

## Astro

**Name for Campaign:** Astro - Platform Engagement

**Company:** Astro (<https://astrodao.com>)

**Category:** DAO Platform

**Requested Service:** Acquire new users and improve user engagement on [app.astrodao.com](https://astrodao.com) by implementing marketing and product growth hacks, and hooks on the platform.

**Bounty:** \$25K

# ASTRO

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### One liner about your business/product:

Astro with its flexible and friendly UI opens new possibilities to how decentralized organizations are created and operate on Web 3.0 Technology. We provide the decentralized community builders the technology to **easily create and manage their organizations through our platform- [app.astrodao.com](https://app.astrodao.com).**

### In short, where we could use your help:

Figure out how to increase traction to our product, drive platform usage, brainstorm and execute on product enhancements that help achieve virality and user engagement.

### Goals for this campaign:

The overall objective of these campaigns are to increase DAO activity.

- Increase the engagement of existing and new DAOs on the platform.
- Drive the activity around proposal creation, submission and subsequent polling.
- Drive Virality and increase user retention

### Milestones & Deliverables

The project spans 3 months where the delivery expectations from the participating teams are:

- Month 1
  - Identify Target Groups and come up with 6 digital campaign / programming ideas for user engagement and share 2 - 3 page implementation plans for each with appropriate messaging, content, distribution etc.
- Month 2
  - Build collateral and release the 3 selected campaigns / programs to start experimentation. Define clear KPIs and targets per campaign.
- Month 3
  - Measure and iterate fast on the most successful 1 campaign / program to reach the KPI target and complete the hackathon. Deliver documented use cases, user stories and market insights from both failed and successful campaigns.

The hackathon payout is done in 3 equal parts \$8K (Month 1), \$8K (Month 2) & \$9K (Month 3) after successful submission and completion of each milestone.

Some general starting ideas and domains include Ambassador Programs, Referral Programs, Startup Programs, Enterprise Programs, University Programs, Government Programs with distribution on all possible social media and diverse form factors like Podcasts, Webinar, Blogs, AR/VR Metaverse etc.

**Note:** We welcome growth hacks that also have product loops and include design / feature updates on the Astro platform itself along with tooling around it to support the proposed marketing campaigns and experiments.

## Inspiration

DAOs are native internet decentralized communities built on Web 3.0 technology with a shared objective and vision. Here are 3 possible use cases where DAOs can be created using app.astrodao.com:

- **Guilds for Freelancers:** Freelancers can organize themselves as a decentralized community to collectively search for work proposals, assign work and claim bounties for the work done in a transparent and hassle free manner.
- **Charitable Organizations and Nonprofits:** Raise donations and resources from anyone in the world and collectively decide on decisions concerning project funding, operations and institutional governance
- **Venture Investing:** Pool funds and collectively decide on investment decisions concerning different ventures all in a democratic and transparent manner.

## Measuring Success:

- Increase Daily Active Users (DAU), Weekly Active Users (WAU), Monthly Active Users (MAU) for the following activities:
  - Proposal Creation and Submission
  - DAO creation
  - Successful crypto transactions on the platform
  - Bounty proposal, claim and polling
- Total Number of proposals created across all DAO types
- Platform stickiness= DAU/WAU for all the events on the platform
- Total Dollar (\$) value of the cumulative volume of transactions undertaken on the platform.

## Links and Resources

- Introduction to AstroDAO- <https://wiki.near.org/gov/your-guide-to-daos-on-near>
- Product Demo- <https://www.youtube.com/watch?v=xAYb82JcY3s>

## Contact:

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