



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

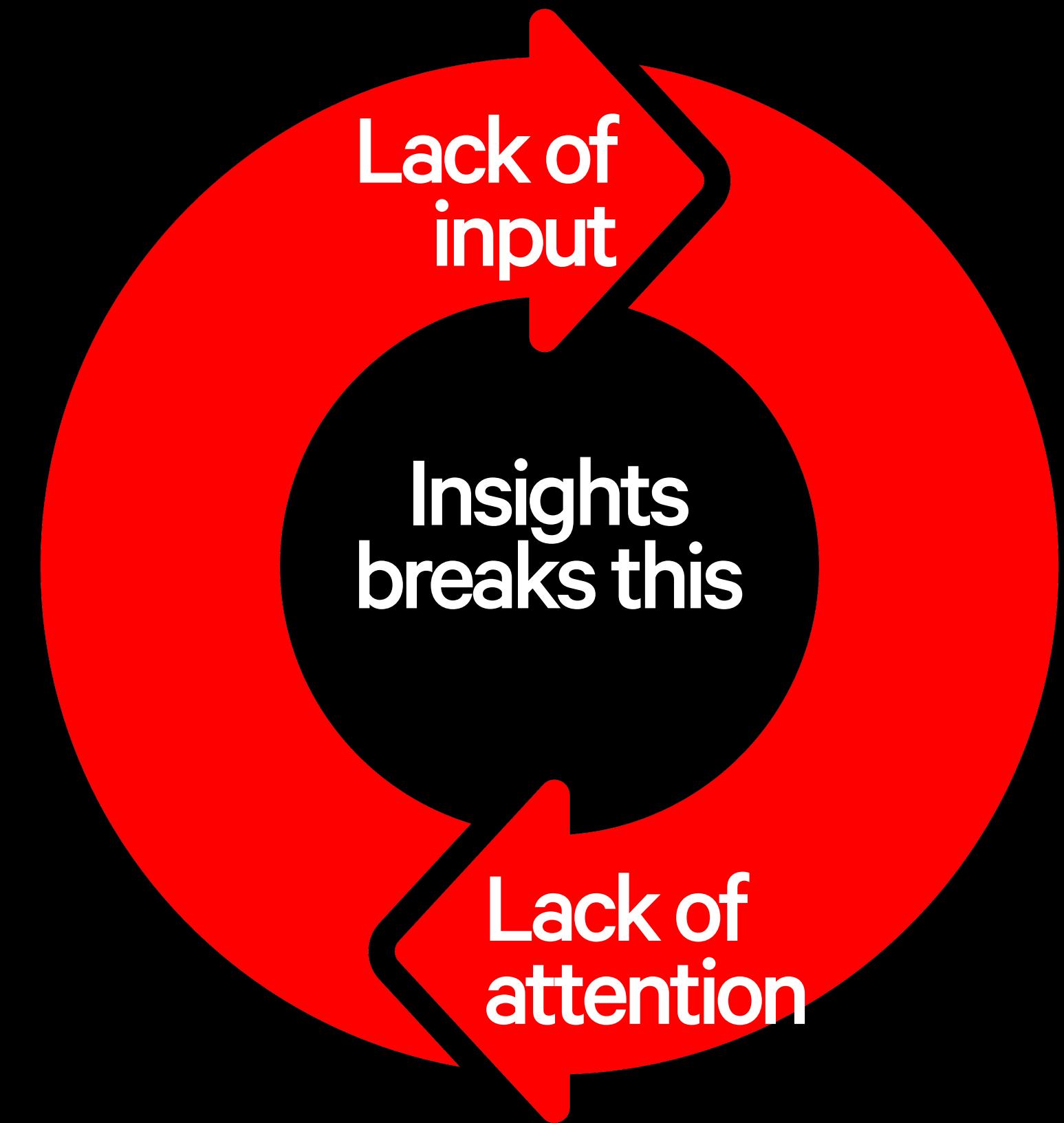
Our tools unlock real time data, with true composability and blockchain native tech.

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.



The image shows a smartphone displaying the 'Insights' homepage. The top navigation bar includes the 'FUTURE' logo, 'Home', 'Docs', 'Create an Insight', and 'Select Wallet' buttons. The main title 'Insights' is prominently displayed with 'BY FUTURE' and 'Decision making engine | A.I. aggregated results' below it. The subtext 'Custom surveys | Blockchain data & incentives' is also visible. A tagline 'Understand your community before you start.' is present. Below the tagline are two main sections: 'Create an Insight' and 'Participate in an Insight'. A filter bar at the top of these sections allows users to switch between 'All Projects', 'All', 'Active' (which is selected), 'Pending', and 'Closed'. Three active projects are listed: 'Radar Hackathon' (49d 13h 59m, Active), 'FutureDAO' (29d 23h 59m, Active), and 'Superteam Canada' (44d 13h 59m, Active). Each project card includes a 'Go to Insight' button.

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

FutureDAO 29d 23h 59m Active

Superteam Canada 44d 13h 59m Active

Evaluate Future's Hackathon Submission

How should communities discuss governance decisions?

Where should STCA host IRL events?

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

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

Give your feedback to determine which areas are best.

Go to Insight

Go to Insight

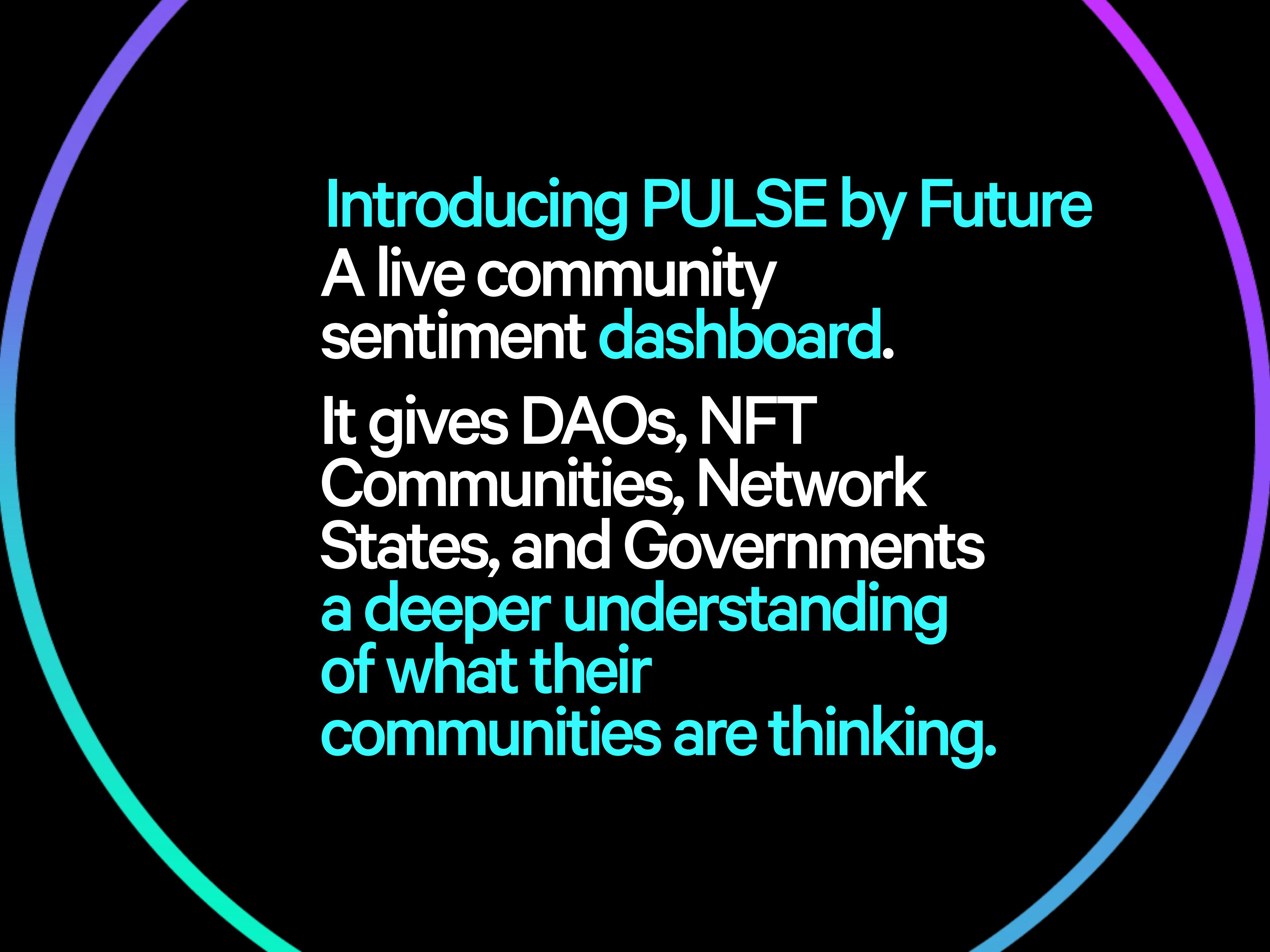
Go to Insight



Now the magic
really happens.



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

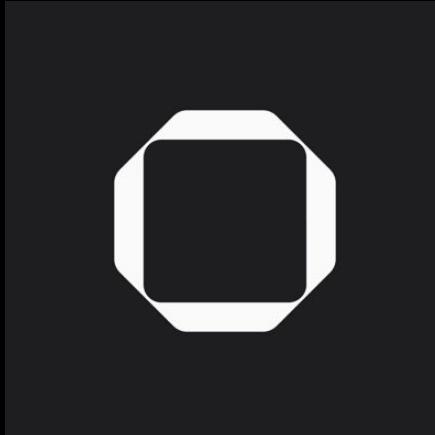
Analytics platforms only
have what's onchain or in
code. That is until now.
We can work with
communities to monetize
previously intangible data.
Private if you please.
Public if it pays.



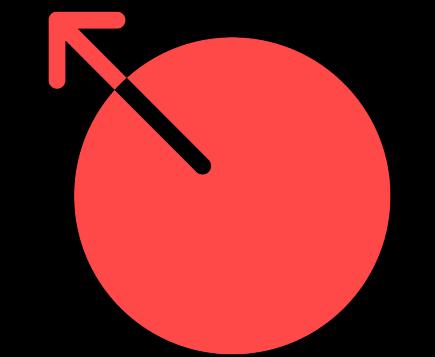
For the first time
you'll have the
opportunity to **own**
your community data
or **monetize it.**

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.



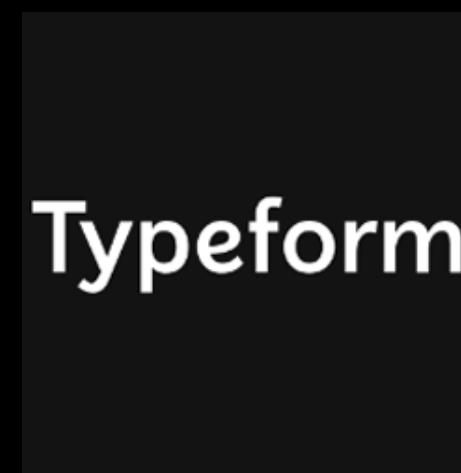
Chomp



Snapshot



Polis



Typeform



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

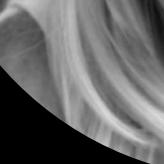


Craig
Marketing

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

Artificial Intelligence

Integrate AI into INSIGHTS to allow for summarized comments.

Q4

Pulse V1

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

Q1

Pulse V2

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

Q1

Q1

Q1

Q2

Widgets and Bots

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

Embed within Key Solana Governance

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

SaaS

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

Onboard Web2 to Solana

Bring foundations and municipalities on chain with frictionless onboarding.

Q3

Q3

Move Data Onchain

Data deserves blockchain integrity.

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](https://discord.com/invite/pregovernance)
[X Future Protocol](https://twitter.com/FutureProtocol)



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.