

EOS Bees 2.0

It is time for Plan Bee



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Mission

Our mission centers around the EOS community. Eos Bees will coordinate multiple language groups to foster and expand community growth, protect against negativity, and incentivize engagement.



What

EOS Bees provides marketing and translation services for the EOS blockchain. It consists of "language hives". Each hive engages in social media marketing, translations, community chat, content creation, digital ad campaigns and business development to help grow the EOS community in their respective language.

Why

We are moving to a new iteration because we have updated our Funding Distribution Algorithm to better allocate funds from the Treasury across multiple language cultures. We have updated our Incentive Structure to use our funds more efficiently and encourage more content creation and business development.

Marketing is meant to attract new users. The Bees will attract new users by creating and/or augmenting a positive narrative and engaging content to "funnel" leads. By collaborating with innovative onboarding solutions, we'll convert leads into new EOS community members.

How

We organize by language Hives.

Through the Global Hive (Queens, Builders and Princesses), the language hives will coordinate on global tasks and share expertise. Bilingual Princess Bees allow coordination across languages.

Each hive is independent on how they spend funds within the system, up to a certain point. The Global Hive can vote to exclude a Hive from future funding. Voting is weighted by the BUZZ token, a planned non-transferable token. Before BUZZ goes live, the Queen has sole authority on the distribution of funds from the Treasury.

We are working with two solution providers, Tipit and Hypha DHO, to improve our "Swarm" sand organizational structure, respectively.

Hives

EOS Bees is organized by language hives because coordination depends on communication. Our premise is language ascends culture. Two people from different countries, yet speak the same language, have enough in common to work together online. Language is therefore the primary barrier in the digital marketing space.

As of this writing, nine hives are "active", meaning they are receiving an allocation from the Treasury.

- English
- Spanish
- French
- Turkish
- Vietnamese
- Chinese
- Korean
- Hindi
- Russian

The following inactive language hives have a qualified Princess Bee who is working on recruiting at least three trusted, accessible, EOS-knowledgeable Worker Bees in their language:

- Arabic
- Hebrew
- Swahili
- Luganda
- German
- Polish

Swarms

A Swarm involves engaging on posts via social media marketing with likes, retweets, comments, upvotes and other actions unique to the social media platform. Swarms are powerful because they multiply a message's reach and all the languages can participate. It's difficult to motivate participation because it's very low pay/value per engagement, but if full participation is achieved, the result is very high value due to the nature of social media algorithms. Swarms are challenging to compensate for because there is no bulk transfer functionality on EOS.

Tipit will be used to solve the challenges because it allows automatic compensation for performing engagements on social media. The team has been requested to build white list functionality to solve for bot manipulation.

V1 Swarms designate pre-Tipit integration, which does not have direct financial rewards for participating. Salaried bees (Princess and Worker) are expected to participate in V1 Swarms in order to earn full salary.

V2 Swarms plan to use Tipit with direct, automatic financial rewards with a one-time signup to become eligible. The budget for V2 Swarms will be reserved for replies to influencers.

Funding Distribution Algorithm

See [here](#). It factors in bee rank, GDP/capita, crypto culture using "Bitcoin" search in Google Trends, and creates a competition for each hive's "Work Activity".

Work Activity is a measure of value that each hive outputs. The base values are found in the second tab in the spreadsheet linked above. Each hive collects points depending on what work was done for the monthly period. In cells N47–59, hives will get a bonus greater than 1 that affects the total distribution. The hive with the most points will earn the highest number greater than 1, descending down to second to n place.

The "bounty (work activity)" found in each hive, for example cell C14 in the English Hive, is a secondary lever in order to reward/penalize a Hive's Bounty Fund allocation from the Treasury.

Incentive Structure

We are using a hybrid model of salaries and contests–bounties to achieve an optimal balance between accountability and continuity. It depends on bee rank. Queens and Princess Bees earn a salary. The funds originally pegged for Worker salaries are now split in half between salary and their Hive's contest–bounty fund. The funds originally pegged for Scouts are now fully allocated to each Hive's contest–bounty fund.

The contest's rules will vary based on type:

1 contest winner – example for translations

The first bee to sign up to complete the work gets x hours to complete the translation (depending on amount of words). If the deadline passes or if the submitted work is rejected for quality and/or Bee Code concerns, the second bee in line gets to make a submission for the prize.

1–x contest winners – example for articles

A Hive posts a bounty of 200 \$eos for 6000 article words about EOS NFTs at \$0.16/word. The first submission gets approved for 1000 words. The winner (at a time when EOS is \$5) receives 32 \$EOS. Contest gets updated for 5000 article words with a budget of 168 \$eos. Submissions are accepted and paid until the budget runs out or is too low to incentivize work. Remaining \$EOS will return to Hive's bounty fund.

Voting for contest winners

A two–phased approach will be used. Phase 1 will utilize the existing Honey Pot multisig accounts in each hive. They consist of the Queen, Princess and Workers. The threshold equals the total number of Workers. Each Worker gets a weight of 1. The Princess weight is $\frac{1}{3}$ of total workers

(rounded to nearest integer). The Queen weight is $\frac{1}{2}$ of total workers (rounded to nearest integer). See msig [example](#).

Phase 2 will be unlocked when the transition to Hypha DHO is complete. A non–transferrable token will be used (tentatively named "BUZZ") as voting weight. Queens, Princesses and Workers will be allocated BUZZ up–front one time based on bee rank. Then, new BUZZ is earned by winning contests based on Work Activity value. Eventually BUZZ will also be used to vote on what types of contests are available and other system changes. BUZZ is our tool to decentralize.

Incentives

V1 Swarms are not eligible as a contest type, but rather an expectation for Workers and Princesses as part of their salary work. V2 Swarms will likewise not be a contest type, implying no Work Activity value for participating. Social media posts have one of the lowest Work Activity values. These factors will incentivize more content creation and business development work.

Roles

There are five bee types in the EOS Bees system.

Queen

- Ensures Hives are accountable
- Manages and participates in Global Hive Bounty Fund
- Approves global contest types
- Sets global strategic vision
- Recruits and helps build new Princess Bee's language hive

Princess

- Manages and participates in Language Hive Bounty Fund
- Participates in Global Hive Bounty Fund
- Approves Hive contest types
- Recruits Worker Bees
- Sets local strategic vision
- Participates in V1 Swarms
- Eligible for V2 Swarms

Builder

- Provides fundraising, business development and/or digital marketing services
- Participates in Global Hive Bounty Fund
- Eligible for V2 Swarms

Worker

- Judges contests
- Participates in V1 Swarms
- Eligible for V2 Swarms
- Participates in Language Hive Bounty Fund

Scout

- Has earned at least 500 individual Work Activity points
- Participates in V2 Swarms if eligible
- Participates in Language Hive Bounty Fund
- Can be promoted to Worker by earning at least 10,000 individual Work Activity points

Additionally Jesse Jaffe, the Founder, will allocate funds for accounting and legal compliance.

Funding Buckets

EOS Bees possesses two streams of funding, public and private. Public funds can come from the ENF, Pomelo and/or EDEN. Public funds are used for bee salaries and contests available to any bee. Public funds are allocated via the Funding Distribution Algorithm and awarded via the Incentive Structure. Private funds are used to hire specific bees to carry out predetermined tasks at a negotiated rate.

Bee Code and Attack Resistance

The content that wins a contest must adhere to the Bee Code, which means no insults and no causing negative reactions. The expectation that all bees follow the Bee Code throughout their interactions on social media and chat applications no longer apply to Scout and Builder Bees.

The Bee Code Video is a recording of one's face reciting the Bee Code. It is a requirement in order to participate in V2 Swarms to protect against Sybil attack. Scouts participating in contests do not need to provide the Video. The point structure of contests disincentivizes Sybil attacks because contests require creative effort. Disguising a second account as one's own is not worthwhile because each new account starts at zero points. The Video is required for Scout promotion to Worker because Workers receive salary and vote for contest winners based on account name only (pre-BUZZ).

Bees participating in social media contests must get their social handle verified by a Worker or Princess to protect against false impersonation. Business development contest submissions involving social media must be verified through DM screenshots checked against pre-noted social media handles.

Promotions

Non-bees have an opportunity to get promoted to Queen in four steps.

1. Earn 500 individual Work Activity points to become Scout Bee
2. Earn 10,000 individual Work Activity points and submit the Bee Code Video to become Worker Bee
3. When 25 Worker Bees exist in the Hive, get appointed by existing Princess Bee to become a second Princess Bee
4. When 25 Princess Bees exist across the Hives, get appointed by existing Queen Bee to become a second Queen Bee

Global Hive Strategic Vision

The Global Hive is taking a three-legged approach to maximize the reach to crypto enthusiasts outside of EOS.

Education through content creation and translations. Dapp (dAPP) explainer content, beginner guides and other education materials translated in our languages will continue to be a priority.

We plan to execute a YouTube ad campaign with *Violet Garden* ("VG"), and possibly other qualified dapps, if the community grants us the opportunity through additional funding for this endeavor. With the following deliverables, we envision VG to be an effective interest motivator and onboarding solution into the EOS community.

- Animated explainer video created by the Bees and a *third party* (accepts \$EOS) with multiple languages (VG final say on creatives)
- Non-EDEN account functionality and incentives built by VG
- Landing page built in collaboration with VG and Bees
- Free account and payback scheme by VG
- Non-custodial account promotion after certain milestones in VG
- Ad variable set-up, execution and fund management by the Bees
- Translating VG UI into multiple languages by the Bees

Lastly, the Global Bounty Fund will be used to incentivize booking interviews with mid-level (10k–100k followers) crypto influencers while the ENF targets high-level ones. Video interviews are key in order to control our own narrative and respond to inaccuracies and misconceptions. Queen and Princess Bees should be able to pay influencers to interview them.

🍯 Conclusion

Our new iteration injects more accountability into the system. It means funds will be spent more directly to bees doing provable work. It's a philosophical shift away from the quantity that's needed for Swarms. Because Tipit allows us to spend more efficiently on Swarms, recruiting is not as important. Instead, we prioritize quality and creativity.

However, the existence of Swarms, or any mechanism that rewards non-creative work, will cause great interest. It may result in a disproportionate amount of bees competing for funds in EDEN and Pomelo, at least in the beginning of their evolution. EDEN has a vision of multiple languages that could segregate our bilingual bees into a broader distribution. Pomelo is building trust scores and perhaps should build black lists large teams can use to discourage their teammates from donating. We recognize the challenges and are dedicated to finding solutions that will allow all EOS projects to get the funding they deserve. Our door is open.

🍯 On a Personal note

Building the Bees has been a dream. Learning from different cultures and witnessing the power of languages working together has been an extraordinary experience. For years I've been wanting to "work for EOS". I am grateful for EDEN, Pomelo and ENF for allowing me to do so. Thank you to everyone in the EOS community for supporting the Bees!

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