



district0x

Quarterly Report Q3 2024

October 14th, 2024

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Mission, Vision, and Values

In our first ever 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

In the third quarter of 2024, we made substantial progress across all of our core products. Customer retention is top of mind. This is also reflected in our marketing efforts, focusing on improving user engagement by expanding platform functionality, and enhancing community outreach.

As we are increasingly focusing on Base Chain, during Q3 each product within the d0x ecosystem saw unique developments and updates that contributed to a more seamless strategy to target BASE and its users, the large Coinbase L2 with fast growth across the board. Our Warpcast and BASE campaigns elevated the brand's presence across key digital spaces to target that audience. This quarter, district0x also made significant strides in integrating its projects and leveraging AI to expand Web3 possibilities through Insert Coin, Aqua Prime, and StreamTide.

Meme Factory

Meme Factory received significant upgrades to enhance the user experience, providing new creator tools and interactive elements to improve engagement. These updates aimed to streamline the creation and exchange of memes, making it easier for users to interact with and contribute to the platform. As a result, there was a notable increase in the number of memes minted and traded. This uptick in activity not only reflects a positive response to the updates but also underscores the community's enthusiasm for creative expression within a decentralized framework. Meme Factory's focus on fostering creativity continues to strengthen its standing as a go-to platform for Web3 meme culture.

Streamtide

Streamtide has also seen good progress again in Q3, cementing its place as a decentralized support platform for artists seeking to disintermediate the funding and community building within art and more specifically crypto art, helping content creators to cultivate and monetize their communities through Web3 incentives and quadratic funding. In Q3, Streamtide introduced several new integrations that allow creators to reach wider audiences and reward their supporters through community-driven features, namely on Farcaster. The team released Live Frames on Warpcast to engage with the

Streamtide contracts directly on the Warpcast feed instead of having to visit the URL separately. Enhanced workflows like these and improved visibility tools make it easier for creators to manage their presence on social media platforms, positioning Streamtide as a valuable resource for sustainable growth. This emphasis on accessibility and support helps ensure that creators are empowered and fully self-sufficient, reinforcing Streamtide's reputation as a forward-thinking platform for digital patronage.

Last Quarters Platform Optimizations included fully transitioning to BASE to reduce transaction costs and optimize the app infrastructure stack, paving the way for broader onboarding.

We also added ERC20 Token Matching, so grant rounds have been optimized to encourage participation and community-driven growth.

Additionally, community-centric NFT Collections were launched, led by Brady, in partnership with Meme Factory artist RektmeRev, that integrate community tools like Aqua Prime and familiar engagement points such as Twitch channel points.

StreamTide has also made significant strides in integrating new technologies and enhancing the overall platform user experience.

To begin, the PostgreSQL Integration has nearly completed to improve database reliability and scalability, with QA testing pending to finalize the setup.

As mentioned above, the engineering team also helped launch a Farcaster Frame to enable direct donations from Warpcast, increasing visibility and interaction, initially implemented as a separate app for early feedback, it has now been fully integrated into the Streamtide codebase. This integration ensures a consistent user experience and smooth interaction with other platform features, such as fetching creator information for the frames.

Finally, we have enhanced admin capabilities to create and manage donation campaigns with customizable features including images, creator selections, and specified donation periods, and fixed the User Interface with several minor CSS adjustments to improve the UI's cleanliness and polish, while also addressing minor bugs found along the way.

Ethlance

Ethlance, d0x's decentralized job marketplace, continued to focus on platform optimization and testing. Efforts to improve the usability of the platform included updated profile management tools and more refined job search functionalities. These changes not

only enhanced the experience for freelancers and employers but also expanded the types of job listings available. This broadened approach makes Ethlance more accessible and appealing to a more diverse range of users seeking flexible, decentralized work opportunities. The platform's ongoing improvements aim to establish Ethlance as a central hub for the decentralized labor market, encouraging a growing number of users to explore its unique job opportunities. We are expecting a launch on BASE imminently.

The development of Ethlance continued robustly through the third quarter, with concentrated efforts to prepare the new version of the platform for production readiness. Our primary focus has been on enhancing the platform's stability, functionality, and user interface, so that once public testing starts we can contain bugs and support to key functionality only.

On the technical side, we synced Event Processing, such as addressing repeated processing of the last-processed-block and issues in the checkpoint saving function in the database, ensuring job creation, updating, and termination processes function correctly in QA. We implemented and integrated a new simplified syncer mechanism using cljs-web3-next directly, solving issues with event processing stopping after the third job creation. We improved and integrated the new-syncer design with existing code to ensure independent operation or as part of the Ethlance server.

On contract level, we made some handling enhancements, including fixing handling of ERC721/1155 job contract events, requiring special handling of safeTransferFrom and decoding logs based on transaction hashes.

We also deployed contracts to Base Sepolia and set up a new QA environment for further testing, updated numerous district0x libraries, enhancing their functionality and reliability on the way.

Next we will be further addressing the platform enhancements and observability by adding observability via OpenTelemetry to simplify error tracing in a live system, integrating and testing with Layer 2 solution Base, where the final deployment will occur, and fixing various UI issues, such as displaying and entering fractional token amounts with symbols, and disabling UI flows when they're impossible (e.g., dispute when there is no invoice).

Finally we are improving contract interactions with standard tokens (ERC721, ERC1155), and starting testing and final preparations to conduct end-to-end testing in the QA environment to ensure the platform's readiness for production in Q4.

Our team remains committed to resolving the complex technical challenges as we approach the launch of the new Ethlance version on Base. We appreciate the community's continued support and patience as we refine and enhance the system to meet our high performance and reliability standards.

Aqua Prime

Still in its initial developmental phase, Aqua Prime achieved meaningful progress toward its core objectives this quarter. With a focus on creating decentralized applications within our ecosystem, the team worked closely with the community, gathering initial feedback to prioritize features and shape future updates. Aqua prime's potential to drive further innovation within the d0x ecosystem has generated interest among community members and stakeholders alike. This early-stage momentum suggests that Aqua Prime is poised to introduce a unique decentralized gaming solution unlike anything seen before, perfectly complementing our overall mission.

The Q3 developments included an evolution from Bot to AI-Driven game, where Aqua Prime has transitioned from a Discord-based economic role-playing game to a fully voice-driven, AI-powered NFT game, allowing for immersive gameplay and storytelling. We managed the full NFT Integration - while the previous version integrated NFTs for faction-based gameplay, the new version simplifies this, with AI agents driving the economic, role-playing elements via NFTs.

Aqua Prime's soft launch on Discord has been met with positive feedback, and it is now positioned to drive engagement for StreamTide, using cost-effective networks like Basechain to scale participation.

Insert Coin

We are proud to finally Introduce *Insert Coin*, a new project from our talented developer, Daniel Shinn. After successfully completing the design phase, Insert Coin is now gearing up for game tournament testing. Inspired by StreamTide's grant-matching model for tournament play, Insert Coin aims to bridge live-streamed gameplay with the transformative potential of Web3 technologies, expanding our reach and introducing novel marketing opportunities that align with current digital trends.

Insert Coin has focused on enhancing integration and testing phases this quarter, preparing for a full-scale launch.

We successfully completed the setup of 1v1 and tournament Discord bots, allowing users to set up matches directly through Discord. We also integrated slash commands in Discord for starting matches, with automated messages to encourage participation. Payment distribution is automated post-match, supporting community-based tournament funds.

Besides, we conducted a small test round to ensure the seamless operation and integration of Discord bots with the frontend.

On the Frontend we progressed the UI development to 85%, with efforts concentrated on updating the overall look and feel of the Insert Coin website.

Specific updates are underway for the homepage and the 1v1 and tournament pages.

Following a successful showing as a finalist in the Backdrop build V6 build-a-thon, efforts are now focused on enhancing the social media presence and developing onboarding tutorials. These tutorials will instruct users on wallet creation, adding ETH to the base chain, and effectively interacting with the platform.

Next, Insert Coin is gearing up for a live launch in Q1 2025, with a robust plan for a Q4 push to refine platform functionalities and conduct extensive security and functionality tests to ensure readiness for public use. Overall, Insert Coin is on a clear path toward enhancing the d0x ecosystem by providing robust and user-friendly platforms for their respective communities.

Marketing

On the Marketing front, District leveraged targeted campaigns to boost visibility and foster a deeper connection with the community. In Q3, the team utilized a blend of social media outreach, artist partnerships, and content-driven campaigns to extend district's reach and engage potential new users. These initiatives have been particularly impactful in promoting Streamtide, both on Twitter and on Warpcast, where clear CTAs have helped drive participation and increase platform traction. Community engagement remained a priority, with d0x investing in regular updates via blog posts, newsletters, and consistent posting to keep users informed and involved.

The comprehensive progress across both product and marketing fronts reflects District's commitment to creating a user-centric ecosystem that embraces decentralized values while fostering growth and innovation, and our efforts have not only reinforced District's market presence but also positioned the brand for sustainable growth as it continues to expand its product offerings and user base to new chains and user groups.

As we conclude Q3 2024, district0x stands at the forefront of innovation, integrating AI technologies and Web3 capabilities across our projects to elevate user experience and engagement significantly. This quarter's efforts have centered around enhancing Insert Coin, Aqua Prime, and StreamTide, each contributing uniquely to our marketing achievements. We have taken an active, conscious position in the AI meta, with ongoing AI Integrations to enhance gameplay and community management across our platforms is setting a new standard in the industry, improving both the efficiency of our operations and the quality of user interactions.

Furthermore, we also look for more Cross-Platform Synergies, where we seek to maximize cross-promotion between district0x projects, leveraging shared technologies and markets to enhance user retention and engagement.

Our new focus on Base is bringing new eyes and users to our apps. We have significantly boosted communication via Warpcast and other base-centric ecosystem channels such as the Base Chain Registry, so that the visibility and reach of district0x's applications is boosted by positioning ourselves at the center of attention, amidst memecoin degens and onchain sleuths.

In the last couple of weeks we have launched an all-out Campaign on Warpcast, targeting the onchain community there with a highly relevant StreamTide Launch Campaign featuring Rekt as one of the key artists on the platform. The mission of this

campaign is to enable Rekt to submit his first Fake Rare Card, something only the most successful meme artist can aspire to. The entry ticket to the 'Fake Club' now sits at around 1k USD, something not every artist can easily afford. This perfect usecase for StreamTide is enabled through a custom built Warpcaster Frame, to enable users to directly interact with the app from within the Warpcast feed on Base. This mission aims to raise awareness and attract new users by positioning a highly marketable campaign under the right eyes, highlighting how blockchain can help the creative industry reach their professional goals.

Our ongoing social media strategies have led to increased engagement and a growing follower across all deployments, with regular updates and interactive content. We seek to further strengthen our onboarding with increased community-driven initiatives including weekly developer calls to provide a transparent platform for community interaction with our development team, fostering deeper insights and valuable feedback. Participation in industry events and webinars has raised our profile within the blockchain community, increasingly connecting us with potential users and collaborators. We plan to attend additional industry events in the last Quarter of the year, including DevCon.

Marketing has been instrumental to communicating our vision to new users effectively and bootstrap a loyal and ever growing following. We are grateful for the ongoing support from our community and look forward to achieving even greater milestones in the second half of 2024.

Financials

Balance Sheet & Income Statement

CURRENT ASSETS*		Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
BTC		\$4,601,703	\$4,901,954	\$4,350,824	\$5,076,456	\$8,400,740	\$7,466,225	\$7,463,840
ETH		\$5,523,605	\$5,964,630	\$5,165,851	\$8,830,416	\$13,922,520	\$13,314,852	\$9,422,700
DNT		\$5,454,000	\$4,824,000	\$4,104,000	\$5,544,000	\$15,354,000	\$7,884,000	\$6,552,000
GRT		\$9,440,000	\$7,026,667	\$5,973,333	\$12,600,000	\$25,893,333	\$12,492,000	\$9,546,000
KEEP		\$166,172	\$94,568	\$75,163	\$104,313	\$205,830	\$92,365	\$94,399
Stable Coin		\$5,217,109	\$4,812,796	\$4,464,471	\$4,464,471	\$4,464,471	\$4,464,471	\$4,464,471
Prepaid Expenses		\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL CURRENT ASSETS		\$30,402,590	\$27,624,615	\$24,133,642	\$36,619,656	\$68,240,894	\$45,713,912	\$37,543,409
LIABILITIES								
CURRENT LIABILITIES		Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
Short-Term Debt		\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL CURRENT LIABILITIES		\$0	\$0	\$0	\$0	\$0	\$0	\$0

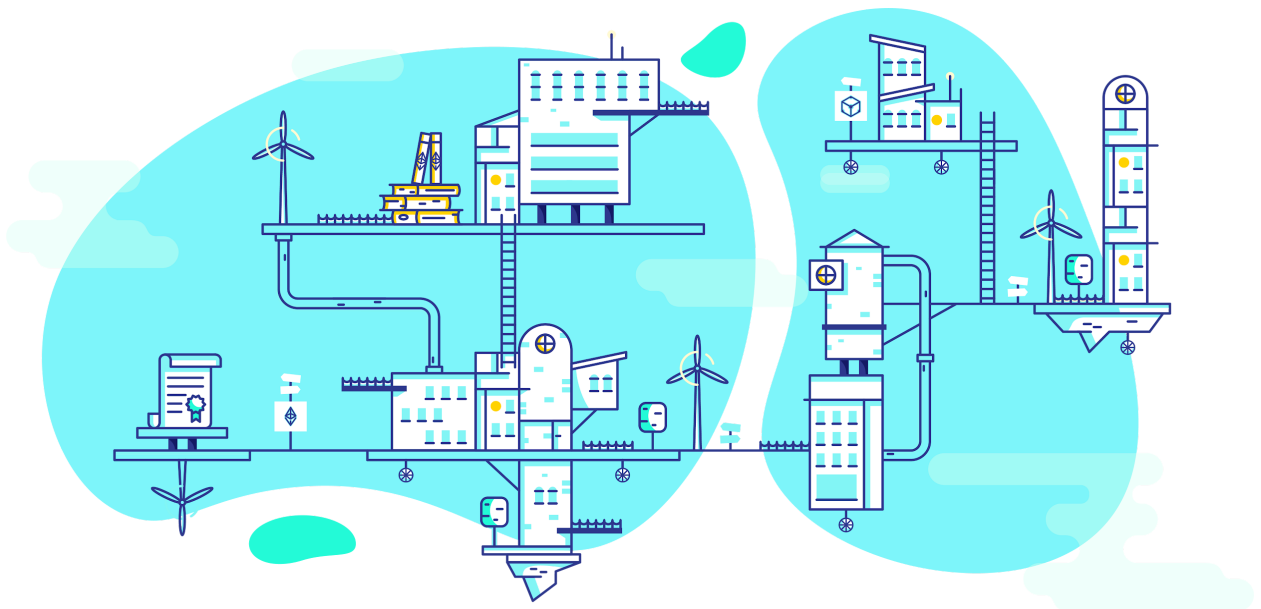
INCOME		Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
Revenues		\$0	\$0	\$0	\$0	\$0	\$0	\$0
Cost of Goods Sold		\$0	\$0	\$0	\$0	\$0	\$0	\$0
GROSS PROFIT		\$0	\$0	\$0	\$0	\$0	\$0	\$0
EXPENSES		Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024
Contractor Wage		\$440,700	\$404,313	\$338,100	\$308,400	\$308,400	\$308,400	\$308,400
Technology and Development		\$4,395	\$5,379	\$2,191	\$4,696	\$10,129	\$16,203	\$16,829
Marketing and Sales		\$5,373	\$0	\$0	\$3,000	\$0	\$0	\$0
General and Administrative		\$9,683	\$68,535	\$8,034	\$11,524	\$26,403	\$20,262	\$14,678
Other		\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL EXPENSES		\$460,151	\$478,227	\$348,325	\$327,620	\$344,932	\$344,865	\$339,907
OPERATING PROFIT		-\$460,151	-\$478,227	-\$348,325	-\$327,620	-\$344,932	-\$344,865	-\$339,907

Summary

Moving into Q4 2024, our efforts will continue to build on the momentum of this quarter's achievements. We aim to further harness innovative features and strategies that resonate with our community's needs and market trends, ensuring sustained growth and engagement. We encourage everyone to stay connected through our platforms, participate in our discussions and watch as we unfold new phases of interactive and immersive experiences. We remain optimistic in the future of blockchain and will continue to build towards it.

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Learn More

For more information about the district0x network,

- Head to our [Onboarding Terminal](#) for all links at a glance
- Check out our [Education Portal](#) for all things #web3
- Join the official [Discord server](#) or [Telegram](#) channel
- Watch our [YouTube intro video](#) and [live stream](#) on Twitch.tv
- Subscribe to [email updates](#) or to our [Subreddit](#) forum
- Follow us on [Twitter](#), [Facebook](#) and [Instagram](#)