

Astro

Name for Campaign: Astro - Accelerating DAOification

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

Category: DAO Platform

Requested Service: Promote the activity of DAO creation and onboard new entities on the platform app.astrodao.com.

Bounty: \$25,000

ASTRO

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.**

In short, where we could use your help:

We need 'Growth Hackers' who can help us increase the activity of creation of new Decentralized Autonomous Organizations (DAOs) on our platform app.astrodao.com.

Any additional information about the problem:

The two broad objectives of these campaigns are:
-Increase the number of DAOs on the platform app.astrodao.com

-Increase the number of users with a unique User ID on app.astrodao.com

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 acquisition 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:

- **Net Increase** in the number of DAOs on app.astrodao.com
- **Number of DAOs created by New Users** on the platform- to objectively evaluate product discovery and realization of core product value with the new users
- **Number of Active DAOs/New DAOs created** on app.astrodao.com- to assess the quality of traffic generated.
Qualifications for 'Active DAO'
 - Should have an actual community of users
 - Should be actively pursuing a common objective (eg- venture investing, crowdfunding, etc.)
 - Should observe active creation of proposals and subsequent polling by the concerned community
- **Number of DAOs created by already existing Users:** activating product usage with core use case with the existing user base

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>