Proposal Name: Put Your Monkey Where Your Mouth Is

Author: jam
Governance Reviewer: Nano

Voting Rules

Category: General (Requires Treasury Spending)
Duration: 7 days
Quorum: 5.0% (= 248/4958 non-frozen SMB Gen2 NFTs)
Passing vote: Super Majority (66%)

Summary

A contest will be held to see who can come up with the best **short term** plan to deliver value to MonkeDAO members. Members/teams will be able to propose an idea, project, action plan, product offering, or any other strategy (that they will be the ones to implement) which will drive value to MonkeDAO members. The best idea will be funded for *up to* $25k worth of expenses, along with a $5k prize for the chosen team.

Proposal Details

There have been a lot of complaints and negative comments about various MonkeDAO decisions or leadership activities recently. Members have taken issue with the delay in elections, lack of transparency, Gen3 spending, and absence of a road map for Gen3.

It is the author's opinion that we are at risk of becoming an echo chamber of endless FUD and discussion, and that it's long past time for DAO members to step up and "put their monkey where their mouth is".

To help facilitate participation and push our members to come up with creative solutions, we will hold a contest to see who can come up with the best **short term** plan to deliver value to MonkeDAO members. This should be deliverable within 30 days of the winning idea being chosen.

Basic Requirements

- To enter the contest, you must propose an idea, project, action plan, product offering, or any other strategy to drive value to MonkeDAO members.

- The proposal must be made via Discord in a channel that will go live once the contest is open for submissions.
- Any MonkeDAO member can enter the contest (but every proposal's team must include at least one Gen2 member). Only 1 entry per member.
- Gen2 holders will vote for the winning proposal via on-chain voting, where 1 NFT = 1 Vote. In the event that there are many entries to the competition, the top 16 will be shortlisted via informal discord reactions before going to the final on-chain vote.
- The plans contained within any non-winning proposal may be implemented by MonkeDAO. In the event that the DAO wishes to implement one of the non-winning proposals, the original proposing team will have the right of first refusal to be the implementers, before the project is offered to any other team to implement.

Each proposal must meet the following requirements, or it will be rejected:

Individual / Team Requirements

- The proposal may be authored by an individual or a team but at least one author must be designated as responsible for leading the implementation and execution of the idea, if it wins.
- If a team is required, the team members must be identified in the proposal. For example, if technical or dev skills are required to effectuate the proposal, the proposal must specify the resources, contractors, or individuals who will assist.
- A team may consist of both Gen2 and Gen3 members, but must include at least one Gen2 member.

Project Requirements

- Total implementation budget must be $25K USDC or less. Use of the funds must be accounted for in the text of the proposal.
- The project must be completed within 30 days from the date the winning proposal is announced.
- The project must be designed to increase the value of MonkeDAO membership.
- Submissions do not have to follow the MonkeDAO proposal format, but must fit in a single discord post. The use of PowerPoint decks, PDFs, and other illustrative tools to describe your project is encouraged. Make your proposal stand out and make it clear how it has value to MonkeDAO's membership.
- The winning individual/team must provide detailed updates each week to keep membership abreast of its progress (and spending).

Goals / Evaluation Metrics

- Incentivise members to put thought and effort into how they would improve the value of MonkeDAO membership
- Encourage members to take action and consider themselves as contributors rather than passive participants
- Make members feel enthusiastic about being part of MonkeDAO and the things the community can achieve together
- Success of this proposal should be measured by the level of membership participation, as reflected by the number of projects/ideas submitted
- Non-winning proposals should still result in useful ideas that could be implemented anyway

Benefits to DAO & Individual Members

- Empowers and incentivises members to drive value to the DAO
- If successful, delivery of value to MonkeDAO members by the contest itself and the deliverables from the winning team

Risks & Concerns

- Bear market vibes could lead to lack of participation. If there are very few submissions, valuable treasury funds could be wasted
- Projects that may look good on paper may ultimately fail for unanticipated reasons or deliver less value than anticipated, which would result in valuable treasury funds being wasted

Tentative Timeline/Roadmap

- Upon successful completion of this vote, a new discord channel will be opened within 24 hours strictly to facilitate the submission of project proposals by members
- The submission channel will be open for submissions for two weeks. At the end of the two week period, there will be a two day grace period to facilitate putting the proposals up on DAOVote
- Members will have 72 hours to vote for one proposal once the voting starts
- The winning proposal will be announced within 48 hours of vote completion
- The winning member/team will have 30 days from that announcement to complete the project. If they fail to complete the project on time, the $5K award will be returned to the treasury

Treasury Spending

- *Up to* $25k USDC budget for implementation costs of the winning submission
- $5k USDC to be paid out to the winning individual/team upon successful implementation of the winning plan
- **Total**: *Up to* $30K USDC