



district0x

Quarterly Report Q4 2017

January 29th, 2018

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Summary

Mission, Vision, and Values

In our first quarterly report we shared our mission, vision, and values statement to serve as a guiding light throughout our growth and development as an organization. We will continue to highlight these at the beginning of every report to keep our ultimate goals fresh in mind.

Our Mission

Decentralize the ownership structures of the world's marketplaces.

Our Vision

Deploy a platform for the creation and operation of communal marketplaces as decentralized entities, build network effects around the platform via a suite of ancillary services and by fostering a third-party developer ecosystem, and leverage these network effects to supplant privately controlled marketplaces with districts that allow for open participation in the governance of markets.

Our Values

1. **Transparency** - Open and honest communication provides each person the opportunity to contribute in the most meaningful way.
2. **Autonomy** - We supply the tools and information to do the job, but trust one another to get that job done.
3. **Inclusion** - We welcome participation from all colors and creeds, across all borders and nationalities. We are empowered by the diversity of our ideas because competition breeds strength.
4. **Decentralization** - We seek the path of broadest consensus, and work to align motivations through incentives, not instigation.

Product

Name Bazaar

The first month of the quarter was dedicated to finishing and launching [Name Bazaar](#). Name Bazaar is a peer-to-peer marketplace for the exchange of names registered via the Ethereum Name Service.

The screenshot shows the Name Bazaar website interface. At the top, there's a dark header with the 'NAME BAZAAR' logo and the text 'ENS ETH'. Below the header, a light blue banner contains the text: 'A peer-to-peer marketplace for the exchange of names registered via the Ethereum Name Service.' Below this is a search bar with the placeholder 'Enter Keyword' and a magnifying glass icon. Under the search bar are two buttons: 'View Offerings' and 'Create New Offering'. The main content area is divided into three columns: 'Latest' (green header), 'Most Active' (purple header), and 'Ending Soon' (pink header). Each column displays a list of names for sale, including the name, price in ETH, and the number of bids and time left. A 'Buy Now' button is present for each item. At the bottom of each column is a 'SHOW MORE' link. On the right side of the 'Ending Soon' column, there is a circular 'NB HELP' button. At the very bottom, there is a footer with the 'district0x' logo and the text 'Part of the district0x Network'.

NAME BAZAAR
ENS ETH

A peer-to-peer marketplace for the exchange of names registered via the Ethereum Name Service.

Enter Keyword

View Offerings

Create New Offering

Latest

| AUCTION | Bids | Days Left |
|-----------------------------|---------|-----------|
| blackjack.eth 99 ETH | 0 | 9 |
| darkmarket.eth 221.5 ETH | 1 | 1 |
| district.eth 17 ETH | Buy Now | |
| wallet.eth 12.35 ETH | Buy Now | |
| exchange.eth 101.2 ETH | Buy Now | |

SHOW MORE

Most Active

| AUCTION | Bids | Hours Left |
|-----------------------------|------|------------|
| openmarket.eth 14.98 ETH | 1 | 9 |
| tickets.eth 12 ETH | 1 | 1 |
| trading.eth 149.22 ETH | 0 | 11 |
| registry.eth 67 ETH | 0 | 13 |
| internet.eth 87 ETH | 0 | 1 |

SHOW MORE

Ending Soon

| AUCTION | Bids | Hours Left |
|-------------------------------|------|------------|
| mywallet.eth 1.23 ETH | 1 | 9 |
| payment.eth 19.2 ETH | 0 | 11 |
| lending.eth 42 ETH | 0 | 13 |
| coinmarketcap.eth 63.7 ETH | 1 | 1 |
| contracts.eth 87.2 ETH | 0 | 9 |

SHOW MORE

NB HELP

district0x Part of the district0x Network

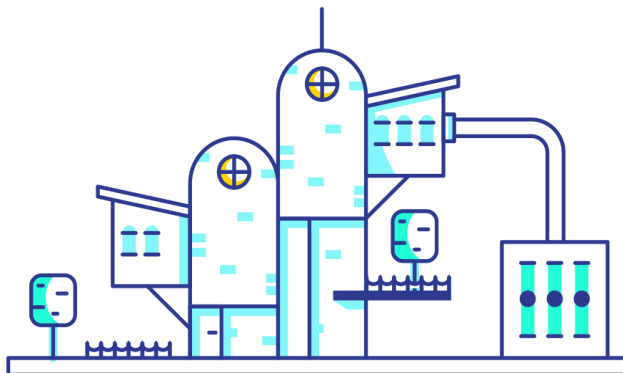
In anticipation of the full release of Name Bazaar, [we hosted a contest](#) whereby ENS domain name holders were able to submit a list of their funniest and most original owned names in order to receive early access to list those names for sale. The launch went by without a hitch, and thus far over 3000 names have been listed for sale or auction on Name Bazaar.

Development has continued post-launch to include several improvements and new features. Database optimizations, reliable server-side syncing and a slew of new devops tooling and monitoring have been developed. New search filtering and auction functions were made available to Name Bazaar users. A [name management page](#) was introduced, providing users with a convenient place to manipulate and transfer between their collection of names and addresses.

Following the [updates Nick Johnson shared](#) on the future of ENS domains, the district0x team reaffirmed our commitment to building a name registration flow with a more user friendly experience. By allowing non-technical users an easy interface with handy features, we believe we can expand the reach of the Ethereum Name Service to many more Ethereum holders.

d0xINFRA

Following these improvements to Name Bazaar, we began focusing development efforts on d0xINFRA. The d0xINFRA framework will operate as the core infrastructure powering future districts on the district0x network. Significant progress towards an initial release product for d0xINFRA was made as the various components that make up Name Bazaar are modularized for repurpose into their own repositories on the [district0x github](#). This work will continue into the first quarter of the new year.



These modules each serve to expand the reach and potential for a third party developer ecosystem to form. By offering documented, open source solutions to problems we've already solved in the development of marketplaces dApps, we can begin leveraging a broader network of participation from voluntary participants at other projects. This will allow us to accelerate the growth of products launched upon the network in future quarters.

Partnerships

In Q3 2017, we secured a long list of partnerships. In Q4, we began executing on them.



[Aragon](#) is an operating system for decentralized entities. Every time a district is created on the district0x Network, a corresponding entity will be launched on the Aragon Network. DNT holders will be able to stake their tokens to a deposit pool to mint governance rights in the Aragon entity, which can be utilized to propose and vote on various aspects of the district.

In preparation for the deployment of both Aragon Core and Meme Factory to the Ethereum Mainnet, the Aragon and district0x teams have been meeting to coordinate on an initial MVP specification that will allow DNT holders to stake tokens to a Meme Factory entity. Stakers will receive voting rights that can be used to signal towards various aspects of Meme Factory as proposed to the community via polls, similar to the current [voting dApp](#).

Community

The community continues to be the lifeblood of the district0x Network. The last quarter brought us unexpected challenges in migrating and developing a community across platforms whilst still maintaining cohesion and unity across all. We take a “try and see” approach, letting the community’s voice direct our choice in platform, and experimenting until we find solutions everyone is happy with.

District Digest Streams

Significant focus has been given to the [livestream](#) this past quarter, as it became apparent that the more “human” touch was in high demand for some community members. We reduced the number of regular weekly streams from two to one, but began hosting guests from various projects in the ecosystem that our community might take interest in. We also expanded the stream to several platforms including [Twitch.tv](#) and [Facebook](#) in addition to [YouTube](#) and [Mixer](#).

Slack/Rocket.chat

Following our move to an invite-only model for Slack, we also established a [Rocket.chat server](#). Rocket.chat is an open source, roll-your-own style chat that offers the familiar usability of Slack, but with significantly more configuration options. This allows us to, for instance, completely turn off DM’s between regular users, eliminating the threat of scams present on Slack.

Telegram

[Telegram](#) has become the dominant chat platform amongst newly arriving members for Q4. In order to better serve these members, we introduced a chat bot that will help curious newcomers find the FAQ, learn about district proposals, or access other resources. We also added bridges between chat rooms on Slack, Telegram, and Rocket.chat, allowing users to chat across platforms and tying the entire community together.

Inbox Insider

In Q3 we added the Inbox Insider which rounds up all of the various updates and highlights and places them in neat recap making it easy for those who wish to stay involved with our progress via email are able to do so. As of Q4 we’ve got over 3,000 subscribed in total.

Reddit

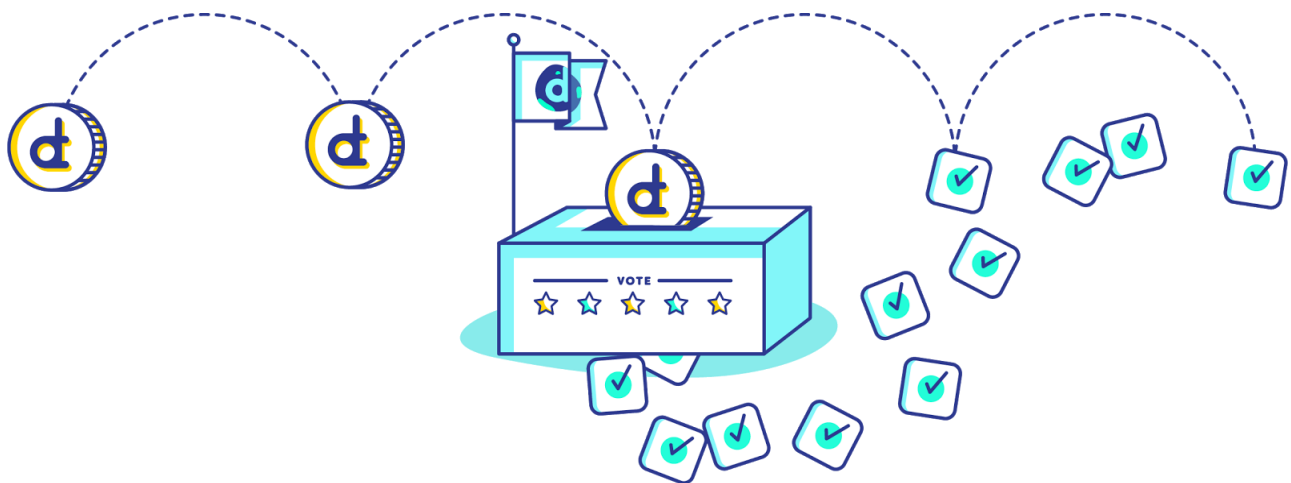
The [district0x subreddit](#) allows our community to participate in long-form asynchronous communication. We've hosted several AMAs, and field questions ahead of time for our live stream guests. At over 6200 subscribers, we've seen a nearly 50% increase since last quarter.

Medium

Medium remains as the core team's primary tool for official updates to the community. Alongside the [The District Weekly](#), and [Dev Updates](#), we've also begun a [District Spotlight](#) to highlight the various [District Proposals](#) we receive from our community. Followers have eclipsed 2,000, with 900 unique visitors daily.

Twitter

Our [Twitter](#) experienced unprecedented growth throughout Q4. At the time of our Q3 report we had just over 17,300 followers; we have over 46,500 followers - a 270% growth rate. This is partially thanks to our account getting fully verified by Twitter, and the explosion of growth in the space at the close of the year.



Compliance

At district0x, we agree that Ethereum must be about more than “lambo memes and immature puns.”¹ Since the launch of Ethlance in January 2017, we have been committed to creating, and later partnering with, functional dApps that advance the blockchain’s potential to disintermediate a wide range of human interactions. Each district on our network offers genuine utility. The success of those districts depends upon the efforts, talents, and creativity of DNT holders, channeled through participation in our various community initiatives and leveraging the decision-making power of Aragon.

With explosive growth of ETH and other cryptocurrencies during Q4 2017, we have closely followed developments in regulation of the broader blockchain industry. The current regulatory landscape is murky, and is complicated by the uncoordinated efforts of a number of governments. At times, those efforts seem to run at cross-purposes with the ability of blockchain technology to reach across borders, disintermediating portions of the global economy which have until now remained beyond the reach of many.

Yet, regulation will play an essential role in ensuring the promise of Ethereum is fulfilled. For a technology with so much disruptive potential, regulation will help Ethereum gain mainstream acceptance, combat the misperception that the technology somehow lends itself to criminality, and ensure actors who associate themselves with Ethereum act in ways that genuinely benefit the community.

While there may be some gray areas in the regulatory landscape, many areas are not only black and white, but are both easy to support and consistent with how district0x has operated since our founding. For example, eschewing paid ads promising outsized token returns, shunning the use of celebrities to promote token offerings, ensuring developers follow-up on claims made in whitepapers, requiring extensive security reviews before token offerings, and taking care to avoid any action that might violate either the letter or the spirit of anti-money laundering and sanctions laws are basic principles on which all responsible members of the Ethereum community should agree.

While the global regulatory landscape will need to evolve to account for the realities of blockchain-based technology, we believe regulation will, on balance, be a good thing for responsible dApps interested in long-term progress, versus those prioritizing short-term speculation. district0x counts itself among former. In Q4 2017, we undertook efforts to bolster our own understanding of the regulatory environment, including how to institutionalize post-ICO compliance and ensuring those we partner with share our views. Moving forward, we seek broader engagement, both within the district0x community beyond, with like-minded developers. Our goal is to not only meet regulatory requirements, but ensure the evolving regulatory landscape takes into account the interests and perspectives of developers.

¹ Vitalik Buterin, <https://twitter.com/VitalikButerin/status/945988644661207040>

Financials

Balance Sheet

ASSETS

| CURRENT ASSETS | Q1 2017 | Q2 2017 | Q3 2017* | Q4 2017** |
|-----------------------------|------------|------------|---------------------|---------------------|
| ETH | - | - | \$13,263,765 | \$49,089,290 |
| DNT | - | - | \$7,500,636 | \$28,004,579 |
| DATA | - | - | - | \$707 |
| OMG | - | - | \$123 | \$251 |
| Cash | - | - | - | - |
| Accounts Receivable | - | - | - | - |
| Temporary Investments | - | - | - | - |
| Prepaid Expenses | - | - | \$30,917 | - |
| Other Current Assets | - | - | - | - |
| TOTAL CURRENT ASSETS | \$0 | \$0 | \$20,795,441 | \$77,094,827 |

* USD Value on 10/8/2017 on [Etherscan](#)

** USD Value on 1/29/2018 on [Etherscan](#)

Income Statement

| INCOME | Q1 2017 | Q2 2017 | Q3 2017 | Q4 2017 |
|---------------------|------------|------------|---------------------|------------|
| Revenues | \$0 | \$0 | \$13,465,421 | \$0 |
| Cost of Goods Sold | \$0 | \$0 | \$0 | \$0 |
| GROSS PROFIT | \$0 | \$0 | \$13,465,421 | \$0 |

| EXPENSES | Q1 2017 | Q2 2017 | Q3 2017 | Q4 2017 |
|-------------------------------------|------------|------------|---------------------|-------------------|
| Contractor Wage Expenses | \$0 | \$0 | \$140,744 | \$178,430 |
| Technology and Development Expenses | \$0 | \$0 | \$22,419 | \$129 |
| Marketing and Sales Expenses | \$0 | \$0 | \$5,841 | \$2,999 |
| General and Administrative Expenses | \$0 | \$0 | \$32,652 | \$6,911 |
| Other Expenses | \$0 | \$0 | \$0 | \$600 |
| TOTAL EXPENSES | \$0 | \$0 | \$201,656 | \$189,069 |
| OPERATING PROFIT | \$0 | \$0 | \$13,263,765 | -\$189,069 |

Summary

The final quarter of 2017 was highlighted by the successful launch of Name Bazaar. Heading into the new year, we look to continue laying the foundation which will power the district0x Network, working towards the initial launch of d0xINFRA. Together, with our community and partners, we march ever closer towards our mission of decentralizing the ownership structures of the world's marketplaces.

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Learn More

For more information about the district0x Network:

- Check out our [white paper](#)
- Watch our [introduction video](#)
- Subscribe for [email updates](#)
- Follow us on [Twitter](#)
- Join us on [Telegram](#)
- Subscribe to our [subreddit](#)
- See our [live stream recordings](#) on YouTube