

Maracuja and BoCG Ventures Partner to Launch DAO to Lead Decentralized Governance and the Web3 Creator Economy

Maracuja International and BoCG Ventures Join Forces to Launch Maracuja DAO, Pioneering the Future of Decentralized Governance and the Web3 Creator Economy

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In a groundbreaking move, [Maracuja International](#) and [BoCG Ventures](#) have formed a strategic partnership to launch Maracuja DAO, an innovative decentralized autonomous

organization (DAO) aimed at transforming the Web3 creator economy and supporting purpose-driven companies.



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*Lyon Kassab, BoCG Ventures
Managing General Partner*

Maracuja DAO will set new standards for decentralized governance, transparency, and community engagement, empowering creators and entrepreneurs to break away from traditional corporate models.

Designed as a next-generation platform, Maracuja DAO leverages best practices in decentralized governance to create an inclusive, transparent ecosystem where creators and innovators can thrive. Utilizing a governance token, the DAO enables community-driven participation in decision-making while integrating funding solutions such as direct funding, staff augmentation, and shared services.

The on-chain governance model ensures that all functions—including project acceptance, incentive measures, and policy management—are securely handled by token holders.

Strategic Partnership to Accelerate Web3 Innovation

The partnership between BoCG Ventures and Maracuja International brings together extensive expertise and a shared vision for the future of Web3. BoCG Ventures has a proven history of successful investments, corporate turnarounds, and syndications, with notable partnerships including Cerberus Capital, LVMH, Goldman Sachs, FreshDirect, and Warby Parker. Its expertise in venture operations management (VOM) positions BoCG Ventures as a key player in scaling emerging business models.

Kjetil Larsen, Founder at Maracuja International, brings credibility and a pioneering spirit in the Web3 and blockchain sectors. With early investments in leading platforms such as the Kraken exchange, entertainment, media, and metaverse gaming companies, Larsen has established himself as a leader in the blockchain economy. "At Maracuja, we believe the future of innovation lies in decentralization. By giving creators and purpose-driven companies more control over their destinies, we're building a new ecosystem that fosters creativity, transparency, and inclusivity. Maracuja DAO is a key step toward that vision," said Larsen.



Revolutionizing Decentralized Governance

Maracuja DAO introduces a governance structure where token holders have full power to shape the platform's direction through voting on key proposals. This community-driven model allows for real-time, transparent decisions on everything from financial management to operational

policy. Powered by smart contracts, the platform ensures decisions are tamper-proof and fully aligned with the collective will of the community.

Lyon Kassab, Managing General Partner at BoCG Ventures, emphasized the significance of this initiative: “BoCG Ventures is committed to driving transformative change through innovative partnerships. With Maracuja DAO, we are redefining decentralized governance to empower both creators and investors. This collaboration represents a new way to unite capital, talent, and innovation, enabling communities to drive their own growth in the Web3 economy.”

Legal and Engineering Excellence

Maracuja DAO’s launch is underpinned by robust legal and technical support. Ernst & Young ([EY](#)) will manage legal compliance, ensuring that the DAO adheres to regulatory standards across multiple jurisdictions. EY’s expertise in areas like taxation, anti-money laundering (AML), and cross-border transactions ensures that Maracuja DAO operates with both legal rigor and the decentralized ethos at its core.

BoCG Ventures Labs will provide the technical foundation for Maracuja DAO’s infrastructure, focusing on creating a scalable and secure platform to support the growing demands of participants. The engineering team will integrate advanced blockchain technologies, ensuring Maracuja DAO leads in security and scalability within the Web3 space.

A New Era for Decentralized Governance in the DeFi Ecosystem

Maracuja DAO’s early 2025 launch is expected to set new benchmarks in decentralized governance, transparency, and fairness. By leveraging blockchain technology and smart contracts, the DAO aims to revolutionize how creator initiatives and purpose-driven businesses are financed, governed, and scaled. Maracuja DAO will serve as a model for how decentralized governance can be applied to real-world business operations, driving innovation across the Web3 creator economy.

As the platform evolves, Maracuja DAO is expected to make a lasting impact on the decentralized finance (DeFi) ecosystem, showing how governance models can scale securely and sustainably. Both BoCG Ventures and Maracuja International remain committed to shaping the future of Web3 by empowering creators and companies with the autonomy they need to succeed in a decentralized world.

About Maracuja International

Maracuja International is a leading venture firm specializing in Web3 innovation and decentralized governance. With a focus on blockchain technologies and the creator economy, Maracuja is committed to empowering purpose-driven companies through decentralization. For more information, visit <https://www.maracuja.com/>.

About BoCG Ventures

BoCG Ventures is a global venture operating company focused on private equity and venture

capital. With a track record of scaling innovative businesses, BoCG Ventures partners with cutting-edge companies to drive growth, transformation, and long-term success. For more information, visit <https://www.bocgventures.com/>.

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