

arrowDAO

arming members with the power of defi

08/24/2021
1:18PM EST



arrowDAO

Our Vision

Create true financial accessibility by providing the tools and knowledge needed so that any and everyone can succeed in the Crypto/De-Fi space.

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Snapshot

- **Problem:** Confusing Web3 Onboarding and Financial Exclusion for new users
- **Solution:** arrowDAO online community that provides newcomers with the tools they need to succeed in the space.
- **Market Size:** \$2.4 Trillion as of May 2021
- **Traction:** 370 Token Holders, 3,600+ Users on Arrow's Waitlist and Social Media. *11ETH raised during Pre-Sale*

Raising \$3M Seed to grow DAO to 30,000 members and offer our first INDEX Token.



Our vision at arrowDAO: Create true financial accessibility by providing the tools and knowledge needed so that any and everyone can succeed in the Crypto/De-Fi space.

Resource Exclusion = Financial Exclusion

People need three things in order to accumulate wealth: 1.) initial capital, 2.) proper tools, and 3.) the information and education necessary to make smart investment decisions.

Historically, it's been more difficult to access each of these important resources for the economically disadvantaged, people of color, women, immigrants, and other groups that were too often excluded from traditional financial infrastructure. It's a legacy that continues today-50% of Americans do not participate at all in the stock market. This makes true financial freedom inaccessible to far too many people.

Crypto's Promise (and Current Limitations)

Crypto has already made it possible for many of its early investors to achieve financial freedom, including people who have historically had less access to traditional financial systems. Crypto and decentralized financial systems offer us numerous opportunities – but they have not yet achieved their potential to enable true financial inclusion.

That is because they require:

- 1. Expertise:** To generate wealth through Crypto, one has to understand both the market and the technology.
- 2. Time:** Monitoring trends and markets regularly requires a great deal of time investment.
- 3. Resources:** In addition to the initial investment required, many Cryptocurrencies have high fees for each transaction.

The obstacles of expertise, time and money, make an investment in DeFI a luxury available to a select few.

Arrow's Solution

True Financial Inclusion Via ArrowDAO: We are building ArrowDAO to make it possible for anyone to participate in automated, risk-controlled, diversified investing across multiple areas of the economy. The DAO will issue a selection of Arrows - Tokenised Investment Products. DAO members will also have access to educational resources that allow them to make informed decisions, and share in the rewards.

From day one, ArrowDAO will be a completely decentralized community. ArrowDAO's task is to advise on and suggest Arrow products designed to make a truly financially accessible future possible.





example of defi tokens that
will be apart of ARROWS etc

ARROWS INDEX v1 (ERC20) ETF Token on Polygon/MATIC

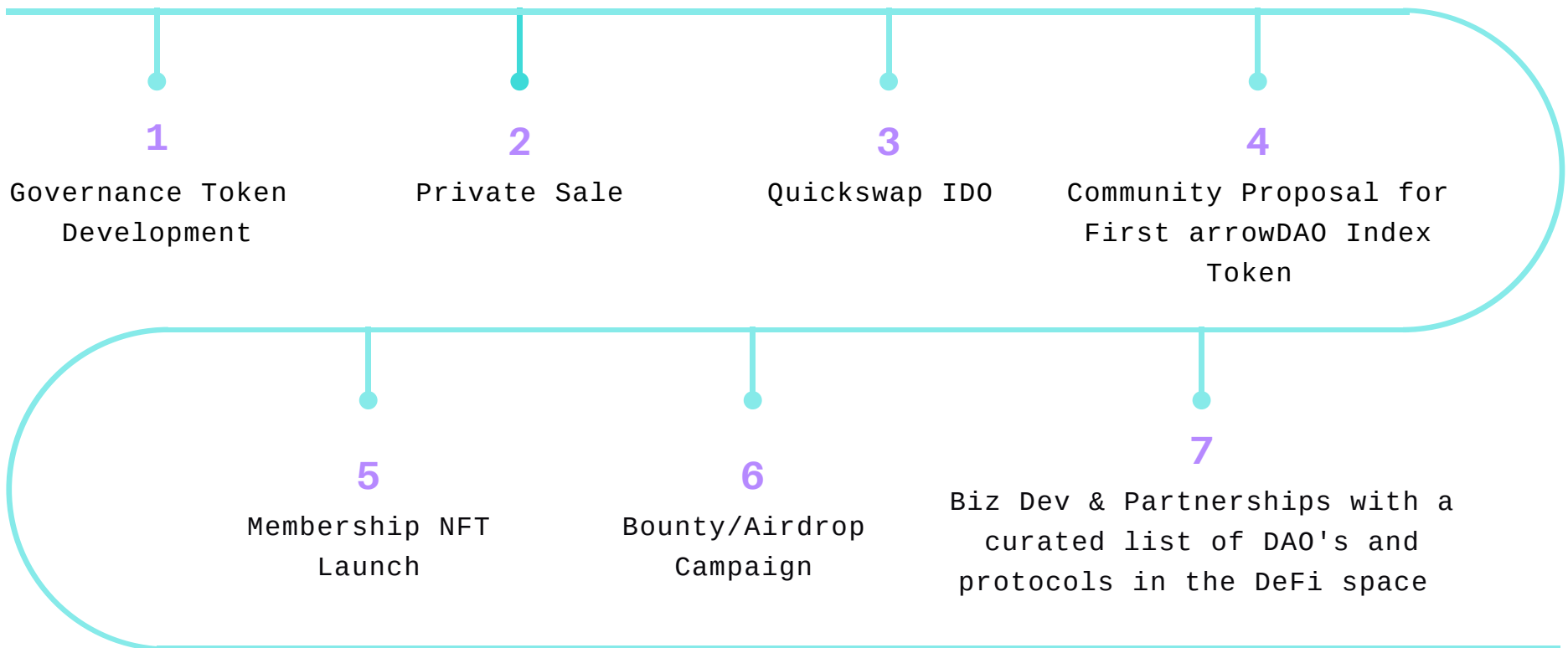
ArrowDAO tokens represent carefully curated baskets of assets, mostly known as ETFs – or Arrows as they are referred to in our ecosystem. These tools are designed to help you keep your investments simple. Arrows are made for people with busy schedules, little money to invest, and no time to research projects in search of the next great coin. In other words, ArrowDAO is made for everyone, including people currently excluded from the Crypto world.

Index methodology

- **Summary:** We want to accelerate the adoption of the Blockchain by making it easy to own and use cryptocurrencies. For this reason we are committed to partnering with pioneering companies that share our vision in DeFi, the Metaverse, and NFTs. We envision the ArrowDAO ecosystem developing into a market-cap weighted basket of crypto assets. The ArrowDAO community will unite to vote on the core assets that will comprise the initial ArrowDAO index. This initial index will be rebalanced quarterly to more accurately reflect the market and community sentiment.

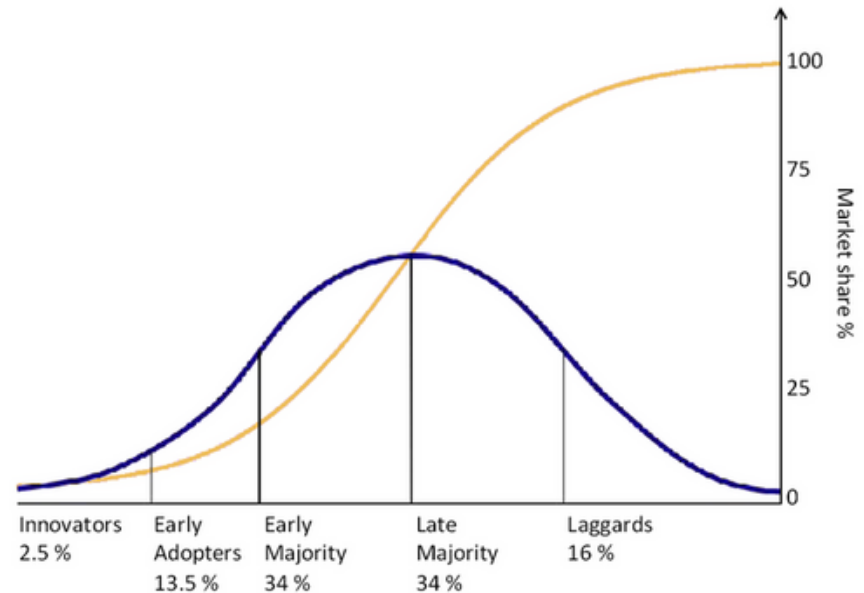
Roadmap

Roadmap



Target audience

- Our initial target audience is the early majority of blockchain and cryptocurrency investors. Investors are always looking for new ways to grow their value. ArrowDAO will bridge the gap between regular users and investors using education, services and products. Long-term, our audience will expand to include investors who are new to blockchain and crypto.
- Men and Women 18-35



DAO Governance

ArrowDAO decisions are governed by the ARROW token holders. Through snapshot.org voting, ArrowDAO will propose key upgrades and changes to the protocol such as reward amount updates, treasury allocation, and membership price adjustments. Election timeframes and rules will be posted publicly in advance.

Treasury

ArrowDAO treasury will use a Gnosis safe multisig wallet with an odd number of signers for treasury funds. Using a voting mechanism governed by the ARROW token, holders will determine which proposals should be funded from the treasury. In order for this project to succeed, it requires participation from all stakeholders. ArrowDAO smart contracts will not be able to eliminate the need for human decision making and this consensus mechanism must therefore always remain as fair as possible.



Messiah G. Willis

Co-Founder, Vision

2x Founder

Prev Co-founder of
IT/Marketing agency

Scaled to \$1MM+, 2021 Top
100 Marketing leaders

4+ years of UX/
UI experience



Paulina Jimenez

Co-Founder, Mission
& Community manager

Certified product manager
University of Maryland
4+ years of business
management experience



Waqar Khalid

Senior Developer

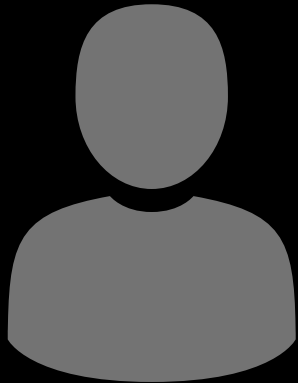
10+ years full stack
development experience.



Adam LaBossiere

Community

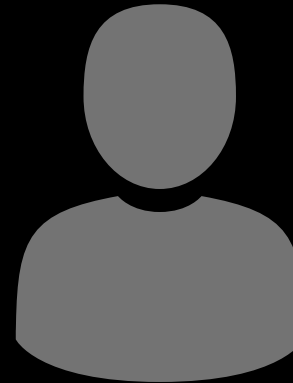
Biomechanics researcher
turned Web3 fanatic.
4+ years experience as Director
of Operations for health and
fitness start up.
1+ year Front end engineer



Jordan Murphy

Solidity Engineer

8+ years Blockchain
development experience.
MSHA Certified



Zubair Raza

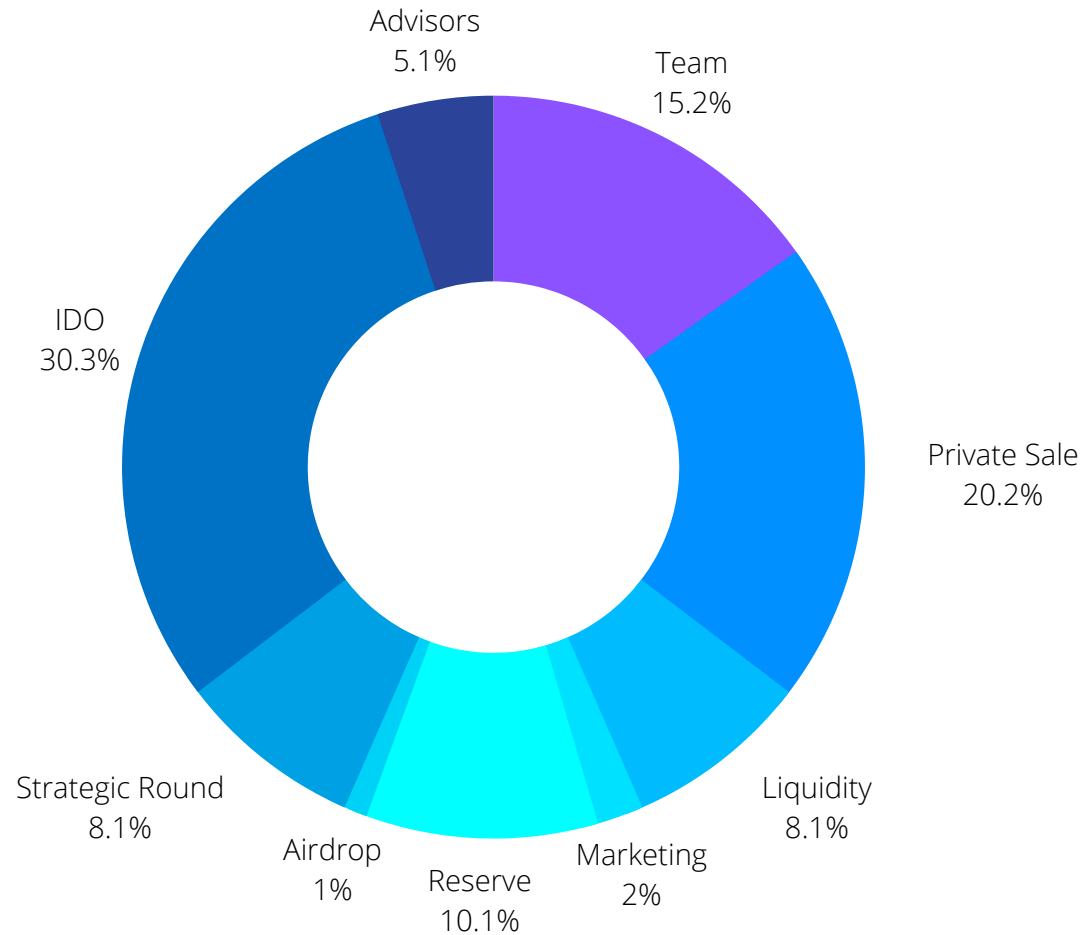
Front end developer

5+ years of front end
development experience.

6 additional team members and advisors

Total Supply : 10.000.000

Arrowchain will begin with an IDO in order to provide enough liquidity for the market once arrowchain starts trading freely, Our ilo will act as a fair launch by limiting the number of tokens a sole investor can buy to prevent a rug-pull.



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