district0x

Quarterly Report
Q1 2023

April 1st, 2023

Contents:

Mission, Vision, and Values

In our first ever quarterly report we shared our mission, vision, and values statement to serve as a guiding light throughout our growth and development as an organization. We will continue to highlight these at the beginning of every report to keep our ultimate goals fresh in mind.

Our Mission

Decentralize the ownership structures of the world's marketplaces.

Our Vision

Deploy a platform for the creation and operation of communal marketplaces as decentralized entities, build network effects around the platform via a suite of ancillary services and by fostering a third-party developer ecosystem, and leverage these network effects to supplant privately controlled marketplaces with districts that allow for open participation in the governance of markets.

Our Values

1. **Transparency** - Open and honest communication provides each person the opportunity to contribute in the most meaningful way.
2. **Autonomy** - We supply the tools and information to do the job, but trust one another to get that job done.
3. **Inclusion** - We welcome participation from all colors and creeds, across all borders and nationalities. We are empowered by the diversity of our ideas because competition breeds strength.
4. **Decentralization** - We seek the path of broadest consensus, and work to align motivations through incentives, not instigation.

Product

Meme Factory

On the new Polygon Meme Factory, we have been adjusting the smart-contract-server library to deal with rate limits. This was required for upgrading Meme Factory to the new web3 library. Further , we adjusted and tested Meme Factory to use shadow-cljs and the latest versions of district0x libraries, including web3-next. Fixing small bugs here and there along the way.

Name Bazaar

Name Bazaar was steady in Q1, with minor updates this quarter. First, We made name-bazaar migration (server, browser) work shadow-cljs & deps.edn - check the full update here: https://github.com/district0x/name-bazaar/pull/225
Then we migrated district-ui-sendgrid and district-ui-router to a monorepo - check the update here: https://github.com/district0x/d0x-libs/pull/57
Finally, some of our latest updates on Name Bazaar include CICD changes for production, pre-production, and staging, as well as minor bug fixes and code refactoring for configurations.

StreamTide

We kicked off the Streamtide project by taking our existing proof of concept (PoC) and transitioning it to Clojure. This involved setting up the project structure and adapting our CSS and HTML elements to function with a real server. We started with the backend development, leaving the frontend (ui) for later. During this phase, we encountered limitations with GraphQL libraries, hindering authentication. We dedicated time to addressing these limitations.

We subsequently resolved these GraphQL library limitations, enabling smooth authentication. Following this, my focus shifted to defining the GraphQL schema, resolvers, and database architecture. We worked on implementing GraphQL requests to access and display data from the server, including user lists and donation information. We also added features for updating user profiles and achieved authentication via the Meta Mask wallet.

This quarter also involved collaborative meetings with colleagues to synchronize our progress, address queries, and explore the integration of Gitcoin Passport for enhancing user reputation validation. We shared an initial Streamtide implementation on GitHub, seeking early feedback, and contributed to various libraries within our project's monorepo, including improvements in contract migrations, database synchronization, unit testing, and minor fixes in smart contracts.

Ethlance

Our developers spent time debugging re-frame-web3-fx tests, which gave inconsistent errors. We also migrated some remaining libraries and started implementing the Create New Job page on Ethlance's staging. Furthermore, we added example applications to the monorepo to simplify trying out the libraries in a real node.js environment. Finally, we refactored Ethlance by separating the UI and node code from their dependencies in separate folders (shadow-cljs apps), effectively clarifying these dependencies and reducing cognitive overload for developers.

We were primarily focused on assuring that the sign-in flow works, removing the Standard Bounty, and finalizing the Create New Job page.

We also fixed some more dependency issues on Ethlance. Now the Ethlance server & browser run normally. After incorporating district-ui-graphql updates to get the Authorization headers added for the mutation requests, we continued removing some unnecessary complexity and code related to standard bounties, and integrated the back & front-end for the Job creation page.

The New Job page now works through the stack — (browser/smart-contract/graphql api/postgres/ipfs). We've moved on to developing the same with the job details page — again focusing on getting the whole stack to work.

Our developers finished the Proposals list and tested adding/removing proposals on the Job-details page. We also started doing ui & back-end integration on the Job-contract page, and finished most of the profile pages for all user types. We then proceeded with implementing the Job-search page.

Marketing

The first quarter of 2023 was a time of continued recovery for the crypto market, with prices steadily rising and overall sentiment improving. This was reflected in our marketing efforts, which focused on building awareness and engagement with our community.

Key Highlights:

- Launched StreamTide, our live streaming platform for creators and fans.
- Attended key industry events, including NFT NYC, ETH Dubai, ETH Tokyo and Consensus Austin.
- Grew our community by over 50%.
- Increased our social media following by over 50%.

Our marketing strategy for Q1 2023 was focused on four key areas:

Reach: We wanted to reach as many people as possible with our message about the power of web3. We did this through a variety of channels, including social media, paid advertising, and public relations.

Engagement: We wanted to create meaningful engagement with our community. We did this by developing a new gamified AI community management tool: Aqua Prime. We also continued to create content that was relevant and interesting to our audience, focusing on real time developments of the market and competitors via four new Spotlight articles about: the Meme Coin Mania, Bitcoin Ordinals, AI Tooling, and Oracles.

Conversion: We wanted to convert our community members into users of our products and services. We did this by offering incentives, such as airdrops and discounts, to encourage people to try our products, mostly done through The DappStream Twitch channel.

Results: Data Analytics to monitor and review all activities on our apps, and community engagement tools such as the Discord, our various Twitter channels, Twitch and Youtube.

Our marketing efforts over Q1 were successful in achieving our goals.

We reached a wider audience, engaged with our community more deeply, and converted more people into users of our products, subscribers to our youtube channel and twitch stream and to follow our Twitter accounts, even after several months of bear market downtrend. We are confident that this momentum will continue into Q2 2023 and beyond.

Looking ahead, we are excited about the opportunities that lie ahead in Q2 2023. We plan to continue to grow our community with our new AI venture, Aqua Prime, a game that makes it easy to experience web3 and crypto in a fun and low-barrier way. Aqua Prime is a minimum viable metaverse that merges Discord, Twitch, and Web3, offering players an immersive, story-driven game that introduces them to the world of cryptocurrency and decentralized apps. The game has a TTRPG-inspired format that encourages role-playing, and players can earn rewards for nominating others for the best role-play. The Web3 aspect comes into play when players link their MetaMask wallet to Discord, unlocking special roles that give them new income opportunities and features in the game. Players can earn the TIDE token through gameplay, and NFTs can also be earned, giving players ownership over the economy in various ways.

On the Community side, we are exploring a new concept: 'Aqua Prime' - which is a proof-of-concept game that shows what's possible with Web3 and AI. The game offers a fun, safe, and lighthearted way to introduce the crypto-curious to Web3, and in a low-barrier way acts as an onboarding portal, so people can use the Dapps we build at district0x, and it gives creative ways to establish a wallet simply by playing a game.

We're dedicated to building a community that rewards engagement, creativity, and hard work. Aqua Prime is just one example of how we're making that happen. We will continue to build out Aqua Prime and reward our most engaged community members with StreamTide & Meme Factory NFTs, memberships, and other perks.

We're also developing community support tools such as AI chatbots for freelancing gigs and Ethlance job postings, and make a positive impact on the web3 ecosystem, more precisely on the Ethereum Community and the Polygon Network. We are grateful for the support of our community and look forward to working with you to build the future of web3.

While in 2022 the relaunch of some of our applications had taken longer than anticipated, the work delivered by our developers has been steady, our smart contracts and libraries have continuously been upgraded, and we can say with confidence that these efforts will continue throughout the year to ensure our apps stay competitive and we build out features in accordance with our communities requests. On the marketing side of things, we are looking forward to more events and collabs this summer and throughout the rest of the year as well.

As we forge ahead, we encourage everyone to stay actively engaged on our Discord channel and keep an eye on our social media platforms to witness the community's decisive role in the minting process. We eagerly anticipate the exciting developments that lie ahead in the coming quarter for the district0x community!
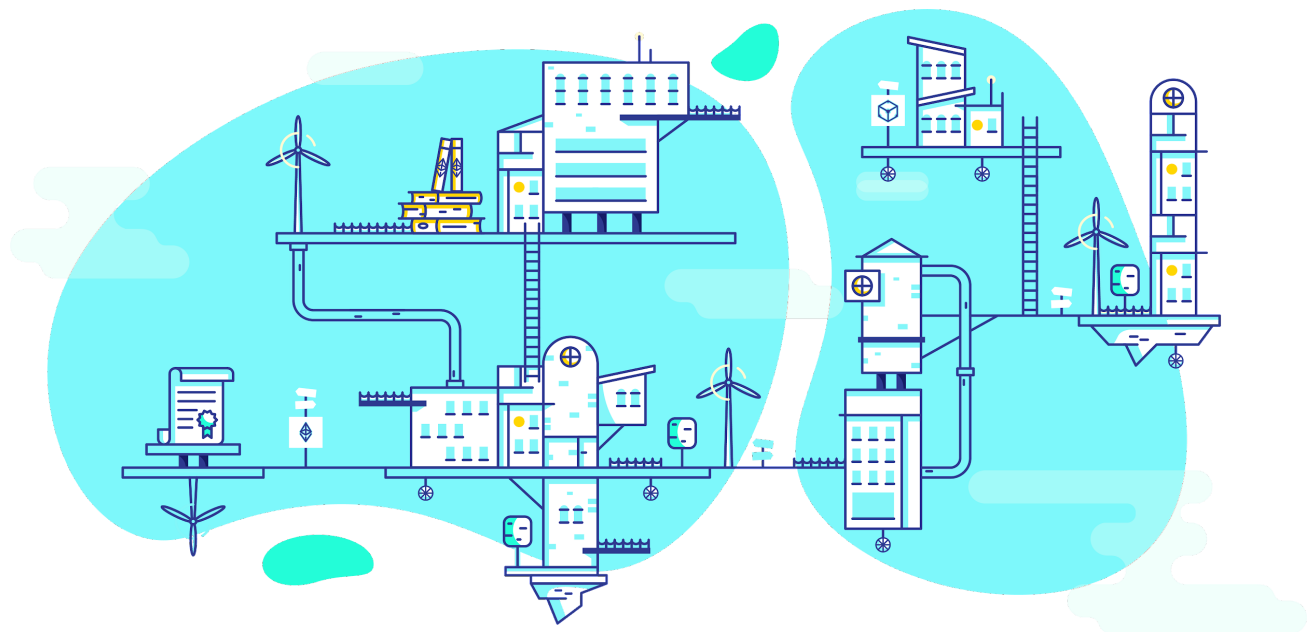
Financials

Balance Sheet

Assets

CURRENT ASSETS*	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023
BTC	$8,616,798	$5,249,401	$7,569,958	$7,569,958	$3,121,106	$2,672,180	$4,601,703
ETH	$18,828,977	$21,536,215	$10,441,495	$10,441,495	$3,296,337	$3,702,943	$5,523,605
DNT	$27,864,000	$24,174,000	$15,030,000	$15,030,000	$8,190,000	$3,330,000	$5,454,000
GRT	$47,166,667	$44,460,000	$31,306,667	$31,306,667	$6,153,333	$3,780,000	$9,440,000
KEEP	$340,733	$630,115	$630,115	$630,115	$157,952	$64,486	$166,172
Stable Coin	$1,964,296	$1,964,296	$4,551,702	$4,551,702	$5,217,109	$5,217,109	$5,217,109
Prepaid Expenses	$108,000	$0	$432,000	$324,000	$0	$0	$0
TOTAL CURRENT ASSETS	$104,889,471	$98,014,026	$69,961,937	$69,853,937	$26,135,838	$18,766,719	$30,402,590

LIABILITIES

CURRENT LIABILITIES	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023
Short-Term Debt	$0	$0	$0	$0	$0	$0	$0
TOTAL CURRENT LIABILITIES	$0	$0	$0	$0	$0	$0	$0

*Based on USD values taken from Etherscan or Coinbase on the first day of the following quarter.

Income Statement

INCOME	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023
Revenues	$0	$0	$0	$0	$0	$0	$0
Cost of Goods Sold	$0	$0	$0	$0	$0	$0	$0
GROSS PROFIT	$0	$0	$0	$0	$0	$0	$0

EXPENSES	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023
Contractor Wage	$119,582	$578,445	$286,075	$345,500	$374,300	$374,300	$440,700
Technology and Development	$5,823	$31,691	$4,843	$1,647	$3,122	$17,687	$4,395
Marketing and Sales	$2,125	$86,128	$0	$0	$0	$0	$5,373
General and Administrative	$30,254	$69,767	$24,388	$21,861	$47,345	$22,648	$9,683
Other	$0	$0	$0	$0	$0	$0	
TOTAL EXPENSES	$157,785	$766,031	$315,306	$369,008	$424,767	$414,635	$460,151
OPERATING PROFIT	-$157,785	-$766,031	-$315,306	-$369,008	-$424,767	-$414,635	-$460,151

Summary

We are excited about the progress we have made on these projects and look forward to their development in this new year. Momentum on StreamTide and Ethlance has really ramped up and the future is looking promising. We are optimistic in the future of blockchain and will continue to build towards it.

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Learn More

For more information about the district0x network,

- Head to our [Onboarding Terminal](#) for all links at a glance
- Check out our [Education Portal](#) for all things #web3
- Join the official [Discord server](#) or [Telegram](#) channel
- Watch our [YouTube intro video](#) and [live stream](#) on Twitch.tv
- Subscribe to [email updates](#) or to our [Subreddit](#) forum
- Follow us on [Twitter](#), [Facebook](#) and [Instagram](#)