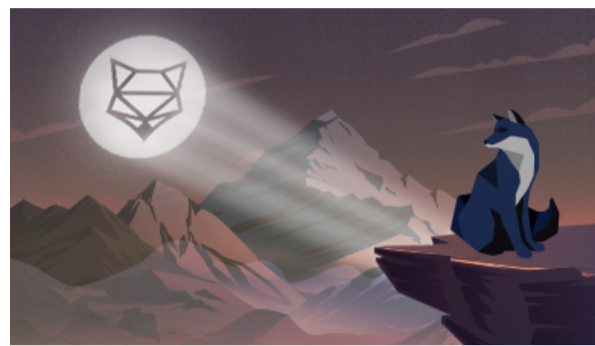


ShapeShift DAO Weekly Newsletter

April 25, 2022

WEEKLY DIGEST



vFOX: Strategic Allocations for Early-Stage Crypto Projects

vFOX is a sub-DAO dedicated to making strategic allocations on behalf of — and for the benefit of — ShapeShift. Its existence was codified into the DAO through a [recent governance proposal](#). Now, after a few weeks of initial setup, it's launch time!



Through the Looking Glass Clearly: Jon ShapeShift

Our series continues with an interview of Jon ShapeShift, previously Chief Product Officer and co-founder of ShapeShift. After having dedicated decades to advancing innovation in crypto, Jon is intimately engaged with the DAO and enthusiastic about seeing it succeed.



Marketing, Growth and Globalization Workstream Proposal Passes

The passing of this proposal established and funded the Marketing, Growth and Globalization workstream, which will focus on the creation, implementation, and optimization of marketing and growth campaigns/initiatives for the ShapeShift DAO.

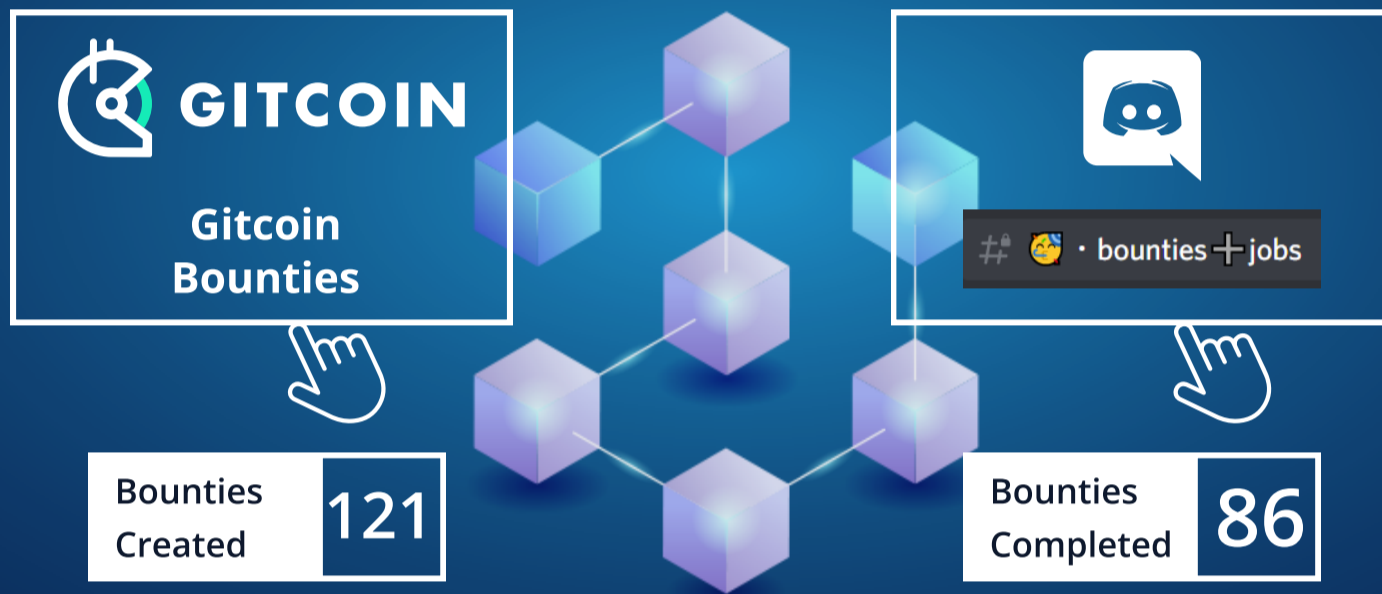
ENGINEERING BOUNTIES

The Engineering Workstream is an integral part of the ShapeShift DAO. Our mission is to build an open-source, community-owned, free-to-use interface in the DeFi universe. We are looking for contributors to join us on this journey and get involved in our growing community of open-source developers.

The ShapeShift DAO has many flavors of bounties, but most of our engineering bounties are small features, improvements, or bug fixes that can be made in a single Pull Request by a contributor. These bounties are attached to issues in Github and we use Gitcoin as an

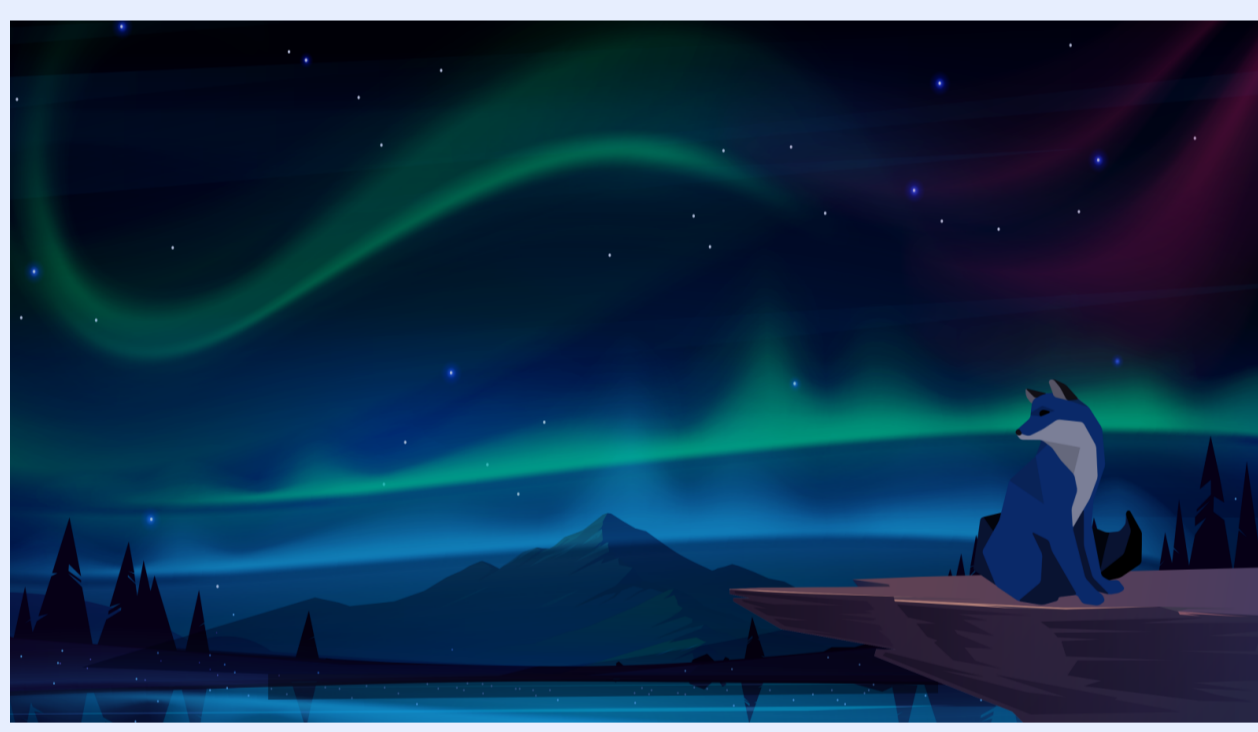
incentivization layer. This means that contributors are rewarded in FOX, our governance token, and become owners of the very platform they are helping to build.

Ready to dive in? Here are some helpful links below.



TOP STORIES

vFOX: Strategic Allocations for Early-Stage Crypto Projects



permissionlessness, and user empowerment through self-custody of digital assets. These values infuse everything we do, from nurturing a vibrant global community of contributors to building an open platform that all manner of crypto projects can plug into.

From our perspective out here on the bleeding edge of the crypto frontier, we can say one thing with supreme confidence: the quantity and quality of projects that share these values is accelerating at an insane pace.

[Read more...](#)

What happens when anyone, anywhere on the planet, can build innovative new platforms on an open and transparent financial system where traditional gatekeepers are rendered utterly meaningless?

The answers are revealing themselves on a daily basis as the grand experiment of crypto transforms and evolves. And here at ShapeShift DAO, we have a front-row seat to the action!

ShapeShift embodies the core crypto values of decentralization, transparency,

Through the Looking Glass Clearly: Jon ShapeShift

Q: What were your initial thoughts or inspirations behind transitioning ShapeShift into a DAO?

I strongly believed this would be the path for ShapeShift to stay true to its ethos of being a non-custodial protocol that connects blockchains. Global DeFi protocols inspired the idea, and becoming a DAO was the next natural phase for ShapeShift. The speed at which decentralized companies can accomplish various projects is impressive; we wanted that agility.

It has been proven more effective than any of us could have hoped. The DAO has done many things that centralized ShapeShift could never do. Legal review has historically been where great ideas die due to legal barriers. The absence of that fear of legal challenges allows ideas to grow and morph into even more innovative projects than any centralized company would be able to support.

[Read more...](#)



Marketing, Growth and Globalization Workstream Proposal Passes



discontinued, and the funding for said proposal will be revoked. This dissolution of the marketing workstream, and establishment of Marketing, Growth, and Globalization, will resolve numerous points of confusion and overlap within the current marketing workflow. In doing so, the DAO saves in excess of 19,000 USD/month. Furthermore, this will provide short and long-term goals as well as a plan of execution for current marketing workstream contributors to meet and maintain effective product launch/marketing/brand standards.

[Read more...](#)

The proposal furthermore funded the inclusion of the following additional members: 6 current part/full-time marketing contributors, 6 current part/full-time LatAm contributors, 5 globalization contributors, and 3 contributors engaging in the development and deployment of the ShapeShift DAO Education project.

In establishing the Marketing, Growth, & Globalization workstream, the current marketing workstream as proposed in [SCP-51] snapshot will be

Let's DAO It!

"Best Day Ever!"