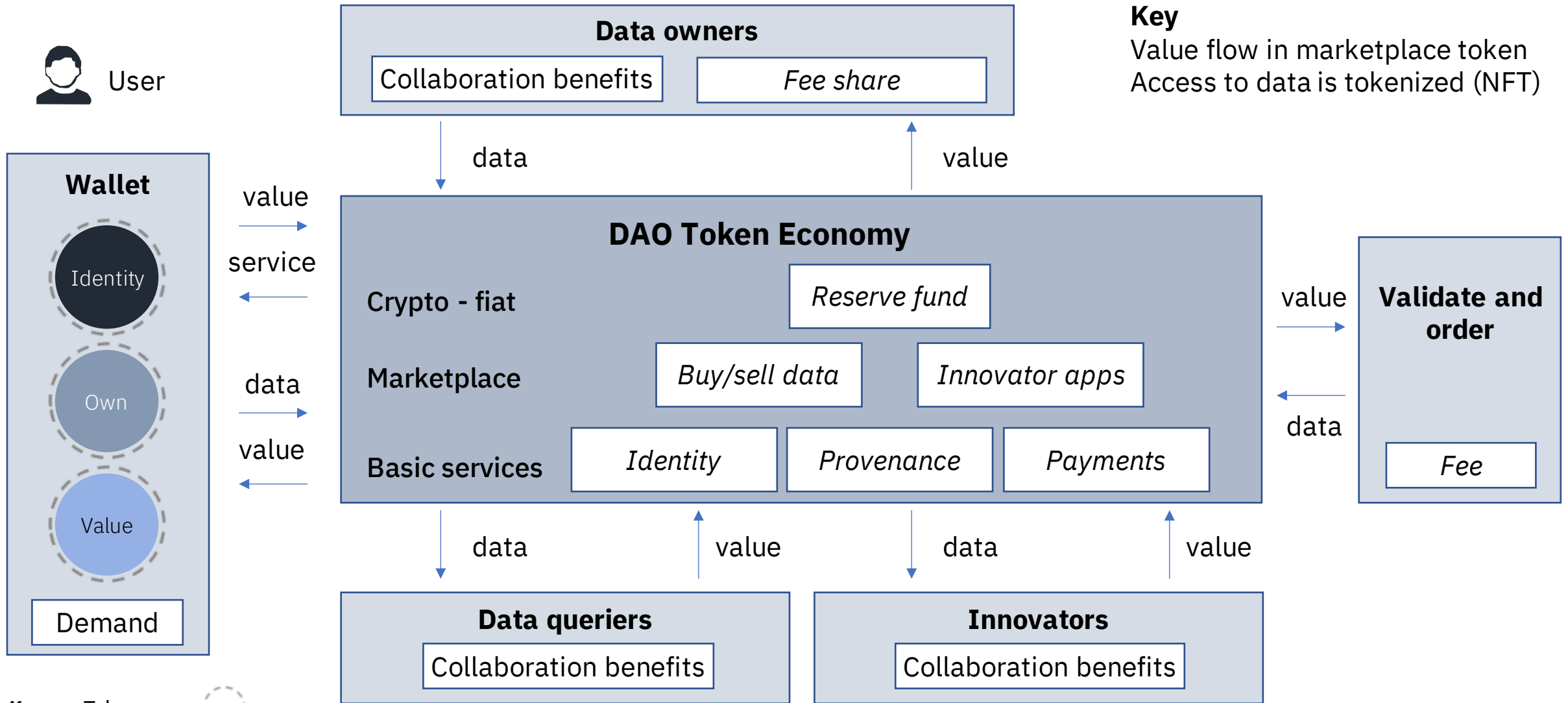
- Fees
- Incentive

Community

- Democracy
- Decisions



Marketplace Data Economy GDP model



Key: Tokens & credentials

Six areas of on-chain disclosures required

1. **Funding & reserves**

Issue (on ramp from fiat)

Collateral (raised from banks†)

Reserve fund (manage XR to fiat)

Redeem (off ramp to fiat)

2. **Governance/voting**

Decision making

Incentive (e.g., for helpful behaviours)

Release funds to app. projects

Finance member operations

3. **Financing / Liquidity pools**

Staking for DeFi, creating credit & earning yield

Fee share in liquidity pools

4. **Ledger level**

Fee (for maintaining the ledger)

5. **Apps level**

Stake (right to develop app.)

App fee (paid by customer)

Fees share (to DAO)

6. **Data monetisation**

Access (fee paid to access data)

Fee share (to data owner & DAO)

Circular economy for DAO Token

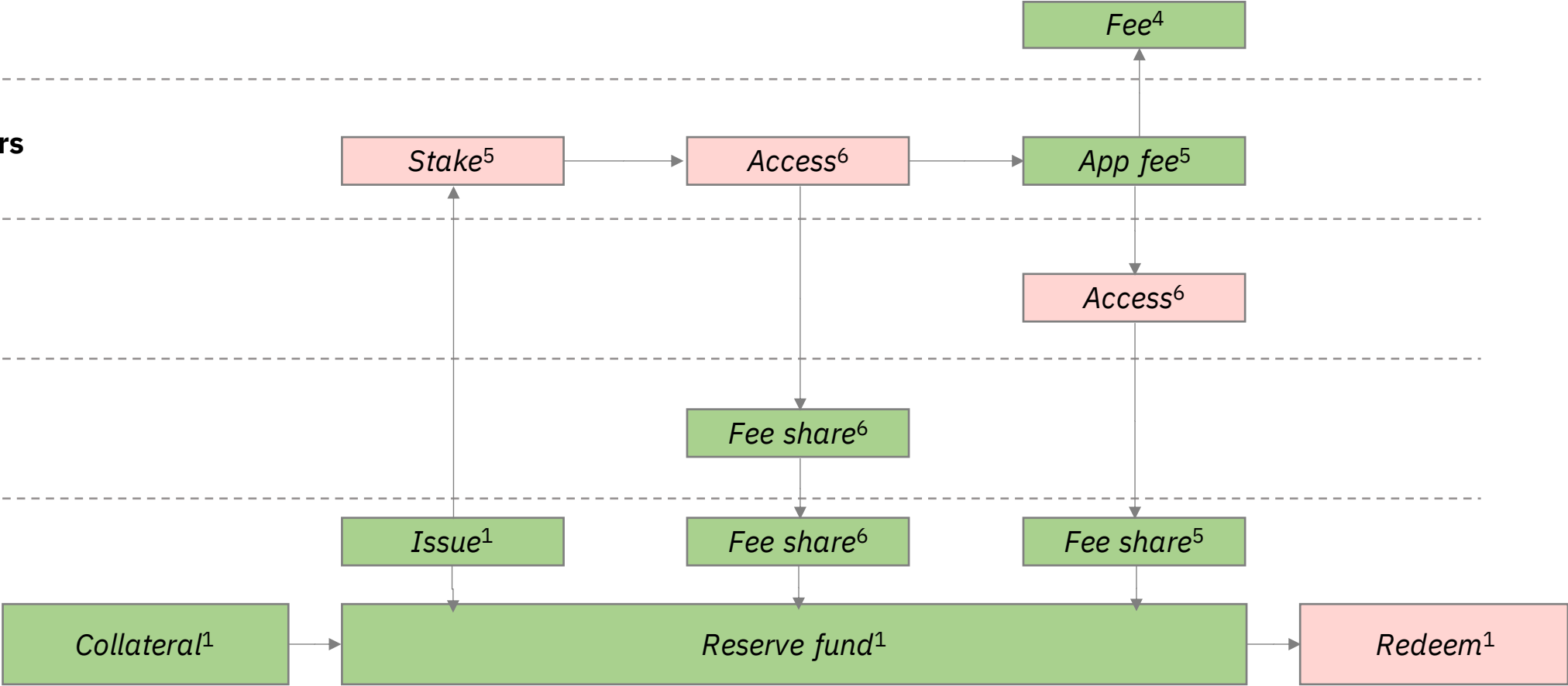
Validate & order

Innovators apps

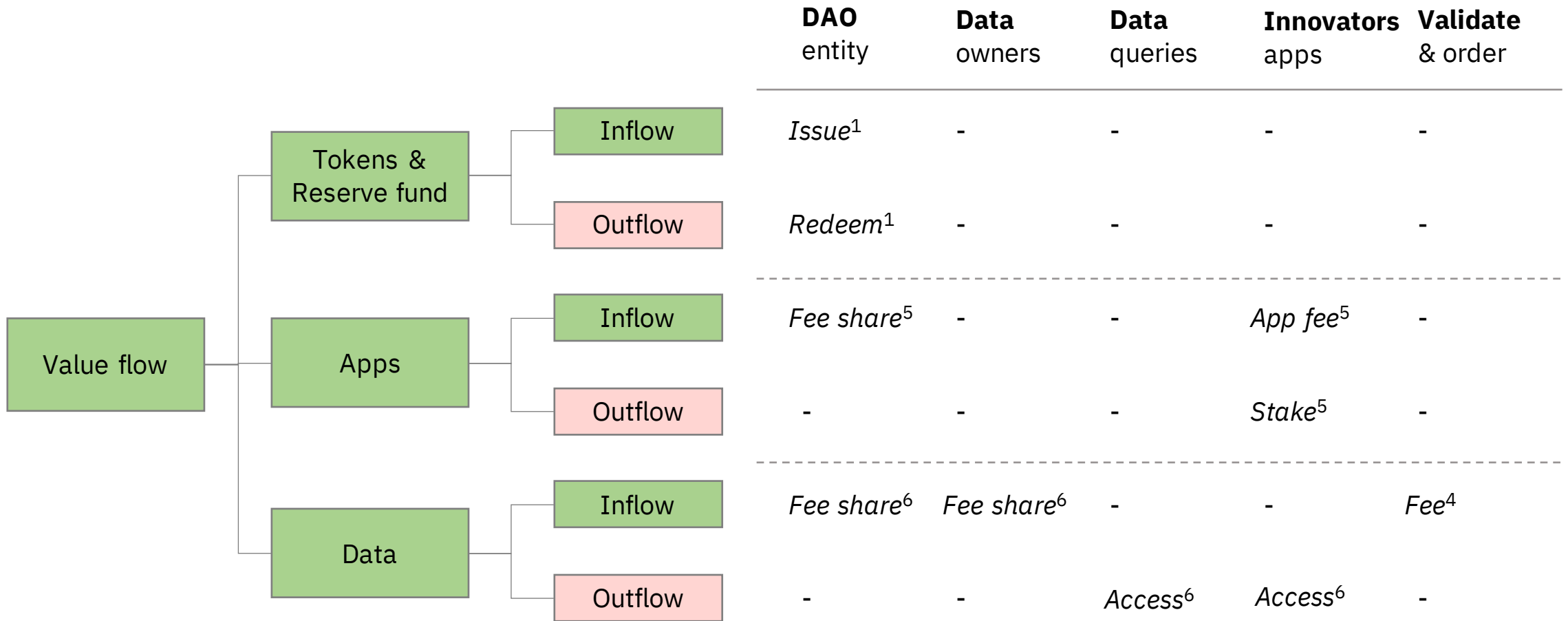
Data queries

Data owners

DAO entity



DAO Incentive model design



DAO Tokenomics: 5 design principles

- 1. The currency of the DAO** is the DAO's token which raises capital from fiat and is designed to stop leakage back out to fiat by keeping the token in a circular economy inside the DAO to grow and store wealth. There is an internal market to buy/sell the DAO token as it is the billing currency for access to data and all services/apps. on the DAO. Innovators are required to stake DAO token in order to earn rights to provide services to DAO members. Wholesale CBDC may form some or all of the reserve fund to control volatility. Returns from holding DAO tokens come via staking to get interest or increase in the exchange rate to fiat as the DAO token takes on equity-like characteristics.
- 2. Ownership of the DAO** is governed by holders of the DAO voting tokens which is linked to the DAO's currency token. Ownership is split across, and perhaps limited to, data owners/creators and app developers. Folks need to step up and represent the community views in a delegated voting pattern. Without folks taking on this duty then the DAO cannot work fairly.
- 3. Data owners maintain control** of their data via NFT's and autonomous digital assistants to grant access to their data e.g., to these ML bots. The most sensitive and valuable data never moves, and no human ever sees it - only ML sees it and only decisions or analytics data moves.
- 4. Incentive design** promotes helpful behaviours rewarded in DAO token. Rules are voted for by token (data) holders using say quadratic rules to prevent whales. These rules are automated into smart contracts.
- 5. For compliance**, all transactions can carry pseudo anon identity - e.g., this is an adult UK tax-payer. Patterns are analysed and only suspicious patterns require full KYC/AML reporting. This reporting can be automated in smart contracts.