

# The Odos DAO & Tokenized Loyalty Program Launch

DAY 1 PROPOSAL

DECEMBER 2024

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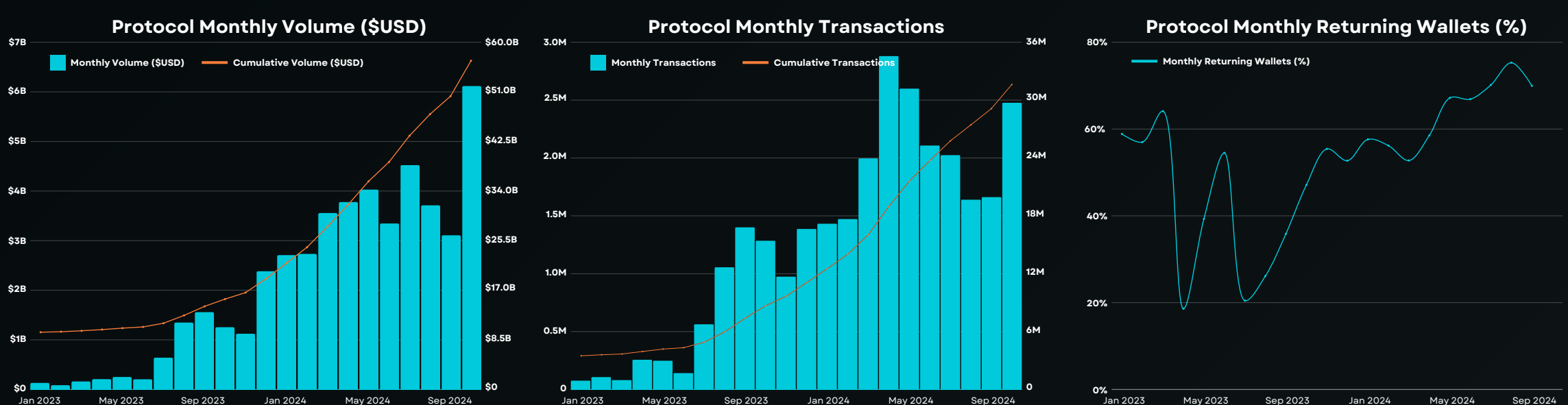


## INTRODUCTION

The formation of the Odos DAO and launch of the tokenized Loyalty initiative, mark a pivotal moment in redefining decentralized engagement and community-driven growth. The establishment of the Odos DAO empowers loyal users with the ability to influence and shape key decisions, fostering a new era of collaborative governance. Simultaneously, the tokenized loyalty program is designed to reward and recognize the contributions of loyal users, creating an ecosystem where active participation and loyalty drive both individual and collective success. Together, these initiatives lay the foundation for a more inclusive, transparent, and rewarding future with Odos protocol.

## WHY NOW?

- **Market Context:** The launch comes as more assets transition on-chain and a growing number of Layer 2 solutions emerge, creating new opportunities and challenges for decentralized finance (DeFi). At the core of this growth is *optimal order routing*, which scales alongside the expanding market, making Odos an *essential infrastructure layer of DeFi evolution*.
- **Market Success:** Monthly trading volumes surpassing \$6 billion and strong user adoption with approximately 3 million unique wallets reflect Odos' significant market impact and potential for future growth.



- **API Partner Trust:** Numerous API partners rely on Odos to deliver the best order routing, underscoring Odos' position as a trusted industry leader.
- **Proven Community Governance:** As the DeFi landscape matures, community-driven governance models have demonstrated their ability to build trust, foster innovation, and meaningful engagement.

## ODOS' COMPETITIVE EDGE:

- **Routing Optimization Algorithm:** A state-of-the-art algorithm that redefines trade efficiency and sets new industry standards, including support for multi-token input/output.
- **Liquidity Aggregation:** Aggregation of more relevant liquidity sources than any competitor, providing unparalleled depth and efficiency for users and sophisticated routing.
- **Adaptable:** Odos is designed with fluidity in mind and leverages its team's strong technical expertise to support new DeFi innovations.

Building innovative and reliable products requires ongoing user engagement, and that loyalty is essential for sustainable growth. Odos provides the optimal order routing and exceptional UX/UI, while the loyalty program rewards users for their Odos protocol interactions. This initiative creates a dynamic and rewarding experience that encourages long-term participation and aligns well with Odos DAO's mission to drive user-centric innovation.

In addition, establishing the Odos DAO will empower our community with a meaningful governance voice in shaping our protocol's future, ensuring key decisions reflect the diverse perspectives within the ecosystem.

## THE ODOS DAO VISION & GOVERNANCE

### What is Odos DAO?:

Odos DAO LLC is a non-profit limited liability company and decentralize autonomous organization incorporated under the laws of the Republic of the Marshall Islands. The Odos DAO is responsible for overseeing the management of the Odos DAO Governance Program (the “OGP”) and Odos Loyalty Program (the “OLP”), as amended from time to time.

- **OGP Mission and Objective:**

- The mission of the OGP is to foster, develop, authorize and /or govern the Odos DAO

- **OLP Mission and Objective:**

- The mission of the OLP is to administer the Fee Rebate program (as defined therein)

### Governance:

Each Member (defined in the Amended and Restated ODOS DAO LLC Operating Agreement) of the Odos DAO is entitled to vote on any matter submitted to a vote of the Members pursuant to the OGP. Each \$ODOS Token is equal to one vote. The OGP and OLP proposals and voting criteria are defined in the OGP and OLP, respectively.

### Special Delegates:

The Special Delegates will be responsible for supporting and executing the administrative activities of the Odos DAO. The initial Special Delegates are:

- Ahmet Ozcan (CEO / Co-Founder, Odos)
- Yuri Papadin (COO / Co-Founder, Odos)
- Turan Sert, Researcher/Author
- Tumay Tuzcu, Blockchain Engineer
- Ariel Barmat, Core contributor at The Graph

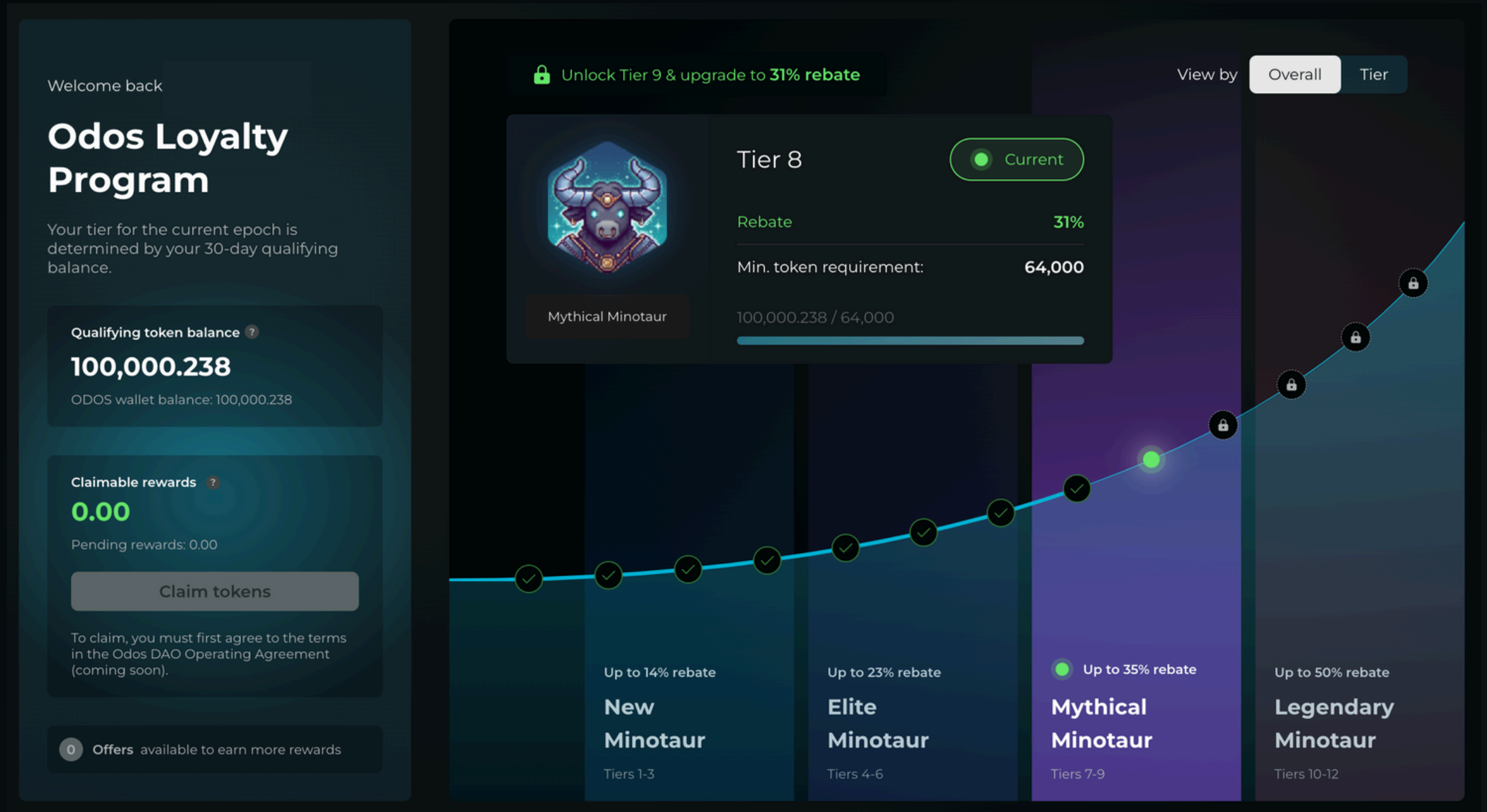
The creation, amendment, revocation, membership, delegated scope of power, voting procedures and selection criteria of the Special Delegates is defined in the OGP and OLP.



## TOKENIZED LOYALTY PROGRAM: ENGAGING & REWARDING MEMBERS

### OVERVIEW OF THE ODOS LOYALTY PROGRAM:

The Odos Loyalty Program is designed to reward individual Members who engage with the Odos dApp via our Odos DAO's User Interface (UI). By interacting with [app.odos.xyz](http://app.odos.xyz), Members can effortlessly earn rewards and rebates. Every connected wallet is automatically tracked for eligibility and tier benefits. Activities and certain order types will generate loyalty rewards, influence Member status tiers, and unlock rebates.



### TOKEN REWARDS MECHANISM

The program features multiple tiers, each accessible by holding a qualifying balance of \$ODOS tokens for the qualifying period. Each tier offers progressively larger rebates, denominated in \$ODOS tokens, reflective of a Member's fees generated from interactions with the Odos protocol, thereby contributing to community and protocol growth. Initial eligible interactions include Simple Swap and Limit Orders. Rebates apply exclusively to trades involving whitelisted assets, creating a safer environment for all participants.

**TOKENIZED LOYALTY PROGRAM: ENGAGING & REWARDING MEMBERS**
**TIERED BENEFITS**

The structure of the Odos Loyalty Program will evolve over time with input from the Members. Initially, the program optimizes loyalty rewards and rebates across tiers to encourage progression and sustained engagement. Importantly, no \$ODOS tokens are required to qualify for the initial tier, providing incentive for users to become Members and benefit from their platform interactions. By simply using the Odos dApp, users activities are tracked to determine Member eligibility for rebates and rewards, enabling gradual accumulation of \$ODOS tokens and benefits.

	Tier	\$ODOS Requirement	Fee Rebate %
Legendary Minotaur Badge	12	1,024,000	50%
	11	512,000	45%
	10	256,000	40%
Mythical Minotaur Badge	9	128,000	35%
	8	64,000	31%
	7	32,000	27%
Elite Minotaur Badge	6	16,000	23%
	5	8,000	20%
	4	4,000	17%
New Minotaur Badge	3	2,000	14%
	2	1,000	12%
	1	500	10%
All Users	0	0	5%



## USER ONBOARDING

### RETROACTIVE REWARDS METHODOLOGY

Since the public launch in April 2022, the Odos Protocol has attracted nearly 3 million unique wallets. To recognize and reward early users, the Odos DAO is introducing retroactive \$ODOS rewards. This initiative will onboard eligible users directly into specific tiers of the Odos Loyalty Program upon launch, granting them an immediate opportunity to become Members of the Odos DAO and access higher-tier benefits.

In the interest of transparency and fairness to Odos protocol users, Odos DAO leveraged **OpenBlock Labs** to conduct an extensive analysis of historical user activity between March 11, 2022, and August 28, 2024. OpenBlock Labs's analysis was utilized to identify organic user activity and contributed to significant efforts in removing inorganic activity from consideration of the retroactive rewards. On review of the results of OpenBlock Lab's report, any address that completed organic trading activity of over \$100 of qualified volume on the Odos protocol on at least three unique days is eligible for the retroactive rewards. The following key metrics were used to determine allocations among those addresses, with a focus on incremental usage and interaction:

- Total amount of volume, weighted by pair type
- Number of unique days with at least one Odos transaction
- Number of unique weeks with an Odos transaction
- Gas consumption during the same period
- Participation boost from NFT campaigns
- Unique traded pairs per user
- Number of blockchain protocols used

Total of 494,278 addresses eligible for retroactive rewards and immediate Loyalty Program tier upgrades as outlined.

Loyalty Program	\$ODOS Rewards	Number of Wallets	Fee Rebate %
Tier 7	over 32,000	28	27%
Tier 6	over 16,000	592	23%
Tier 5	over 8,000	4,877	20%
Tier 4	over 4,000	29,585	17%
Tier 3	over 2,000	117,822	14%
Tier 2	over 1,000	293,294	12%
Tier 1	over 500	48,080	10%

### RETROACTIVE REWARDS CLAIMS

Starting **December 12, 2024**, users can check their eligibility for \$ODOS Rewards and Odos Loyalty Program tiers through the Rewards page on [app.odos.xyz](http://app.odos.xyz). Rewards will be available for claiming beginning **December 20, 2024**, when the Odos Loyalty Rewards program officially launches.

## \$ODOS TOKEN

\$ODOS is the native token of the Odos protocol and will be used for both governance and Odos Loyalty Program rewards (ERC-20 on BASE). While activity will be tracked across all networks that Odos supports, \$ODOS rewards can initially be claimed on BASE blockchain network only.

### Token Utility:

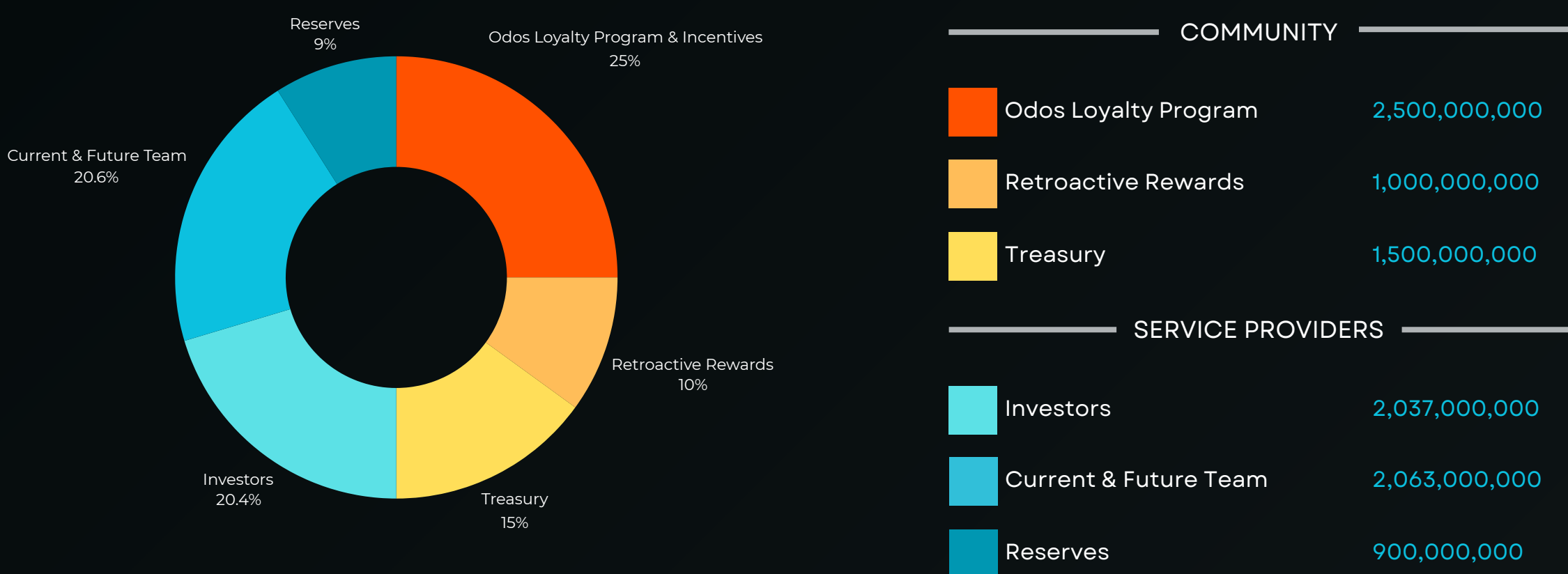
#### **Governance**

The \$ODOS token empowers community-driven governance within the Odos ecosystem. Token holders can participate in key decision-making processes that shape the future of the protocol, including proposals for new features, updates, and improvements.

#### **Rewards**

The \$ODOS token serves as a core component of the Odos Loyalty Rewards Program, incentivizing interaction and engagement with the Odos protocol.

### Token Economics:



### Unlocks & Vesting:

- **Investors:** 1/2 unlock after 12 months cliff from TGE with 1/24 monthly unlock thereafter such that all tokens will be unlocked 24 months after TGE. Semiotic Labs 1/4 unlock after 12 months cliff from TGE with 1/48 monthly unlock thereafter such that all tokens will be unlocked 48 months after TGE.
- **Core Contributors:** 1/3 unlock after 12 months cliff from TGE with 1/36 monthly unlock thereafter such that all tokens will be unlocked 36 months after TGE. New employees will vest via a Token Incentive Plan.
- **Team Reserves:** 1/3 unlock after 12 months cliff from TGE with 1/36 monthly unlock thereafter such that all tokens will be unlocked 36 months after TGE.
- **Retroactive Rewards:** 100% unlocked at TGE
- **Odos Loyalty Program & Incentives:** Vested over 60 months to support Loyalty Program expansion
- **Treasury:** 600,000,000 \$ODOS unlocked at TGE, will be allocated from the ODOS DAO treasury to serve as the initial administrative budget for ODOS DAO, to be spent as directed by the Special Delegates for:
  - ODOS DAO Formation Expenses;
  - Personnel
  - Ecosystem Expansion
  - General Administrative Expenses

Remaining Treasury will unlock equally over 36 months



## CONCLUSION

### How To Get Involved:

- To join the Odos Loyalty Program each Member should connect their wallet on [app.odos.xyz](https://app.odos.xyz) and agree to the Odos DAO LLC Amended and Restated Operating Agreement
- To join the Odos DAO community visit our Discord server at <https://discord.gg/odos> and follow us on X at <https://twitter.com/odosprotocol>