

ZuneDAO Whitepaper v1.0

Version: 1.0

Release Date: June 2025

Title: *ZuneDAO: The Trust Layer for Web3 Influence*

Executive Summary

ZuneDAO is a decentralized on-chain marketplace that connects micro-influencers and Web3 projects through smart contracts, AI-powered audit engines, and a dynamic reputation system. It solves the rampant issues of fraud, unverifiable campaigns, and reputation opacity in Web3 influencer marketing.

The Problem

Influencer marketing in crypto is broken:

- Brands suffer from bots, fake engagements, and unverifiable metrics.
- Influencers struggle with late payments, lack of transparency, and no on-chain credibility.
- There's no system to enforce trust, verify impact, or reward reputation transparently.

ZuneDAO's Vision

To become Web3's social trust layer — enabling transparent, auditable, and fair influencer campaigns where trust is automated through code, not promises.

Core Value Proposition

Stakeholder	Value Delivered
Influencers	Guaranteed payments, on-chain rep, access to quality campaigns
Brands/Projects	Verified impact, AI-audited results, smart contract escrow
Web3 Ecosystem	Trustable social signal layer, governed by DAO

Platform Components

1. **Smart Contract Escrow** – Ensures influencer only gets paid after verified post
2. **AI Audit Engine** – Validates engagement & authenticity using custom classifiers
3. **Reputation NFTs** – Dynamic, upgradable NFTs reflecting performance history
4. **Campaign Wizard** – AI-guided tool to create campaign briefs easily
5. **DAO Dispute Resolution** – Community-based arbitration for campaign disputes
6. **On-Chain Profiles** – Track performance, wallet social connections, and rating

Web3-Native Design

- **Wallet-Only Signup** (MetaMask, WalletConnect)
- **No Custody of Funds** – Funds flow via contracts
- **Graph-based Campaign Indexing**
- **Privacy-First AI** – no central data scraping
- **Creator-Owned Reputation** – NFT belongs to the influencer

Roadmap Snapshot (2025)

Quarter	Milestone
Q2	MVP Launch, Audit Engine v1, Onboarding Micro-Influencers
Q3	DAO Governance System, Campaign Wizard v2, Rep NFTs
Q4	Mobile UX, Token Launch (if any), Cross-Chain Support

Use Cases

- Launch token projects with verifiable influencer ROI
- Enable DAOs to discover top micro-influencers
- Use NFT reputation in governance or staking mechanisms
- Offer proof-based referral systems for crypto tools

Get Involved

We're actively looking for:

- Early influencers
- Launch brand partners
- DAO contributors
- Auditing engineers & Web3 developers

 [Join the Waitlist](#) | [Apply as Influencer](#) | [Follow us on Twitter @ZuneDAO](#)