

# ardrive

## Community Improvement Proposal 2021

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### Abstract

This community improvement proposal will touch on key strategic points aimed at enhancing member experience and engagement over the next year. It starts by defining the purpose and goal of the community and then begins to explore ways to broaden its reach. An overview of a community member profile is developed with the goal of providing community members with an overview and understanding of who their fellow members are. Rules and norms for community behavior will be outlined. Content types will be proposed to be generated to support educating members and users alike. Finally, Profit Sharing Community Tokenomics and basic financial processes will be proposed, supporting both ArDrive usage rewarding and referrals.

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## Purpose and Goals

The purpose of the ArDrive community is to support one another, learn from one another and inspire one another in order to create the best solution for anyone to permanently store their data.

This also includes taking part in the shaping the future of the community by making feature requests, providing feedback, active community discussion, and even voting within the Decentralized Autonomous Organization (DAO) representing the ArDrive community.

The goal of the ArDrive community is to drive customer acquisition by enhancing awareness of ArDrive's products and services, ensuring a positive public perception, enhancing user experience within the community, educating others on how to use ArDrive products and creating advocates and influencers. This goal will be partly achieved with the ArDrive Profit Sharing Community Token, which can be used to reward users for using ArDrive and referring others.

It should be the duty of every community member to ensure their decisions and actions align with the community's purpose and goals.

## Key Community Roles

Defined roles are necessary to build momentum across the ArDrive Community, whether they are related to the technology or marketability of the service. This is not meant to be an exhaustive list, rather a framework and naming standard that can be used for future roles in the Decentralized Autonomous Organization.

The ArDrive Community Core is comprised of Code and General Drivers. They will have access to private collaboration tools for execution, but also use public repositories and communications channels. The general ArDrive Community uses public repositories and forums for discussions, announcements and collaborations. Additional sub-categories can be defined as the community expands.

### Community Core Code Drivers

ArDrive Code Drivers are the engine that powers the technology behind ArDrive. They consist of the technology leaders, engineers and developers who design and commit code to the various applications and services that support the ArDrive community.

The Team of Code Drivers will grow and flex with the complexity of application over time. As the features of the ArDrive applications are defined, Code Drivers will be added as needed, and may include different levels of seniority. This may also include external resources interested in helping to build the future of Web3 Decentralized Storage, and will leverage bounty-style programs to build and reward anyone who contributes to the ArDrive core technology.

To support this group, technical documentation must be created in order to promote integration and usage of the ArDrive protocols and APIs.

### Community Core General Drivers

ArDrive General Drivers are the oil in the engine that powers the technology behind ArDrive. They consist of the community leaders, marketers, testers, product managers, designers and other contributors who have the hard and soft skills and wit to help progress our mission.

As the community grows, the needs for General Drivers will change. The Community will actively seek out new Drivers based on the planned roadmap.

## Community Members

Participation in the development of ArDrive and its governance is restricted to the Profit Sharing Community members, or anyone holding ArDrive Tokens. Anyone with an Arweave Wallet, can acquire, hold and stake ArDrive tokens to participate. User profiles on the [Community XYZ governance platform](#) display no personally identifiable information about members by default.

The profile will identify members by their Arweave Wallet public key.

## Community Guidelines

The ArDrive community is a place where diverse individuals can come and express their opinions, ideas and share their story around using our apps and storing their data permanently. Members are encouraged to be polite to one another and use common sense. Members are advised to be mindful of the words and tone they use so as to ensure their conduct within the community does not cause unintentional harm to other members.

### Do's

1. Be respectful of other member's opinions:
2. Use initiative
3. Share knowledge and ideas
4. Provide thoughtful, constructive criticism
5. Participate in Community Governance by voting

### Dont's

1. Do not post other people's personal information
2. Do not advertise or spam messages or links
3. Do not use bad or offensive language
4. Do not attack other platforms or applications

Additional detailed Community Guidelines will be written as the community matures.

## Profit Sharing Community Token

ArDrive is not just an application. It is built upon the Arweave Profit-Sharing Community framework. This backs ArDrive with a Decentralized Autonomous Organization, allowing a transparent and democratic opportunity for the community to build upon the ArDrive technology, narratives and brand.

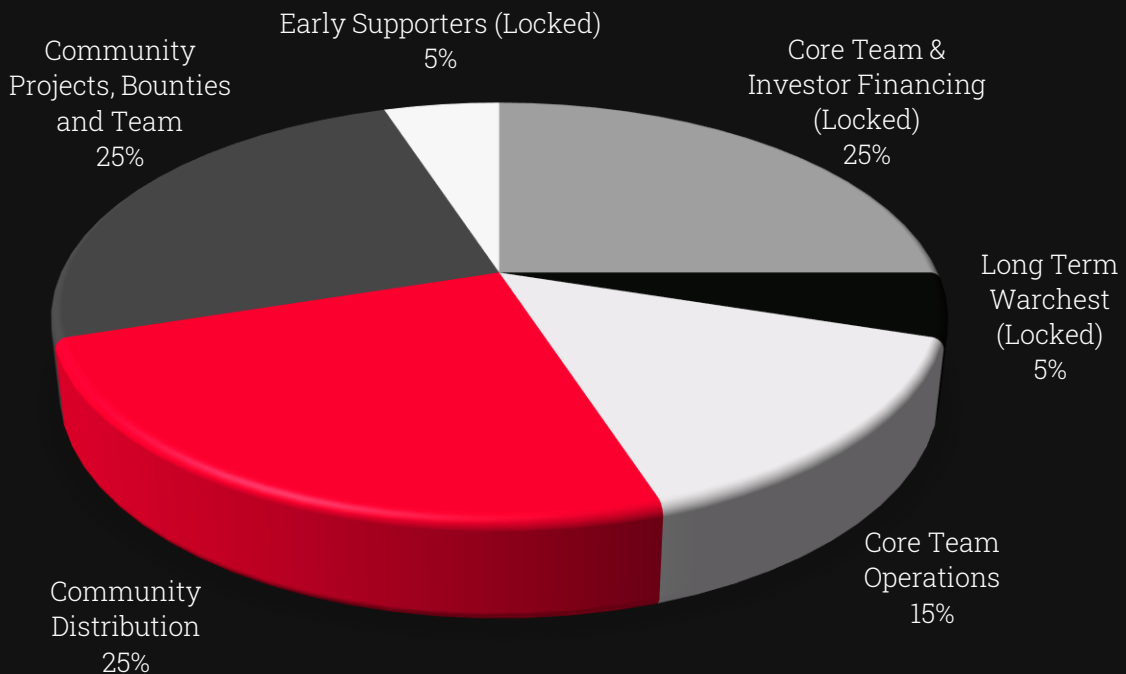
The token that supports this Profit-Sharing Community, ARDRIVE, will have its own unique symbol, **Đ**. Example, **Đ15** or 15 ArDrive tokens. These tokens are to be used for various services, settings and rewards programs to support the ArDrive community.

## Tokenomics

It is proposed that a soft-cap maximum of **Đ10,000,000** is created to support the efforts of the ArDrive Community. The following table describes the usages and purposes of the fund.

- 5% tokens (locked for 3 years) long term Warchest
- 25% tokens (vested up to 3 years) for Core Team and investor financing
- 15% tokens (unlocked) for Core Team Operations

- 25% tokens (vested up to 3 years) for Community Distribution (usage mining, referrals)
  - o ~4% tokens distributed already
- 25% tokens (reserved) for Community Projects, Bounties and Team
  - o ~11.25% tokens distributed already
- 5% tokens distributed to early supporters.



The Community Projects, Bounties and Team fund is to be used for sponsored bounties, partnerships and integrations with ArDrive, projects that help foster the ArDrive and Arweave communities, and short/long term Core Driver incentives.

Community Distribution and Projects wallets will accumulate tips. These funds are controlled by the ArDrive Community, and can be reused within the ecosystem as needed. This can be determined by a DAO vote of all participating stakeholders. It can include paying for referral systems, marketing, influencers or even token buy backs as needed.

Vested tokens are locked for a maximum of 3 years. 1/5<sup>th</sup> of each token lot is released in 6-month increments, starting at 12 months.

## Usage

At the time of this document, the ArDrive token has two main use cases defined below.

### Participation in Governance

The first property of holding and staking the ArDrive token is granting the holder the opportunity to vote on topics that come up in the [Community DAO Portal](#). Any ArDrive Community Member is allowed to create and vote on any topic that is raised. Before they participate in voting, they must stake some ArDrive tokens. While it does not cost ArDrive tokens to vote, it does cost Arweave Tokens (AR) to stake and vote for proposals, fees, finances and other topics that come up in the ArDrive Community.

The SmartWeave Contract that powers the ArDrive Profit Sharing Community is

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The following rules have been configured for the ArDrive Profit Sharing Community DAO

- Members must stake a number of tokens to participate in a vote.
- Vote weight is increased proportionally to the number of tokens staked, and the amount of time the tokens have been staked for.
- Community Vote Quorum is set to 50%. This ensures that passing votes must have 51% or higher vote weight voting "yes" in order for the vote to pass.
- Community Vote Support is set to 15%. This ensures that passing votes must have at least 15% of the overall community vote weight participating in order for the vote to pass.
- Community Vote Length is set to 3 days, or 2,160 Arweave Blocks. This ensures that members have an adequate amount of time to review the vote, ask questions and participate.
- Minimum Token Staking length is set to 7 days, or 5040 Arweave Blocks. Members cannot stake their tokens for any reason for less than 7 days.
- Maximum Token Staking Length is set to 3 years or 788,400 Arweave Blocks. Members cannot stake their tokens for greater than 3 years at a time, ensuring that the community recycles potential "whales" and distributes voting power over time.

The above settings can all be modified by submitting a new vote to the ArDrive Community.

### Sharing of Revenue

The second property of holding the ArDrive token grants the user a share of the overall profit earned through the ArDrive suite of applications. As users upload data through the applications, the Community Fee is added on top.

The ArDrive Community Fee is defined within the DAO, and currently sits at 15% of the price of the data uploaded to Arweave. This includes a minimum fee of 0.0001 AR for the smallest files. No fees are added to metadata changes, such as folders, file renames, or moves.

After a user has uploaded a single file, or a batch of multiple files, the fee is assessed and then distributed to an ArDrive Token holder. This is done by getting a list of all token holders, placing a weight on each holder, and randomly selecting the reward recipient. The more tokens held, the higher the weight given to that holder. These calculations are performed locally in the each ArDrive application.

Example: Jon holds  $\mathbb{D}10,000$ . This would be 0.1% of the overall ArDrive Token supply, therefore Jon would receive approximately 0.1% of all rewards distributed.

### Future Use Cases

The ArDrive token can be leveraged for other things relating to ArDrive. This includes using to power smart contracts, unlock settings or to stake for other member benefits or app achievements.

### Distribution

ArDrive tokens will be distributed to community members who participate, use and spread the message about permanent storage. This will help in building overall community ownership in ArDrive, and create a network effect across the crypto ecosystems and beyond.

There are 3 key areas that will be incentivized with the ArDrive token.

1. Referrals
2. Quality Content
3. App Usage

We propose below some methods to gamify each area. These token distribution mechanisms will be reviewed monthly and may be subject to being disabled if they are being abused, or if the financial incentives no longer line up to Community standards.

### Bring your friends to the Perma Hills

The ArDrive “Bring your friends to the Perma Hills” program will help bootstrap awareness of permanent file storage by incentivizing new users to refer their friends who may find value in our apps. There are key aspects of the referral program that are being proposed

- Build in referrals into the new user onboarding
- Provide a public referral dashboard to see who has the most amount and largest data set
- Provide a private referral dashboard to check status and awards
- Offer a tiered system that provides the referrer with part of the tips from their referrals with specific caps

This system will be designed and built by the Core Drivers with requirements and testing from the Community Members and rolled out throughout the year.

### #ShareYourDrive

To promote quality content and build a portfolio of useful public drives and permanent knowledge, the ArDrive #ShareYourDrive event will be continued. It aims to reward users who create unique public drives with non-copywrite infringing content, post them on their favorite social network and garner the most likes/retweets/attention. The social network itself acts as both as the judge of the content, and a means of getting new interest in ArDrive and permanent storage.

The ArDrive #ShareYourDrive event will have the following parameters

- Winners will be announced **weekly**
- Winners will be selected by number of likes/retweets/comments.
- **1000** ArDrive Tokens being given to the user who wins for the week
- To win, you must make a tweet with #ShareYourDrive and tag @ArDriveApps and include the link to the public drive.

For the first year, this will account for approximately ₦52,000. The top drives can be collected and “Best Drive of the Year” could be done for an additional reward.

This concept can be vastly improved upon in the future, whether introducing easier ways for users to share their public drive on twitter, integrate social protocols and features for likes and tips, or reward attention with OpenKoi.

### Usage Rewards

Usage Rewards, or “Data Mining” rewards are given to users who build trust in the apps. This concept is simple, users who upload data to ArDrive, get rewarded with ArDrive tokens in order to build a sense of participation and growth in the network.

It is proposed that a new, yearlong Usage Rewards program, dubbed “Dust” will be started. This will include a scheduled distribution job that will run and collect a set of metrics to establish who

has uploaded data. It will automatically weight the top uploaders, and ArDrive tokens will be divided and distributed to anyone who has made the list.

The ArDrive Community Distribution “Dust” will have the following parameters

- It is proposed that a **daily** distribution is run, for **one year**.
- **1700 distributed per day** to users that uploaded the minimum amount of data.
- A user must upload at least **50MB** to be eligible to receive a reward.
- The **minimum** reward is 1 ArDrive token.
- Token distribution will use a weighted list of all uploaders found before dividing and distributing tokens. Users who upload more data will receive a larger share of the weekly reward.
- Uploading data does not guarantee a reward, rather users must upload enough data to weight them high enough amongst their peers.

For the first year, this will account for approximately 1255,500. Reports of token distributions will be made public.

## Communications Platforms

Several communication platforms will be used to foster community engagement

- Slack: Private discussion amongst ArDrive Core Contributors
- [Discord](#): Focused, community discussion around ArDrive technology, support and help.
- [Telegram](#): General, community discussion and key ArDrive announcements
- [Twitter](#): Concise, one-way announcements and public communications
- [LinkedIn](#): Professional-themed, one-way announcements and public communications
- Mailing List: One-way announcements and public communications
- WeveMail/Email: One-way announcements and private communications

## Community Notifications

Governing the direction of ArDrive should be important for any ArDrive community member. A major part of this, is participating in Community Votes. In order to facilitate member participation, it is proposed that a notification system is created to update users on any vote passed through the ArDrive Profit Sharing Community Smart Contract.

Members can be notified either via [WeaveMail](#) or traditional email, and can sign up through a simple web portal.

## Members Only Discussion

It is proposed that the community set up a private platform that is separate from existing public channels and reserve discord for more technical engagements. Private forum software\* would make a suitable solution for this task. Participation in this forum should require a verified Arweave Wallet with staked amount of ArDrive Tokens. This ensures that only users passionate enough about the Community, can participate with their voice and insights.

A strategy for rolling out a private community channel should be drafted.

*\* Ideally, a decentralized forum platform hosted on the PermaWeb would be preferred, however none such platform is available at the time of writing this CIP.*



## Community Member Profiles

The goal is to fill the community with members of ArDrive's current target audience, while expanding bridges to new groups and being inclusive to new needs. The ArDrive community member currently has the following attributes.

- Millennial, middle-aged person with an advanced academic background, and usually an advocate of other cryptocurrencies, web3/blockchain projects, or censorship-resistant/privacy-focused applications.
- They are likely to be an overachiever, likely to be in a high-profile profession, such as a lawyer, economist, or accountant.
- They could also be in a creative media profession, like photographer, music producer, videographer.
- They may also be a student studying technology or finance.

As ArDrive gains exposure to the masses and goes beyond the early adoption phase, we anticipate that the Community Member Profile will expand and involve a diverse set of community members and use cases.

## Marketing and Promotion

The ArDrive community must focus its efforts on organic marketing as its long-term strategy. Unlike paid marketing, organic marketing is an indicator that the community is providing valuable and insightful content.

The goal is to build an emotional connection and trust within the community and work to export that connection and trust outside of the community. 70% and 80% of customers ignore paid ads.

A Community Driver and overall manager of the community social and communication channels, will be required to develop and execute a well-thought-out organic marketing strategy.

The two most important factors that the community needs to pay attention to for the organic marketing strategy to be successful is staying true to ArDrive's brand persona and knowing the target audience.

## Content Types

A streamlined content release schedule will be required to keep the ArDrive community engaged. The Community Driver will also work to create a community content creation strategy.

The strategy should focus on the following key content types and built upon over the upcoming months.

1. Video: topics should center around the community purpose and goals, how to topics, archival/backup tips.
2. Interactive content: Interactive content can help improve engagement as it gets members involved. The Community Driver will be tasked with coming up with ideas for interactive content.
3. Webinars and Education: e-learning as industry is massively underused. The Community Driver will be tasked with drafting a roll-out plan for a webinar series aimed at providing value to the community.

4. Media Appearances: Community leaders should participate in podcasts, open calls, streams and other press/media events to champion the ArDrive community's principles, roadmap and apps.
5. Live streaming: The community should release a weekly live stream discussing what has been happening and what changes are being made to the apps.
6. Podcast: Podcasts are a great way to offer value to the community. The audio from the video and live streaming could be converted to podcasts.

Content Creation Drivers must be recruited to record/stream/paint/write the above content types.

### SMART Objectives

The Community will measure success by leveraging the Specific, Measurable, Achievable, Relevant and Time-Oriented S.M.A.R.T philosophy. These objectives are as follows.

1. Develop Brand Awareness while utilizing the following KPIs to help track and report on the success of this objective
  - a. Mentions, or the number of times the brand comes up in social media conversation and the number of times these conversations are shared.
  - b. Impressions: the number of potential views that a message has.
  - c. Reach: the number of people who have received viewed a publication.
  - d. Social Sessions: the number of site visits, blog post views, etc.
  - e. Share of Voice: volume of mentions received by a brand versus volume of mentions received by all relevant competing brands.
2. Increase Size of Social Communities and Accurately Target Audiences while utilizing the relevant KPIs below:
  - a. Community Performance: the number of fans, followers, or subscribers by channel.
  - b. Community Progression: the follower growth rate by social media channel.
  - c. Share of Community Voices: number of followers compared to those of competitors.
  - d. Share of Voice by Channel: the community size of each social media platform as a percentage of the total number of social followers across all platforms.
  - e. Social Visits: visitors coming to social media accounts coming from the brand's website or blog.
3. Strengthen Engagement Strategies to Increase Customer Loyalty while utilizing The KPIs outlined below:
  - a. Interaction Performance: the number of interactions (likes, retweets, shares, etc.) and number of comments.
  - b. Evolution of the Interactions: the growth rate of interactions.
  - c. Publication Performance: the number of messages generating an amount of interaction greater than a predefined threshold.
  - d. Influencer Population: the number of influencers and brand ambassadors as a percentage of the community size.
4. Monitor Customer Feedback while utilizing the following KPIs as measures for this objective:
  - a. Brand Perception: the sentiment associated with the brand and its products, especially in comparison to competitors.
  - b. Evolution of Perception: the percentage of positive vs. negative sentiment over time.
  - c. Reputation Score: the sentiments associated with the brand weighted against the community size of each review.
  - d. Response Performance: the response rate to social media interactions.
  - e. Resolution Performance: number of tickets resolved over a given time period.
5. Increase usage of the ArDrive Suite of Applications and utilize the KPIs outlined below
  - a. Number of unique user wallets

- b. Number of drives created
- c. Number of files uploaded
- d. Amount of public and private data uploaded
- e. Amount of Community Fees collected

Reports on these metrics should be made available to Community Members as needed.

### **Advocates and Influencers**

The ArDrive community must develop its own advocates and influencers from within as well as externally. The community should seek to build its own network by providing members with the tools to create content and build their individual social presence. By utilizing this strategy, the ArDrive community ensures that all incentives are distributed within members of the community. It can include working with influencers to pay for new drives and upload their content, for example

This strategy must be reviewed as the community evolves.

### **Future Progression**

As the ArDrive Community matures, additional Improvement Plans will be drafted and ratified. These will include modifications to the topics previously mentioned here, as well as additions to how we govern and organize in a decentralized fashion.

Such topics may include the following

- ArDrive Constitution
- Governance Structures and Operating Committees
- How to handle severely illegal content
- Additional ArDrive Token Utility
- Idea and Feature Selection
- Dispute Resolution