

## ShapeShift DAO Weekly Newsletter

November 22, 2021

### WEEKLY DIGEST



#### FOX Won First Place In The C.o.R.E.2. Event On Tokemak

The second collateralization of reactors event has now ended and FOX came in the first place winning the next set of token reactors. This Tokemak reactor will help incentivize liquidity in FOX and will be a great place for single sided FOX staking



#### Create An "Alpha" Version Of The Open-Source Web App

"Alpha" version of the new open-source web app has been launched for testing and community feedback. The new "Private" version will have no analytics or user tracking of any sort and will contain features that have already been tested and analyzed in the "Alpha" version.



#### Create And Fund A Tokenomics Workstream

Tokenomics Workstream to be established and funded to implement strategies related to treasury management and FOX value-accrual. Additional structure and strategic direction is needed to ensure the long term success of the FOX token by employing tactics necessary to achieve the goals set by the Tokenomics Workstream.

### TOP STORIES

#### FOX Won First Place In The C.o.R.E.2. Event On Tokemak



The competition was tough, it was amazing to see the community rally together to win this reactor, failure was just not an option. Tokemak's native token TOKE, serves as tokenized liquidity, enabling stakers to direct the protocol's TVL as liquidity across DeFi markets. Liquidity is the lifeblood of financial markets.

The Tokemak reactor will also be a great place for single sided FOX staking. For now, the only place this is available is Bancor (low single digit APR) or you can also deposit FOX in Rari pools 6 or 79 and borrow against it. Or you can mint and stake oneFOX with 80% USDC and 20% FOX and a new ICHI rewards program.

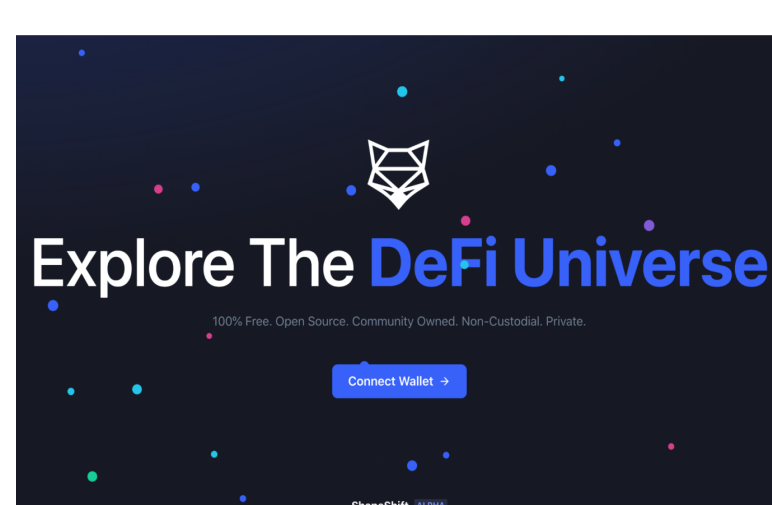
The founder of ShapeShift, Erik Voorhees wrote an open letter to the Tokemak community asking for support as well as expressing his generosity to help ShapeShift win this reactor. It is safe to say that it was a well deserved win.

There is also a POAP rewarded to everyone who voted for a FOX reactor and one lucky winner will win a one of a kind NFT from the community member @lunahawk.

[Read more...](#)

#### Create An "Alpha" Version Of The Open-Source Web App

The Product & Engineering Workstreams have been super busy last week preparing for a soft launch of the new open-source ShapeShift web app. The new first look experimental version called "Alpha" was launched for testing and community feedback. The team will work on improving it, removing any bugs and finalising it so it is ready for an official move to the "Private" version. The new "Private" version will have no analytics or user tracking of any sort and will contain features that have already been tested and analyzed in the "Alpha" version.



Essentially, two versions of the web app will be created, clearly labeled for the users, "Alpha" version being a true "opt-in" experience and the "Private" version being totally private with no analytics involved. In order to create the best user experience possible and the best products for the success of the DAO, analytics and data to track feature adoption, understand areas of product friction and ensure tight product-market fit, it is necessary to install an analytics tool like Pendo, which will help the team gather feedback and improve the experience before releasing changes to the "Private" version.

The "Alpha" version will simply be a step in the CI/CD pipeline, almost like a staging environment. Once features have been launched, tested, updated and bugs eliminated, it will be pushed to the "Private" version.

By using Pendo, we'll have an all-in-one platform for tracking, analyzing and creating guided user journeys. This is expected to take several weeks to set up and will be handled by the Product Workstream. This proposal is currently in ideation phase and move to Snapshot

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#### Create And Fund A Tokenomics Workstream



Token economics focuses on the study, design and implementation of economics systems based on blockchain technology. Every blockchain in the industry has its own token economics model. There are literally thousands of different variations of these models.

This currently active proposal relates to the creation of a ShapeShift DAO Workstream dedicated to tokenomics. The workstream would focus on a broad range of issues related to treasury management and FOX value-accrual.

This proposal, if passed, would also install a Workstream Leader and set aside funding through March 31st, 2022. This initial phase will allow the community to assess whether the workstream's activities, leadership, and budgetary outlays are a net positive for the DAO.

The Tokenomics Workstream will enable the ShapeShift DAO and the FOX Token to achieve its greatest potential by installing mechanisms necessary to create new value-accrual strategies for FOX and ensure long term success of the FOX Token. We have already seen great progress achieved in this area, so with a clearly defined and funded workstream, tokenomics will be unstoppable.

[Read more...](#)

Let's DAO It!

Best Day Ever!