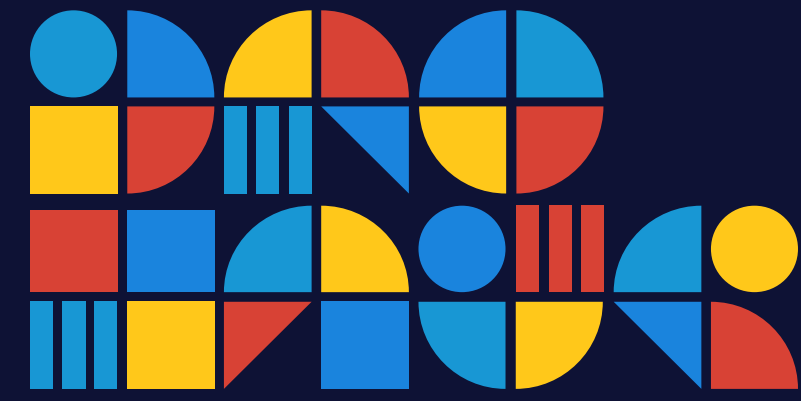


Book of Alpha

2022 Edition



Vision

We envision a future where any human community can achieve its collective purpose while reinforcing the full sovereignty of individual members

Mission

We are building the technological and cultural tools that empower communities to do so

Problem

Tension between **Flexibility**, **Usability**, and **Decentralization**

Purpose-driven communities demand:

- Infrastructure and tools that meet their specific coordination and operations needs
- A human-friendly way for their members to use that unique combination of tools
- Widely distributed power and individual sovereignty (no shortcuts)

**DAOhaus is the home
for purpose-driven
community DAOs**

We expect many types of DAOs to thrive.

Our focus is on DAOs that empower communities of humans to achieve shared purpose.

DAOs empowering humans

not humans supporting protocols

Tribe-sized communities

not boundless mechanistic affiliation

Purpose-driven

not just here for the tokens

Communally distributed power

not executive councils

Positive-sum

not negative-sum

DAOhaus birthed from fire

DAOhaus was born out of a community building coordination tools for themselves.

It began in 2019 as Pokemol, a user interface for MetaCartel and other early Moloch DAOs to manage membership and vote on proposals.

As more communities grew interested in Moloch DAOs, we built the original DAOhaus app to help them summon new DAOs without code.

As our community expanded, we saw the need for more robust tools. In Fall 2020, we began work on DAOhaus v2, funded by the community via a CCO (a DAO-based crowdfunding mechanism we pioneered).

Factory to launch Moloch DAOs

Frontend to coordinate Moloch DAOs

**DAOHAUS
TODAY**

DAOHAUS IS



A PLATFORM for launching and coordinating purpose-driven community DAOs

A COMMUNITY devoted to advancing community-led governance throughout the world

An ECONOMY of interconnected purpose-driven community DAOs

Platform

Human level operating system
for community DAOs

The DAOhaus v2 platform combined Pokemol and the original DAOhaus app into a single platform. Along with a number of significant UX improvements, we expanded the new platform to multiple networks and introduced the concept of DAOhaus Boosts – modular plugins that DAOs can add to give themselves new capabilities.

DAOhaus Ships

- Factory** to launch Moloch DAOs
- Frontend** to coordinate Moloch DAOs
- + **Minions** for arbitrary function calls
- + **Boosts** as 'Plugins' to supercharge DAOs
- + **New Integrations**
- + **New Networks**

Integrations



Networks



Community

On the community front, DAOhaus and UberHaus continue to experiment and innovate.

In just the last few months, the community incubated the first ever LP DAO with Poolhaus, experimented with adversarial governance in Wargames, and pioneered a new approach to flexible contributor compensation.



MetaCartel Ventures

An investment DAO with \$45M AUM. Its 72 members have coordinated an impressive portfolio of 60 investments including Reflexer, Zapper, Gelato, etc.



MetaGammaDelta

A grants DAO providing mentorship, resources and support for women-led projects. It's 98 members have coordinated 15 scholarships and grants.



Raid Guild

Full-stack Web3 development & service DAO. Its 100+ members have completed over 100 projects serving clients like Aragon, xDai, Tellor, etc.

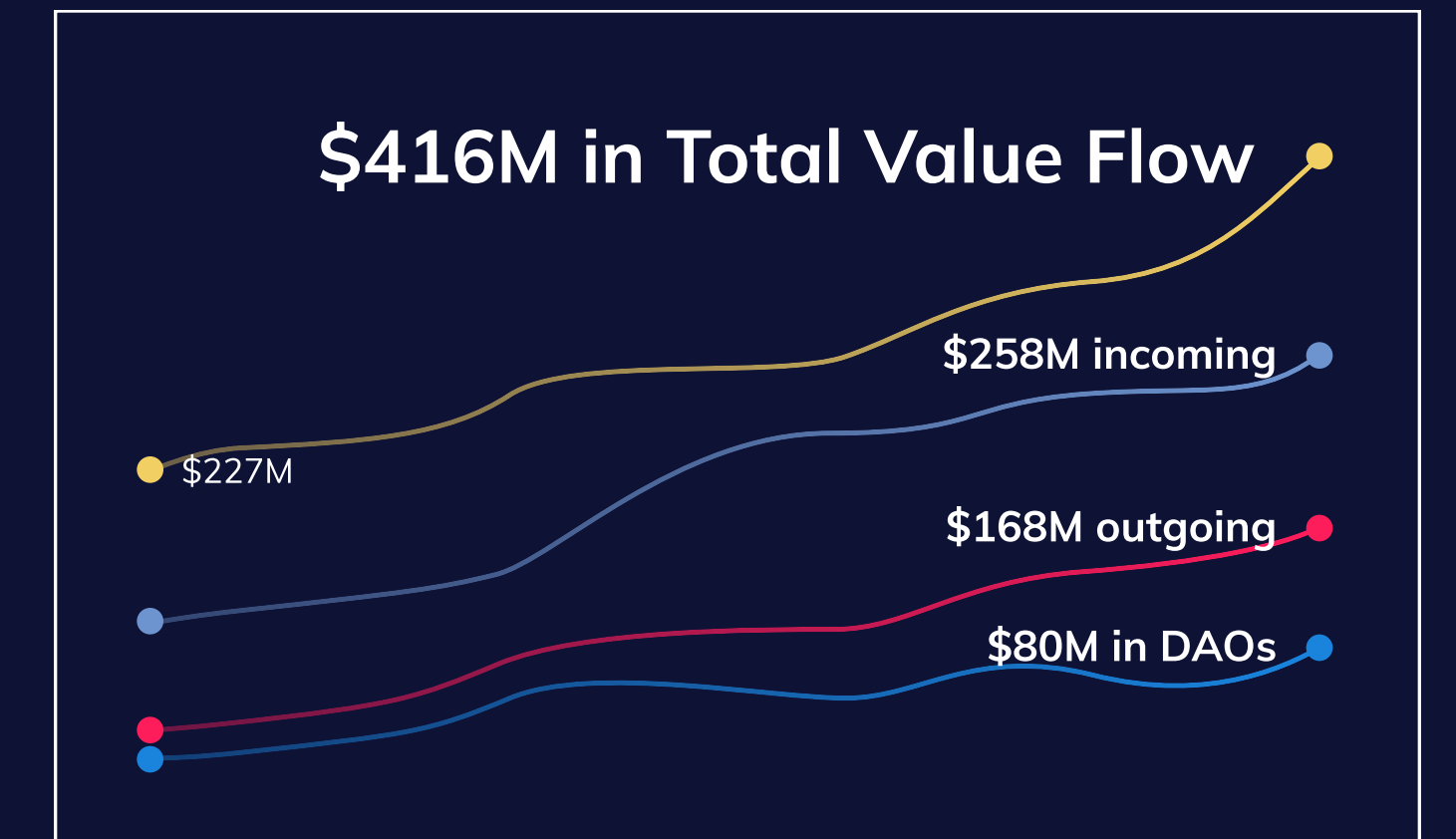
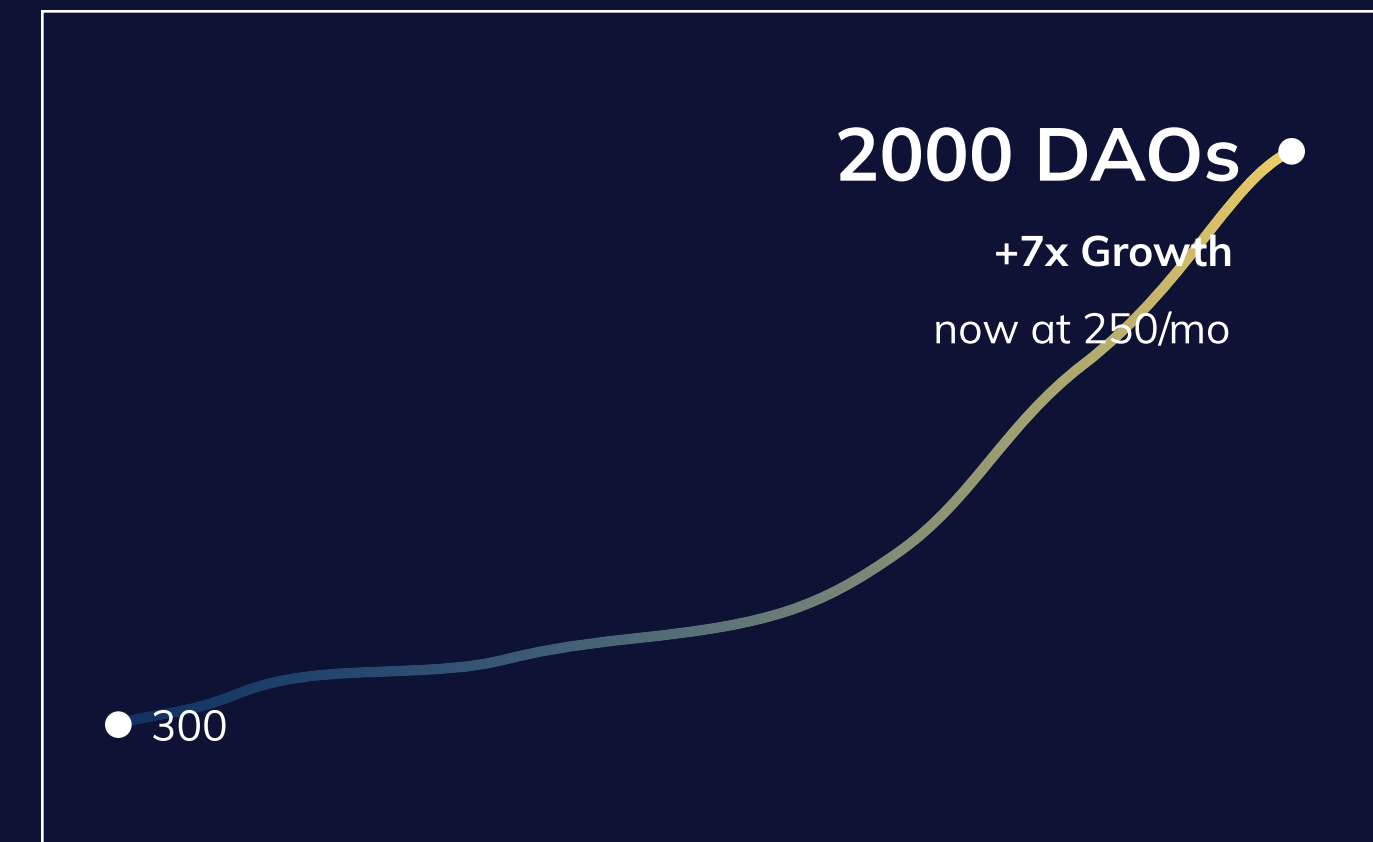


YAP DAO

Community that provides public relations and communications support to the DeFi and web3 world.

Economy

All told, there have been over 2000 DAOs summoned on the DAOhaus platform, currently at a clip of 250 new DAOs per month. Those DAOs have been busy, executing 2500 proposals and handling around \$20M of monthly inflows and outflows.



*Data from Dec 2020 to Dec 2021

DAOH AUS TOMORROW

(with a little help from our friends)

Platform

Unlike Protocol DAOs with hyper-specialized governance needs & resources for custom builds, Community DAOs have fewer resources and are focused on supporting their members.

The DAOhaus platform is a human-friendly operating system that empowers Community DAOs and seamlessly integrates the tools they need to coordinate effectively.

Think consumer platforms like iOS vs. enterprise software like SharePoint

DAOHAUS V3 + MOLOCH V3

- More modularity to access the exploding ecosystem of DAO tooling while maintaining human-friendly UX
- Enhanced UX throughout based on community learnings
- Full MolochV3 (Baal) integration
- More flexibility/customization to serve DAOs across types and throughout their entire lifecycle
- New ways to launch DAOs: Yeeter, CCOs, etc
- Decentralize the DAOhaus platform stack

Community

Ecosystem funding

Grants, retroactive public goods funding, and more cross-DAO initiatives

Experimentation

More emergent governance discovery and horizontal research.

UberHaus evolution

A new Season for the DAO of DAOs: empowering individuals to participate

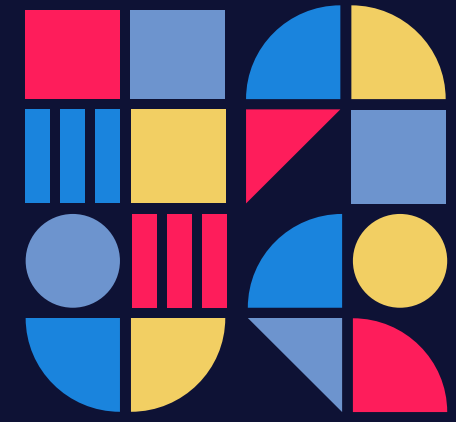
Economy

Boost Marketplace

More coordination tools for DAOs built by boost developers

Services Marketplace

More tools for Service DAOs and D2D services



HAUS Token

Purpose

A flag in the ground

A powerful signal of your support for the purpose-driven community DAO movement

Governance power

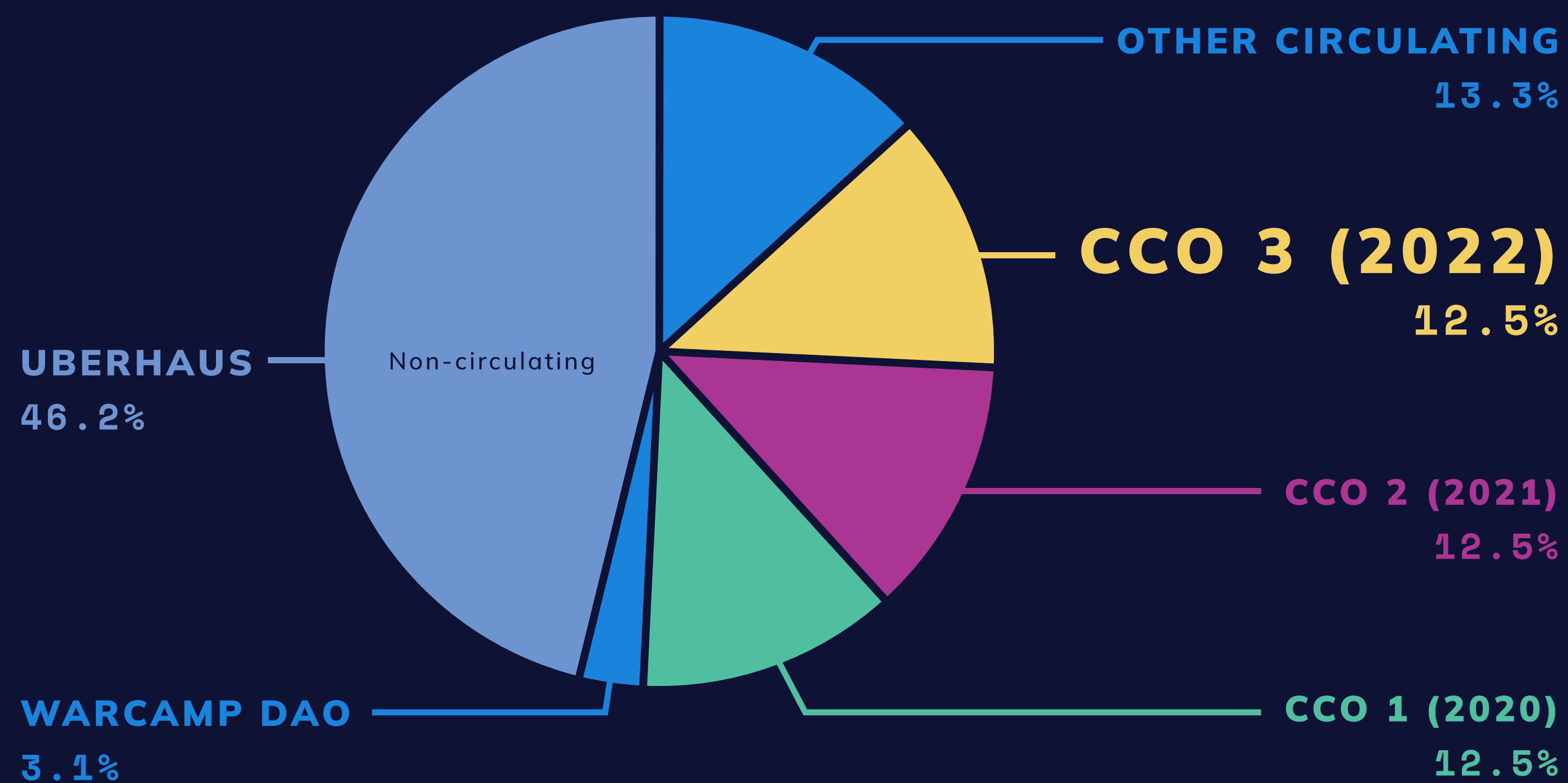
Membership in UberHaus and an empowered voice in everything DAOhaus does. Expanded role for individuals coming soon.

- HAUS token supply
- Grants and ecosystem Funding
- Strategic product direction

Future utility

- Boost curation
- Marketplace functions
- Token baskets
- Staking for advanced features

DISTRIBUTION



DAO Market Comparison

ARAGON

FDV
\$230M

LAST RAISE
\$25M Token Sale

PRODUCT LIVE
2018

VALUE FLOW
\$4B (H1 '21)

COLONY

FDV
\$90M

LAST RAISE
\$7M

PRODUCT LIVE
2018

VALUE FLOW
N/A

SUPERDAO

FDV
\$180M

LAST RAISE
\$10M Seed

PRODUCT LIVE
Pre-Product

VALUE FLOW
Pre-Product

DAOHAUS

FDV
\$30M

THIS RAISE
\$3M Community Round

PRODUCT LIVE
2019

VALUE FLOW
\$416M

Yeet

To fund the DAOhaus Tomorrow roadmap and mission, we are opening up a new **community contribution opportunity (CCO)**.

This process dogfoods our own technology and sticks to our principles of community ownership.

Yeet Deetz

- Will open leading into ethDenver
- 1 ETH Minimum
- 100 ETH Maximum

What you get

- a POAP commemorating your contribution
- Non-voting shares in the CCO DAO, giving you exit rights over the ETH you contribute
- As DAOhaus spends the ETH to build stuff (with your approval), you receive HAUS tokens in proportion to your contribution (100 HAUS per ETH)

Where your ETH goes

- 80% to the UberHaus treasury to fund the roadmap and mission
- 20% into a Balancer liquidity pool to support sustainable access to HAUS