



BaconDAO Whitepaper

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Introduction

Overview

BaconDAO (BACON) is a Decentralized Autonomous Organization (DAO) for collaborative learning and investing in Cryptocurrencies. The mission of the organization is to create the largest and most knowledgeable Crypto community, harnessing its group knowledge to help members learn and profit from Cryptocurrencies.

Vision

BaconDAO uses the power of a Decentralized Autonomous Organization (DAO) to amass the largest community and simultaneously improve the group's content, services, and investment opportunities.

We want the community to own and develop the content, services, and opportunities provided by the DAO, as we believe the knowledge of a large group is much more valuable than that of a select few. By embracing a grassroots design and incentivizing the key activities, the content and services provided will always be based on needs of the DAO, and the monetary success of the DAO will depend on the value it provides to its members.

This creates a self-evolving community of knowledge and services that benefit all members. By holding the \$BACON token, members are granted access to exclusive market analysis, token sale alerts, private sale opportunities, mentorship services, research articles, and the power to vote on the type of content and services they wish to receive.

By contributing to the aforementioned content and services of BaconDAO, members will be rewarded with the \$BACON token based on the community's vote. Knowledgeable and helpful members will also be selected as official contributors to the DAO to provide consistent content and services and receive higher compensation.

All of the content and the revenue generated from BaconDAO are also owned by the community, allowing the collective to decide on how to grow the community and structure its content. All members of the community are aligned on the success of BaconDAO and the \$BACON token.

All revenue derived from the BaconDAO project will be put into the BaconDAO treasury, to be reinvested in further growing the community and improving its services.

Education and Investment DAO Opportunity

Problem of Crypto Communities

1. Ill intention

Paid crypto groups leave a sour taste in its members' mouths. There is no way to refund or to express dissatisfaction with the group.

2. Biased information

Crypto groups often provide biased and inaccurate information. Group leaders only focus on extracting the most value upfront by promoting coins and products for a fee to the group members.

3. Lack of voice

Information provided in typical Crypto groups are not catered to the audience. Members do not have a way to voice their requests.

4. Lack of collaboration

Crypto groups are typically run by a few leaders and do not cultivate collaborative research and education. This significantly hinders the ability of the crowd to gather knowledge and discover opportunities.

5. Exclusivity of investment opportunities

Crypto groups are typically run by a few leaders and do not cultivate collaborative research and education. This significantly hinders the ability of the crowd to gather knowledge and discover opportunities.

BaconDAO's Positioning

BaconDAO's community has been around since November of 2019, with the mission to provide education and unbiased research on Cryptocurrencies for their followers to potentially make profit from. Over 1500 videos later, they have amassed a following of over 300,000 members across TikTok, YouTube, Twitter, Instagram, and Discord. Our DAO is now at 30,000+ members across Discord and Telegram. With a diverse background across Technical Analysis, On-chain Analysis, Trading, Investing, Degen Farmers, DApp Developers, Meme Masters, BSC Apes, NFT collectors, Artists, and much more.

We also have a team of 20 dedicated contributors releasing content daily on the most relevant crypto narratives such as:

- Bitcoin market analysis
- Altcoin market analysis
- BSC gems
- NFT gems
- Layer-2 gems
- Token sale alerts
- Kucoin Chain
- More gem categories as they develop..

To develop our community to the next level, we introduce BaconDAO powered by the \$BACON token with the following goals:

1. **BaconDAO members can choose to stake an amount of \$BACON tokens in their wallet and receive free membership.** If they are unsatisfied, they can get their money back at any time by unstaking and selling their tokens.
2. **BaconDAO staff and contributors are incentivized to provide members with unbiased and useful information.** All staff and contributors are elected by the community, and their services are evaluated by the community based on votes. Helpful members are rewarded, while disingenuous members are punished by taking their contributors roles away. All

members have a vested interest in the success of the community, as their profits are tied with the success of the \$BACON token.

3. **BaconDAO members can vote on decisions of the DAO by holding the \$BACON token.** The information and services of the community are catered to the specific requests of the members.
4. **BaconDAO cultivates a collaborative research and learning environment.** Sharing of useful information and resources are rewarded, and all contributors are selected from the base community. This provides a positive feedback loop for the future growth of BaconDAO and its quality of information.

Business Model

As education and content about Crypto becomes globally available through the internet, it is becoming increasingly harder to differentiate the legitimate content and communities from the ill-intentioned. BACON's business model aims to disrupt the current Crypto content and community model by cultivating a DAO of people and knowledge that truly serves the people, while simultaneously attracting the brightest minds and capital to the DAO.

Revenue Streams

- The primary revenue of the DAO will come from membership fees, either directly through a subscription payment, or indirectly through staking the BACON token or BACON-LP token.
- Secondary revenue of the DAO can come from research grants crowdfunded by the larger Crypto community. (Through Mirror.xyz)
- Investment income of the DAO treasury assets can also generate revenue for the DAO. These can include SAFTs, Pools, or income generating NFTs.

Value Proposition

Educational Academy

BaconDAO team and contributors will create a comprehensive Crypto educational academy for all experience levels. Current planned topics include Crypto beginners, TA basics, TA intermediate, TA advanced, Risk management, Altcoin fundamental analysis, BSC-101, Polygon-101, Polkadot-101, etc.

General beginner courses will be released first as a test for presentation style and topic suggestions, before more in-depth courses are created.

All courses will have a syllabus proposal reviewed by the community before the content is developed. Subsequent updates will be made on a regular basis when members request topics newly spawned with the Crypto space.

Other than written and video content, BaconDAO academy courses also include live Q&A sessions by the authors on a weekly basis. These will be hosted on the Discord for students to ask questions live and provide feedback for course adjustments.

Community Course Submission

1. Community teacher proposes course topic
2. Other members express interest to pay
3. Teacher fill out course syllabus template
4. Members vote on if they want to see it, and how much they would pay
5. If small funding goal is met, BaconDAO facilitates escrow of funding

Mentorship and P2P Help Service

Official staff and contributors of BaconDAO will offer mentorship services and regular consulting calls with groups of members.

BaconDAO members are also rewarded for helping each other on the BaconDAO Discord Server and Discourse Forum. Helpful Discord members receive tips from the contributors and moderators, while forum posts assisting other members reward the authors with splits of the monthly \$BACON token grant.

Unbiased Crypto Research

BaconDAO members discuss and propose research projects for the DAO to carry out. Topics are always selected based on their value to the community. The projects need to have a clear demand by the DAO in order to be conducted. Research funding for the projects are crowdfunded through Mirror.xyz thus they are always research that people will pay to read.

Investment Opportunities

BaconDAO will leverage its education, research capabilities, and its knowledgeable community to source private investment opportunities. These can include private sales and NFT drops.

Top BaconDAO traders will also publish their portfolio indices for other members to use as reference. Platforms such as TokenSets and Enzyme Finance may be used to set up dedicated investment vehicles to follow top traders of the DAO.

Growth Strategy

BaconDAO is founded by the Crypto Educator “VirtualBacon” with 300,000+ followers across TikTok, YouTube, Twitter, and other social platforms. This is the top of the funnel that is used to drive traffic to BaconDAO.

Since announcing the BaconDAO initiative in February, the BaconDAO Discord server has grown from 3,000 Members to over 23,000, with 100% organic traffic.

BaconDAO will continue to produce free educational content on all of its social platforms. Most content have a callback to the BaconDAO to show the contributor or topic vote associated with the content.

BaconDAO will call on its followers to join the DAO for not only more in-depth content and services, but also a chance to get direct help and a vote on the direction of the community.

Implementation Plans

Discord

Discord is the discussion hub of BaconDAO. Members will discuss all things related to Crypto and share ideas under specific topic categories such as Beginners, Technical Analysis, Trading Floor, NFT Chat, BSC Chat, etc.

Discord chats will be gated by a bot which verifies the membership NFT of the user.

Discord “Experience Levels” will also be used to recognize active members to consider as community moderators and contributors.

Discourse

Discourse is the private knowledge hub of BaconDAO. Members will post in-depth analysis, guides, and tutorials on the Discourse forum. This allows for content to be easily categorized and stored permanently for future reference.

Discourse categories will be gated by a bot which verifies the membership NFT of the user and grants the corresponding group tag. Only members with the correct tag can view and post in the forum.

In order to receive BACON rewards for posting and voting for content, members need to use the Discourse forum to preserve the accessibility of the information. This encourages members to only post the top quality content on the Discourse forum while keeping casual discussions in the Discord server.

Discourse “Trust Levels” will also be used to recognize active members to consider as community moderators and contributors.

Mirror.xyz

Mirror is the public research publication of BaconDAO. BaconDAO will use Mirror to crowdfund, publish, and split revenue for its public research content.

Public research proposals will first be proposed in the BaconDAO Discord and Discourse, before being formalized as a research campaign on Mirror.

We will use Mirror’s crowdfunding functionality to fund the research team and generate revenue for the BaconDAO treasury.

Each public research project will be immutably published on Mirror, and the content will be tokenized as an NFT through the platform. All future citations, tips, and sales of the research project’s NFT will have a revenue share to the original research team and the BaconDAO treasury.

Example of Research project on “NFT Value Equation” crowdfunded through Mirror:

https://coopahtroopa.mirror.xyz/A16NP2XXi9RdHptfdF9WHR0Xq_E1XDmUgMwPmJYOG7w

Community Programs

Contribution Rewards

Content Reward (Contributing valuable content)

Service Reward (Helping others)

Voting Reward (Vote for valuable content and helpful members)

Level-up Reward (Post content, service others, or vote consistently to level up)

Recruitment Grant

Read and pass knowledge test, explain how to contribute to community, to receive free membership for a month

Staking

Stake BACON token or BACON-LP token in order to receive BaconDAO membership NFTs. Stakers also share a total pool of BACON token rewards.

Initial Airdrop

Early contributors and members of the BaconDAO Discord received an initial airdrop in March 2021 as recognition for their continued support of BaconDAO and shaping the initial working phase of the community. These core supporters would participate in the DAO even without a token incentive.

The DAO

Membership

BaconDAO membership is represented by a non-transferable membership NFT. BaconDAO Discord, Discourse, and other future platforms will identify members by the wallets holding these NFTs.

There are two main ways to receive a membership NFT:

Subscription

Users can purchase membership NFTs directly from the BaconDAO store. Subscription membership NFTs expire after their active period ends. The price of the NFT declines as the period moves towards its end. The purchases are paid in stablecoins or with BACON tokens at a discount.

Staking

Users can stake a certain amount of BACON or BACON-LP tokens and receive complementary BaconDAO membership NFTs. These NFTs never expire as long as the user keeps the BACON token amount staked above the requirement.

Protocol Governance

BaconDAO protocol decisions are governed by the BACON token holders. Through snapshot.org voting, BaconDAO will propose key upgrades and changes to the protocol such as reward amount updates, treasury allocation, membership price adjustments. Even if the BACON holder does not have a membership NFT, they can still vote on the protocol decisions for the DAO. This is necessary to include all BACON token holders in the protocol and monetary decisions of the DAO.

Content Governance

BaconDAO content and services decisions are governed by the membership NFT holders. Through simple proposals and polls on Discord and Discourse Forum, holders of the membership NFTs can vote on the everyday content and service decisions of the DAO. These can include new chat categories, changes to topics offered in official courses, selecting top community submissions and helpful members to receive rewards, etc.

Membership NFTs are used for content governance in order to limit the content curation to the actual participants and consumers of the DAO. Membership NFTs are also non-transferable and limited to 1 per account. This ensures BaconDAO content and services are made to serve the largest number of members, instead of the most rich token holders. This prevents specific projects from influencing the content direction of the DAO.

Treasury

BaconDAO treasury will be managed by a Gnosis Safe Multisig wallet, with an odd number of signers each owning a hardware wallet. Deployment of treasury funds will be decided from a formal proposal through snapshot.org, where \$BACON token holders can cast their vote according to their holding amount.

BaconDAO treasury funds are used to fund DAO operations, product development, DeFi income and investments, obtaining NFTs for incoming generating activities (Eg. Axie Infinity), and other activities that can sustain or grow the BaconDAO services and capital..

Technical Roadmap

Season 1 — Member Initiation

- BACON Farm launch to reward LPs and mint membership NFTs (BACON holders can gain membership while simultaneously earning high APY in LP rewards)
- BaconDAO educational academy alpha launch. (BACON holders have access to gated membership content)
- BaconDAO hub alpha launch. This is the place where all members can discuss and find help in various topics of Crypto. (BACON holders have access to beta version of the hub)
- On-chain governance launch (BACON holders can vote on DAO treasury usage and protocol updates)
- Play-to-earn guild formation. Scholarships alpha launch with Axie Infinity (BACON holders can enroll in scholarships and play Axie Infinity to earn income)

Season 2 — Guild Formation

- BaconDAO Hub and Academy beta launch with content voting system and reward. (BACON holders will receive tailored services and receive tokens for contributing and voting for content in the DAO)
- Educational guild formation. (BACON holders can become teachers and students to learn and earn in Crypto.)
- Research guild formation. Research crowdfunds through mirror.xyz. (BACON holders can vote on research topics and receive a portion of the revenue generated through crowdfund)
- Investment guild formation. On-chain token fund launch through Enzyme.finance. (BACON holders can enter a trading pool managed by leading traders of the DAO)
- BaconDAO mentorship service launch (Use BACON token to pay for 1-on-1 sessions)
- BaconDAO service reward and research grants programs. (BACON holders will benefit from Community reward and grants opportunities in the DAO)

Season 3 — NFT Expansion

- BaconDAO NFT launchpad Alpha release. NFT artist and ecosystem partnerships (BACON holders can access NFT drops on Bacon Launchpad)

- NFT Launchpad Beta release: Supports bonding curve sales with post-sale NFT reveal. Full art provenance through IPFS, fractionalization through NFTX/NFT20. (BACON holders can access NFT collectible drops)
- Incubate NFT based communities with social tools, membership staking, and custom content hubs. (BACON holders have access to incubated token sales and NFT drops)
- Support NFTs which generate ERC-20 tokens as passive income and Support Code generated NFTs similar to ArtBlocks on Launchpad (BACON holders can generate income with NFTs)
- NFT Launchpad to support ultra rare collectible pieces as tokenized funds, eg. B20 and K21. (BACON holders can access more types of NFT drops)

Season 4 — D2D (DAO-to-DAO) Consultation

- Form development, research, and investment sub-DAOs (BACON holders can join sub-DAOs to work with clients directly and generate income for themselves and the DAO treasury)
- Incubate and advise on new and existing Crypto projects. (BACON holders can contribute to campaigns and earn token airdrops)
- Generic content and service DAO framework release (BACON holders can run their own DAOs or advice on other content DAOs to generate income)

\$BACON Token

The \$BACON token is an ERC20 token issued on the Ethereum Mainnet with a total fixed supply of 200,000,000 (200 Million) tokens.

Out of the total supply, the largest portion is dedicated to community growth. This is an intentional choice as the value of \$BACON truly depends on the participation and support of its community.

The founding team will not receive any tokens for the first 12 months, as we are fully dedicated to the long term growth of BaconDAO and the \$BACON token.

Total allocation is as follows:

- 20,000,000 (10%) \$BACON will be allocated to the founding team. These tokens are locked for the first 12 months, then slowly vest monthly over 36 months.

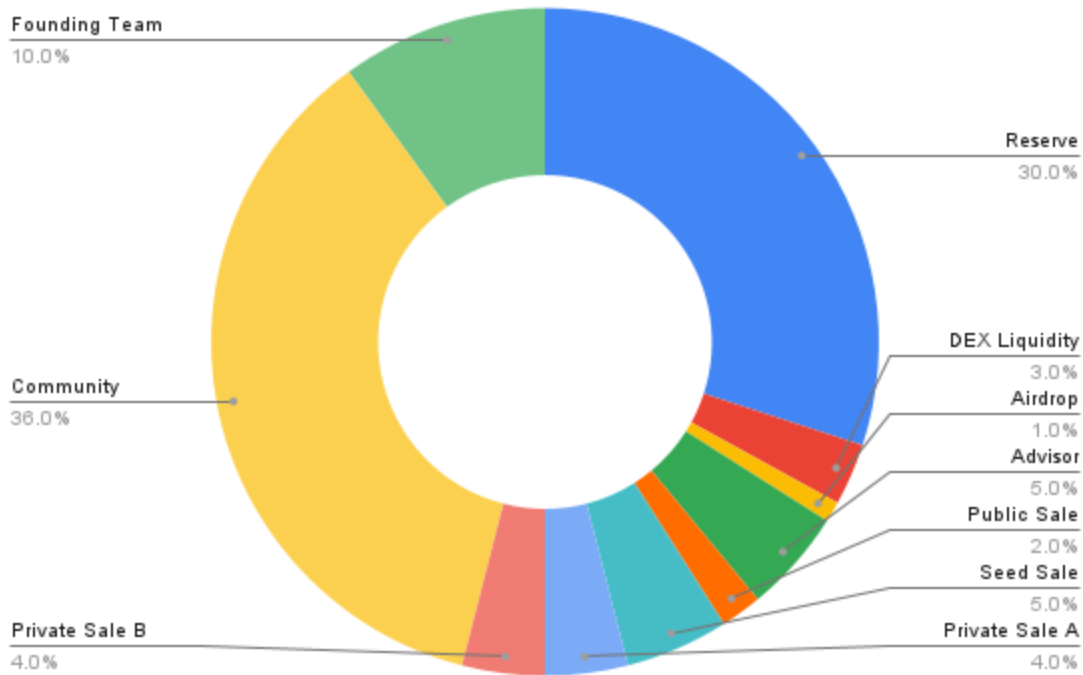
- 10,000,000 (5%) will be allocated to our strategic advisors. These tokens vest slowly for 12 months.
- 44,000,000 (30%) will be stored in the reserve for future usage.
- 6,000,000 (3%) will be used to bootstrap the ask-side liquidity for \$BACON trading pairs on DEXs.
- 2,000,000 (1%) will be airdropped to the initial team of contributors and long term members.
- 26,000,000 (13%) will be distributed in private sales to acquire strategic partners. These tokens are vested between 3 to 9 months.
- 4,000,000 (2%) will be distributed in a public sale.
- 72,000,000 (36%) will be allocated to community issuance. These tokens will slowly vest over 48 months, with a monthly issuance of 1,500,000.
 - These tokens will be used to reward the contributors and helpful members of BaconDAO, and to sustain the long term growth of membership of BaconDAO and trading liquidity of \$BACON token.
 - The initial community programs include liquidity mining, content rewards, service rewards, voting rewards, Level-up rewards, Recruitment Grant, and retroactive airdrop.
 - The specific parameters of each program will be proposed by the BaconDAO team and voted upon by the DAO.

The following is a detailed breakdown of all allocations

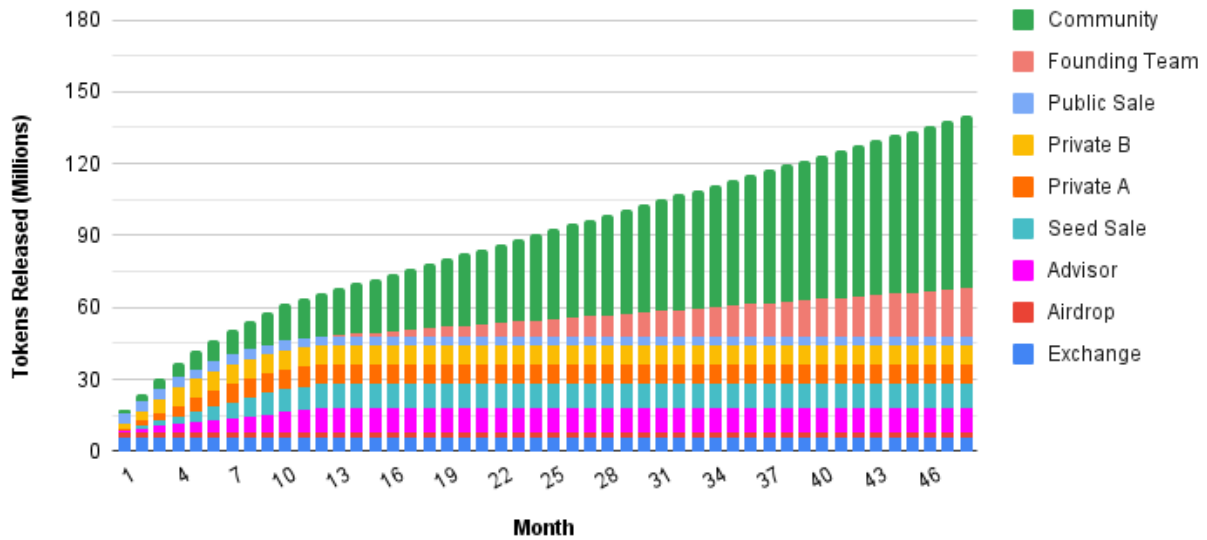
Token Allocation Table

Type	Total %	Total Tokens	Full lock duration (months)	Release duration (months)	First Month Unlock Rate	Subsequent Month Unlock Rate
Reserve	30.00%	60,000,000	0	0	0.00%	0.00%
DEX Liquidity	3.00%	6,000,000	0	0	100.00%	0.00%
Airdrop	1.00%	2,000,000	0	0	100.00%	0.00%
Advisor	5.00%	10,000,000	0	12	0.00%	8.33%
Public Sale	2.00%	4,000,000	0	0	100.00%	0.00%
Seed Sale	5.00%	10,000,000	1	9	0.00%	11.11%
Private Sale A	4.00%	8,000,000	0	7	10.00%	15.00%
Private Sale B	4.00%	8,000,000	0	4	25.00%	25.00%
Community	36.00%	72,000,000	0	48	2.08%	2.08%
Founding Team	10.00%	20,000,000	12	36	0.00%	2.78%
Total	100.00%	200,000,000				

Token Allocation Chart



Token Release Chart



NOTICE AND DISCLAIMER

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Project purpose: You agree that you are acquiring \$BACON to participate in BaconDAO and to obtain services on the ecosystem thereon. The Company, the Distributor and their respective affiliates would develop and contribute to the underlying source code for BaconDAO. The Company is acting solely as an arms' length third party in relation to the \$BACON distribution, and not in the capacity as a financial advisor or fiduciary of any person with regard to the distribution of \$BACON.

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- b. you will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you (as the case may be);
- c. you acknowledge, understand and agree that \$BACON may have no value, there is no guarantee or representation of value or liquidity for \$BACON, and \$BACON is not an investment product nor is it intended for any speculative investment whatsoever;
- d. none of the Company, the Distributor, their respective affiliates, and/or the BaconDAO team members shall be responsible for or liable for the value of \$BACON, the transferability and/or liquidity of \$BACON and/or the availability of any market for \$BACON through third parties or otherwise; and
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