



IMPACT, ETHICS, & SUSTAINABILITY REPORT

THE KIN DAO

Q1 2023

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[The DOI Foundation Team](#)

PROJECT ASSESSED

The Kin DAO



Stated Purpose: Utilizing Web3 to build a regenerative world through creativity, community & collective land stewardship

Project Type: Regenerative Finance

Contact Info: See [The Kin DAO Investigation Report](#) for details

STATE OF INDUSTRY

The year 2022 was a difficult one for crypto. FTX, Terra Luna, Voyager, and countless other scandals have destroyed trust and confidence for many. We are in what appears to be a Bear Winter (a prolonged period of prices and activity generally decreasing), and given the reality of a recession, it doesn't appear that significant amounts of capital will be pouring into the market anytime soon. Given the state of affairs globally, there is little evidence these circumstances will improve soon.

Hence, it is of little surprise that regulators around the world have been getting very serious about crypto regulations and enforcement. This comes as no surprise, given that after many years the public at large still does not understand what crypto is or why it matters.

The vast majority of new crypto adopters during the last Bull Market (a period where crypto prices and activity generally increase) were holding their crypto on a centralized exchange (a platform made to exchange or hold crypto controlled by a small group of people, often with little oversight or regulations), or buying the latest Meme Coin (coins with no significant use or value, other than speculation).

It is clear we are at a fork in the road:

PATH A

We continue on and when the dust settles, regulators will be required to protect us from ourselves. All of the greatest opportunities for humanity's betterment will be stripped away and we'll be left only with blockchain tools to increase the wealth and power of the existing systems.

Path B

We show the world we demand more from crypto and that we can regulate ourselves by taking the time and energy to understand the risks and impact of our decisions.

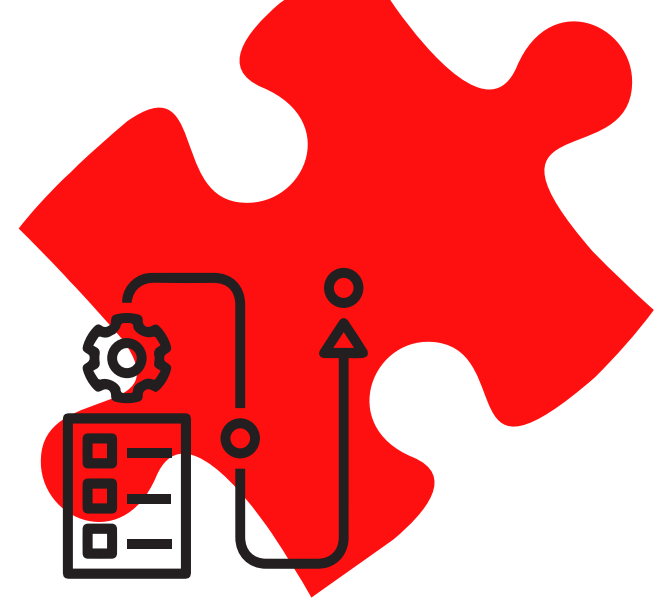
Will we change our actions in time? It's hard to say.

This is the reason why The DOI (Declaration of Inclusion) Foundation created the world's first assessment and investigation model, designed to help ethical blockchain projects increase their impact and sustainability. We hope you'll use it to ensure that 2023 and beyond are as good for crypto as 2022 was bad.



This report is designed to be a trusted source for consumers, advocates, and investors to understand the current level of impact, ethics, and sustainability of the project at the time of the assessment and investigation. We hope this gives you the information you need to determine whether, and where, you might support this project should you find its cause compelling.

The DOI Foundation provides an objective assessment across eight core tenets; impact, ethics, structure, leadership, team, procedures, culture, and resiliency. Each tenet is further broken down to five components, and each component receives a rating of 1–5 based on our findings.



This is a maturing industry bound together by ideologies, so most projects are still at an early stage, and most are deficient and needing support in many areas. In order to be objective, educational, and supportive, we provide industry benchmark ratings for comparison.

Executive Summary

The Kin DAO emerged from a real-world co-op seeking solutions for the pressing issues of food insecurity, homelessness, poverty, fractured communities, and climate change. Since 2021,

founders Asya Abdrahman and Adrian Bello have used blockchain to facilitate activism investments in art, regenerative innovation, and collective land stewardship.

After a thorough review, The DOI Foundation has collected evidence demonstrating The Kin DAO's many strengths, as well as some areas of opportunity for this impactful and ethical project. Compared to the industry average, The Kin DAO meets or exceeds all benchmarks measured by The DOI Foundation.

1 THERE IS A CLEAR UNDERSTANDING OF THE PROJECT'S PURPOSE IN THE MARKETPLACE

BENCHMARK: 3

Most projects have defined their service/product offering, but are, by and large, seeking to leverage communities as brute force in becoming relevant and valuable. Most projects do not actually see their product in the market or in practice.

THE KIN DAO: 4

The Kin DAO's purpose is to build a regenerative world through creativity, community, and collective land stewardship. They look to achieve this by assembling individuals and small groups of cause-specific communities, while leveraging blockchain tools and leaning on personal relationships. We believe they have a clear vision of where they fit in the market and the value they bring to it. However, given that a return is generated by the shared excess output of operations, The Kin DAO doesn't leverage a traditional product model, instead, they refer to their approach as the "For Product Model." While this approach has potential, it is unproven at scale outside of communities like the Amish who are limited in their geography and ideologies.

2 MARKET POTENTIAL IS CLEAR AND ACHIEVABLE

BENCHMARK: 1

Through The DOI Foundation's engagements, most legitimate projects have been observed with no significant market potential and have struggled to bring their ideas to fruition due to the lack of knowledge, resources, and/or opportunities. Others quickly die off as the FOMO (Fear of Missing Out) from the largely disengaged communities fades away.

THE KIN DAO: 4

We believe there is potential to achieve results at a modest scale, but as referenced above in component 1, there is little evidence that this model has a clear path to success. That said, The DOI Foundation cannot describe it as an area of great confidence, but The Kin DAO has achieved certain levels of success through the many projects they support.

3 PROJECT SCOPE/SCALABILITY ENABLES THE PROJECT TO SUCCEED FOR THE APPROPRIATE LENGTH OF TIME

BENCHMARK: 1

Minus a few stand alone projects, the industry doesn't calculate market forces over long periods of time.

THE KIN DAO: 2

Although there is awareness that long term strategic mapping is required, there is little evidence that capital, operational framework, resources, etc., are present to support the project's desired timeline.

4 OBSERVED POSITIVE IMPACT ON HUMANITY

BENCHMARK: 2

Other than a few people getting rich, most projects haven't created realized impact, only conceptual potential at best.

THE KIN DAO: 4

The Kin DAO has done a wonderful job of deploying capital and resources to a number of projects around the world that have in turn

worked on their community. This is absolutely marvelous, but the true impact of these resources to these communities is unclear. There is potential to reassess after site visits occur to witness and calculate the true magnitude of the realized impact.

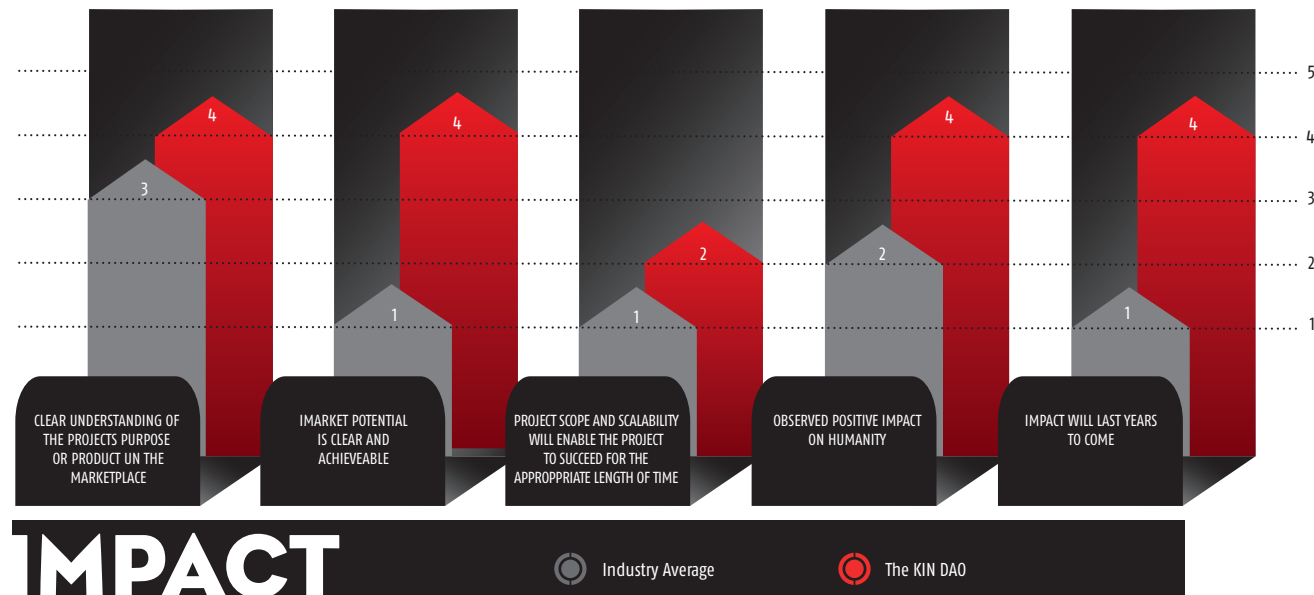
5 IMPACT WILL LAST FOR YEARS TO COME

BENCHMARK: 1

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IMPACT

Industry Average

The KIN DAO

1 PROJECT IS CONSIDERED UNIVERSALLY ETHICAL

BENCHMARK: 2

There is currently little consideration in the industry of whether a project is ethical to everyone, regardless of their race, religion, gender, geography, etc.. There are a few rare well-functioning Decentralized Autonomous Organization (DAO), and they tend to work through ethics through conflict resolution vs. the design stage.

THE KIN DAO: 4

While the team does not explicitly weigh their actions in a universally ethical construct, their focus on being inclusive and creationary minimizes issues of ideological infringement, and ultimately becomes a strength of theirs.

2 INNOVATIVE AND INCLUSIVE WORKING ENVIRONMENT

BENCHMARK: 4

This is an area where blockchain projects have traditionally excelled. It is part of the ethos of the blockchain revolution to bring together people of all types around new technologies, the only reason this isn't benchmarked as a 5 is that the implementation of these ideas is often poor.

THE KIN DAO: 5

Giving a 5 is extremely difficult, as it requires this to be an area of excellence. Given the evidence we've accumulated, we believe The Kin DAO will give time and resources to projects who are in line with their mission regardless of the gender, race, religion, or nationality of the community members.

3 PROJECT IS CONSIDERED CREATIONARY

BENCHMARK: 3

Many projects are trying to topple and destroy traditional systems, while others try to build something new to uplift and empower people. The destruction of any system comes at the expense of those inside it. While it may create a desired outcome, it comes with a level of pain and suffering.

THE KIN DAO: 5

Everything The Kin DAO has touched is designed to improve humanity and ecological systems. We've found no evidence they're explicitly intending to dismantle and restructure any existing systems, only to create new systems in parallel. The Kind DAO exemplifies love and kindness in every action without one iota of anarchy.

4 WITHOUT UNINTENDED NEGATIVE CONSEQUENCES

BENCHMARK: 1

As of this writing, few projects in this industry think of the wider outcomes of their actions in any way shape or form.

THE KIN DAO: 4

The Kin DAO's mission, vision, creationary nature, and inclusivity make the ripple effect of their efforts positive with little opportunity to create negative unintended outcomes. That said, this is not an explicit effort for The Kin DAO to understand and research the butterfly effect of their actions. This makes opportunities to create negative outcomes possible and even likely over a long period of time.

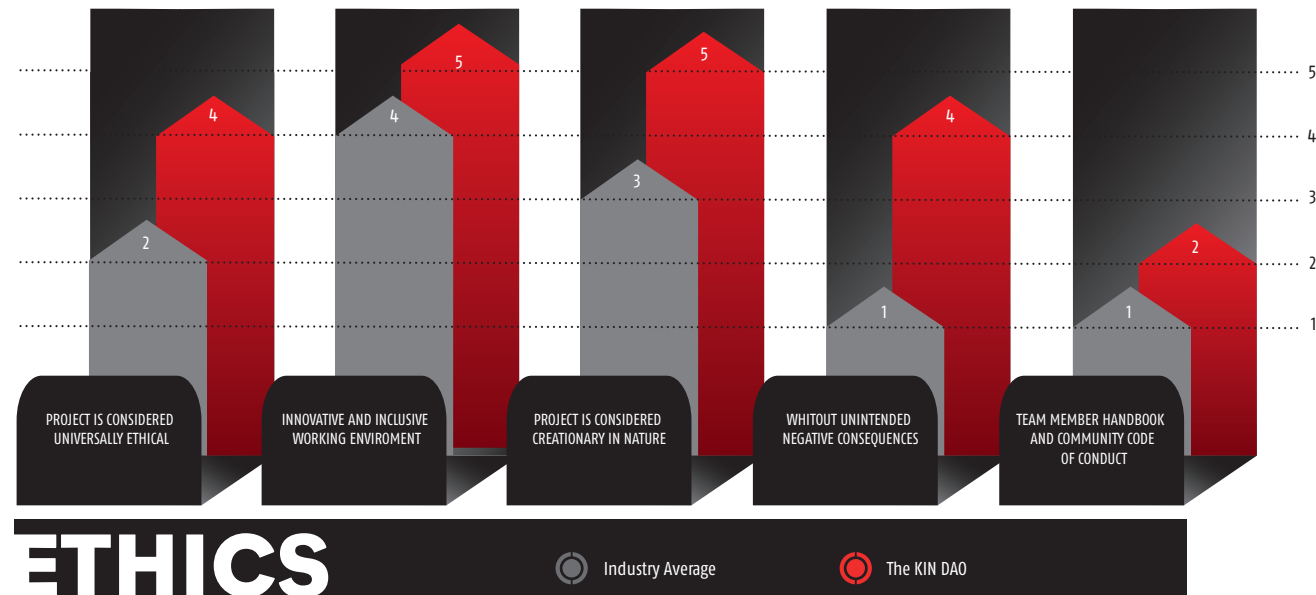
5 TEAM MEMBER HANDBOOK AND COMMUNITY CODE OF CONDUCT

BENCHMARK: 1

As of this writing, guidance on how team members should engage with one another is not present in most projects, other than the short list of rules you agree to when entering their Discord server.

THE KIN DAO: 2

The Kin DAO readily agrees these guidelines are necessary to build a successful and safe community, but they do not currently have them in place. They've made verbal commitments to establish documented guidance in the near future.



1 IS THE PROJECT LARGELY DECENTRALIZED

BENCHMARK: 3

The vision of a decentralized internet is largely unrealized. Much of the blockchain infrastructure is still reliant on centralized systems. The vast majority of project/protocol decisions are still made and controlled by a small percentage of people. Regarding rights, there are yet to be universal, binding, and defensible contracts or property rights that apply to decentralized projects. Industry leaders recognize these issues and are deploying resources to create solutions, but in the interim, decentralization is more of an ideology than a reality.

THE KIN DAO: 3

The Kin DAO allows projects they've funded to manage their own resources and community activities without the need to assert their control or act as a dominant voting shareholder. They've taken an empowerment and support stance with those that they support. When it comes to decisions made inside The Kin DAO, the vast majority are made by a few core members. Given the project's current stage of development and reason for existence, this is not a concern. They've made verbal commitments to continue building a community with an ever-increasing amount of decentralization.

2 TEAM MEMBERS CLEARLY UNDERSTAND THEIR ROLES AND AUTHORITY

BENCHMARK: 1

Decentralized communities, especially those in the impact space, are notoriously lacking operational models to enable their contributors to understand roles, and to be given the resources required to succeed.

The level of guidance and support required to excel aren't present in most, and contributors are not empowered to contribute in a meaningful way. This, and being able to be paid a fair wage, are the biggest issues with onboarding people into DAOs.

THE KIN DAO: 4

The lack of decentralization enables an unexpected strength in The Kin DAO. They provide funds to hyper-specialized experts in their fields, and the core team understands their roles and works incredibly well together. That said, The Kin DAO is currently in no position to onboard new members at the capital deployment level or that 4 would become a 5.

3 EFFECTIVE PROCESS IN PLACE FOR DELEGATION AND TRACKING OF RESPONSIBILITIES

BENCHMARK: 2

The blockchain community has yet to effectively create an operational system that is both decentralized and operationally organized. Organizations like Coinbase, Binance, and Polygon have more advanced operational models in place, but we have yet to witness a project or protocol that is decentralized and optimized for human operations.

THE KIN DAO: 3

The Kin DAO has a strong awareness of the importance of this area, but at times struggle to execute. They've created a number of documents that worked to manage certain processes in the past, but the overall application needs improvement. They've committed to addressing this in the near future.

4 SYSTEMS IN PLACE TO PROVIDE CONTRIBUTORS WITH OPPORTUNITIES AND FAIR COMPENSATION

BENCHMARK: 2

Few decentralized communities (or those attempting decentralization) offer more than the occasional bounty board, which defines the available tasks and the respective compensation. There are some centralized blockchain organizations that do this quite well, but we were wary of placing their scores inside this benchmark as it would skew the industry average.

THE KIN DAO: 3

The Kin DAO creates an ecosystem for DAOs to receive support and compensation, but how much The Kin DAO team members receive for their efforts is unclear. Inside The Kin DAO they operate on the "For Product Model" where contributors are rewarded with their share of the abundance created. However, this model does not yet provide an opportunity for all contributors to be paid a living wage.

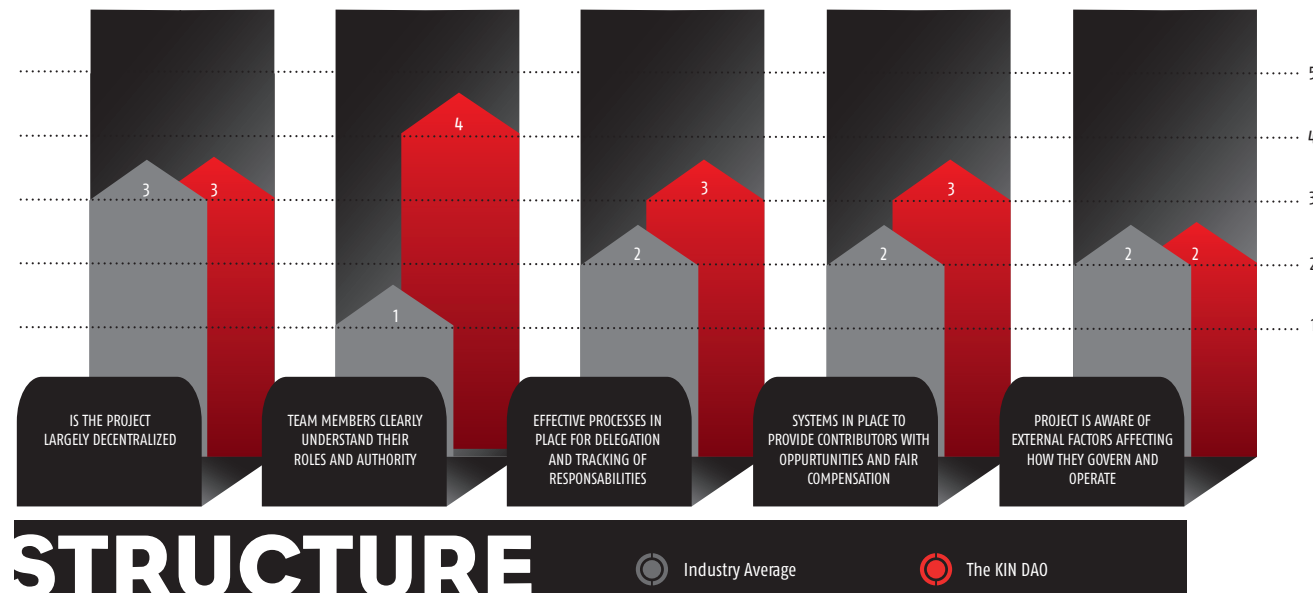
5 PROJECT IS AWARE OF EXTERNAL FACTORS AFFECTING HOW THEY GOVERN AND OPERATE

BENCHMARK: 2

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1 LEADERSHIP HAS THE EXPERIENCE AND ABILITY TO FULFILL THEIR DUTIES

BENCHMARK: 2

There are a handful of notable players involved in the space, but the majority of projects are led by people without the experience or ability necessary to fulfill their project's mission and vision. The industry is new and for the most part, those skills can only be received through experience. We are beginning to see larger institutions and seasoned leaders come into the space, which could result in this benchmark moving from a 2 to 4 rather quickly. If heavy regulations are enacted, the benchmark might even go to a 5, but at the expense of limiting decentralization and potentially novel ideas.

THE KIN DAO: 4

The Kin DAO leaders have as relevant experience in the decentralized impact space as one could, coming outside of the industry. They have been involved with a number of organizations, the most notable being a grocery cooperative, which in practice is essentially a lower-tech version of what they're doing now. They have been in this space a little while now and have demonstrated great skill in speaking, leading, and inspiring others to enact change in their own communities. Witnessing them speak about their mission and purpose is an inspiring experience, but we need to see them add technical and operational leaders and to better communicate their tactical direction in order to obtain a 5.

2 LEADERSHIP OR GOVERNANCE IN PLACE TO PROVIDE STRATEGIC DIRECTION

BENCHMARK: 3

Strategic direction and the general activities an organization needs to perform to accomplish its mission and vision, is a critical and fairly well-represented trait in blockchain impact organizations. This would include making an organizational roadmap and determining goals at each milestone. While many projects in the industry are deficient in having a larger purpose and providing guidance, those that do have been the attractors of new participants in the space.

THE KIN DAO: 4

As mentioned above, The Kin DAO has a meaningful cause and communicates it incredibly well. They have assembled a number of large advocates and partners in the space by sharing their purpose and plan, and we would consider this a strength of theirs. However, there is still much of their roadmap that has yet to be put in place. We look forward to watching their progress over time.

3 LEADERSHIP OR GOVERNANCE IN PLACE TO PROVIDE TACTICAL DIRECTION

BENCHMARK: 2

We have seen little in the way of proactive tactical leadership in this space as of yet. As the strategic planning elevates across the industry, tactical and operational elements will ideally follow.

THE KIN DAO: 3

While they are tactically sufficient with their current structure and operations, this is an area we'd suggest putting effort into improving to expand the current team. As mentioned above we believe adding an operational and tactical leader, or high level team member, would be highly beneficial to their organization.

4 LEADERSHIP OR GOVERNANCE IN PLACE TO PROVIDE OPERATIONAL DIRECTION

BENCHMARK: 2

This is a well-known issue for most DAO's. This leadership position takes the most time and effort and generally provides the least reward. Traditionally this would be a salaried position, and most decentralized projects do not have the appropriate funds set aside for a high-caliber operational leader's salary.

THE KIN DAO: 3

Similar to tactical leadership concerns, it's only due to their current structure and size that they are operationally sufficient in this regard. If there were a larger community, this would quickly become an area that would need to expand.

5 METHODS ARE IN PLACE TO SCRUTINIZE THE ACTIONS OF LEADERSHIP AND TO HOLD THEM ACCOUNTABLE.

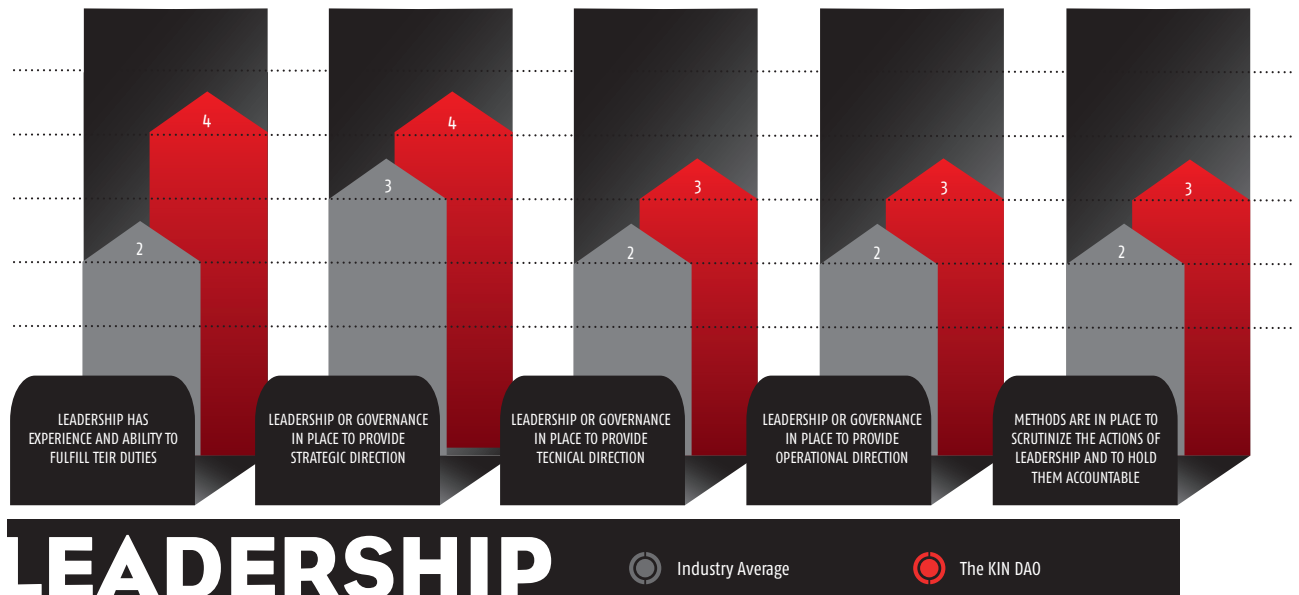
BENCHMARK: 2

While blockchain projects share the fact that their funds can be traced on the blockchain, how the funds are being used is often outside of the purview and control of the community. The same is true when it comes to leadership, except worse. There are few safeguards in place to scrutinize and control the leaders of the projects and protocols they contribute to.

THE KIN DAO: 3

The Kin DAO is a Decentralized Autonomous Organization (DAO), so they have made an effort to put some mechanisms in place to distribute power. However, there is much work to be done in this category.

To whom it concerns, we don't interpret this as an issue of The Kin DAO trying to monopolize power. We interpret this as an operational issue that will be rectified as soon as they are able. We look forward to reassessing once these mechanisms are in place.



1 PROJECT HAS ALL THE TEAM MEMBERS NECESSARY TO BRING ITS PRODUCT/SERVICE TO THE MARKET

BENCHMARK: 1

Probably among the greatest deficiencies in the industry, crypto projects are often trying to solve a multitude of issues at once and often don't have the team required to perform those tasks. In addition to creating a new product or service, crypto projects are often trying to simultaneously create, implement, and experiment with never before seen organizational, operational, governmental, and technological systems. It's not that we'd expect a new organization to have all team members they would require at the start of their venture, it's that so few in the space fully comprehend the herculean task ahead of them that causes us such deep concern.

THE KIN DAO: 3

There are many team members that will be needed in short order. The good news is that they are functional in their current stage and seem to be aware of where team members will fit in along their journey. There is still a great uphill battle, so we look forward to reassessing The Kin DAO over time to see their team progress.

2 TEAMS ARE WELL TRAINED AND POSSESS ALL THE SKILLS NECESSARY TO PERFORM THEIR DUTIES

BENCHMARK: 2

We believe most projects and protocols are unaware of how grossly underprepared they are for the journey, in terms of skills and team members. We have seen the developer side of crypto work effectively at

building and sharing skills. One might argue those skills developed in the DeGen era have continued to be developed and shared amongst the industry, but most sustainable skillsets are lacking.

THE KIN DAO: 4

Given the current stage of development, The Kin DAO excels in this area. The team is extremely efficient at building and supporting personal relationships, advocating alternative regenerative systems, and acquiring and deploying resources. Given their past experiences this comes as no surprise, but we wonder how they will adapt to their organization and structure changing over time. Unlike previous items, which we suspect will likely increase over time, we are more cautious in our optimism that they will be able to fulfill their vision in a sustainable manner. This is a point of great effort for every organization as they grow, crypto or otherwise, The Kin DAO is no exception.

3 PROCEDURES AND GUIDANCE IN PLACE TO ENSURE THE TEAM THRIVES IN THEIR ROLES

BENCHMARK: 2

Guidance perhaps is somewhat more common, but procedures are not. Most concernedly, it is often unclear to contributors exactly what it is they could do, and whether or not they did a good job.

THE KIN DAO: 3

While they are tactically sufficient with their current structure and operations, this is an area we'd suggest putting effort into improving to expand the current team. As mentioned above we believe adding an operational and tactical leader, or high level team member, would be highly beneficial to their organization.

4 OBSERVATION THAT THEIR TEAM UNDERSTANDS THEIR ROLES AND ARE EMPOWERED TO FULFILL THEM

BENCHMARK: 3

In looking at the activity and understanding of the active members of most crypto communities, it seems to be fairly balanced between the more successful and less successful projects. As mentioned above success has been majorly in the development and marketing aspects of the crypto industry.

THE KIN DAO: 4

Much like previous rankings, The Kin DAO is performing above average for their stage of development and size, but we believe empowerment will continue to be a major component of the leadership team. How the creation and understanding of role requirements will progress as the project develops will be critical. We are interested to see how the current leadership team will ensure future members of the DAO will be empowered to take over leadership roles of The Kin DAO when the time is right.

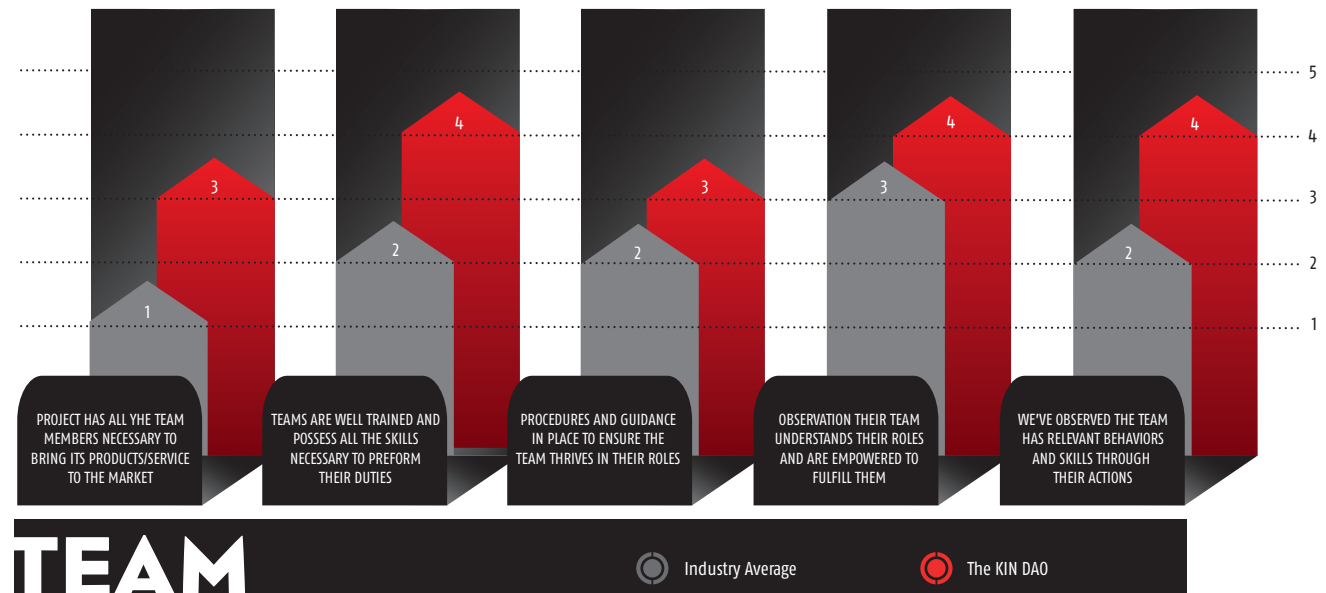
5 WE'VE OBSERVED THE TEAM HAS THE RELEVANT BEHAVIORS AND SKILLS THROUGH THEIR ACTIONS

BENCHMARK: 2

There are still numerous issues to address to bring this rating up, but we are starting to see very talented people enter the space. This number will continue to increase, but we hope it doesn't come at the expense of large institutions turning the crypto revolution into the same system we have with blockchain technology added in.

THE KIN DAO: 4

As mentioned above The Kin DAO has been observed to perform exceptionally well at the tasks required at this stage in development. They are incredible at advocating for their causes, finding like-minded communities, deploying capital in a meaningful way, and inspiring others to make a difference. They could use support in the implementation of operational and organizational efforts.



1 PROJECT ROADMAP ESTABLISHED AND UPDATED

BENCHMARK: 3

The industry by and large is actually great at establishing roadmaps. Sales organizations will detail a roadmap to sell on the potential, and technical organizations will use it as an opportunity to explain the development of their code over time. The reason we're hesitant to rate 4 or 5 is that the original roadmaps are often obsolete within months and are rarely kept up to date. They are mostly used for external signaling and not for internal objective setting and accountability.

THE KIN DAO: 3

Much like the above, The Kin DAO's roadmap needs to be updated to adapt to the current market conditions, and to help create a continuously updated vision for the organization. We are very interested to see how they plan to navigate 2023 and 2024 in the face of new regulations and tightening of capital deployment by large grant institutions.

2 FINANCIAL AND BUDGETARY OVERSIGHT IN PLACE

BENCHMARK: 3

Most decentralized organizations have a bit of transparency, as their transactions are all listed on-chain. However, the ability to dig into an organization's on-chain finances can be challenging and there are ways to confuse and obscure your actions on-chain if one is so inclined. Regarding budgetary oversight, only a handful of DAOs have this in place and operating successfully. In light of FTX, we would love to see more organizations achieve financial transparency and enable budgetary oversight from their communities.

THE KIN DAO: 4

The Kin DAO has raised a significant amount of funding through grants, many of which require them to dictate past and future use of funds. In this way, they've had far greater financial and budgetary oversight (and accountability) than most. We do see opportunities to improve community awareness and decision-making processes on their use of funds. There are a number of low-cost easy-to-use tools available that are fast and easy to implement. We hope to see these tools in use with The Kin DAO in the coming months.

3 ABILITY TO SOLVE PROBLEMS AT ALL LEVELS; OPERATIONAL, TACTICAL, AND STRATEGIC

BENCHMARK: 3

We have seen a number of organizations adapt exceptionally well to the ever-changing market and regulatory environment. Those who have weathered the storm during this Crypto Winter have done so by identifying their weaknesses, trimming their expenses, focusing on their core competencies, and streamlining their operations to a much smaller and more capable team of contributors. While impressive it was all done reactively, by necessity, and by and large haphazardly. The reason for success in almost every case is that there is a small core group of people willing to work for nothing, or next to nothing, in order to protect the project. This is not a sustainable way to solve problems for any organization who seeks to exist for a long period of time.

THE KIN DAO: 4

The Kin DAO is a sharp team of hard-working impact-driven leaders which has allowed them to be adaptive in their response to problems. While impressive as they have been, we suspect this is driven by individuals, not procedures. If it weren't for their track record of success we might be inclined to provide a 3 on this question.

4 PROCEDURES ARE EFFECTIVELY UNDERSTOOD AND IMPLEMENTED BY ALL TEAM MEMBERS

BENCHMARK: 3

The industry is quite new and changing rapidly, so it comes as no surprise that the great majority of decentralized organizations have yet to fully determine their procedures. There are notable exceptions such as Ethereum, UniSwap and GitCoin, but there is much work to be done in determining product market fit and effective procedures to support. Once procedures are in place, there will still be numerous opportunities for organizations to improve their communication and implementation strategies.

THE KIN DAO: 3

This is not a current strength for The Kin DAO's internal team, but they are effective at helping organizations they are supporting establish their own. The Kin DAO is fully aware they will need to develop and document their internal procedures in order to improve their effectiveness.

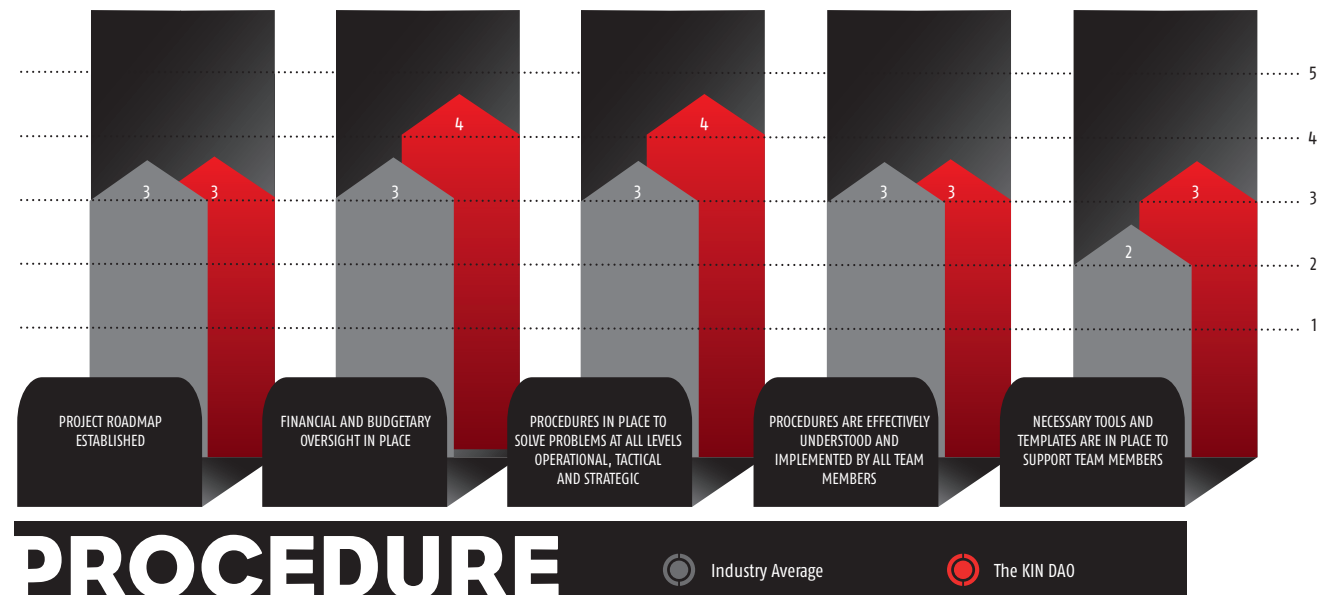
5 NECESSARY TOOLS AND TEMPLATES ARE IN PLACE TO SUPPORT TEAM MEMBERS

BENCHMARK: 2

For experienced coders, in code heavy projects and protocols, there is more general understanding of the tools and templates available as these individuals have very likely leveraged the resources of the Open Source community. These internet communities and infrastructure have been available to the open source community since 1997 with the release of the Debian Free Software Guidelines (DFSG). While these are fantastic and beautiful contributions to human betterment, they are about the only frameworks a great many existing projects and protocols bring to their team in regard to available tools and templates for collaboration. Furthermore, most of those projects haven't taken the time to organize the relevant Open Source tools and templates available to them in a way that ensures all team members have an understanding of how to collaborate most effectively.

THE KIN DAO: 3

Regarding internal operations, we have no evidence of an onboarding process that includes training, templates, and tools available and readily used by their team members. We awarded a 3 as they are aware this is an area for which they need to improve, and because of their success with organizations they've deployed capital to. We believe putting effort and resources into this aspect of the organization will allow The Kin DAO to draw in a great deal of passionate people and allow them to contribute to the cause.



1 THE PROJECT GENUINELY UNDERSTANDS ITS REPUTATION AND BELIEVES IT IS HIGHLY VALUABLE

BENCHMARK: 3

Nearly every project focuses on building their community reputation as they use community token sales to fundraise and grow. In this way the industry is a strong 5. However, projects rarely have a reputation correlated to anything other than “To The Moon” (the belief that the token price will soon rise quickly). When their moonshot doesn’t work out, their reputation comes into question and the project often dies. If these projects and their communities stood for something meaningful, they would be more worried about their impact on society than their token price.

THE KIN DAO: 5

This is an area where The Kin DAO exceeds the industry by leaps and bounds. They’ve traveled the world to communicate what they stand for. Even during the Bear Market they have demonstrated their commitment to their purpose and they continue to build their reputation inside the Regenerative Finance community and beyond.

2 PROJECT PERFORMS COMMUNITY OUTREACH AND HAS DEMONSTRATED HELPING OTHERS

BENCHMARK: 1

With notable exceptions like Polygon, Ethereum, and Litecoin, the vast majority of projects live strictly on the internet and perform no real world community outreach. We believe impact projects will give the crypto revolution a more meaningful purpose over time.

THE KIN DAO: 4

This is another area where The Kin DAO excels. Their area of focus is to deploy capital in a regenerative manner to unique community projects seeking to make the world a better place. In order to provide a 5, we would need to visit the communities and/or conduct an impact study on the individual projects.

3 THE MARKET PERCEIVES THE PROJECT AS CREATING A POSITIVE IMPACT

BENCHMARK: 2

The market is just starting to appreciate impact projects. Until recently, there was a large DeGen movement where self-proclaimed “degenerates” would focus on using crypto in a self-serving manner for the small chance of getting rich quickly. After many market failures and subsequent token value drops, many DeGens have washed out of the market, pushing the remaining projects to meet the consumers demands to do better by crypto.

THE KIN DAO: 4

The Kin DAO has a great reputation with those who’ve discovered them, but the greater market doesn’t know The Kin DAO. Due to their value and reputation in the impact space, we’ve awarded them with a 4. Greater market exposure and wider adoption of regenerative finance would be the only likely path for them to obtain a 5.

4 THE MARKETING STRATEGY IS CLEAR, EFFECTIVE, AND FREE OF FALSE PROMISES

BENCHMARK: 2

Many projects have a simple marketing strategy; build a hype community, pump the project, and keep the community buying and HODLing (Holding On for Dear Life, i.e. not selling). While this may be effective, it usually comes with false promises. Projects with this marketing strategy are rarely effective and struggle to build credibility amidst the noise.

THE KIN DAO: 3

The Kin DAO has done a large number of in-person events in 2022, such as NFT Art Exhibits, Music & Art Events, Community Mixers, and Public Speaking Engagements. While in-person events can help build a brand and community, they would need to pair these efforts with a strong digital marketing strategy to increase reach, engagement, conversion, and community retention. Beyond those efforts, which are notable, there is no strong evidence of a wider strategy.

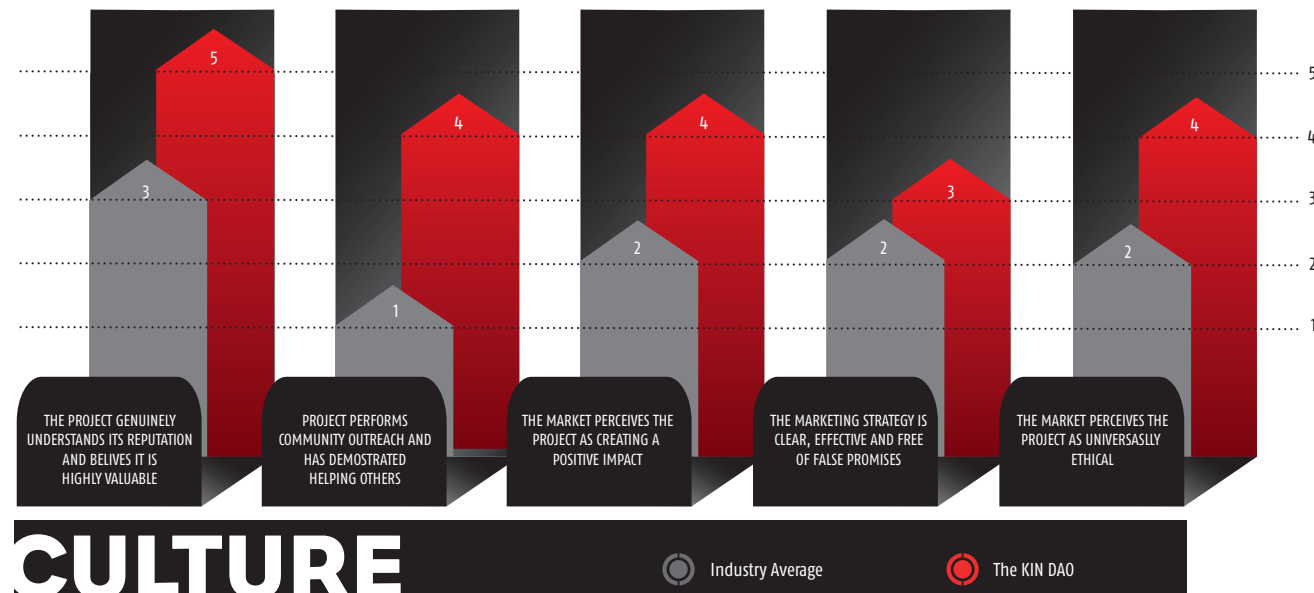
5 THE MARKET PERCEIVES THE PROJECT AS UNIVERSALLY ETHICAL

BENCHMARK: 2

There are few projects the market deems to be noble, virtuous, and just, regardless of their race, religion, creed, gender, etc.. We hope as the market demands and expects more that, this benchmark will improve.

THE KIN DAO: 4

This is a great strength for The Kin DAO, as the general sentiment across the impact space is quite positive. The major reason this is a 4 and not a 5 is that the general population, by and large, is not familiar with this project. We believe a skilled and experienced marketing lead would be able to take this project to a broader audience with far fewer resources than most other projects, but that's purely speculation. Either way, until there is broader awareness, it's hard to list this component as a 5.



1 PROJECT'S RESILIENCY POLICIES AND PROCEDURES ARE WELL UNDERSTOOD AND IMPLEMENTED

BENCHMARK: 1

The industry has a poor track record with laying out policies and procedures to adapt and thrive regardless of market conditions. Not only is it evident that procedures aren't in place, last year's crypto contagions show us that a great majority of the industry is on very shaky ground for one reason or another. The only silver lining is that unlike when the traditional banking system failed in 2008, there isn't a bailout and the weak organizations are allowed to die out.

THE KIN DAO: 2

While The Kin DAO demonstrates their ability to navigate external factors impacting their organization, there is no documented evidence that resiliency policies and procedures are put in place.

2 OPERATIONAL AND GOVERNANCE FRAMEWORKS IN PLACE TO PREVENT SINGLE POINTS OF FAILURE

BENCHMARK: 2

The reemergence of DAOs has lessened single points of failure to an extent, but most projects still aren't decentralized in practice. Some protocols (Bitcoin, Litecoin, Ethereum..) have done very well, but outside of the top industry players, most projects do not have the appropriate contingency plans in place. If 2022 has taught us anything, it's that a few bad people can steal two trillion dollars from the industry and take billions from the end users.

THE KIN DAO: 4

The Kin DAO seeks to decentralize power and control, thereby minimizing single points of failure. They are diversified in the projects they've provided funding to, thereby minimizing their ability to control all possible vulnerabilities. They are largely focused on real-world issues that will be prevalent for the foreseeable future, thereby reducing their volatility during market fluctuations. They are not a heavy code-based project and technical expertise is largely at the protocol level with [Near Protocol](#).

3 PROJECT FULLY UNDERSTANDS THEIR EXTERNAL DEPENDENCIES AND HAS PROCESSES TO MINIMIZE RISKS

BENCHMARK: 2

As most projects do not yet understand their external dependencies, processes are not yet established to minimize risks. The reason this benchmark is not a 1 is because there is a general awareness about regulations, markets, and many security threats. However, assessments of their external dependencies are largely non-existent. This is an area of great concern as issues outside a project's control can cause significant harm. For example, some projects built on Luna's and Solana's platforms were greatly affected by liquidity issues that were completely outside of their control. A short investigation would have uncovered these vulnerabilities and allowed them to establish an effective resilience strategy. This is just one example that every project should consider throughout their journey.

THE KIN DAO: 3

The Kin DAO is aware of some external dependencies and has some processes in place to minimize risk, but they have a great deal of work ahead. The Kin DAO received a 3, as they are still quite young and the space is rapidly evolving. If they do not foster continuous growth and awareness in this area, this number could become a 2 in a short period of time.

4 DEMONSTRATES ABILITY TO DELIVER TO THE MARKET WHEN FACED WITH INTERNAL CHALLENGES

BENCHMARK: 2

The ability to deliver to market while dealing with adversity can be done with strong processes and procedures in place, or at the minimum having a team of highly experienced and effective people. As previously stated, this is not a current strong suit for the industry, and given the lack of planning and strategic thinking to solve the many problems we face, it may be some time before this benchmark rises beyond 2.

THE KIN DAO: 3

The Kin DAO has demonstrated their ability to operate well when faced with adversity. However, it is clear this is achieved through a small team operating off a shared purpose, not shared procedures. They've understandably decelerated the rate of onboarding new DAOs into their ecosystem, so this is an evident area of opportunity for The KIN DAO.

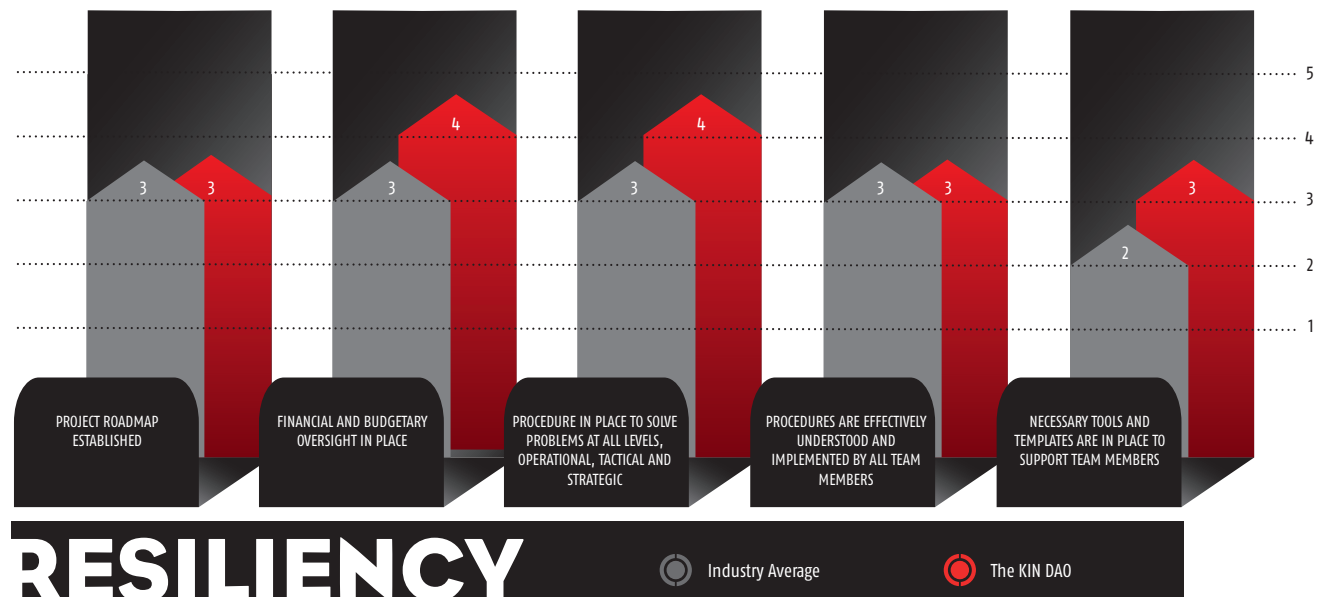
5 PROJECT IS AGILE AND EFFECTIVE AT DELIVERING THEIR SERVICE DURING TIMES OF MARKET UNCERTAINTY

BENCHMARK: 2

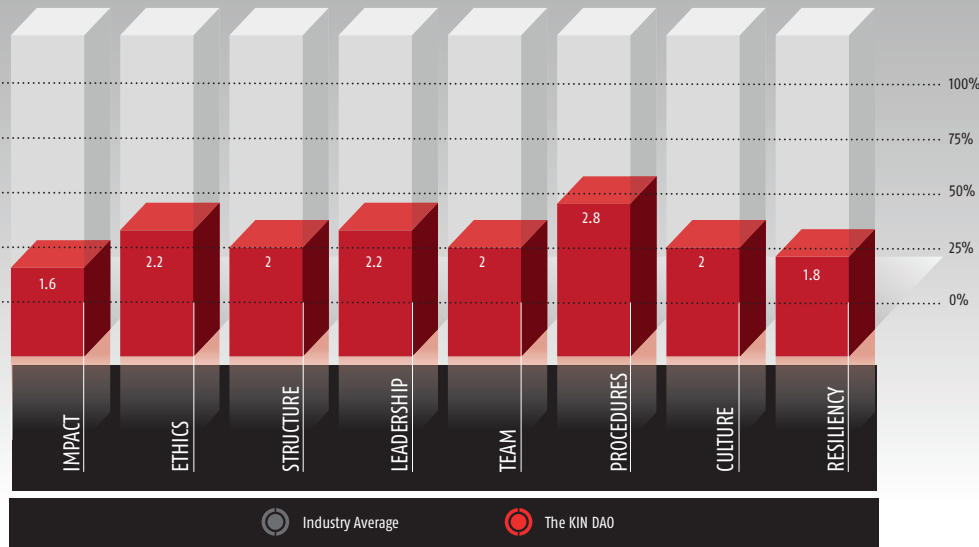
The vast majority of unethical projects went under in 2022 due to the market conditions. Mostly those with meaningful objectives have endured, but the future for many of them remains unclear.

THE KIN DAO: 4

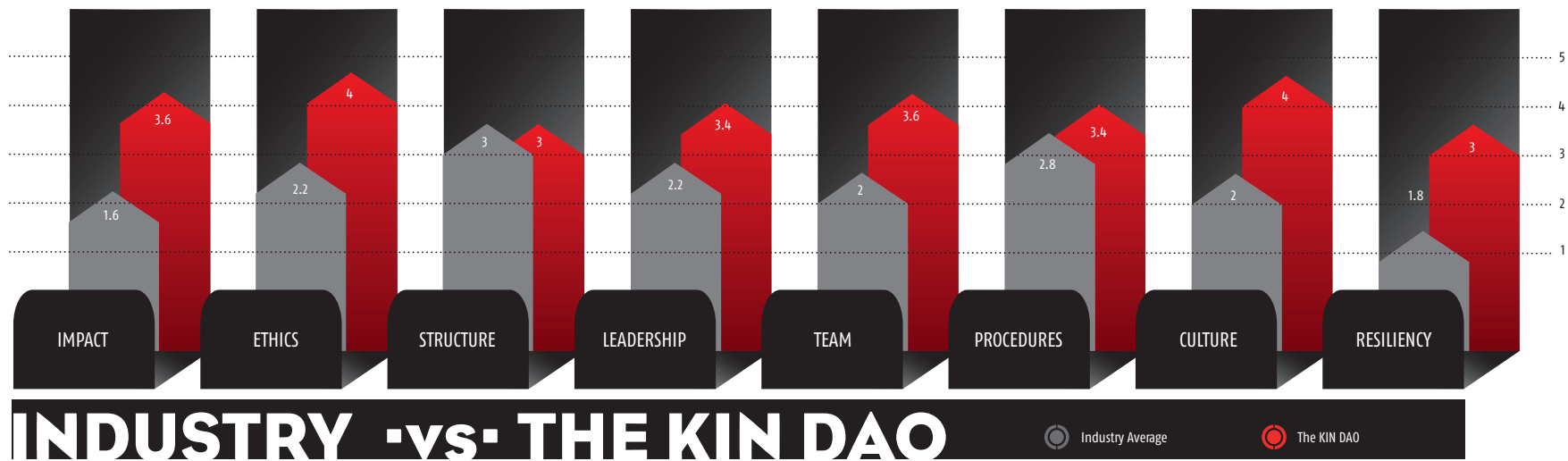
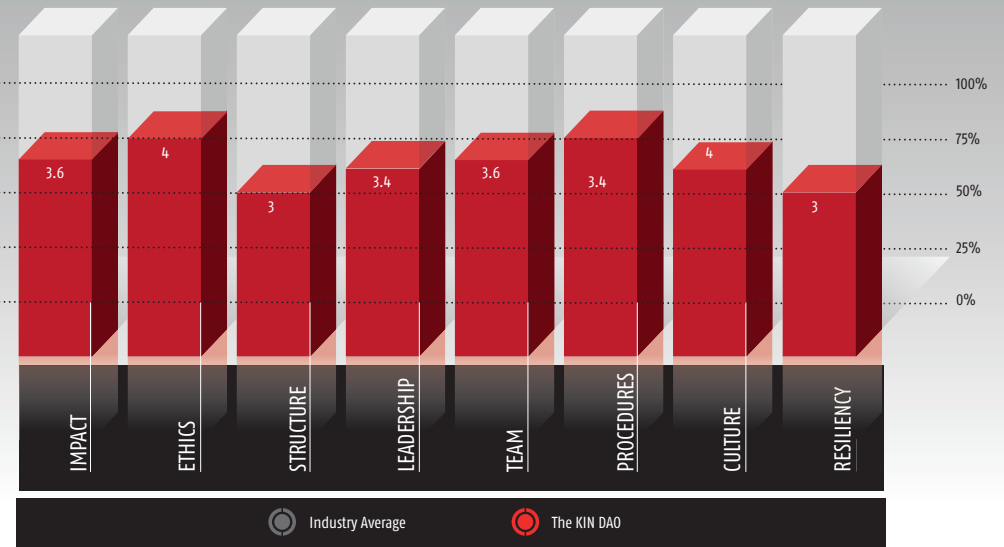
The Kin DAO keeps on going on! Throughout the crypto winter, The Kin DAO continues to support their communities. The DOI Foundation has observed their resiliency and we continue to be encouraged by it. They did not receive a 5 due to the need to scale back the number of organizations they provide support and resources to.



STATE OF INDUSTRY

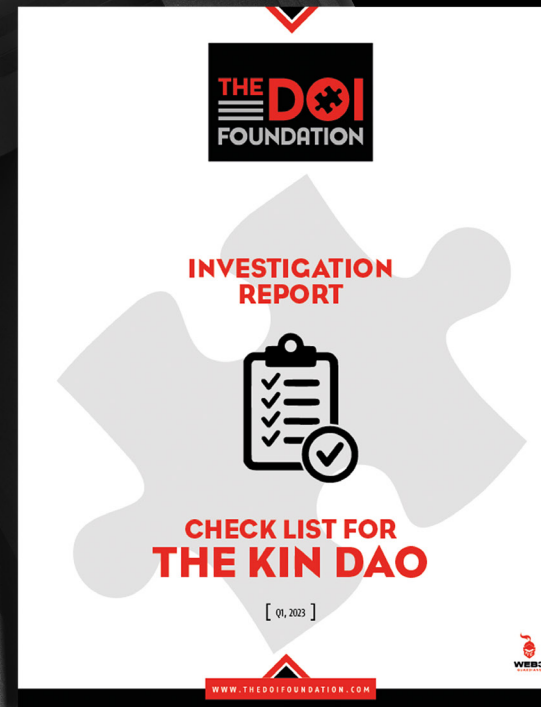


STATE OF THE KIN DAO



INVESTIGATION REPORT

For every project assessed by The DOI Foundation, a limited investigation occurs to ensure the basics of any crypto project are understood and validated. [Click here](#) to see the full infestation report of The Kin DAO.



CONCLUSION

After a thorough review, The DOI Foundation has collected evidence demonstrating The Kin DAO's many strengths, as well as some areas of opportunity for this impactful and ethical project. Compared to the industry average, The Kin DAO meets or exceeds all benchmarks measured by The DOI Foundation.

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