

## ShapeShift DAO Weekly Newsletter

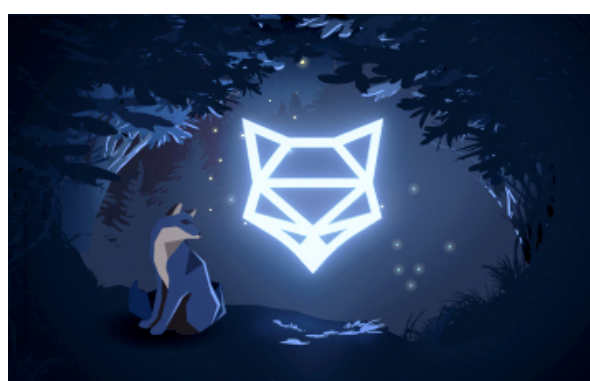
July 25, 2022

### WEEKLY DIGEST



#### ShapeShifting Crypto: Sending and Receiving With Unstoppable Domains

ShapeShift's recent partnership with Unstoppable Domains made a big splash for delivering both veteran and novice app.shapeshift.com users even greater ease of use when sending and receiving BTC and ETH. Users can now replace complicated wallet addresses with human-readable NFT domains purchased from Unstoppable Domains to send and receive crypto with no added fees or KYC, but with the ease of sending a simple email.



#### ShapeShift Launches New Version of the Open-Source Web App

ShapeShift is excited to announce the launch of Pendo—hosted in a new version of our open-source web app that provides analytics and user input to the DAO so that we can continue to provide the best user experience. This new version utilizes Pendo and allows ShapeShift to offer an all-in-one platform for tracking, analyzing, and creating guided user journeys. This is a truly opt-in version of the ShapeShift you know and love.



#### Consolidation of Marketing, Growth & Globalization Workstream

This passed proposal reorganizes the Marketing & Growth workstream and creates the separation of Globalization & LatAm (proposal posted by @thesmith) while reducing the overall workstream budget. The primary change is transferring leadership of Marketing & Growth from (@hunt) & (@Toasty) over to (@Lindsaylou) where @Lindsaylou will be interim workstream leader until September 1st.

### ENGINEERING BOUNTIES

#### Shadowy Super Coders Wanted

The DAO is seeking talented engineers to join an engaged community of builders. This is a unique opportunity to build the next generation of crypto tools for customer financial sovereignty. DAO Engineers work in small, cross-functional teams, and experience a lot of variety, while still having the opportunity to develop expertise in areas of interest.

Bounties Created **163**

Bounties Completed **132**



Dework Bounties



#bounties + jobs

### TOP STORIES

#### ShapeShifting Crypto: Sending and Receiving With Unstoppable Domains



domains. When you purchase an NFT domain from Unstoppable Domains (they start at \$20), this domain becomes a proxy for your cryptocurrency address, your login to the decentralized web, and your universal username. Better yet, you can pay for your domain once, and it's yours forever—unlike traditional Web2 domain ownership. With ShapeShift's integration, we are enabling our users to use these NFT domains to replace cryptographic addresses when sending and receiving top crypto assets, making transactions simpler and more user friendly.

Traditional Web2 domains (like Twitter.com) have not really progressed much beyond displaying websites. This might be because centralized servers have essentially controlled traditional domains since the birth of the internet. The tech that powers domain NFTs (a.k.a. blockchains) opens up a whole new realm of possibilities for users on both Web2 and Web3!

[Read more...](#)

#### ShapeShift Launches New Version of the Open-Source Web App

Analytics are extremely important for any software application provider to evolve the user experience and inform product decisions. Yet, ShapeShift has a firm commitment to ensuring user privacy—one that we highly respect. After lengthy discussions and feedback from the community, an idea was born. We are now providing two versions of our new open-source web app: one being the true, “opt-in” experience and the fully “Private” version that collects no data of any kind (and is used by the majority of our users).

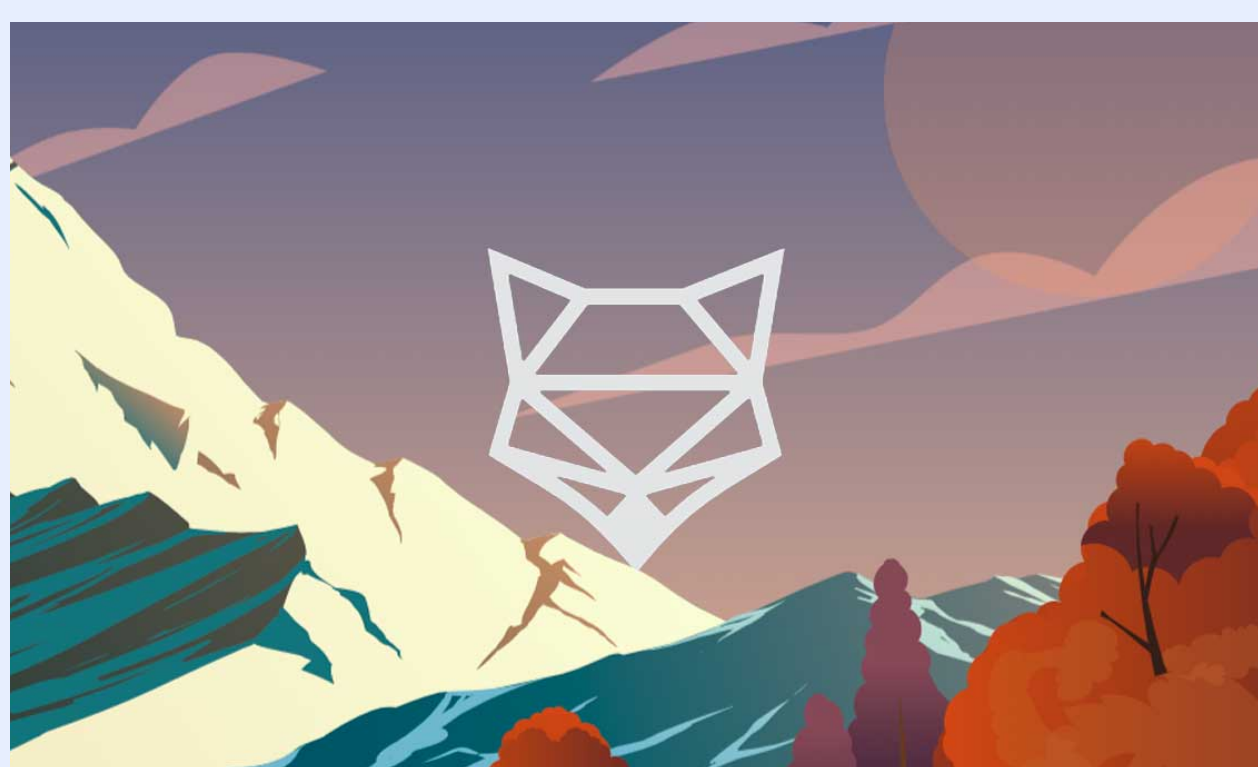
Integrating Pendo into the new version of our web app will help us answer product-related questions so that quick and targeted improvements and any friction points addressed within the app can be made. The two versions are clearly labeled by the users with two different URLs, causing no confusion as to the differences between the two. If the user visits app.shapeshift.com, they will be prompted to choose whether they wish to opt-in or opt-out of sharing data. In exchange for opting in to sharing anonymized usage metrics, users will receive earlier access to features.

Rest assured, unless a user chooses to opt-in to our analytics version through app.shapeshift.com, they will continue to use the ShapeShift platform with complete privacy.

[Read more...](#)



#### Consolidation of Marketing, Growth & Globalization Workstream



The proposal includes the separation of LatAm/Globalization, who will be creating their own proposal at a later date establishing them as their own workstream potentially led by @thesmith.

[Read more...](#)

During this time Growth and Marketing Workstream will utilize this proposal to readjust and lower its budget in accordance with the DAO's general initiative to cut costs during poor market conditions and maximize resiliency.

Prior workstream leaders @Toasty and @Hunt will be leaving as workstream leader, and @Lindsaylou will be assuming the interim role of leadership until September 1st, at which time (or before) a new Marketing & Growth workstream leader will be appointed.

Let's DAO It!



“Best Day Ever!”



ShapeShift