

YAK DAO

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The pinnacle of outdoors adventures on this planet is reaching the summit of Mount Everest. Every year around 700 adventurers set out to attempt to climb Everest. Just over 5,000 people have ever reached the summit. In order to make the trek possible, hikers must spend time acclimating to the elevation at basecamps. Setting up those basecamps takes a team.

A team of YAKS. In fact it took 273 YAK trips to set up Xtreme Everest basecamp. YAKS will go where most won't go. They are durable and reliable and can survive in extreme conditions.

YakDAO is a decentralized autonomous organization (DAO) on Ethereum seeking to develop and operate unique camping and glamping experiences. The mission of YakDAO is to organize a group of outdoor enthusiasts (YAKS) who will direct the future of the outdoor recreation industry. From these operations we seek to scale community land ownership for recreation and conservation purposes in a decentralized format.



The YakDAO community will be responsible for shaping the future of the outdoor recreation industry through community discussion and tokenized governance. Like the yaks who made Xtreme Everest basecamp possible, we seek a community of YAKS to collectively make our next adventures possible.



Executive Summary

YakDAO, a pioneering Web3 Decentralized Autonomous Organization (DAO), is focused on democratizing access to high-yield recreational property investments. This initiative aims to transform an asset class traditionally dominated by wealthy operators and private equity funds, making it more accessible to individual investors.

YakDAO will purchase and own the real estate through a contractual agreement with its corporate operating partner. YakDAO will receive lifetime exclusive rights to the property through a 99-year lease. YakDAO may renew the lease at its discretion. YakDAO will vote on new property purchases and may vote to sell properties as well.

YakDAO has made significant strides in tangible real-world applications of their model. In less than a year since its inception, the organization has achieved remarkable milestones, including a successful NFT sale, the acquisition of a 22+ acre property, and the development of bookable glamping units. These achievements showcase YakDAO's commitment to integrating digital assets with real-world properties, offering a new standard for investments and making high-yield recreational properties accessible to a broader range of investors.



YakDAO's approach is innovative in several ways. By utilizing a deflationary token model, similar to strategies employed in private equity funds, they are overcoming the barriers that typically prevent individual investors from accessing this lucrative market. The yields from YakDAO's properties are expected to create consistent buy pressure on the token, offering rewards for those who choose to stake it. This strategy leverages decentralized finance (DeFi) mechanisms to create a form of monetary democracy, allowing retail investment in an asset class that has been largely controlled by the world's wealthiest investors.

The typical YakDAO community will include a 25+ dome structures, a community bathhouse and commercial grade kitchen, game room / coworking space, hot tub, sauna, and in some cases a greenhouse.

How it works

Form a Treasury

Gather contributions on Ethereum from community members and distribute \$YAKS tokens. Manage revenue sourced from commercial use of the properties under management.

Develop Property

Develop the property to support camping and glamping activities for use by the community utilizing the YakDAO community treasury.

Purchase Properties

Source unique outdoors recreational use properties, and purchase them using the YakDAO community treasury.

Property Management

Create a community management structure to maintain and operate the properties for the use of the community and commercial purposes.

The Model

The DAO will build its YakDAO network of properties primarily through new property development, existing recreational property acquisitions, and property management.



New Property Development

The community will source land opportunities for purchase and development. Each month the DAO will request and review land submissions from the community. The DAO management will review the viability of the submissions and when feasible will submit a new property development to enter into due diligence around the property and the DAO membership community for approval vote.

Once a property has been approved, an offer will be extended to purchase the property.

Once the property has been retained, the DAO will be able to vote and participate on land usage, monetization methods around each individual property.

Existing Recreational Property Acquisitions

An existing campground, glamping property, or RV park can request to join YakDAO. Any property that requests to join must be reviewed and approved by the DAO community management team. An existing property must offer membership perks to YakDAO members.

Onchain Integration

In the future, the DAO plans to develop it's own web3 booking mechanism to include a marketplace of thousands of recreational destination sites around the world.

Property Management

Maintaining the properties will be an important job for the community to manage. Every property will offer and support a salaried property manager at full scale and supporting team where necessary. It is the responsibility of the property manager to ensure the best experience for all members of the community and general public at that property.



Membership Access Perks

Any member who possesses a YakDAO membership NFT and/or \$YAKS token stakers will receive discounted and/or free stays, and commission free booking through direct book. Members will have the first rights to invest in future property opportunities as the DAO expands its property portfolio. This is important because the DAO plans to significantly scale its property acquisition and ONLY its members will have first access to these properties.

The members will receive access to the deal flow based on their NFT membership level with the DAO. If you're a MaunaKea YAK, congratulations, all deals run through you! Once MaunaKea's have had time to review the deal, if there is still an available investment opportunity, it will be offered to Everest YAKS. Finally, after Everest YAKS have reviewed the deal it will be offered to K2 YAKS should any remaining investment opportunities be available. Additionally, participating properties may from time to time offer discounts and coupons to DAO members in the form of NFTs that can be redeemed for real world experiences.

Token Utility

The \$YAKS token, central to the YakDAO ecosystem, offers a unique investment opportunity by being backed by real-world glamping properties. This backing provides stability to its value and creates a positive feedback loop as the community invests in more properties, leading to buy-backs of \$YAKS tokens.

The token has a strong deflationary model, with a portion of revenue from properties used for token buy-backs, and each transaction incurs a fee, part of which is burned.

Governance of Recreation Properties Revenues

Under the terms of the agreement, a designated managing entity will oversee revenue generation and booking operations for properties associated with YakDAO. This arrangement mandates the conversion of operational profits into a cryptocurrency format, ensuring transparency through storage in a multisig wallet accessible for public viewing.

The agreement also encompasses governance provisions, guiding the distribution of profits for property development, potential acquisitions, or strategic transfers to similar entities. Furthermore, the contract allows for community input in shaping additional terms and condition

Process

YakDAO uses Snapshot.org via Commonwealth.im for its governance process. Good governance requires community dialogue and understanding of the matter at hand — the following outlines a general guideline (and can be changed via governance) for how proposals and voting should be carried out:

- 1** A new issue that arises and could materially impact YakDAO should be discussed publicly in designated channels as well as in the Commonwealth forums.
- 2** Members holding a YAKS Mauna Kea NFT, or, staked \$YAKS, may issue a proposal. This is necessary to reduce spam and filter out entities with potentially insufficient loyalty.
- 3** Members with the ability to issue proposals are encouraged to identify themselves in the community so that they can hear the concerns and pitches of other community members and potentially act on their behalf and issue an important proposal.
- 4** Sudden proposals that have little to no pre-emptive discussion are discouraged and are less likely to have active voting participation without sufficient "temperature check" in the community through dialogue.
- 5** Any member holding any amount of \$YAKS may vote proportionally on a proposal.
- 6** The DAO reserves the right to revise minimum requirements around specific holding amounts through an official vote.
- 7** If a proposal passes successfully, any smart contract(s) or authorized member(s) with relevant legal, business development, code development, and/or multisig treasury access capacity will execute the actionable results accordingly on behalf of the community.

Types

Governance is anticipated to involve the following, but not limited to, example types of issues:

- Spending Treasury money or tokens
- Spending operating profits owned by contract operator owners of properties
- Determining NFT function
- Determining whether to move forward to finance or purchase a particular property, brand, or location
- Recalibrating emission rates of token rewards or incentive pools (once a token is launched)
- Changing the NFT or token requirements (e.g., amount of NFT voting power to issue a proposal or qualify as a quorum) for the governance process itself
- Other issues that may materially or fundamentally impact YakDAO, as needed

Treasury

The treasury will be kept in a Gnosis Safe controlled by a multisig detailed in Treasury. This will ensure the security of funds and make sure that moving funds requires the signatures of multiple authorized members.

Transparency

Every action by members regarding treasury funds will be made transparent to the DAO community, and in most cases, require proposals to pass.

Membership NFT's

YakDAO successfully launched an innovative mintable collection (INO), re-imagining the concept of NFTs used by other membership DAOs. YakDAO sought to enhance the standard membership pass, typically a static image, by integrating dynamic elements into the NFT's metadata, which they considered the key to its uniqueness. Additionally, YakDAO achieved a successful fundraising effort, with only a small percentage of the collection being held by major investors, indicating a broad distribution of their NFTs.

Upon successful INO, YakDAO released a secret "Sherpa Yak" for those who contributed for a Mauna Kea or the equivalent of 2.5 Eth.

Where will the properties be located?

It's the vision of the YakDAO management team to develop YakDAO into one of the largest land management groups in the world. The objective is land conservation and sustainable recreation use. YakDAO seeks to source land purchases that provide direct access to outdoors recreational activities. The community will source land options and on a periodic basis, YakDAO management will review submissions and submit options to the community for vote. The initial focus will be in the United States given Camp Native's existing presence. However YakDAO will seek to source international partners through the community who may scale the DAO internationally.

Who is managing the properties and bookings?

The founders of YakDAO, with their extensive experience in property management and recreational insurance, aim to leverage their expertise in these areas for the benefit of the DAO. Their background includes managing a large network of properties and offering comprehensive insurance coverage in the recreational sector. YakDAO's strategy is to collaborate with national and international partners, bringing diverse skills to the table, including legal, real estate, conservation, property development, on-site management, recreational activities, and marketplace offerings, to enhance the DAO's offerings.

Why a DAO?

A DAO community can share information and suggestions rapidly, crowdsource intel and new assets/people, and have more frequent participation in decision making through governance ownership.

Successful execution can become an established framework and reproducible by anyone in the community. Any community member can evolve ongoing discussion, leading to governance proposals and votes, to help shape the DAO's objectives and related utilities.

There's also a huge novelty factor for being the first DAO to acquire/operate outdoors recreational properties while also enabling potential blockchain technology to be integrated with the finances and logistics of the operation.

In recent years, desirable outdoors recreational properties have increased in cost to the point that only the wealthiest people in the world can afford them. National parks have become overrun with traffic (Yellowstone receives almost 5 million visitors per year). Landowners seeking to monopolize on profits create parking lots called "campgrounds".



ROADMAP

Initiate Phase II property buildout
Complete Token launch
Sourcing future properties
First DAO proposal completed
Establish multisig holders

Second property identified
YAKFEST planning completed
Major partnerships announced
DAO IP for approving web3 votes on future properties

Q1

2024

Q3

2024

Q4

2024

Phase II build completed on first property
Token buybacks initiated
NFT minting goes live
Property experiences launched

Team and Advisors

Kimberly Woodbury

COO of Camp Native. Blockchain speaker at the state level. Holds Environment physical science and landscape design degrees with a passion for conservation, organic gardening, snowboarding, and cycling. Favorite camping experiences are camping and snorkeling on St John US Virgin Island and staying at camper cabins in Crosby, Minnesota for access to some of the best family friendly bike trails.

Brent Rangen

Digital marketing expert. Built digital strategies for companies like chewy.com, jetsmarter, and Camp Native. Cofounded folioboost, a venture backed crypto fantasy trading game. Mountain biker and alpine skier currently riding mostly in eastern Tennessee and western North Carolina. Favorite camping experience is bikepacking the centennial trail across the Black Hills of South Dakota.

Chris Hipple

Founder of Leavitt Hospitality Insurance which is the largest insurance provider to recreation properties in the United States. Deeply connected with all state and national camping associations. Passionate outdoorsman and land conservationist. Enjoys hunting, fishing, and camping in his sportsmobile camper van. Favorite camping experience is backcountry in northern Colorado on an annual elk hunt.

Ryan Sweet

Ryan Sweet, a dedicated professional specializing in Web3 consulting and advising. With a focus on the emerging and dynamic world of blockchain technology, Ryan Sweet offers expert guidance and innovative solutions in the Web3 space. His work encompasses a wide range of services aimed at leveraging the potential of blockchain for various applications and initiatives.

Aaron Zonka

Aaron Zonka is a versatile artist whose creative footprint spans a diverse range of mediums, including t-shirts, posters, card games, album covers, comic books, and even body art. His artistry is deeply influenced by the poetic interplay of the grotesque and the beautiful, reflecting a keen interest in the human connection with creativity and inspiration.

David Woodbury

Veteran of the US Coast Guard, serial entrepreneur, and speaker on web3. Founder of Edge Wireless (wireless service provider that was acquired), Co-Founder of Camp Native, Co-Founder of REV7 (digital agency working with tech accelerators), Co-Founder of folioboost. Rode a bike 1,800 miles visiting properties on Camp Native. Competitive gravel and xc mountain bike racer, alpine and xc skier. Favorite camping experiences is Moab, Utah for access to mountain biking trails and winter camping on the shore of Lake Superior near Grand Marais, Minnesota for access to alpine and xc skiing.

Problem

Spacing

Most camping properties have sites on top of each other.

Unique

Few unique properties and general lack of privacy in the camping experience.

Seasonal

Camping is a seasonal industry.

Cost

It's expensive to acquire desirable recreational use properties and develop a great camping experience.



Solution

Geodesic Domes

Unique year round
glamping experiences

All properties next to
outdoor recreation areas

Luxury amenities with
small eco-friendly
footprint



Market Size



\$3 Billion

Global Market Size 2023

18.26% Growth

Total market growth Forecasted
for the next 4 years

\$254 ANR

Average booking
amount

Economics

Rustic

Guests required to bring own bedding, pit toilet, no running water.

Glamping

Accommodations have access to bathhouse and are provided with fresh linens.

Luxury

Accommodations have linens, running water, and toilet in unit.

Projections

Each property will be developed with a plan to be cashflow positive within 18 months. Property yields will be incorporated into token buybacks.

Cost Structure



Rustic

\$85 - \$208 per night



Glamping

\$209 - \$299 per night



Luxury

\$300+ per night

Projections

Unique advantage of being featured by a Nationally Branded Marketplace with strong traffic number. These revenue estimates are based a 12 unit property annual production.

30%

\$470,000

At 30% below industr average, assuming at 65% occupancy rate and 4 of each type of property per site.

0%

\$580,000

At industry median, assuming at 65% occupancy rate and 4 of each type of property per site.

30%

\$710,000

At 30% above industry average, assuming at 65% occupancy rate and 4 of each type of property per site.

Glamping for Camping Site

Although relatively new, 'Glamping' is now recognised as a standalone sector in the hospitality market: a growing, sustainable, and increasingly popular way for campsites, holiday parks and hotels to diversify guests, extend seasons, use unused land and increase income.

Why now is the best time to diversify your portfolio into camping?

Over the last few years the outdoor hospitality sector has emerged from a low-cost tourism niche to a mainstream, versatile recreation experience, valued at different levels by different segments. This is partly due to the significant change happening in the travel industry: tourists are now looking for authentic experiences they will remember for life. Just staying somewhere is not enough anymore, guests want to leave with a great story to tell... yet they are not willing to give up on comfort. We believe this is the exact reason why glamping is gaining in popularity so rapidly.

There's no better way to create those special memories than camping in the outdoors with your close ones. Getting the feeling of nature, exploring, stargazing and socialising at the campfire... yet spending a night in the comfort of a cosy room with many of the amenities you would expect from an upscale retreat. That's what, in our opinion, Glamping is all about.

Glamping drives growth for camping industry.

Since the last three years, global interest in Glamping increases at the rapid pace of nearly 30% year-on-year (or nearly 40% on US market alone). It's growing even more rapidly on some European markets, e.g. in Sweden, where 'Glamping' related phrases were searched on Google in the summer of 2018, over four times more vs. the same period of 2016. Sector's leading booking engine, GlampingHub.com has over 35.000 glamping sites listed worldwide and according to Crown&Canopy (outdoor hospitality consultants), in 2017 glamping was marked as the fastest growing tourism industry in the world.

In a 2018 market research report by Ariston, Glamping has been identified as the key driver in the growth of the camping market as a whole.

Return on Investment (ROI) Calculations

We have prepared two case studies for you, describing a return on investment for two business types. We have not calculated land preparation such as providing piping and wiring to the domes and/or supplying the media to the land. What should also be taken under consideration is dome maintenance.

We have calculated estimated monthly maintenance costs based on feedback from some of our Clients from all around the world. We are, however, aware that all owners have different ideas on their resorts. Some of you may want to run the resort yourself and some will be employing staff to do it. Therefore, we always recommend making a small chart and entering the estimated monthly cost of the selected services such as cleaning, security, sewage, water, electricity, internet, marketing, and general maintenance. As we operate around the world, we have gathered average costs to give you a better idea and understanding of ROI.

Case Study



I already have a glamping site / hotel and I'm looking for differentiation of my business to make it even more attractive for my guests

If you are already running a resort you probably have the access to a kitchen or maybe even a restaurant available for your guests. In such case, the crucial aspect in your glamping dome will be a bathroom.

You still want your dome to have a twist that is why you should decide on a loft bed module to grant your guests an unforgettable stargazing experience.

As you already have land and infrastructure ready you are searching for a convenient space for couples or 2+2 families. You have your Clients who know you and your site. That is why you will not start with just one dome. You are an experienced owner; you know that to attract and keep the guests you need at least 8 units.

They will be easier to promote to your target group. You also already have the capacity, people who work for you, and most importantly the know-how. So, the domes will be an asset that you write into the story you are already telling your guests.

Roi calculation – Case Study 1

DOME CUSTOMIZATION

FOMES GLAMPING 40 with a Bathroom and a Loft Bed Module

Price per unit	€ 28434
Quantity	8
Land preparation cost	€ 100000
Total: Land + Domes	€ 327472
Price per night	€ 350
Occupancy	93%
Income per year	€ 949200
Monthly maintenance cost per month	€ 2400 - € 4800 Per year € 28000 - € 57600
ROI / Resort	4 - 5 months

Guidelines

The monthly maintenance costs are likely to be lower due to coverage by existing accommodations. It's noteworthy that there is flexibility in charging higher rates per night.

Sites' have been known to charge up to \$700 per night, which varies depending on factors like location, surroundings, and the range of attractions offered to guests. These can include amenities such as hot tubs, paddleboards, bikes, bonfires, breakfast in bed, and more.

The potential for ideas is unlimited. The uniqueness and alignment of these offerings with the resort's spirit significantly influence the rate that can be charged per night..



Terms of Sale

YakDAO, Inc. ("We" or "YakDAO") exists to establish and operate a recreational property business. YakDAO plans to utilize cryptographically secure blockchain organization management tools to automate and improve transparency around certain aspects of organizational governance of the communities business, commonly known as a "decentralized autonomous organization" or a "DAO."

We are offering for sale three types of digital collectibles (each a "Membership NFT") on or about April 15th, 2022: a "tent membership" NFT ("Tent NFT"), a "Van Membership" NFT ("Van NFT"), and a "Dome Dweller membership" NFT ("Dome Dweller NFT"). The purchase of each NFT is a transaction in goods and not a promise to provide, or a guarantee of receipt of, future services from YakDAO, although YakDAO will make reasonable efforts to ensure that a DAO comes into existence which allows you to unlock expanded functionality associated with the Membership NFTs. Right to membership in the recreational properties will be subject to community membership rules, the terms of which will be determined when the community comes into existence in coordination with the DAO.

You understand and agree that the sale of Membership NFTs grants you no rights and carries with it no guarantee of future performance of any kind by YakDAO, Inc.

You are not entitled, as a holder of any Membership NFT, to vote or receive dividends or profits or be deemed the holder of shares of YakDAO Inc. or any other person by virtue of your ownership of a Membership NFT, nor will anything contained herein be construed to construe on you any of the rights of a shareholder, partner, joint venturer, etc. or any right to vote for the election of directors or upon any matter submitted to shareholders at any meeting thereof, or to give or withhold consent to any corporate action or to receive notice of meetings, or to receive subscription rights to purchase such shares of YakDAO Inc. YakDAO Inc. may in the future offer holders of Membership NFTs the opportunity to participate in massively open online governance via DAO. You agree that the functionality of any DAO established by YakDAO will be determined by YakDAO in its sole and absolute discretion.

You understand that the development of YakDAO's business is a potentially risky venture and you acknowledge and assume the risk that YakDAO may not be able to complete, substantially or in part, the acquisition of a recreational property or any other aspect of its operations and furthermore that a significant proportion of the funds generated by the Membership NFT drop are expected to be retained by YakDAO, Inc. for any lawful business purpose.

Your purchase of an NFT could lead to the complete loss of your money, and no payments will be returned. Membership NFTs will be created and delivered to any purchaser at the sole risk of the purchaser and on an "as-is" basis. Purchaser has not relied on any representations or warranties made by YakDAO Inc. or any other person outside of the context of these Terms of Sale, including but not limited to conversations of any kind, including but not limited to whether such statements are made through oral or electronic communication, or any White Paper, social media post or website.

The sale of the Membership NFT is governed by, and these Terms of Sale will be construed in accordance with, Wyoming law, without regard to conflict of laws principles. All disputes with YakDAO by you or your successors or assigns directly or indirectly arising under or in relation to these Terms of Sale or the NFTS shall be brought and resolved solely and exclusively in final and binding arbitration in the State of Wyoming, and under the Rules of Arbitration of the American Arbitration Association.

Terms of Sale

1. Introduction

These Terms of Sale ("Terms") govern the sale and purchase of \$YAKS tokens and non-fungible tokens ("NFTs") associated with YakDAO. By purchasing \$YAKS tokens and NFTs, the buyer ("You" or "Purchaser") agrees to be bound by these Terms, along with any other applicable agreements and policies.

2. Purchase and Sale of \$YAKS Tokens and NFTs

- a. Eligibility: You represent and warrant that you are legally capable of entering into binding contracts and are not subject to any legal restrictions that would prevent your participation in the purchase of \$YAKS tokens or NFTs.
- b. Purchase Process: The purchase of \$YAKS tokens and NFTs shall be conducted through designated platforms or smart contracts, in accordance with the specified procedures.
- c. Pricing and Payment: The price for \$YAKS tokens and NFTs shall be determined at the time of purchase. Payment must be made in the specified cryptocurrency or method as outlined by YakDAO.

3. Use of Tokens and NFTs

- a. Utility: \$YAKS tokens and NFTs are intended for use within the YakDAO ecosystem and do not represent any share, stake, or equity in any legal entity.
- b. No Guarantee of Value: YakDAO makes no guarantees regarding the value, liquidity, or utility of \$YAKS tokens or NFTs.

4. Compliance with Laws

- a. Legal Compliance: You are responsible for ensuring that your purchase and use of \$YAKS tokens and NFTs comply with applicable laws and regulations.
- b. Anti-Money Laundering (AML) and Counter-Terrorism Financing (CTF): YakDAO reserves the right to conduct due diligence to comply with AML and CTF regulations.

5. Intellectual Property Rights

- a. Ownership: YakDAO retains all intellectual property rights in the \$YAKS tokens and NFTs, except for the rights explicitly granted to the Purchaser.
- b. Use of NFTs: The purchase of an NFT grants you a limited license to use the associated digital asset, subject to the terms set by YakDAO.

6. Transfer and Resale

- a. Restrictions: The transfer or resale of \$YAKS tokens and NFTs may be subject to limitations as imposed by YakDAO or by law.
- b. Secondary Markets: Any resale or transfer must comply with applicable laws and the policies of any secondary market or platform.

7. Risks

- a. Acknowledgment of Risks: You acknowledge and accept the various risks associated with blockchain technology, digital assets, and the volatility of cryptocurrencies.
- b. No Liability: YakDAO shall not be liable for any losses incurred due to the inherent risks of participating in the cryptocurrency market.

8. Termination and Cancellation

YakDAO reserves the right to refuse or cancel any purchase of \$YAKS tokens or NFTs at its discretion, especially in cases of suspected fraud or violation of these Terms.

Terms of Sale

9. Dispute Resolution

Any disputes arising out of these Terms shall be resolved through arbitration or a competent legal jurisdiction as determined by YakDAO.

10. Amendments

YakDAO reserves the right to amend these Terms at any time. Continued use of \$YAKS tokens and NFTs following any amendments constitutes acceptance of the new terms.

11. Entire Agreement

These Terms constitute the entire agreement between the parties with respect to the purchase of \$YAKS tokens and NFTs and supersede all prior agreements and understandings.

By purchasing \$YAKS tokens and NFTs, you acknowledge that you have read, understood, and agree to be bound by these Terms.