



Social Composability Design

How DAOs Can Leverage It for the Future of Work

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Who am I?



If you don't know who I am, why should
you care about what I have to say?



Invisible identifiers are at play here that
we subconsciously respect



And this is even more difficult online



The LinkedIn Problem



Social Composability



Composability is basically LEGO.
Web3 *loves it.*



Social composability is social identifiers as LEGO,
i.e. information that says something about you.



But what do we want to
know about each other?



Right now, money talks in web3.

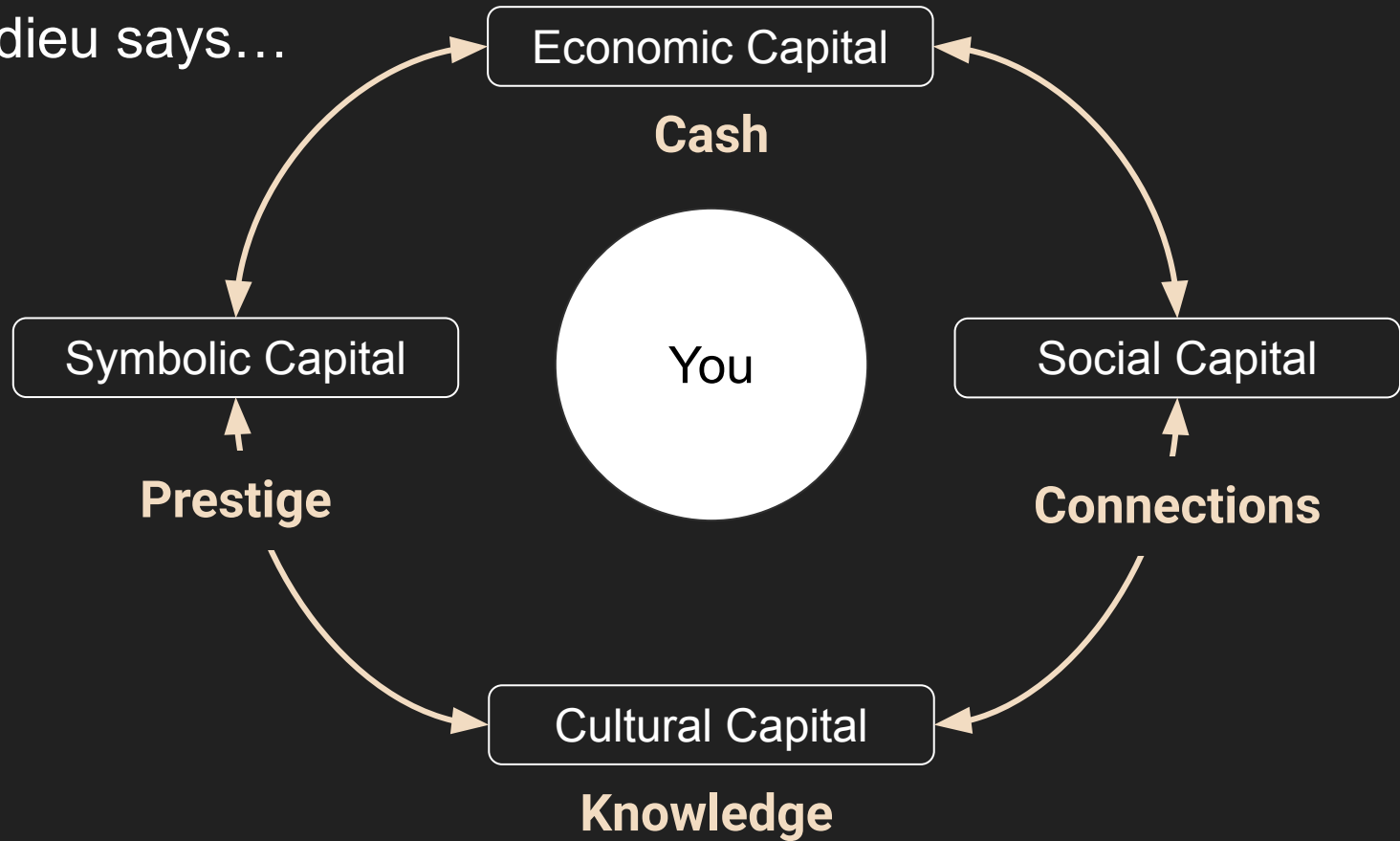
What if more could talk?



At Common Ground, we're building based on
Bourdieu's theory of capital



Bourdieu says...





A look at identifiers in web3 that
say something



Economic Capital

Cash

100 DOGE

100 ETH



Social Capital

Connections

72 followers

72k followers



Cultural Capital

Knowledge

**participated in a
governance vote**

**passed a
governance vote**



Cultural Capital

Knowledge

devcon attendee

devcon speaker



Symbolic Capital

Prestige

member of a DAO

founder of a DAO



You get the idea.
Web3 says a lot about you,
if you understand it.



Designing a system of identifiers



We think a major source of identifiers
should be *when humans interact*



Member 1 23:30

Can someone help me with this problem?



Member 2 23:32

You can find all of the information [here](#), and feel free to ask if you need anything else!



1



Member 1 23:34

Thank you so much!



Helpfulness level 1



DAO Member list

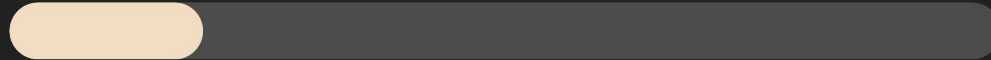


Member 1



Designer

Contributor for 1 month



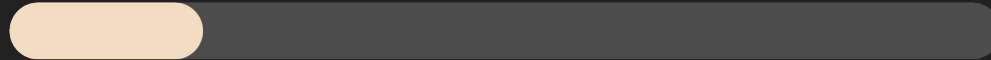
DAO contributor level 1



Governance vote



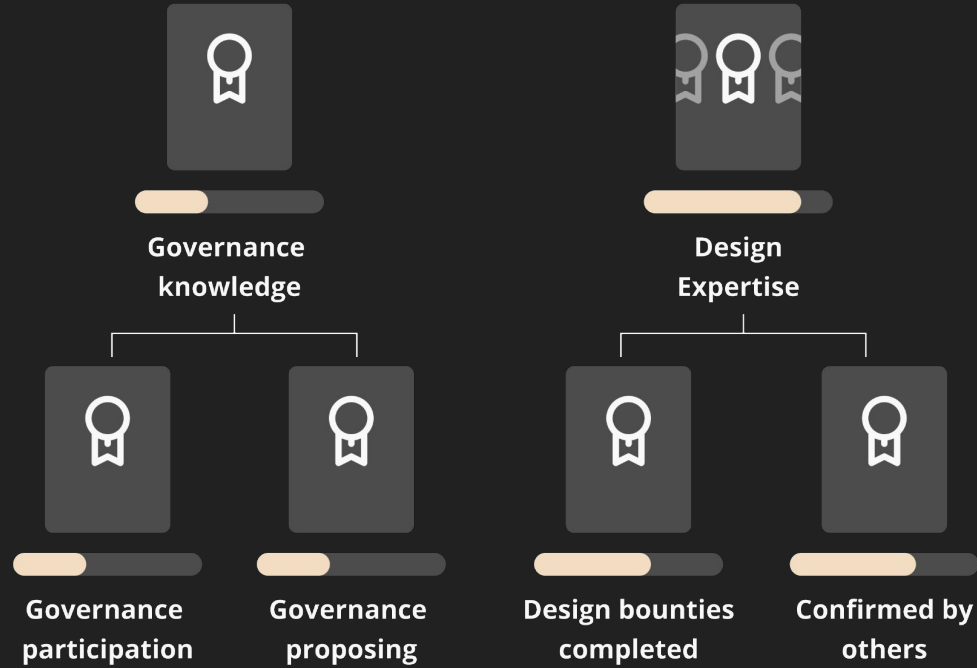
Member 1 **voted yes** on proposal 32

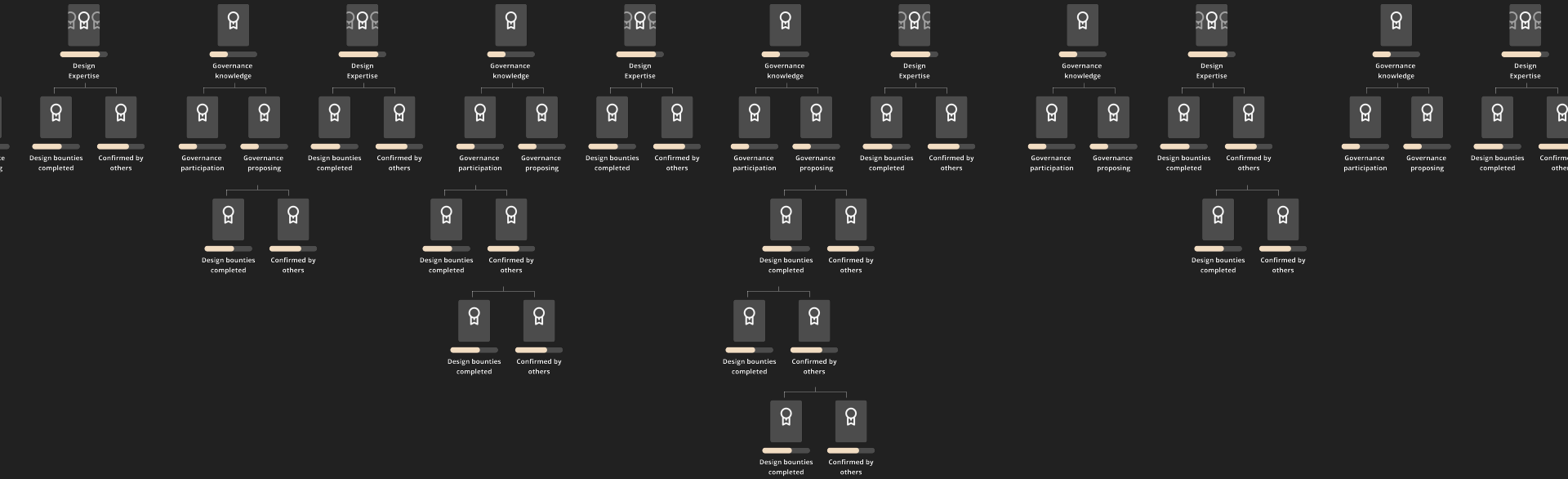


Governance participant level 1



Your profile







These social identifiers become Verified Credentials (VCs)
to be used anywhere

*Pay attention to VCs — you're about to see them
mentioned everywhere*





If only it were that simple.
Designers have a responsibility.



All human beings are born free and
equal in dignity and rights



Preventing a reputation trail

Self-sovereignty

Revocation

Consent

Rehabilitation



Sybil resistance

Reverse Turing Tests

DIDs

Passports



VCs are only as good as the
system that issues them



Reputable issuer

↳ Reputable credential

↳ Reputable user



So how does all of this change anything?



Verifiable
Credentials



Decentralized
Collaboration

More dynamic online spaces



▼ Guests

325

👋 Introduction

💬 General chat

❓ Need help?

▼ Private areas

Designer Lounge



Governance pros



Marketing team



Access to this area is restricted.

To access

- Obtain a  **Designer level 3** badge

Having trouble? [FAQ](#)

[Connect wallet](#)

More trustworthy interactions



🔒 Only verified humans can talk in this chat



Verify your humanity to join in! 🔒




More concrete information



Only visible to people who attended Devcon

dmnc 

 Restricted vote Apr 15

Should Devcon give more
swag?

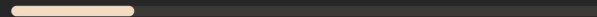
Start date Apr 12, 2022, 10:00 AM


End date Apr 22, 2022, 10:00 PM

yes **4524 votes**



no **210 votes**



 On-chain

Streamlining entire industries



Common Ground is hiring a Senior  **Designer**



Designer level 3



Good
communicator



Verified
human

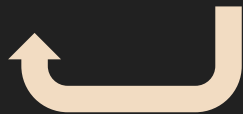
Dominic is a  **Designer** looking for work



Available for DAO jobs



Auto-submit VCs to matching DAOs anonymously



Instant matching

Summary



**Your online
persona is
about to get
richer and
stickier with
Verified
Credentials**

**The quality and
social
responsibility
behind
credentials
really, really
matter**

**We're looking
at fundamental
changes in
collective
agency**



Thank you so, so much.



Follow me on Twitter to grow my Social Capital
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Let's finally chat & collaborate better online
www.commonground.cg