

## ShapeShift DAO Weekly Newsletter

November 29, 2021

### WEEKLY DIGEST



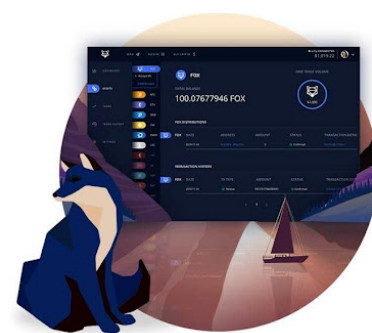
#### Creating a ShapeShift Validator in Cosmos

The ShapeShift DAO will be supporting the Cosmos ecosystem through validation, which will be an additional stream of income for the DAO. TaxiStake who have been operating Validators for several years will set up and maintain this Validator on behalf of the DAO. This will not only provide a revenue stream, but also provide security to other decentralized communities through trusted validation services.



#### Formation Of The Creative Services Group

Formation of the Creative Services Group as a subgroup within the Product Workstream. The purpose of this Group is to make creative content in alignment with the ShapeShift brand. Graymachine shall be leading this squad and will ensure that the ShapeShift DAO are brand-focused and stays competitive within the crypto ecosystem.



#### Create An “Alpha” Version Of The Open-Source Web App

“Alpha” version of the new open-source web app has been launched for testing and community feedback. The new “Private” version will have no analytics or user tracking of any sort and will contain features that have already been tested and analyzed in the “Alpha” version.

### TOP STORIES

#### Creating a ShapeShift Validator in Cosmos



The Cosmos Network is a Proof of Stake (PoS) blockchain. Validators on a blockchain are responsible for verifying every incoming transaction to ensure they are accurate and legitimate. Once the transactions are validated, they are placed into the blockchain and Validators receive rewards in ATOMS for each block.

This means that holders of ATOM - the native token of the Cosmos Network can take part in network

governance and receive rewards. Validators can stake their own ATOMS or be delegated tokens from other ATOM holders, for which they are able to charge a commission in ATOMS for their work in securing the network. In return, they receive block rewards, and some of these rewards will be distributed to ATOM holders who staked tokens with them.

Through running the Cosmos Validator under TaxiStake’s supervision, ShapeShift earned around \$250,000 last year alone. The economic benefit of diversifying the treasury and having an additional stream of income for the DAO is substantial.

[Read more...](#)

#### Formation Of The Creative Services Group

This proposal was created and led by Graymachine who is proposing to form a Creative Services Group within the existing Product Workstream. The main focus of this squad is to assist all ShapeShift workstreams to communicate effectively, create content that is aligned with the brand of the ShapeShift DAO through various forms of design related services. This will include: graphic design, 2D/3D animation, GIF creation, video production, creative writing and much more.



This Group will allow the ShapeShift DAO to stay competitive within the crypto ecosystem, projecting a professional image and ensuring that every product has a compelling story and visual identity that resonates with the community.

The proposal has already passed and the Group will be launching in 2022. All costs related to this proposal shall be approved separately as part of the renewal of the Product Workstream budget.

[Read more...](#)

#### Create An “Alpha” Version Of The Open-Source Web App

The Product & Engineering Workstreams have now soft-launched the new open-source ShapeShift web app. This is a huge step towards decentralization and the community are invited to try it out as well as report any bugs/issues.

The new first look experimental version called “Alpha” was launched for testing and community feedback. The team will work on improving it, removing any bugs and finalising it so it is ready for an official move to the “Private” version. The new “Private” version will have no analytics or user tracking of any sort and will contain features that have already been tested and analyzed in the “Alpha” version.

#### Platform

Connect your favorite wallet to get started using our web platform. No account required.

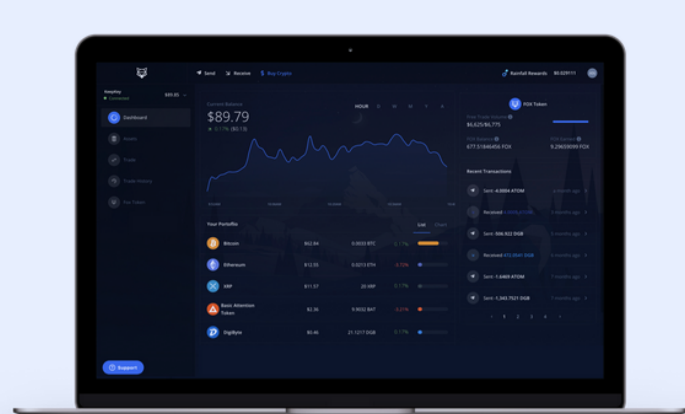
ShapeShift keep key TREZOR Ledger portis

GET STARTED

#### Mobile App

Get started with our secure mobile wallet. Packed with great features—perfect for novices and advanced users.

GET THE MOBILE APP



Essentially, two versions of the web app are created, clearly labeled for the users, “Alpha” version being a true “opt-in” experience and the “Private” version being totally private with no analytics involved. In order to create the best user experience possible and the best products for the success of the DAO, analytics and data to track feature adoption, understand areas of product friction and ensure tight product-market fit, the team will install an analytics tool like Pendo, which will help the team gather feedback and improve the experience before releasing changes to the “Private” version.

[Read more....](#)

Let’s DAO It!

Best Day Ever!