



Insights
BY FUTURE



Life's too short
for bad decisions.

Why we're here

Life's too short for bad decisions.

How we provide value

We believe freeing teams time and providing rich data allows them to make better, smarter business decisions.

What we make

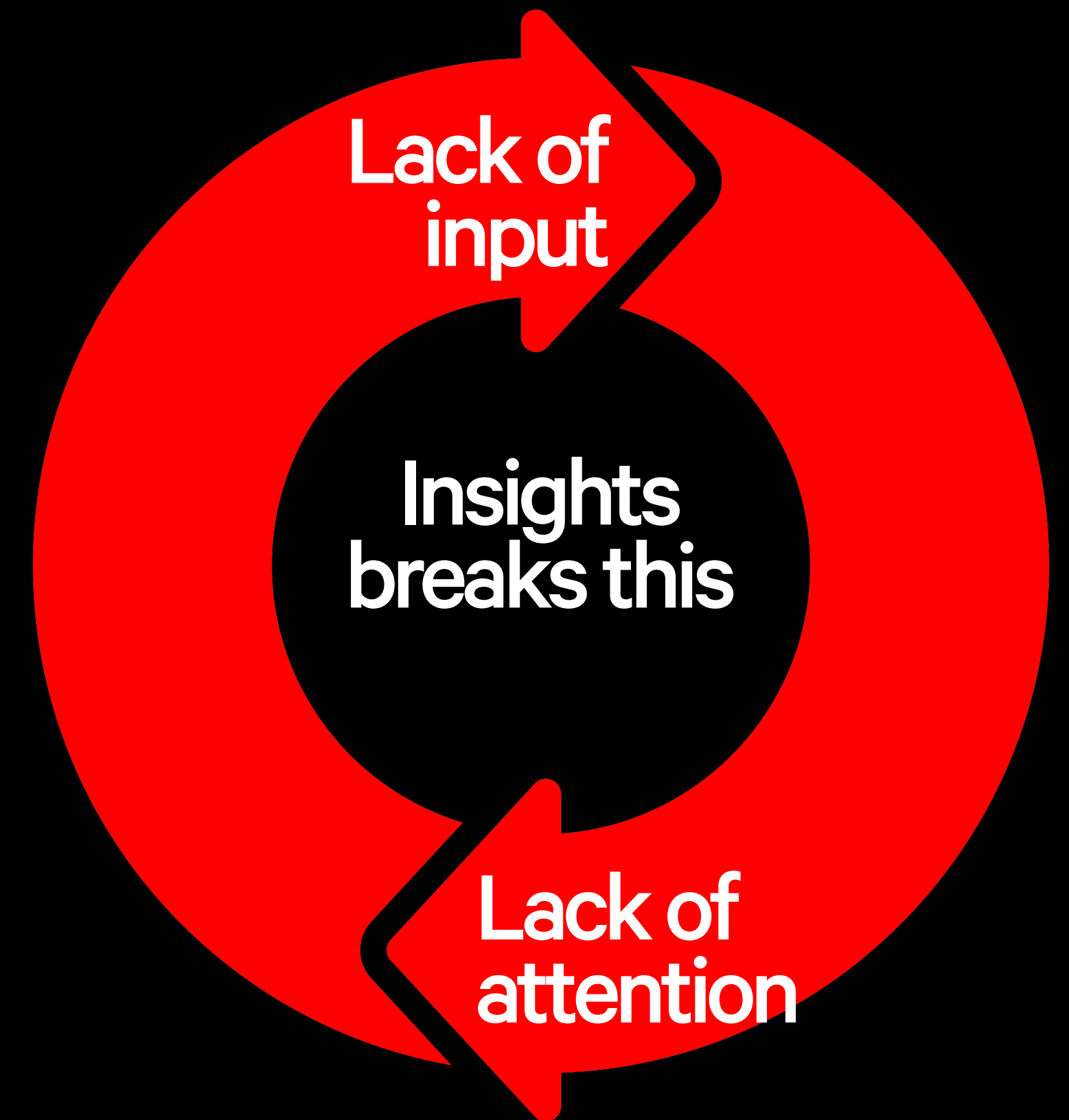
Our tools unlock real time data, with true composability and blockchain native tech.

The problem:
Governance is a vicious circle.

Teams lack the resources to be present for their communities.

People become less and less interested because they feel they haven't been listened to.


We're breaking the circle.





How we're doing it.

For the first time ever
you'll have the power to
know what your entire
community is thinking in
the blink of an eye, from
across multiple platforms
in a single place.



Introducing INSIGHTS:
A new type of survey tool
that **works in real-time** to
free you to make better
governance decisions.



Insights have
4 main
components

1. The App:

Feedback collected where your users are via blinks, native UX, widgets and bots.

2. The Decision-Making Engine:

World class, real-time, deep data – at your fingertips. Our engine is designed to show the best possible solutions to your most complex and important questions. The engine exists and works, having been used by cities and governments for over a decade.

3. The Blockchain:

Demographics, incentivization, trustless and token gate-able.

4. The AI:

Summarizing feedback, 'cause you don't have time.

**Better decisions.
Stronger communities.**

Insights BY FUTURE

Decision making engine | A.I. aggregated results | Custom surveys | Blockchain data & incentives

Understand your community before you start.

[Create an Insight](#)

[Participate in an Insight](#)

All Projects

All

Active

Pending

Closed



Radar Hackathon

49d 13h 59m

Active

Evaluate Future's Hackathon Submission

INSIGHTS is the perfect way to evaluate Future's hackathon submission against its competitors.

[Go to Insight](#)



FutureDAO

29d 23h 59m

Active

How should communities discuss governance decisions?

Governance is broken, and we will help fix it. Decision-making needs to meet users where they are.

[Go to Insight](#)



Superteam Canada

44d 13h 59m

Active


Where should STCA host IRL events?

Give your feedback to determine which areas are best.

[Go to Insight](#)



Now the magic
really happens.

The logo features a large, glowing circular ring with a color gradient from purple at the bottom to cyan at the top. Inside the ring, the word "Pulse" is written in a large, white, sans-serif font, and the words "BY FUTURE" are written in a smaller, white, sans-serif font directly below it.

Pulse
BY FUTURE

Introducing PULSE by Future

A live community
sentiment **dashboard**.

It gives DAOs, NFT
Communities, Network
States, and Governments
**a deeper understanding
of what their
communities are thinking.**



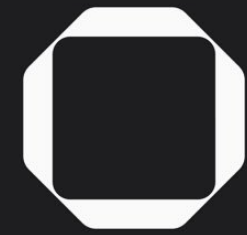
Insights
creates
the Pulse of
your
community

Analytics platforms only
have what's onchain or in
code. That is until now.
We can work with
communities to monetize
previously intangible data.
Private if you please.
Public if it pays.

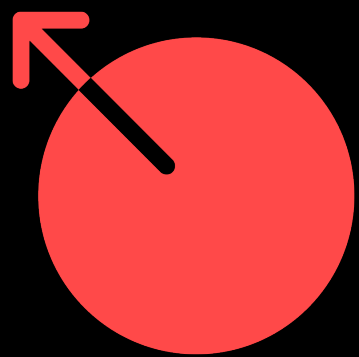


For the first time
you'll have the
opportunity to **own**
your community data
or monetize it.
Only on Solana.

Squads



MetaDAO



Align



Realms



Collaboration > Competition

There are a lot of tools out there, each with their own niche and they do it well - but they're doing it individually.

Our higher purpose is to be the glue that joins them all together.

We believe that collaborating will be the element that makes Solana the home of DAO governance. Compatibility, team work, and chewing glass.



Chomp



Snapshot



Polis

Typeform

Typeform



Why now?

Cause it gets better.

Our team has been doing this for over 10 years. Now the crypto world is starting to catch up to us.

We bridge the gap between web2 and Solana.

Our digital democracy engine has made combined decisions worth billions of dollars, has touched the lives of over a 250,000 people.

Now it's coming to Solana.

Why us. Business experience. Trust of governments. Billions of dollars with of decisions successfully deployed.



@MetaMatman



MetaMat
Co-founder

CEO Ethelo
Decisions,
Former
Decentraland
DAO,
Future Studies
PhD(c),
Superteam
Canada
Member



@dirty_digs



Dirt
Co-founder

Business and
Product
Development
with a strong
media
presence,
Superteam
Canada
Member



@craig_farndale



Craig
Marketing

Advertising
creative
director,
internationally
awarded,
strategic
thinker



@radioflyerMQ



Mary
Project Manager

Strategic
Design,
Coaching &
Organizational
Development
Leader,
Fortune 500
strategic
design



@metasal



Metasal
Senior Dev

Community
builder,
entrepreneur,
full stack
developer

The Roadmap

MVP Rollout

Launch free to use, beginning market research for PMF and revenue model

Q4

Community Outreach

Onboard as many Solana communities into our platform as possible.

Q4

Blinks Integration

Find your users where they are. Link blinks to the dApp.

Q4

Widgets and Bots

Develop tools that allow communities to communicate in app, eg, Telegram, Discord.

Q4

Artificial Intelligence

Intergrate AI into INSIGHTS to allow for summarized comments.

Q1

Embed within Key Solana Governance

Connect with governance players and offer services directly to their existing users. Main targets are Align, Realms and MetaDAO.

Q1

Pulse V1

Provide private community data and test revenue models that benefit communities directly.

Q1

SaaS

Combine learnings into the best revenue models. Consultancy is also expected.

Q1

Pulse V2

Explore selling data to companies like Alphavybe and Step Finance, with products that equally benefit communities themselves.

Q2

Move Data Onchain

Data deserves blockchain integrity.

Q3

Onboard Web2 to Solana

Bring foundations and municipalities on chain with frictionless onboarding.

Q3

How we measure impact.

%

of repeat users

%

of proposals
using Insights
that pass on
first attempt

%

Community
confidence/
positive
sentiment score
for DAOs that
use Insights

Revenue model

Free at launch: INSIGHTS and PULSE.

Finding product market fit is the most important element as we start.

Revenue Streams:

SaaS Models:

- **Unit sales:** pay per use
- **Subscription fees:** access to use services and community data for a period of time or a series of uses.
- **Utility fees:** for Engine API charged on a per use or as-consumed basis
- **Licensing fees:** to embed Discord Widgets & Telegram Bots for applications built on top, like a partnership with Chomp.

Professional fees: for expert consulting.

Let's connect:
Discord pregovernance
X Future Protocol



Scan for app

Special thanks to our **strategic advisors:**

John Richardson **Digital Democracy, Founder of Ethelo**
Treggs **Risk & Strategy, Flash Trade**
Edgar Pavlovsky **Dev, mtnDAO, ex marginfi co-founder**
Superteams Canada





Insights
BY FUTURE

The future of better governance.