syncdao

SyncDAO Litepaper

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Syncdao.com

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SyncDAO Governance Token

Tokens are to be acquired by the Purchaser for its own account and for active use, and not as a nominee or agent of any other person, and not with a view to, or for resale in connection with, the distribution thereof, and the Purchaser has no present intention of selling, granting any participation in, or otherwise distributing the same.

The Purchaser has such knowledge and experience in financial and business matters that the Purchaser is capable of evaluating the merits and risks of this Agreement and the transactions to be performed hereunder, the purchase of the Tokens and of cryptographic tokens in general, and is able to incur a complete loss of the Purchase Amount without such loss materially impairing the Purchaser's financial condition and to bear the economic risk of the entire loss of the Purchase Amount for an indefinite period of time.

Purchasers are purchasing Tokens solely for the purpose of participating in the SyncDAO ecosystem, submitting proposals, participating in governance votes and supporting the development, testing and operation of the ecosystem.

Selling Restriction - The United States of America, Canada & The People's Republic of China

The rights are not being offered or sold and may not be offered or sold, directly or indirectly, within the United States of America, Canada or the People's Republic of China, or to any resident or holder of a passport of the United States of America, Canada or the People's Republic of China.

The agreement for sale of these tokens does not in any way constitute, and none of its provisions should be read as, such an offer. Any person in the United States of America, Canada or the People's Republic of China or with a passport of the United States of America , Canada or the People's Republic of China should not act or rely on an agreement for sale of these tokens or its contents.

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1. Executive Summary

SyncDAO is building a non-custodial solution that enables users to create unstoppable cash flows from DeFi returns. Users want income producing crypto assets.

Perpetual Vaults will create unstoppable income streams for users when they deposit stablecoins.

A Perpetual Vault has the ability to aggregate high DeFi APYs by having multiple strategies generating income/yields. Similar to Yearn Vaults V2, however with a key difference; once stablecoins are deposited into a Perpetual Vault, the user will NOT be able to withdraw their initial stablecoins.

Instead, they are issued with a PVT (Perpetual Vault Token) as a receipt of their deposit. Holding this PVT token gives them the right to their percentage of the income generated. PVTs are transferable and can be sold.

Perpetual Vaults are governed by SyncDAO's Token holders, the strategies are changed through proposal and voting processes. As well as new vault strategies to be proposed and implemented.

The governance token is called SyncDAO Governance Token or SDG. The ticker will be SDG. SDG will need to be distributed to different groups of token holders and will have different vesting schedules. SDG token holders will be able to vote on proposals through a governance interface.

We also have affiliates who, along with SyncDAO, will be rewarded with income/yields for getting users to use the Perpetual Vault products. They will be able to generate a unique url to direct users to sign up from that will reward the affiliate 10% of the income/yield generated.

All of this will come together under app.syncdao.com user interface for the Perpetual Vault users, affiliates and governors.

Perpetual Vaults creating eternal cash flows create an easy entry point for new users, a giant leap forward in rewarding those introducing new users to the ecosystem and in turn gives us a protocol whose TVL (total value locked) can only go up.

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2. A Problem Worth Solving

2.1 A DeFi Future

Right now, DeFi is going through it's own Cambrian explosion of sorts. There's an abundance of new projects popping up which creates a lot of diversity when it comes to the opportunities available.

The total value Locked in DeFi has grown over 5,919% in the 12 months since June 2020. From $1.13B (USD) to $66.89B[1] currently, and an all time high of $86.18B in May 2021.
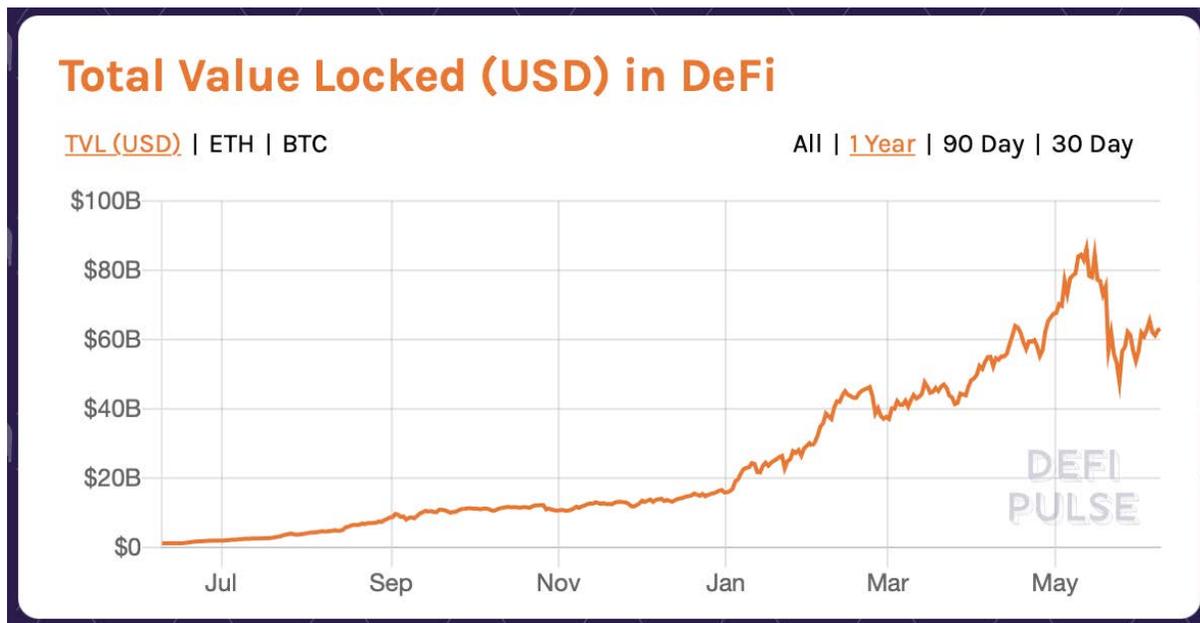
This is a massively accelerating influx of new funds, new users, new projects and shows no sign of slowing down.

The DeFi market is still at its early stage, though, and there are many things to improve: tech complexity and blocks to adoption being top priorities.

The journey for new users into DeFi and crypto can be confusing and overwhelming.

In the past two years in DeFi, we have seen:

-   Users switching platforms to chase yields
-   Risk of loss through UI learning curve - beyond project failure, lack of user education increases the risk of loss
-   Increase in technical complexity and sophistication of protocols and smart contract architecture

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[1] DeFi Pulse, at 7 Jun 2021, https://defipulse.com

This is fine for early adopters and innovators who are comfortable with the technical diligence and time commitment required to stay in front of platform changes and evaluate risk.

Most mainstream users and mid-stream adopters want different things:

- Safe, stable, consistent returns
- APYs that are competitive to other asset classes - without constant rate chasing
- An easy to use, trusted system that works
- To set and forget their investing so they can get back to what matters most in life
- Understanding tech jargon so they learn what matters without risking their funds
- To be supported by a trusted third party who can help them in getting started

They want to make a decision once, to review periodically, and know they will earn money forever.

Simplification is needed! Users need to be able to embrace innovative DeFi investing strategies and financial products in a safe and secure way, using these building blocks of DeFi without the full complexity of the technical learning curve.

The role of adaptive education in DeFi and crypto can expand, supporting users with fun, engaging learning that creates value for them as they enter the space.

What this means is that education should be optional and that it is able to speak to the different questions and needs of users. Adult learning empowers and interests users by helping them to achieve and actualise the personal goals that are attracting them to DeFi, such as building long-term asset portfolios or having income to meet their desired lifestyle and impact.

The impact of decentralization on finance means that over the next 5-15 years there will be an increasing number of people becoming bankless. DeFi innovations will transform power and control structures through technology and initiate a corresponding rise in Self Responsibility.

For the individual user to become bankless means they become the person that controls their own vault or treasury of income. As the individual replaces the bank they become the security guard, the CFO, the CEO, and are in charge and fully responsible for it. This movement in self responsibility is an important element of long-term social change.

2.2 A New Solution

Three of the biggest problems that DeFi faces right now are:

1. **High Complexity**

   Things are too complex for an everyday person. If the goal is mass user adoption where everyone is using DeFi, then there's a need to simplify the entire user experience.

   At a technological level, the tech is still too hard to navigate for the everyday user. There's too much information, too many steps, too many different platforms, too many

processes to follow in order to master this brilliant new technology. This needs to be streamlined in ways that support adoption and ease of use.

2. Sustainability Isn't Valued

Projects that evolve to solve just one aspect of a problem don't always create sustainability or longevity. Short term thinking means some people approach DeFi with a maximum gains mentality and are focused on getting as much as they can right now at the cost of future evolution.

When so many people are primarily focused on short term games, products are designed that give people quick wins, yet are not necessarily focused on long term sustainable wins. DeFi needs products and solutions that can be here for a lifetime rather than just for a season.

For long-term growth, it's important that projects are asking how they can ensure they continually serve the different needs within their ecosystem AND within their protocols in order to be sustainable. Solutions that put a high value on sustainability inherently guarantee they can continue to grow in ways where everyone gets a good win, while ensuring they won't inhibit the project from existing and continuing to develop.

3. Education Gaps

With such a broad spectrum of users interested in DeFi, there are some huge gaps when it comes to general understanding around financial products. Users might range from someone's very first wealth product, through to someone being an ex-Wall street financier. This creates a need for products that inherently educate the user whilst they use the product. This might be to support them in crypto/DeFi knowledge, or to share basic principles about wealth, risk and investing, so users are better equipped to make strategic wealth choices.

Without this education, DeFi experiences problems where users might be too adventurous or lack strategies around risk so they get hurt in the crypto space. At the other end of the spectrum there are those who are inactive, fearful or unwilling to play at all as they don't have any comprehension for how to work with a mix of stable and volatile assets.

What is SyncDAO focused on?

At SyncDAO we see that it's important to solve all three of these problems in order to really push the defi community as a whole to the next level and help people access the potential of this brilliant technology.

What that looks like is financial products that focus on being simple to use, whilst teaching the user as they use it - AND that produce great long term, sustainable returns.

Who is this solution for?

There's a few important players that have a role in the SyncDAO ecosystem.

Users

First of all, we have product Users. These are people who want to use the perpetual vaults and get great returns. They may want to build cash flows, savings plans, dollar cost averaging tools, or there could be a myriad of reasons they might use the products to support their financial goals.

A user wants to generate income from their idle stable crypto assets that will give them great yields, which they might use as income to accumulate various crypto assets or income for other ongoing purposes. They like the idea of earning volatile assets from the safety of incoming-producing stable balances.

Users might like to change the output of what assets they are earning in the future.

Affiliates

The next type of user that's important in the SyncDAO ecosystem is the Affiliate. The affiliates are here to help the product users get the most out of the product. Obviously the affiliate has a reason why they're there as well, because they want to earn a living from helping people get into DeFi, and to be rewarded, and incentivized in order to do that. In a world where we're self responsible, the affiliates become a decentralized customer service desk to help users through the process.

The types of people who might be drawn to become an affiliate with SyncDAO would include the obvious ones like educators, influencers, coaches, consultants, authors or people who have some sort of an audience already. This might be in a related space like crypto, DeFi, wealth or investing - or a straight up marketing-focused entrepreneur. If someone has the ability to generate paid traffic, perhaps sell a small education program at the front end, and then show users how to use these products and services on the back end - they would build themselves a revenue stream for life.

Another key group of affiliates that is less obvious is technologists - people who want to build products or streamline user experiences through applications of their own making, and be rewarded ongoingly as an affiliate for a whole wave of users using the product. This can become a primitive that can be used in the ecosystem when thought about this way.

An affiliate wants to help people take advantage of the power of buying crypto assets without having major long term risks, they want to be able to send users to a delightful experience simply with a referral link. For example: syncdao.com/a/referral-ID

The earning and ease of referral is their main driver.

Governors

The third type of actor that we have in the SyncDAO ecosystem, is the Governors. We believe that to make technology that will last the test of time, in a world with so many complex rules and systems, it's important to decentralize who is in charge of this product.

Operating as a DAO means that we can have more people able to access this product from more places in the world than a traditional finance company. This is a key reason that decentralized finance works - because you have diverse groups of engaged and interested people who can govern over the protocols, and drive future innovation.

A governor wants to be able to vote on what incentives are going to be distributed and to whom. They will be submitting and voting on proposals either for or against.

They also want to vote for/against Perpetual Vault strategies to ensure that the Perpetual Vaults' strategy is maximising the effectiveness for users and securing the protocol at large.

2.3 SyncDAO Vision

The vision for SyncDAO 10 years from now, is that SyncDAO is an everyday household product. Users would have the vaults, where they have their savings earning great returns, there would be the PVTs in the SyncDAO wallet that are used as the dollars to spend at the checkout.

In the SyncDAO wallet, PVTs become the main balance, valued at $1. The goal would be that when a user pays a bill with that, if the receiver had never received a PVT before, they are marked as a new user, referred by the existing user, who then is rewarded as an affiliate.

Each user that convinces another to receive PVT as payment would be tracked as an affiliate. This means a user could pay a bill, sending money to someone else and still be earning some of that money back as an affiliate.

In that world, what it opens up for us is a shift that starts to integrate our thinking about the differences between transactions and relationships. Money can shift beyond its role as a tool to help us exchange value in more efficient and effective ways. We will be creating generative rewards inside relationships.

These products will be a tool to open up new conversations about money and self responsibility. And to start re-thinking the way in which we experience money, from isolated transactions to flows of money, innovative funding, never-ending legacies, products and incomes. In the future we also envision that the impact for payment plan solutions, and for philanthropic funding is deeply transformational. It's something that will allow us to open to new ways of thinking about value, and to resolve limitations in old, unsustainable ways of thinking.

2.4 Solution: Perpetual Vaults

The idea for perpetual vaults was a simple solution to a complex problem.

Research and experience in supporting new users into the crypto space demonstrates that when it comes to using crypto, many users want help because of all the complexities of the technology. They might ask someone that knows about it, or they're going to go looking for help or information online to help them on their crypto journey. The outcome is they find someone to help them learn and grow through this learning curve. It takes a bit of time.

What this means in a thriving ecosystem is that there is a way to incentivize that person (the educator) for taking their time and helping those users into DeFi products and services. The idea is that the affiliate could be that person. SyncDAO creates an incentive for them to help users into different products and services.

This creates another problem which is, if you're incentivizing the affiliate, typically they're only paid for the length of time when the user has money deposited. During this time there's a stream of commissions being sent to the affiliate. Enter Perpetual Vaults, where the user deposits a sum of money, and can have their farms generating funds through our vaults. The affiliate is paid commission on that sum of money for life, even if the user later sells their tokens. This revenue stream is in perpetuity and exists forever as income for the affiliate.

2.4.1 The Logic

1) **Users Need Help - Enter the Affiliate!**
   In general, users need help in order to be able to use DeFi. In a decentralized model, the right person to help them would be a separate player, an independent affiliate or referral source, not the organization itself.

2) **The Affiliate Layer Challenge**
   The problem with an affiliate layer in blockchain technology is the affiliates typically are only paid while the user has their money deposited. This is something that we had to really consider, because the affiliate might invest a lot of time to get a user to deposit a small sum of money. The affiliate might only get paid for a very short period of time if the user later withdraws their money. So we started to ask, how can the affiliate get paid on that money for life?

3) **Solution - Perpetual Vaults!**
   This is now possible, thanks to Perpetual Vaults. When a user deposits into a perpetual vault, the user mints a perpetual vault token or PVT. The user can stake their PVT to their choice of DeFi protocols in the SyncDAO dashboard. The affiliate will receive commissions on this deposit as long as the user has their PVTs staked.

4) **PVTs Buyback Program**
   The final step in the architecture we had to resolve was how to support a genuine market for PVT. Beyond affiliate and usage incentives for minting PVT through deposits, it was important to be supporting the maintenance of value in the PVT market. Returns generated on unstaked PVTs will flow back to the DAO and be used to buy back PVTs at $1. So if a user deposits $1, they get one PVT. They can go and sell that PVT for $1 through the buy backs program.

5) Unlocking Endless Innovation

Once we had the lens of Perpetual Vaults, and started to view PVTs as a primitive in the DeFi stack, new ways of thinking about money and income streams evolved. Perpetual Vaults have uses in perpetual products, payment channels, legacy gifting, piggy banks, long term savings, DeFi term deposits, dollar-cost averaging into volatile assets - and so many more use cases! All while sustainably supporting an affiliate incentive stream to educators, developers, marketers and those introducing users to these new financial products.

2.4.2 How It Works

Perpetual Vaults are a simple way for users to get exposure to an automated DeFi strategy.

The complexity and high gas cost involved in structuring strategies in a perpetual way (strike selection, expiry selection, rolling over positions) make it difficult for the average retail investor to participate.

In perpetual vaults, when a user deposits their chosen currency they can never withdraw it, meaning that deposit will perpetually work in the SyncDAO vault to provide users with ongoing returns. Users will receive a Perpetual Vault (PVT) Token(s) as receipt of their deposit and this can be transferred or sold to other parties. Creating a secondary demand for the perpetual vault tokens and a way for a user to effectively cash out their principle.

A user can then stake their PVT in their choice of Perpetual Vault from the SyncDAO dashboard, to create returns from DeFi APYs. All verifiable and done trustlessly in the smart contract.

When the user wants to "withdraw" their money, they cannot (however, they can sell their PVT). The original deposit remains in the vaults, hence 'Perpetual Vaults'. If a user chooses to move their PVT from one farm to another, the protocol has the ability to move the underlying funds if required to ensure returns are generated for the staked PVTs.

If PVT's are unstaked, returns are still being generated on the underlying capital and flow directly to the DAO treasury. By DAO vote, underlying capital of unstaked PVTs could also be moved between vaults by the protocol, if for example a vault is depricated, leaving that capital not earning.

When the PVTs for that capital are restaked in the future, the funds woudl be moved by the protocol as necessary to ensure returns are being generated from the user's selected vault.
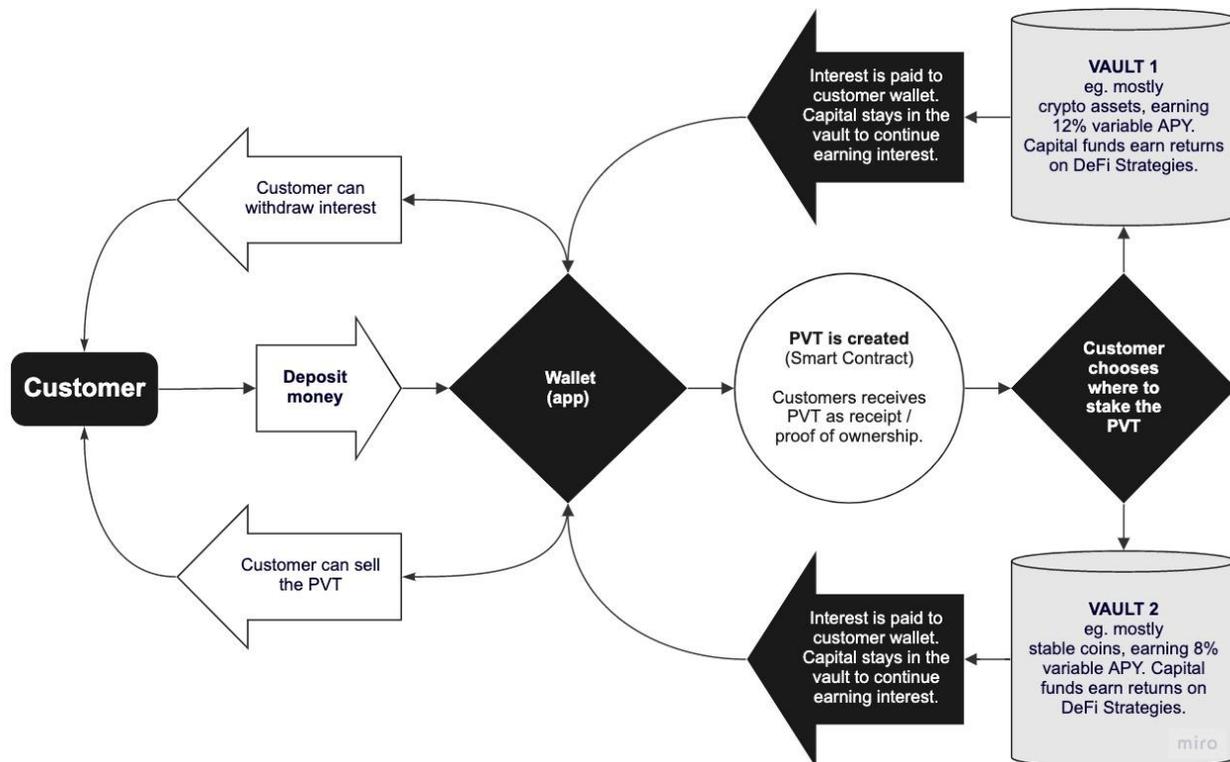
2.4.3 Use Cases

Four core use cases for SyncDAO Perpetual Vaults to experience cash flows in different ways.

1) **Cash Flows**
   The first is to create cash flows, streams of income, that will cover the cost of different recurring type bills or expenses you might have.

2) **Piggy Banks - Long Term Savings**
   The second reason to use Perpetual Vaults is for a large long term savings goal. Maybe it's a retirement goal, saving for a college fund, or building a nest egg for other goals.

3) **Dollar Cost Averaging into Crypto Assets**
   The third reason is to dollar cost average into more crypto assets as part of an accumulation strategy. The income generated off this capital goes towards buying more of the chosen cryptocurrencies such as Bitcoin or Ethereum.

4) **Perpetual Products**
   The fourth reason is to pay for something once and then never pay for it ever again. This is quite a unique concept. Consider a product users pay for on a regular basis, such as a laptop or mobile phone, with a desire to upgrade them every few years, meaning there are regular purchases.

A perpetual product is a contractual arrangement with a merchant where the user pays for a phone one last time. They pay a premium price, the retailer puts the money in a vault, then the income gives them a guaranteed sale each time it builds up enough to pay for the next phone, laptop etc. The concept is simple, but it could really change your life and the way you think about income and expenses.

2.4.4 Wallet

Plugging the Humans in: A Simple App

SyncDAO Wallet is a UX win.

Every other cryptocurrency wallet suffers from usability problems. We understand that people do not want to think about their money, they just want it to be easy to use.

We have found a way to give access to the benefits of crypto with the user experience of Venmo (or AliPay or M-Pesa.) We expect top-shelf apps from household names to *just work the way we expect them to*. SyncDAO works the way you would expect it to.

We have analyzed the design of dozens of DeFi apps and identified the three points where most apps lose users: dealing with addresses, having a small network, and seed phrases.

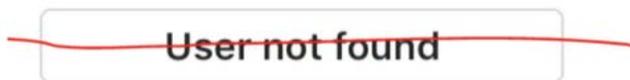We spent many late nights working on elegant solutions to these problems:

Motags - Easy to remember send-to addresses, like $Peter.

No more of this:

Links as money - Send money to anyone regardless of if they are already SyncDAO users. Integrated with all your social networks.
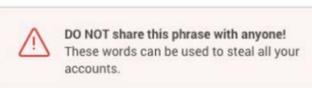
No more of this:

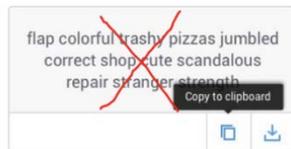**Intuitive Account Recovery -** Intuitive email and social account recovery.

No more of this:

Seed Phrase

If you ever change browsers or move computers, you will need this seed phrase to access your accounts. Save them somewhere safe and secret.

⚠️ **DO NOT share this phrase with anyone!**
These words can be used to steal all your accounts.

Private seed phrase

flap colorful trashy pizzas jumbled correct shop cute scandalous repair stranger strength

Copy to clipboard

These solutions mean we can take the *usability of digital payments* and combine them with the *benefits of DeFi returns*.

The solutions above are revolutionary in this space because they do not compromise on any of the benefits. For example, exchanges allow for you to use email recovery, but they are custodial. **SyncDAO has untied this knot without taking control of your money.**

The most challenging part of this was the account recovery. SyncDAO Wallet is a *Smart Wallet*, which allows for this without sacrificing usability.

Plugging the Money in: Fiat Gateways

Banks will serve an important final purpose as we transition away from the legacy money system. SyncDAO has built a network of fiat gateways that enables us to plug into the financial system of *163 countries around the world*. This allows users to change between cryptocurrency and fiat money within the app.

A quick note about regulation is necessary here (it will be very quick, we promise): Each of these gateways is legally required to collect identity information from users. SyncDAO will not collect this data ourselves, instead, each of our partners is responsible for following local regulations. By operating in this way, **SyncDAO avoids any concern with regional compliance** and avoids running afoul of money transmission laws.

3. Technical Architecture

3.1 Overview: Launch Product Functionality

Perpetual Vaults

The first version of SyncDAO includes:
- Deposit stable coins, receive PVT as receipt
- Stake PVT in the user portal to receive a cash flow of stable coins
- The interest generated will be allocated: 80% flowing to the nominated address as cash flow; 20% reinvested and compounding so that the capital and cash flow are ever growing.

Future developments in the pipeline include:
- Multiple vault options in the user portal for staking in different strategies
- Different coins for payment streams
- Automatic compounding
- User wallet with PVT as stable coin balance

Affiliate Layer

The launch product includes the affiliate layer, meaning users can invite friends to get the benefits of creating cash flows from Perpetual Vaults, and then also be rewarded for that for a lifetime.
For example, when a user deposits $100, the affiliate will be rewarded a small % of the interest on that $100 for life. This is a tool for users to create lifelong streams of income as an affiliate when they share and support others to use the product.

The affiliate portal allows users to generate a tracking link to share with others, and to nominate an address for commission payments initially paid in the same currency as deposited by the user.

Future developments in the pipeline include:
- Affiliate training material to support effective sharing and education
- Receive different types of coin as commission
- Automatically compound them into PVT balance
- User wallet with easy to share money links for payment

SDG Governance Token

The DAO will be established with SDG as a governance token so SDG holders can submit proposals, vote and direct the development of the Vault strategies and DAO.

Auditing

Building on the initial Quantstamp audit of the MVP product, our further smart contracts will be fully audited before launch also.

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4. SyncDAO Business Case

4.1 Market Opportunity

Traditional finance services (TradFi) have had a significant share of the market for some time. It is unreasonable to expect that DeFi will not stand to disrupt the majority of the old system over the next 20-30 years. So lets context the TradFi Market size.

TradFi Market Size

The Boston Consulting Group estimated there was $74.3 trillion of global assets under management in traditional finance (TradFi) for the year 2018.[2]

Traditional wealth management is a huge business, but affiliates will help an ever-growing number of people to exit TradFi into DeFi products. The only question is, will DeFi eventually eat all of TradFi? We think so.

Affiliate commission of 1% on this market = $743,000,000,000

4.2 Unique Market Value

The DeFi Landscape for SyncDAO

We can break this down into three different mind spaces, the first mindspace would be **Vaults**. We have great projects that have created secure and effective vaults, which show the

viability of having multiple strategies happening inside of the vault that generates yield or APY. This means there is a diversity of assets within that product that continuously generate yield. This further protects the downside, if anything should happen to any one of those strategies.

The second thing we've seen in DeFi is Aggregators. These are products that grab different yields from different places and combine them with more fixed style returns than traditional vaults. Vaults have flexible, dynamic strategies that can be changed on a day to day basis[2] whereas a DeFi aggregator typically just funnels different streams of incomes and points it at you.

The third type of mind space is Affiliate Smart Contracts. There's a few different products out there that have started to play with this notion of having affiliates. None of them have come up with this perpetual edge that we have. But there's lots of great incentives out there, and incentives have definitely worked when it comes to crypto, driving user adoption and go to market strategies - there's a lot of scope for affiliates to continue to play a big role.

The synergy of these 3 spaces is where SyncDAO shines.

SyncDAO USPs

Other key elements that set SyncDAO apart are:

1) The product is for life and focused on being a long term game for long term wealth builders. That is distinctly different from many DeFi products that are transactional in nature. SyncDAO is here to serve our customers for life and beyond, passing the baton of generational wealth and innovation to the people who come after us.

2) SyncDAO has been built from the ground up with the intention that someone is going to help users through their journey in cryptocurrency. The future for a decentralized customer service team is on the frontline of support - and this is the role of affiliates.

   At both philosophical and structural levels, decentralized affiliates play a deep role in helping people use this powerful technology. In DeFi and crypto, people don't generally like the idea of middlemen, yet what they forget about the user landscape is that some people just don't even know how to turn the computer on, they are unfamiliar with financial products or technical navigation - they're going to need help.

   The person who helps them should be rewarded for their time. It's not about recreating the old system inside of the new - it's about giving users the experience they want, and are in many cases demanding. The rapid growth in cryptocurrency programs and educational tools, is because there's a huge demand for people to want

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[2]https://image-src.bcg.com/Images/BCG-Global-Asset-Management-2019-Will-These-20s-Roar-July-2019-R_tcm9-227414.pdf

to learn and be educated in the space. SyncDAO is a tool that enables the system to be more sustainable as a whole.

3) SyncDAO completely and utterly believes that decentralization is a core part of the way forward. As a DAO, we are creating a timeless system, with goals and priorities to guide 100s, if not 1000s of years of evolution and growth. That the systems, the wealth, the ideology we leave behind can be something that supports people into a deeper understanding of who we are.

We are driven by the question of actualisation - so when we have things like cash flows covered, and we've achieved all our long term goals, who are we? Who's that person, that society we are going to meet? On the other side of embracing this grand technology?

4.3 Monetization

Revenue generated by the Perpetual Vaults is split 3 ways. 85% goes back to the holder of the PVTs, 10% goes to the affiliate who introduced the user. The remaining 5% flows back to the SyncDAO treasury creating a perpetual revenue stream.

In the event that a user comes directly to the Perpetual Vaults without being referred by an affiliate, the 10% of revenue that would normally flow to the affiliate, will instead also flow to the SyncDAO treasury creating further revenue.

SDG token holders will be able to submit proposals and vote on how the revenue generated is used.

4.4 Affiliates For Growth

Affiliates

There has been a narrative in crypto and DeFi about removing the middleman. While this holds true for an experienced or tech savvy user, we believe that for mass adoption to truly occur, new users are going to need someone to guide them, introduce them to trustworthy projects, and step them through the complex processes that can be required.

In the TradFi world, that middle man role has been filled by financial advisors and wealth coaches. In this rapidly changing world, not just of DeFi but with the increasing reach of social media, we are now seeing a rapid rise in influencers, YouTubers, TikTokers, Clubbies etc becoming de facto advisors.

Looking further out, we can see traditional financial advisors also becoming DeFi affiliates..

Who will be DeFi Affiliates?

- Influencers	- Teachers	- Internet
- Speakers	- Mentors	- Marketers
- Authors	- Affiliate Marketers	- Advertisers
- Podcasters	- Celebrities	- Bloggers
- Youtubers	- Leaders	- Consultants
- Coaches	- Enthusiasts	- Vloggers
- TikTokers	- Traders	- Associates
- Clubbies	- Investors	- Evangelists
- Insta famous	- Builders	- Strategists
		- Analysts

5. SyncDAO Governance Token (SDG)

SyncDAO is a DAO established to bring user adoption to DEFi products by aligning incentives between users, affiliates and governors of the SyncDAO protocols and ecosystem.

5.1 Governance

The SyncDAO governance token (SDG) doesn't have any inherent value but gives you utility to vote on proposals put forward to the DAO.

SyncDAO Governance Token Holders are strategists and can vote in new strategies to maximise vault performance.

PROPOSAL	VOTING	ENACTED
Proposals Put Forward to include: → Updating Vault strategies → Product Launch sequence → Future Incentives *And even more innovative proposals!*	SDG Token Holders **Vote** For or Against the Proposals → inside the Governance interface → 1 token = 1 vote *The more tokens you have the greater your voice!*	Proposal **Enacted**! *Approved proposals are enacted!*

*** The SDG token gives you voting power and in turn a voice in directing the SyncDAO protocol and products - it does not have any value beyond this.

5.1 Tokenomics

Token Summary

Token name: SDG - SyncDAO Governance Token
Total supply: 2,000,000,000

Product Usage 1	200,000,000	10.00%	Unlocks over 12 weeks to product users
Product Usage 2	800,000,000	40.00%	3 month cliff then unlocks over 4 years to product users
Builders	150,000,000	7.50%	Unlocks over 8 years to incentivize developers
Affiliate	150,000,000	7.50%	Unlocks over 8 years to incentivize affiliates
Team	250,000,000	12.50%	6 month cliff then unlocks over 30 months
Advisors	50,000,000	2.50%	1 month cliff then unlocks over 24 months
Angels	225,000,000	11.25%	2.5% unlocked at TGE. Balance unlocks over 9 months
Presale	100,000,000	5.00%	10% unlocked at TGE. Balance unlocks in 3 equal amounts at the end of months 1, 2 & 3
Public	20,000,000	1.00%	20% unlocked at TGE. Balance unlocks in 2 equal amounts at the end of months 1 & 2
Reserve	55,000,000	2.75%	Unlocks over 9 months
	2,000,000,000	**100.00%**	

TGE

SyncDAO Governance token will be launched 2 September 2021 on launchpads to be announced.

6. Summary

At SyncDAO we are committed to seeing this revolutionary technology take hold and stick. Meaning that more users come into the ecosystem and stay for the long term benefits that are brought about by having this technology take off - and ultimately become a new experience of money in day to day life.

For us, what's non negotiable about this is that first and foremost, we absolutely believe that the user is capable of being their own bank. We know that beyond ensuring they have access to great technology and returns and all the tools to do this, we 100% believe in their ability to really be responsible for their own life. We know that if we can start to use this technology in such a way, we can build a thriving culture of responsible human beings. The world needs that right now.

Another core focus that's important to us is that people have a deeper understanding of why this all matters. Education is a big element of this whole mission. Internally we as a team like to learn, and we hope that externally our users are learning, our affiliates are learning, our governors are learning. DeFi and the future of wealth is an exciting thing to learn about.

We also stand for lawful rebellion. Meaning we want to figure out how to disrupt the current system in a way that makes the most sense, in ways that support rebalancing all of the inconsistencies when it comes to centralized systems. Transparency is an important element of this. Systems that are permissionless are important. Accessibility is important. Most people don't realise that there's 1.8 billion people in the world who can't typically access the same level of basic banking services as others. There's a human impact to that, a limitation of access to resources, decreased quality of life, a limitation on developmental capacity. That's really unfair. Fairness, diversity, inclusion are all things that we care about here at SyncDAO.

7. Contact Us

Stay connected and find out more about SyncDAO.

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