

ShapeShift DAO Weekly Newsletter

January 10, 2022

WEEKLY DIGEST



New Growth and Globalization Workstream

Establishing this workstream includes the designation of ShapeShift's community members Toasty and Hunt as collaborative workstream leaders, while further establishing TheSmith and LPX as co-leaders of the globalization/translation initiative.



Fund the Marketing Workstream through June 30, 2022

The Marketing Workstream plays a vital role in promoting the DAO by engaging users, creating marketing campaigns, and executing them across the digital landscape. It is the engine that drives the spreading of the DAO message, coordinating and producing all materials representing our decentralized organization.



ETHDenver Sponsorship & Events

Centralized ShapeShift has been attending and sponsoring ETHDenver for the last 5 years. Now, being a DAO and decentralized, ShapeShift is keen to continue this sponsorship theme through our roots at ETHDenver. The ShapeShift DAO would also be supporting another DAO, as with the genesis of Spork DAO in June 2021.

TOP STORIES

New Growth and Globalization Workstream



Establishing this workstream includes the designation of Toasty and Hunt (community members) as collaborative workstream leaders, while further establishing TheSmith and LPX as co-leaders of the globalization/translation initiative.

As the DAO grows, the requirement for branding and partnerships focused growth initiative continues to grow as well. Providing assistance in

Globalization and LatAM Labs development while focusing on its most successful projects already in place, provides newly-formed efficiency in strategizing human capital allocation. By combining the globalization workstream with a newly formed growth, partnership & event coordination workstream, the current workstream contributors in existing workflows will experience an ease of contribution not possible with the present lack of workstream structure and management surrounding the initiatives defined in this proposal.

By establishing a dedicated workstream to focus on the growth, branding, partnerships, globalization, and information/project scope of DAO efforts, the need is resolved for the expansion team required to develop more partner integrations, drive an increase in globalization, and start a new DAO education sector.

[Read more...](#)

Fund the Marketing Workstream through June 30, 2022

The ShapeShift DAO has attracted talent from all over the web and retained fantastic talent from the previous centralized organization. Products continue to be built, and our systems' capability continues to grow. The Marketing Workstream intends to closely collaborate with the Product Team in order to make current and new users aware of what ShapeShift's systems capabilities and functions are. Ultimately, this workstream aims to acquire and activate new and existing users towards revenue-generating points.



By creating a workstream that focuses on strategizing, developing, executing, and tracking marketing initiatives for the DAO – any workstream or individual can contribute to ShapeShift DAO marketing. This workstream will collaborate with the DAO and be the workstream responsible for these efforts.

[Read more...](#)

ETHDenver Sponsorship & Events



This proposal has been voted on by the community and has passed to allow the DAO to create a powerful presence at ETHDenver. This would include the sponsorship, hosting two events, and funding scholarships for ShapeShift DAO members to attend. The ShapeShift DAO is excited about continuing to attend and sponsor ETHDenver.

The motivation to sponsor this event is to receive exposure and support from the BUIDLer community that surrounds us all. Attendees of ETHDenver are

motivated, educated, and are the right type of connections for the DAO to be building. Attendees include students, developers, technologists, community leaders, educational professionals, entrepreneurs, and more.

For more information on the ETHDenver event schedule, please [click](#) here. And for more information on the party planning, make sure to give the full proposal a read.

[Read more...](#)

Let's DAO It!



"Best Day Ever!"



ShapeShift