



district0x

Quarterly Report Q2 2024

July 14th, 2024

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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

This quarter, district0x focused on further integrating various aspects of its ecosystem, with significant updates and outreach efforts to engage a broader creative community.

For Meme Factory, boosting engagement was the key objective throughout Q2. Meme Factory artists' involvement in the broader community has continued to grow with new pieces created for the dank registry and significantly more engagement on our discord. Besides, Meme Factory assets have continued to be integrated as a faction in the Aqua Prime community game, providing unique gameplay sessions with token-gated access and faction-specific perks. Stay tuned for the new season of the game!

StreamTide

In the second quarter of 2024, StreamTide has seen consistent growth. Meanwhile, a few important updates have been implemented.

First, we transitioned the application from Arbitrum to Base Chain, responding to community requests for lower fees. Base's fast and cheap transactions, coupled with the social dynamics of Coinbase's L2 and its recent explosion with a native meme-mania similar to Solana, made this a great network for StreamTide to seek new users. Underlined by the transition to Base chain, encouraging more participation, our engineers have implemented ERC20 Token Matching in preparation for the Q3 grant round. This will enable a more seamless UX for users on base. In the community, we organized NFT launches for artists, continued live-stream events, and onboarded new artists, collecting content for the first patron matching round.

StreamTide allows artists to build a home base for their internet presence and own their patronage in the same way they own their email lists. The key difference is that, with StreamTide, artists can communicate both information and value directly to their payment addresses and email lists. Artist Ownership is a significant narrative we rely on for pushing StreamTide to the next 1M artists. To anticipate the growth on Base, we have also reviewed our Stream, leading to a rebranding and 'Multicast Expansion'. The Stream rebranding has been finalized to reflect the StreamTide brand more accurately, and more live stream channels have been added to our multicast, including Kick and Meta.

On the technical side, StreamTide saw significant progress across multiple fronts, enhancing the functionality and user experience of the platform.

Major Enhancements include the Token Flexibility for Matching Pools, which enables sponsors to fill matching pools with ERC20 tokens, not just ETH. This includes adjustments on the leaderboard and round pages to display multiple currencies and the functionality to fetch and validate coin information. Further, we added support for the Rabby Wallet and Coinbase Smart Wallet, broadening user choices for easier onboarding, and integrated Sign-In with Ethereum (SIWE) into the “Connect Wallet” button, streamlining the login process.

From an infrastructure standpoint, we ported the production environment to the Base network (Coinbase’s Ethereum Layer 2) and prepared the server for asynchronous database calls and began adding support for PostgreSQL to boost performance and scalability.

For ‘Inset Coin’, we have completed preliminary testing of the tournament smart contracts, and further refined the Discord bot that handles in-server matchmaking for the meme card game ([Dulst](#)) to serve as direct onboarding to StreamTide.

These bots also retain player records, including wins, losses, and recent history. We also completed the initial design phases to get Inset Coin ready for Q3 final testing, allowing players to engage in live-streamed game tournaments. Currently refining the overall webpage aesthetics. We are developing a structure for tournaments to include grant matching as well. This is currently being tested on the Base chain. The contracts support the use of custom ERC20 tokens.

Community outreach has also been steady. We have reached out to a diverse group of creators, including comedians, musicians, Twitch streamers, and traditional artists. This outreach aims to encourage participation and applications for donation matching on our patronage platform. Ongoing initiatives include planning a community-based test round in August and applying for grants to build on the Base network, as well as an increased Social Media Presence with a new X profile for Inset Coin soon to be created to enhance engagement.

An additional feature currently in development are Smart NFT wallets for users in ladder matches, offering staking options for community tournament winners. Weekly game tournaments will also feature, where the weekly winner holds the NFT wallet to stake tokens. This feature is expected to be ready post the initial test round but will be available by the time Insert Coin goes live.

Finally, we are now focusing on StreamTide's Farcaster Launch. With the goal to bootstrap a community on Warpcast and seed initial grant pools via the warpcast platform, we have decided to set up A Warpcast Frame where Base users can seamlessly support their favorite artist. This marks the first step in growth strategy. We are diligently working to ensure everything is in place to execute on this first campaign on Warpcast with Rekt, the community's favorite artist. We're excited to continue working on StreamTide and to further develop "Insert Coin" as an additional contribution to this platform!

Ethlance

Development on Ethlance has continued successfully in Q2 2024, nearing feature finalization and subsequent launch. We have effectively identified and resolved numerous issues, enhancing functionality and user experience across the platform.

In Q2, we have undertaken extensive updates and improvements throughout the system, leading to the completion of a number of key tasks: we fixed the bug that prevented users from choosing themselves as arbiters, updated user interface when account changes in MetaMask, stopped showing addresses for ETH amounts, hid the 'Invite to job' option when no jobs are available, and added messages in empty tables.

We also added improvements including: disabled buttons while a transaction is being processed, displayed rating stars on feedback messages, improved the dispute resolution form and chat bubbles, addressed the cause of the Ethlance server crash on QA and applied a temporary fix, and debugged ERC721 and ERC1155 jobs in QA, ensuring the same code runs locally.

Throughout the Summer, we are focusing on making further progress on UI by enhancing sections to look better while their data is still being loaded and polishing additional UI elements, specifically preventing the chat form from scrolling due to page re-rendering after sending a message.

On an infra level, we are looking for ways to stabilize the Ethlance server syncing for contract events by testing two approaches; first by removing error catching (safe-go macro) from syncer to let the server fail upon errors, and second by monitoring using OpenTelemetry to gather logs and error data for specific events. This includes setting up and testing OpenTelemetry (SigNoz) locally and on AWS to debug the syncer issues further. The goal here is making subscribing and syncing of smart contract events more robust by gathering debugging data to diagnose under which circumstances issues occur.

Next, we will finish addressing current and newly reported issues, such as implementing a simplified syncer process to confirm if the server environment is receiving events, helping diagnose potential issues in the syncer code/setup or database writing part; as well as look for a more permanent solution to the Ethlance server crash and resolve the issue of creating ERC721 and ERC1155 jobs not working on QA (where transactions get mined but the UI throws an error and doesn't redirect).

Our new Discord Bot, with advanced functionalities to enhance job categorization and natural language processing now supports more complex interactions and provides more relevant responses, enhancing the bot's ability to handle diverse job-related queries and offer personalized recommendations.

While continuous QA efforts ensure a smoother and more reliable user experience, we are preparing the production setup and aim to go live within months now, for this we want to deploy contracts to Optimism to prepare the production environment.

Aqua Prime

In Q2, we have also directed our efforts towards improving Aqua Prime further. Most notably, we have deepened the AI Integration through testing various third-party AI video-generating bots to build a cohesive structure for Aqua Prime gameplay. These bots help develop storytelling rules and faction-based competitive play, including AI-generated storytelling contests with an economic role-playing twist.

We have also increased the use of NFTs, so now various NFTs are integrated into the game as new factions, allowing the community to use their assets in creative and productive ways. A few different Meme Factory artists have incorporated their NFTs into the game. We are excited to have soft launched the new Aqua Prime Discord to select interested participants and beta testers.

Next, we are planning additional Game Integrations to create a more immersive user experience, showcasing our brand's commitment to technological innovation and unique gameplay. These advancements are set to attract gamers and tech enthusiasts, contributing further to our vibrant community ecosystem.

Aqua Prime has continued to evolve, with major advancements in gameplay and user engagement throughout Q2 2024. We invite community members to test the latest features and provide feedback whenever possible, as has been instrumental in refining the game, community initiative, content creation and game platform.

Marketing

Our marketing efforts in Q2 2024 have increased across the board. While our new Discord Initiatives have retained a dedicated community, our new focus on Base is bringing new eyes and users to our apps. We have significantly boosted communication via Warpcast and other base-centric ecosystem channels such as the Base Chain Registry, so that the visibility and reach of district0x's applications is boosted by positioning ourselves at the center of attention, amidst memecoin degens and onchain sleuths.

We are now planning an all-out Launch Campaign on Warpcast, targeting the onchain community there with a highly relevant StreamTide Launch Campaign featuring Rekt as one of the key artists on the platform. The mission of this campaign will be to enable Rekt to submit his first Fake Rare Card, something only the most successful meme artist can aspire to. The entry ticket to the 'Fake Club' now sits at around 2k USD, something not just every artist can easily afford. This perfect usecase for StreamTide will be enabled through a custom built Warpcaster Frame, to enable users to directly interact with the app from within the Warpcast feed on Base. This next marketing mission aims to raise awareness and attract new users by positioning a highly marketable campaign under the right eyes, highlighting how blockchain can help the creative industry reach their professional goals.

Meanwhile, our ongoing social media strategies have led to increased engagement and a growing follower across all deployments, with regular updates and interactive content. We seek to further strengthen our onboarding with increased community-driven initiatives including weekly developer calls to provide a transparent platform for community interaction with our development team, fostering deeper insights and valuable feedback. Participation in industry events and webinars has raised our profile within the blockchain community, increasingly connecting us with potential users and collaborators. We plan to attend additional industry events in the second half of the year.

So far, 2024 has been marked by significant progress and exciting developments across all our projects. Our focus on user-centric improvements, technical advancements, and community engagement has set a strong foundation for the future. Marketing has been instrumental to communicating this to new users effectively and bootstrap a loyal and ever growing following. We are grateful for the ongoing support from our community and look forward to achieving even greater milestones in the second half of 2024.

Financials

Balance Sheet

Assets

CURRENT ASSETS*	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
BTC	\$2,672,180	\$4,601,703	\$4,901,954	\$4,350,824	\$5,076,456	\$8,400,740	\$7,466,225
ETH	\$3,702,943	\$5,523,605	\$5,964,630	\$5,165,851	\$8,830,416	\$13,922,520	\$13,314,852
DNT	\$3,330,000	\$5,454,000	\$4,824,000	\$4,104,000	\$5,544,000	\$15,354,000	\$7,884,000
GRT	\$3,780,000	\$9,440,000	\$7,026,667	\$5,973,333	\$12,600,000	\$25,893,333	\$12,492,000
KEEP	\$64,486	\$166,172	\$94,568	\$75,163	\$104,313	\$205,830	\$92,365
Stable Coin	\$5,217,109	\$5,217,109	\$4,812,796	\$4,464,471	\$4,464,471	\$4,464,471	\$4,464,471
Prepaid Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL CURRENT ASSETS	\$18,766,719	\$30,402,590	\$27,624,615	\$24,133,642	\$36,619,656	\$68,240,894	\$45,713,912

LIABILITIES

CURRENT LIABILITIES	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024
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

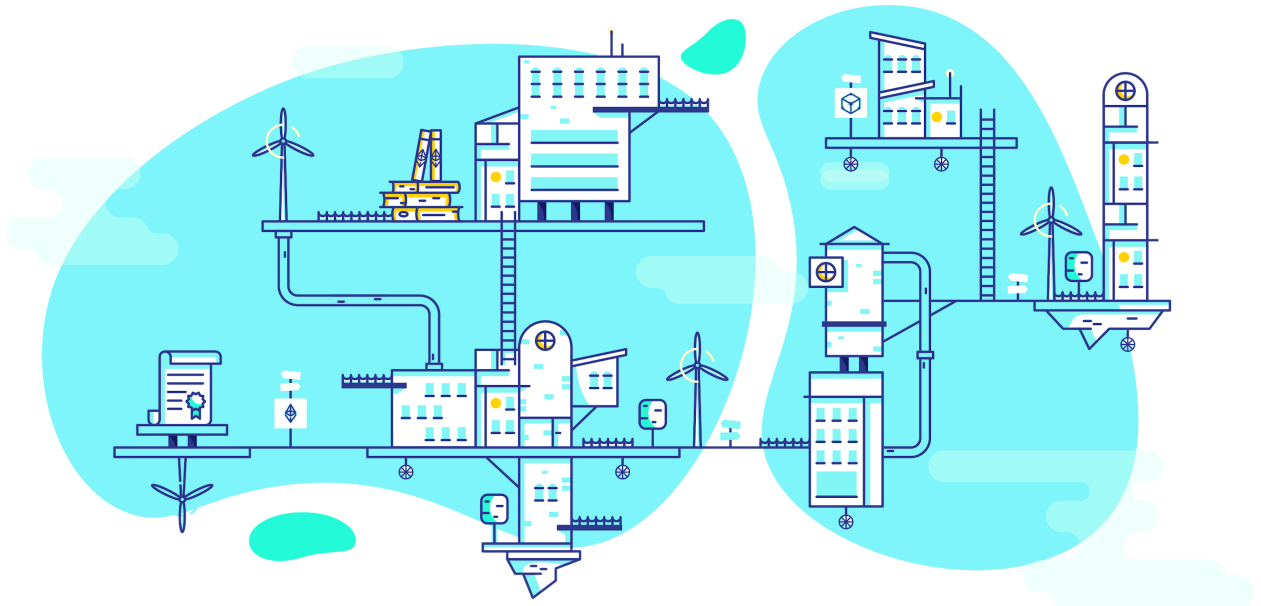
INCOME	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
Revenues	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cost of Goods Sold	\$0	\$0	\$0	\$0	\$0	\$0	\$0
GROSS PROFIT	\$0	\$0	\$0	\$0	\$0	\$0	\$0
EXPENSES	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024
Contractor Wage	\$374,300	\$440,700	\$404,313	\$338,100	\$308,400	\$308,400	\$308,400
Technology and Development	\$17,687	\$4,395	\$5,379	\$2,191	\$4,696	\$10,129	\$16,203
Marketing and Sales	\$0	\$5,373	\$0	\$0	\$3,000	\$0	\$0
General and Administrative	\$22,648	\$9,683	\$68,535	\$8,034	\$11,524	\$26,403	\$20,262
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL EXPENSES	\$414,635	\$460,151	\$478,227	\$348,325	\$327,620	\$344,932	\$344,865
OPERATING PROFIT	-\$414,635	-\$460,151	-\$478,227	-\$348,325	-\$327,620	-\$344,932	-\$344,865

Summary

Moving into Q3 2024, our efforts will continue to build on the momentum of this quarter's achievements. We aim to further harness innovative features and strategies that resonate with our community's needs and market trends, ensuring sustained growth and engagement. We encourage everyone to stay connected through our platforms, participate in our discussions and watch as we unfold new phases of interactive and immersive experiences. We remain optimistic in the future of blockchain and will continue to build towards it.

Joe Urgo

joe@district0x.io



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
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