



# **MAHADAQ PATRONS**

# **GUIDEBOOK**

(DeGov Pilot Program - v1.0)



***Introduction:***

*Welcome to the MahaDAO Patrons Group, we look forward to working together with you. This guidebook contains information that you'll need to become familiar with as a Patron; our purpose, objectives, policy and organizational structure.*

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# 1. About Us

The MahaDAO Patrons group started with around half a dozen community members working closely with the team. The group functions as a support role for a wide range of activities and tasks. For their efforts, the group is allocated rewards from the MahaDAO ecofund.

As the group has grown and evolved, so has our objectives, application and strategy. We also facilitate sponsorship campaigns and grants, with a broader focus on ideation and planning. Looking ahead, our objectives are two-fold; Pilot and present a fair and working decentralized government, and build upon it a global society through the adoption of Arth and Maha. To achieve this will take many targeted and thoughtful steps.

We're a diverse group from many backgrounds, cultures, and nations around the world. With that in mind, mutual respect and inclusion are paramount among the values we hold. We have a quality group of members, and all the more with each addition. Thank you for your consideration to join the MahaDAO Patrons.

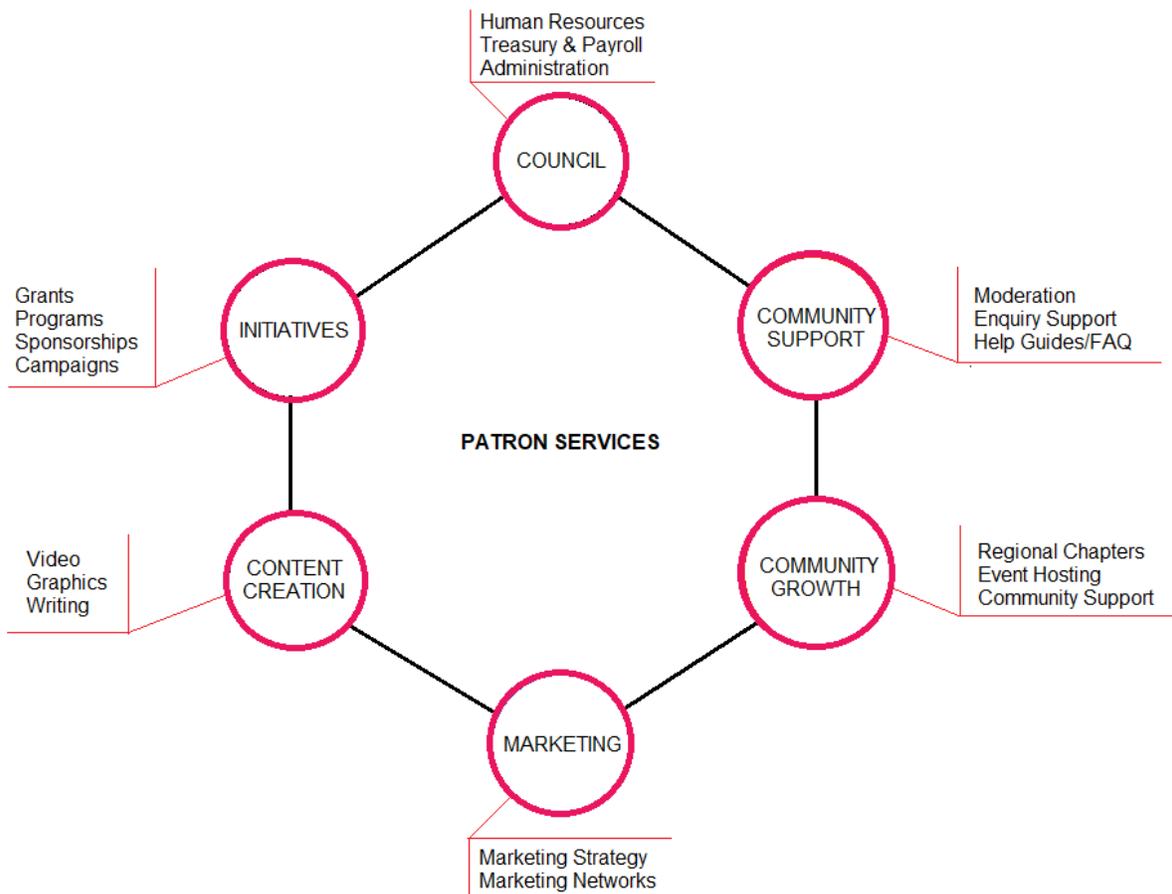


**MAHADA0 PATRONS**

## 2. Program Overview

Currently, we have several work streams and a council body - of which the governance coordinator holds a limited executive power within the interim of pursuing the establishment of complete decentralization. In other words, the organization structure will expand and change - gradually ceding control over to complete community governance.

The general overview is as illustrated below;



### 3. Council - (Work Stream 1)

*Council is our first work stream that focuses primarily on tasks that support the operation of the patrons group as a whole. Council currently focuses on the following tasks and activities;*

#### 3.1 Structural Planning

The Patrons Roadmap is an example of structural planning - to assess and evaluate the current resources and situation, to then formulate a transitional plan that aligns with our greater objectives. You can find more information on this in Section.11

#### 3.2 Recruitment

Council facilitates application interviews and KYC checks to verify the authenticity of our membership. This also provides the opportunity to evaluate what skills and experience an applicant has, and what roles may be best suited for them.

#### 3.3 Accounting

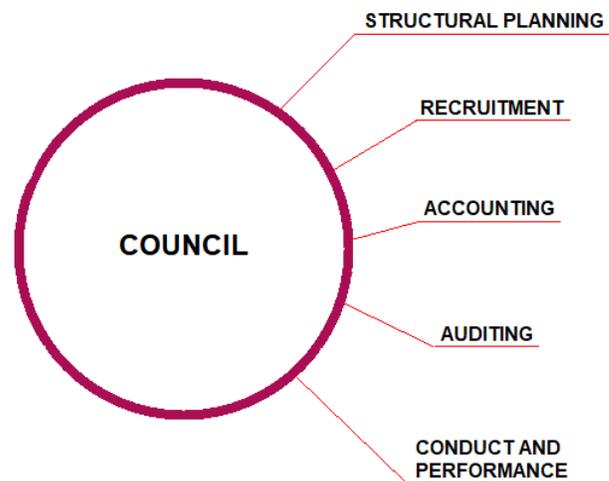
The Patrons group also runs a 'Sponsorship Program' that supports community initiatives with approved funding. To manage this, Council utilizes detailed invoicing and record keeping - both for rewards and fund requests.

#### 3.4 Auditing

Council members evaluate, scrutinize and audit the fair use of the budget for both patron contributions and the sponsorship program. This involves verification checks on submitted contributions and initiatives.

#### 3.5 Conduct and Performance

Within the context of any diverse team, it is important to set ground rules and expectations. Council has the power to ensure rules of conduct are followed, and gather information to evaluate progress. .



## 4. Community Support - (Work Stream 2)

*Our Community Support work stream currently focuses primarily on community enquiries and channel moderation. As this work stream evolves, it will aid in a variety of educational, charitable, and sponsored initiatives that further support the MahaDAO community.*

### 4.1 Information Assistance

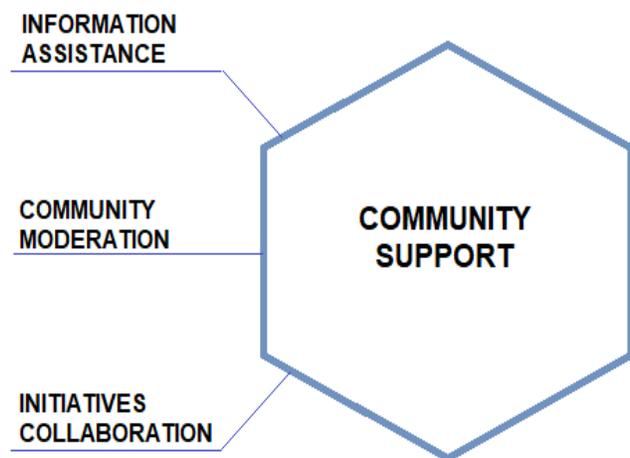
Create and maintain information repositories for ease of access and responsive enquiry support. These include; Tutorials, FAQ's, Directory/Codex, and relevant data/statistics.

### 4.2 Community Moderation

Maintaining quality control of social platforms, with a particular focus on telegram and discord. Filter out unwanted behavior - spam, fud, phishing, impersonation ect. As a Patron, try to influence and promote a more healthy environment for community engagement at all times.

### 4.3 Initiatives Collaboration

Work Stream 2 can provide assistance for any initiatives that may require information and community support. For example; product education seminar events and consultancy.



## 5. Community Growth - (Work Stream 3)

*The objective of work stream 3 is both vital and clear - increase membership and adoption. Different to using existing marketing services or agencies, the goal here is to expand and develop our community membership and influence.*

### 5.1 Business Development

Forming strategic partnerships with mutual interest and benefit - merchant onboarding, trade deals, service partnerships. In addition to collaboration efforts, the support and establishment of new businesses may also be considered. This can help connect supply chains to enable integration of Arth for various goods and services. An example of this is the MahaDAO shop, which has expansive potential (<https://mahadao.com/shop>).

### 5.2 Event Organizing

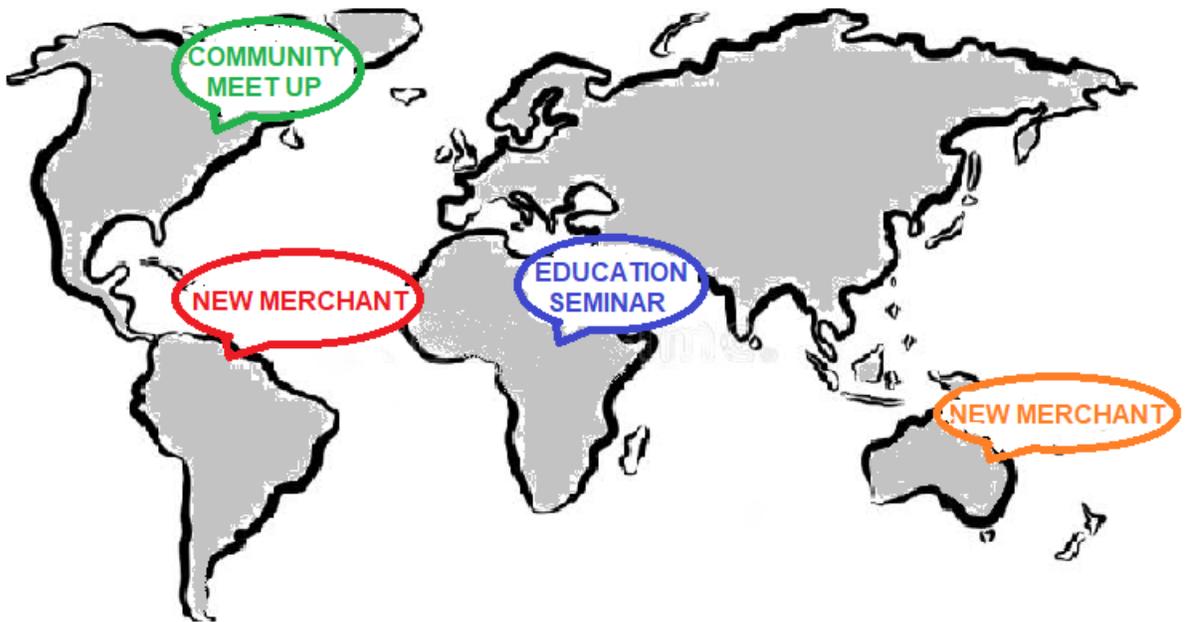
Online events such as AMA's, competitions, product walk-throughs - these can reach a wide audience, but the options are more limited. With continued growth of National groups, this leads to the opportunity for real world events. Social meetups, local community projects, blockchain education classes, crypto conferences, sponsored charitable events and so on.

### 5.3 National Chapters

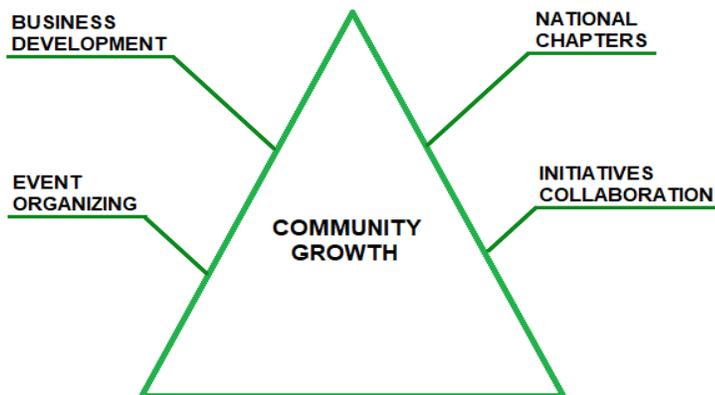
Currently we have several National chapters that Patrons manage - Nigeria, Venezuela, and Turkey to name a few. As these chapters grow, it creates more opportunities to further expand the ecosystem and awareness. Developing national chapters also opens up the potential for hybrid governance and resource distribution models.

### 5.4 Initiatives Collaboration

The collaborative efforts between national chapters and patrons has the most potential for application and impact. With a lesser budget, it is strategically sound to invest in marketing and promotional activities. As the budget increases, we can consider more substantial initiatives. The objective here is to better the community you live within, while representing the MahaDAO community abroad.



The National Chapters become a pipeline for many initiatives, business developments, marketing and macro-governance organization.



National chapters represent cultural diversity better within the context of an International DAO. Also, the local communities make it easier to build engagement through more relevant and mutual interest.

## 6. Content Creation - (Work Stream 4)

*Memes, explainer videos, infographics and articles - this is the starting point. As we grow, this work stream can expand into full production studios, and journalistic news studios. MahaDAO aims to create a new society, and so the goal here is to tell our story along the way. Show the world what we're doing, and why we're doing it.*

### 6.1 Skills Workshops

These workshops aim to provide mentored support for improving your skills as a content creator. Learn what tools and software to use for video production and graphic design, or create a workshop session and offer your experience to others.

### 6.2 Video Production

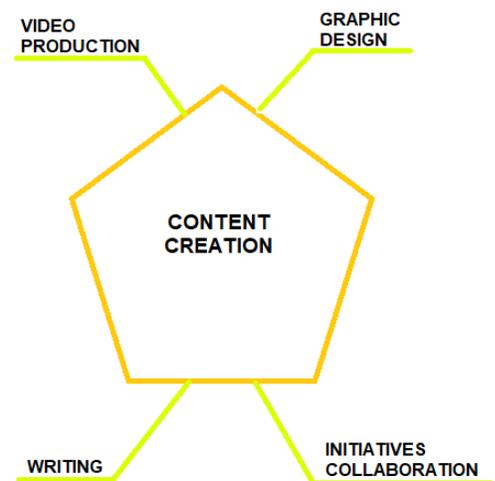
By standardizing methods and tooling via skills workshops, it enables more streamline and improved collaboration between patrons. With this we can take on larger projects with more frequent delivery. In addition to creative works, we can branch into journalistic content - covering on-ground developments for community initiatives, documentaries and events.

### 6.3 Graphic Design

The demand for graphic design is always abundant - infographics, banners, memes, merchandise, branding, flyers/posters, custom video assets, announcement headers, NFT artwork and more. More rich content sends the message of an active and invested community - one that invests their time.

### 6.4 Writing

The kind of activities to focus on here are; blogging and article write-ups, screenwriting and scripts, governance proposals, and ideation threads. However, content such as; guidebooks, FAQ's, and AMA recaps, are covered by the 'Community Support' workstream that specializes with 'Information Support'.



## 6.5 Initiatives Collaboration

Most initiatives and campaigns that the patrons execute on require service support by the content creation workstream. For example, 'promo' material and production support for local events and coverage, or tutorial and walkthrough guides. The following section will provide further details on collaboration processes with proposed initiatives.

## 7. Initiatives - (Work Stream 5)

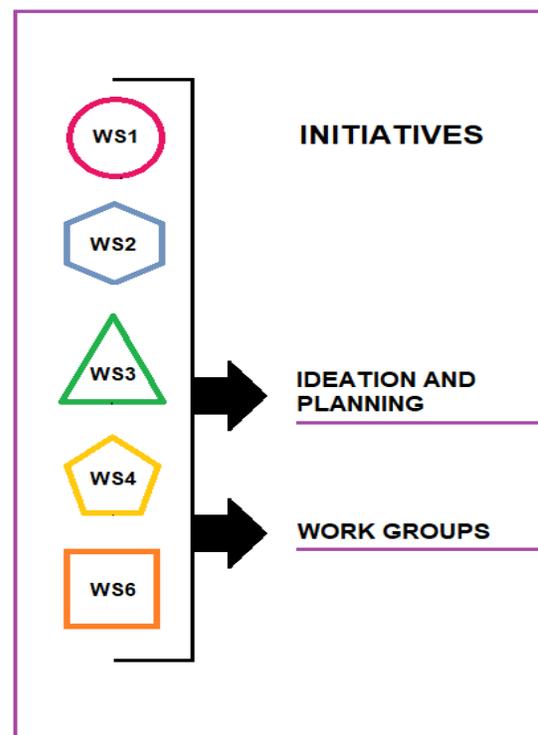
*Work Stream 5 is the program's collaboration channel. Here patrons generate ideas that leverage the collaborative value of all other work streams. The second phase is transitioning these ideas into executable plans - these we call 'Initiatives'. The MahaDAO ecofund has a reserved budget to finance approved initiatives. This allows us to consider more significant contributions to undertake and facilitate.*

### 7.1 Ideation and Planning

It's important to gauge the viability of any proposed Initiative, so the first step is to ideate and discuss. We want to consider the kinds of ideas and initiatives that are actionable, achievable, and of value to our community. The following are some examples categories for consideration;

- **Promotional Campaigns**
- **Philanthropy & Altruistic Activities**
- **Software and Development**
- **Local Community Projects**
- **Ecosystem Development**

The size and scope of applications is near limitless, but is constrained by our available resources. For this reason, pursuing initiatives that aim to increase our available resources are strategically preferred in these earlier stages. With a larger community and budget, we can scale up operations to deliver more substantial and meaningful contributions.



## 7.2 Work Groups

Once a suitable Initiative has been identified, the next step is to coordinate and assemble a work group. The first task of the work group is to appoint a project lead and detail out a planning document. This document is submitted for funding to the council. Once approved, the project lead receives funding and the work group executes on the initiative.

## 7.3 Commission Rate

To further encourage collaboration and new initiatives, ***an additional 5% of the approved amount will be earned as a commission reward.*** After completing an Initiative or its objectives, the bonus will be sent to the project leader to distribute at their discretion.

# 8. Marketing - (Work Stream 6)

*The objective of this work stream is to increase overall brand awareness and credibility – In doing so, patrons will formulate and review marketing strategies and service providers to improve our marketing impact. An important distinction to make, is that the focus is specifically on improving and coordinating the distribution of content – not the role of generating such content.*

## 8.1 Strategies and Services

As typical marketing strategies for crypto become increasingly over-saturated, we need to be constantly evaluating and brainstorming on new and innovative ways of reaching our target audience. In addition; canvassing the currently available service providers – freelance influencers and marketing agencies – to identify what services are more suitable for our needs and resources.



## 8.2 Initiatives Collaboration

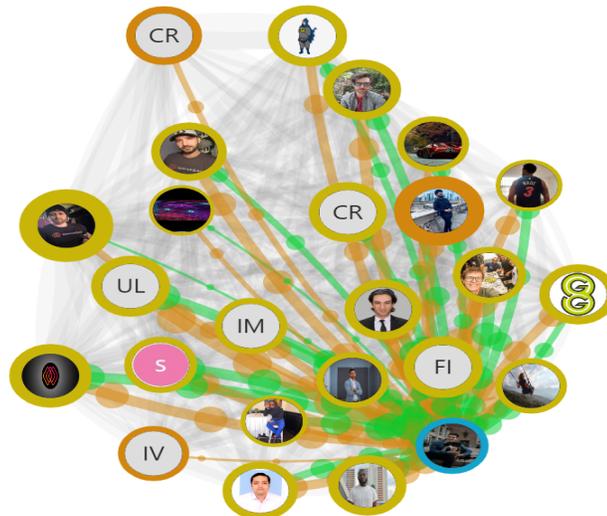
All initiatives should integrate a marketing strategy. Here we can assist by determining what strategies might be more suitable, and coordinating the delivery of service.

# 9. Rewards System

## 9.1 Communal Credits System

Active patrons will log a contribution summary at the end of each month, signaling their intent to opt in for rewards. Contribution summaries are self-reported – listing the activities and services the patron has completed and provided. This log is observed by all other patrons; helping inform one another to evaluate reward behavior.

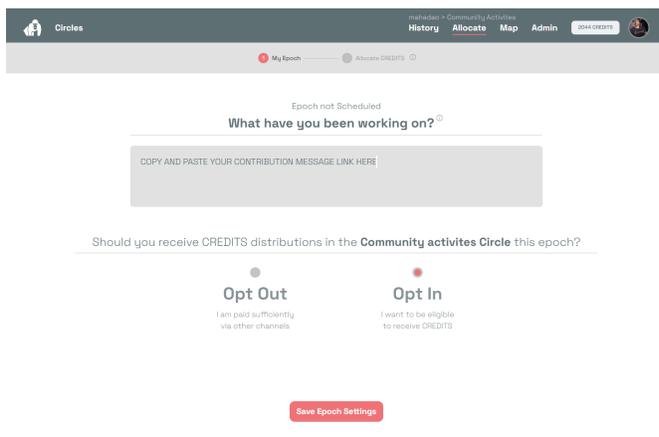
At the beginning of each month, the reward epoch starts. Patrons who have opted in will all receive the same credit balance to share. Once the reward period is over, the credits you receive from others is calculated and paid out in Maha.



## 9.2 Coordinape

The tool we use to facilitate reward sharing is a web3 application called 'coordinape'. As a DAO, coordinape allows us to coordinate reward sharing more efficiently and transparently.

In the image (to the right) you can see an example of an active reward epoch. The orange lines indicate outgoing rewards sent, and green lines are inflowing rewards received by others. The *thickness* of the avatar border indicates total received, with lines also indicating the amount sent.



Once the reward epoch starts, you will be greeted with this screen (to the left). Here is where you copy and paste the message link for your contribution summary.

You will also need to fill out your coordinate profile information.

# 10. Policy

## 10.1 General Rules

- a. All Patrons must conduct themselves with the utmost good faith and intentions at all times. We do not tolerate inappropriate behavior that can be viewed as either damaging or disruptive to the MahaDAO brand or its membership.
- b. Rewards from one patron to another during an active epoch must not exceed 20% of their total starting allocation; at current, this converts to '200 Credits'.
- c. Patrons must submit a contribution summary before the end of the month if they wish to participate in the reward epoch that follows.
- d. Patrons can register one account only – Identity verification is required in order to qualify for epoch participation. Once verified no personal information is kept, transferred or stored. This is typically done at the time the member joins.
- e. During an active reward epoch, patrons must distribute all of their allocated starting credit balance.

## 10.2 Powers of Council

- a. Council reserves the right to accept or decline patron membership applications.
- b. Council solely authorizes the release of treasury funds for approved activities and Initiatives.
- c. Council reserves the right to appoint new council members when needed, providing they give 7 days notice to the patrons group.
- d. Council may make changes to the patrons guidebook, with prior notification of 30 days. Council may appeal to waive the 30 day period, which will be determined by majority vote of patrons.
- e. Council may make structural changes to the Patrons Program with prior notification of 30 days. Council may appeal to waive the 30 day period, which will be determined by majority vote of patrons.

## 10.3 DAO Integration

To find the right balance between efficiency and decentralization; our approach is to mix elements of a centralized structure combined with the improved accountability and consensus that decentralized communities offer. To do this, Council will operate in a more centralized way; however, every decision or action may be superseded by a 'Patron Proposal'. These proposals are accepted or rejected utilizing a 1 vote per person tally.

The following are a few examples of what a 'Patrons Proposal' can be used for;

- Changing Rules, Guidebook, Council Members.
- Accepting and Removing Members
- Reverting or Blocking Council decisions

In this way, the Council operates in good faith with the support and consensus of the whole membership; the 'powers' are bestowed upon it by the DAO in order to serve the DAO. Ultimately, complete authority and power resides with the broader DAO community through way of Proposal and Vote.

# 11. Patrons Roadmap - ('DeGov' Transition)

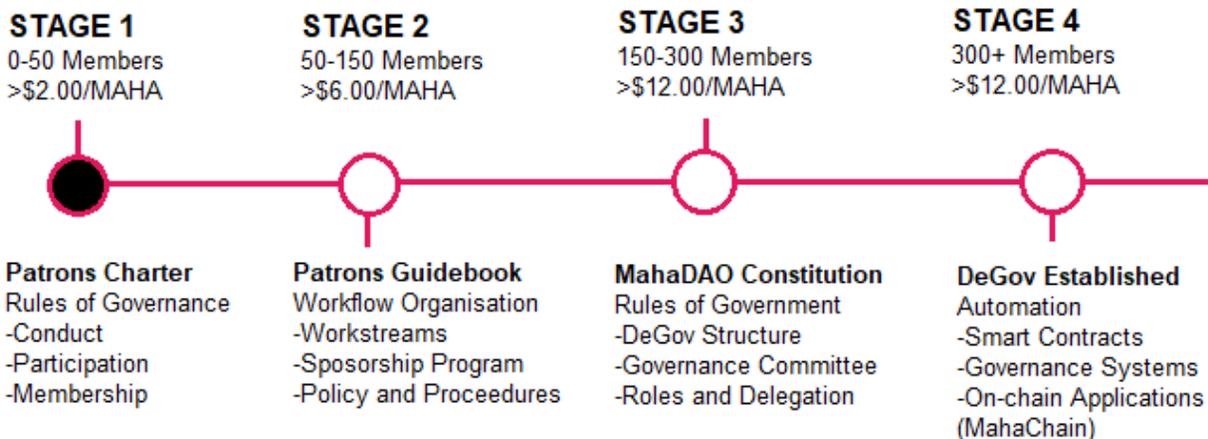
Arguably one could say that 'Decentralized Government' is an oxymoron – that a 'Government' in all the various forms is more or less centralized. However the lines start to blur when we look at the substance over form – we could consider geographical electoral boundaries and local representatives as a 'decentralized delegation' system. Rather than wrestling with semantics, the prerogative is to evaluate what are the systemic flaws and failures of our Government Institutions; is it really the structure? or perhaps it is a matter of accountability, transparency, and opportunity for prompt intervention. When these measures are absent or undermined, then so is any true representation or consensus.

Consider for a moment how a Government may operate if there were no political parties, and rolling approval ratings could trigger snap elections. Consider the kind of government we can create with voting rights for all, and open candidacy to the World. With Blockchain technology evolving so rapidly, we can start to rethink our approach towards a broader range of systems and applications. Non-fungible Tokens and Web3 applications are two examples of innovative tech that will radically disrupt the way people access a broad range of services. The service of Government – or to at-least improve upon it – is the objective of the Patrons Program as it matures.

In the following link you will find a more detailed outline on how we can use a combination of blockchain tools to transition towards a proposed 'deGov' system. Similar to a Constitutional Republic or Monarchy – but adapted to better support the objectives of a DAO.

*Patrons Roadmap – v1.0*

<https://docs.google.com/document/d/1ULef30UfR4Sl6Z6m9UHev-dh5Smlf2TuTcmvvnHk6ec/edit?usp=sharing>



## 12. Apply to Join

### 12.1 First Step

Head to <https://discuss.mahadao.com/> and write an introduction thread about yourself. This is more of an informal way to say hello to the community and get to know one another. It's a pleasure reading through many of the stories our members have, I invite you to share yours.

### 12.2 Second Step

Once you have completed your introduction thread, head to the "Join the DAO" category and click on 'Applications'. In the 'pinned thread' you will find the application form and further information on how-to submit it.

### 12.3 Third Step

Provided you have submitted the correct contact details; you will be contacted by one of our recruitment specialists to arrange an interview. After the interview, a summary report is handed to the council to then vote on the approval of your membership.



*Thank you for your consideration to join the MahaDAO Patrons Program – We look forward to working together with you as we build a better future.*

Michael  
MahaDAO - Governance Coordinator