Hypha Reorganization Program

> This proposal has not been entered into the Hypha DHO for voting.

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(jump to 12mins in)

Purpose

The goal of this document is to start a dialogue to clarify the boundaries for Hypha and provide a much needed strategic framework to focus and prioritize our work in the future. Hypha is currently facing increasing internal tensions due to a missing strategy and inability to move the organization forward in a coherent way. As a result, there are too many conflicts that remain unresolved and too many opportunities that cannot be followed through. The purpose of this program is to further drive coordination costs down through a series of stages and decisions that prepares and positions the organization for much more to come while still operating in the context of regeneration and decentralization.

> Metamorphosis by Philip Glass sonifying the changes Hypha is going through.

Approach

The idea is to reorganize Hypha by reducing complexity, strengthening cohesion and providing a true north for everyone to move towards a more effective organization that is not pulled into many directions a once and that is able to focus on product development without too many distractions. This process is done through disentanglement & decoupling (strip out any unrelated elements), followed by prioritization & rebuilding (activate a new strategy).

1. Disentangle & decouple
2. Prioritize & Rebuild

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Disentangle

To frame the conversation, we start with a set of leading questions to help everyone focus on the important parts of the program. These questions are best discussed in a real-time session with key stakeholders of the organization, and each stage can have one or more sessions before moving on to the next stage.

Sensing into Hypha

1. Where is our energy? our motivation to drive change? our North Star?
2. Where is our boundary? our capacity limit? our level of execution?
3. Where is our next destination? our potential impact? our next local maximum?
4. What are our engines? our core products? our drivers for regen growth?
5. What is our relationship to Seeds - the currency, the movement, the people?
6. What is it that only we can do? what and where are the needs?

Activating vs Building



Delineating boundaries

Inside of Hypha Boundary	Outside of Hypha Boundary
Core Product Development (roadmap)	Product Adoption & Exaptation (feedback loops)
Core Product Positioning (audience)	Product Deployment & Delivery (accelerators)

Core Product Promotion (brand)	Product Customization & Contractual Work (clients)

Strengthening core functions

Function	Internal	External
Human Relations && Human Heartbeat	Sensing into the human heartbeat of org	Bringing new energy and people into Hypha and deployment spaces
Communication && Design	Bringing clarity into Hypha for all members - DAO, LW, PTM part of Hypha website.	Communicating what we do to the outside world (the stories, the impact, the model)
Finance && Accounting	Launching Living Budgets and Hypha accounting practices	Bringing new funding/investors into Hypha
Legal && Compliance (advisory)	Preparing Hypha members for the shift towards products	Formalities of registering an LLC and safe harbor process for us and other DHOs

Strengthening core apps

Product Suite	Short term	Long term
LW (transact && transfer)	Separate Seeds and/or governance from LW	Intersection of WeChat and VISA cards
ID/PP (identity && access && widgets)	Create new app for DAC/DCO space (non-Seeds)	Society 4.0, Global Identity and Passport
DHO (coordinate && reward)	Multi-tenancy DHO	ESGs, Multi-purpose DHO, Cooperatives

PTM & SWAP (trade && exchange)	PTM and Tressel	Bridge to traditional banking

Strengthening symbiosis

Organization	Scope	Area of Concern
Seeds Coordination Hub	Global & Bioregional, Horizontal, Socio-Ecological	bioregions, academies, explorers, alliances, home of ambassadors
Samara Accelerator DHO	Global, Vertical, Socio-psychological	consultancies, organization starter kits, org-in-a-box
Village Coordination Hub/RVA	Bioregional, Local, Socio-political	village experiences & platforms, village-in-a-box
Marketplace Coordination Hub	Global, Vertical, Socio-economic	Marketplace starter kits, marketplace-in-a-box
D Pollinator DHO	Global, Socio-economic	Incubator powerhouse (Y Combinator style)

Prioritize & Re-build

This stage is concerned with the implementation and execution of the actual strategy and execution for the organization. It works towards concrete steps to get the work done outlined in previous stages.

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Primary strategic elements

- Strategy Roundtable
- Boundaries for core apps and extensions
- Revenue models for core apps

- Revisiting removing-the-keys after the DAO LLC

Deployment Strategies

Deployment Lenses/Facets

Lens	Stakeholders	Area of Concern
Socio-Ecological	Regenerators, Environmentalists, Activists, Farmers, Low Income Communities, Indigenous Communities, Developmental Aid Groups, Environmental & Sustainable Growth (ESG) Initiatives	Products for coordinating bioregional stewardship. Creating indigenous communities, a new way to define what is of value. A meta movement at the intersection of cosmology & ecology.
Socio-Economic	Marketplace Builders, Micro-economists, Buyers-Sellers, Village Builders, City Dwellers, Famers, Coops, Supply Chains, Producers	Products for ecommerce integrations, farmer's markets, a new way of coming together, regional coops. Transacting with existing markets and value streams.
Socio-Political	Governments, Municipalities, Politicians, Political Scientists, Mayors, Environmentalists, Institutions, Ministries	Products for (eco) villages, urban cities, municipal & mayoral compliments, future-of-cities. Interfacing with nation states and geopolitical forces.
Socio-Psychological	Org Designers and Builders, CEOs, HR/Consultancies, Millennials, DAO LLCs	Products for working better together, future-of-work, org maturity levels, new methods of decentralized organizing at scale, teal orgs, self-orgs, conscious orgs.

Market Segments

- Socio-ecological deployment (how we regenerate earth, CAS, DACs, indigenous communities, a new way to define what is of value, Seeds movement & ecology)

- Socio-economic deployment (how to spin up and sustain local economies, e-commerce integrations, farmer's markets, a new way of coming together, "marketplace-in-a-box")
- Socio-political deployment (how to build (eco) villages, urban cities, how to get municipal & mayoral support, future-of-cities, "village-in-a-box")
- Socio-psychological deployment (how to work better together, future-of-work, conscious orgs, teal orgs, self-org, "org-in-a-box", Cooperatives, ESGs, DAO LLCs)

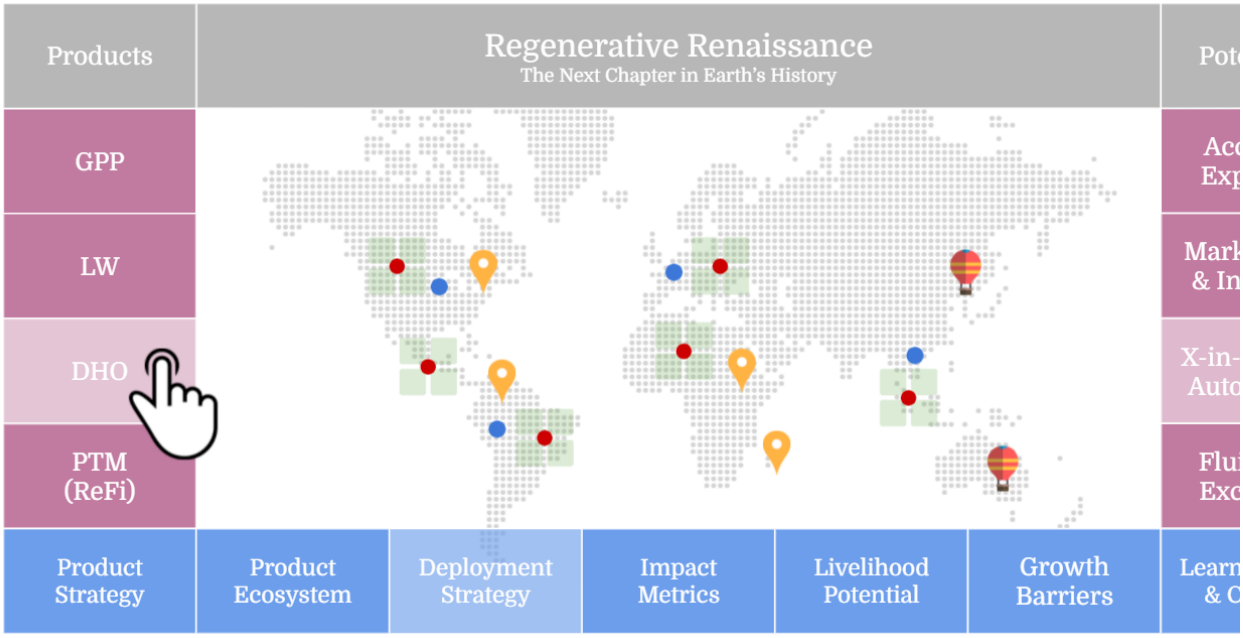
Secondary strategic elements

- Branding & communication strategy
- Banking and incorporation (Vast Bank & Wyoming DAO)
  - proof of Smart Contract (and changes to it)
  - selecting a registered agent (in Wyoming)
- DHO adjustments via policy vote
  - Hypha Archetypes (adjusted for new structure)
    - Legacy frame: Development - Research - HR - Sales - Marketing
  - Hypha product metrics (focused on revenue)
  - Hypha membership (not tied to activity, but tied to HVOICE)
  - Role-assignment max period 6 mo

Hypha Strategy Map

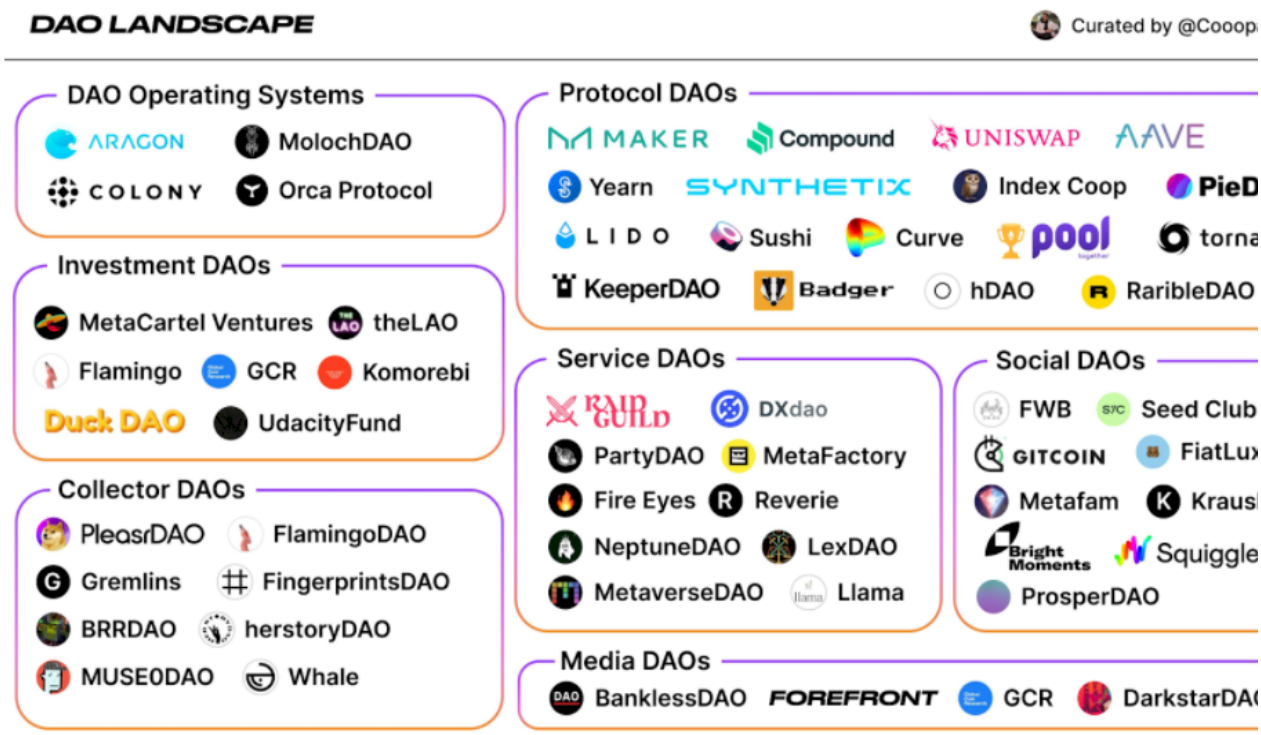
Blockchain Products	Strategic Intent	Strategic Imperative	Strategic Deployment	Strategic Impact	Livelihood Potential	Gr Ba
GPP	Global Passport for the World	Virality of the Model	Campaigns & Quests	Play, Learn & Transition	Network Effects	Acc Exp
LW	Payment Gateway for the Future	Practicality of the Purchase	Marketplaces & APIs	Trust & Circular Economy	Transactions Engine	Innov Sec
DHO	Payroll & Governance for the DHOers	Modularity of the Platform	X-in-a-Box Autopoiesis	Livelihoods, Coop & QoL	Pricing & Value Add	Coor & Int C
PTM (ReFi)	Peer Exchange for the Regens	Liquidity of the Market	Fluidity & Exchange	Regenerative Economy	Commissions & Security	Legis Com

Hypha Strategy Activation



Background

DAO Landscape



PrimeDAO Case

- https://primedao.eth.link/ (current site)
- https://primedao.webflow.io/ (future site)
- https://medium.com/primedao/its-time-for-dao-to-dao-coordination-8791ec78545f (DAO-to-DAO coordination, the only DAO thinking about it afaik)
- https://app.pitch.com/app/public/player/05cff6fb-639c-4e24-8497-72e288fc60db (pitchdeck)
- https://alchemy.daostack.io/dao/0x273d0f686a53a49a0fba2a801566b19f9aaf8fcd/scheme/0x4b919ee74b777d004a60f4f99d0b4333299aeafbb89e6a2bd004ea81aa10b825 (PrimeDAO on DAOStack)
- https://docs.primedao.io/primedao/tokenomics/prime-utility (Prime token allocation)

- Value Transfer: Producer > Consumer > Producer > Consumer < Decomposers (Trophic Chains)
- Value Creation: info ecology, autopoietic platforms, regen finance models
- Value Exchange: revenue generation, pricing strategy, economic growth
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