

Proposal Name: NFTCG: A Lunar Legend

Proposal Type: Grant funding (in ETH)

Proposal Stage: Idea Submission

NFTCG Pitch Deck:  NFTCG - A Lunar Legend Pitch Deck.pdf

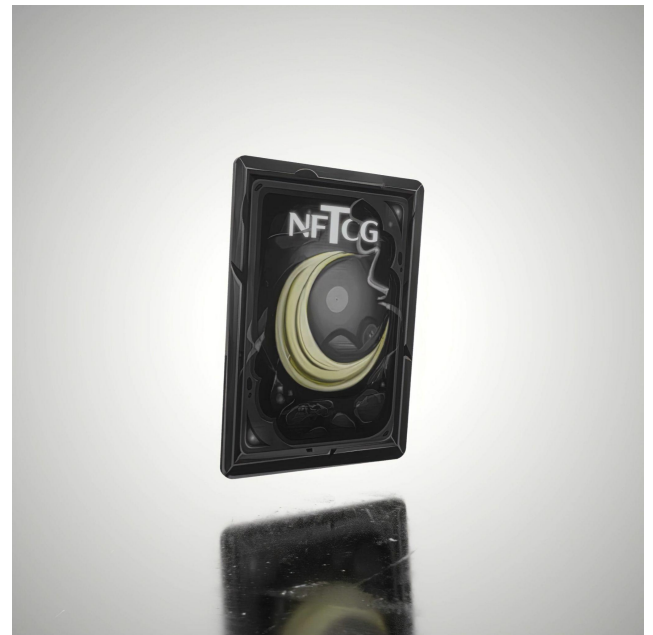
SECTION 1: KEY DETAILS

Project Title:

- NFTCG: A Lunar Legend

TL;DR:

- This proposal presents the idea that “NFTCG: A Lunar Legend” will feature Moonbirds as the pilot collection that introduces PBTs (Physically Backed Tokens) under the EIP-5791 contract, in the form of a physical & digital collectable trading card game. Each physical trading card will contain a NFTC chip inside of it, with an immutable private key that ties itself to a token on the ethereum blockchain. This not only allows for immediate authentication of every physical trading card, but also allows for future on-chain interaction in order to play NFTCG within an online environment. In doing so, the Lunar Society is able to leverage the mainstream trading card market as a gateway to the Moonbirds community. Simultaneously, this proposal pushes forward the first macro implementation of PBT technology within the Web 3.0 and IOT space, solidifying Moonbirds reputation as a leading creative and technical brand in the space.



Amount Requested:

\$ 40,562.00

Do You Want Permission To Use The Moonbirds Name And/Or Logo?:

- Yes, we would like permission to use both the Moonbirds name and logo for collectible packaging and promotional purposes.

Mission Alignment:

The proposal aligns with the Moonbirds DAO for the following reasons:

- **Elevate Moonbirds' standing within the web3 community:** Moonbirds is proving itself to be an industry leader of Web 3.0, introducing revolutionary ideas to the space and serving as a beacon for mainstream audiences to onboard into NFTs. Recently, the Azuki team released a CC0 PBT contract. Being a CC0 project itself, Moonbirds should be the project to take this contract bridging physical and digital collectables to a never before seen macro scale, with the funding of a proposal that plans to manufacture 6,000 physically backed tokens for this trading card game collectible release. This macro implementation will help further the Moonbirds brand as a leading technical and creative project in this space.
- **Promote the Moonbirds and Mythics brand beyond web3 to further our goal of establishing the birds as a recognizable brand outside of our ecosystem:** The TCG industry is currently valued at \$25 billion (projected to hit \$98 billion by 2027). NFTCG serves as the platform that will incorporate the Moonbirds brand to disrupt the TCG market with industry-first PBT technology. This technology leading trading card collection will catch the attention of both trading card brands and collectors, promoting the Moonbirds brand beyond the Web3 space. While Moonbirds is the proposed pilot collection that introduces mass adoption of physically backed tokens, it is only the first of many planned collections that will continue to feature this technology. The consistent introduction of new collections to NFTCG will increase the rarity and value of this pilot collection as our brand continues to grow.
- **Experiences or products which directly benefit holders:** "NFTCG: A Lunar Legend" will distribute both a physical and digital version of each card to customers. This collection will not be tied to any specific sub-trait, however there are other collections currently in the pipeline that we plan to correlate to specific sub traits within the Moonbirds ecosystem. The success of this initial PBT collection will pave the path of future collections, allowing us to gauge the overall market interest of this new technology and digital implementation.

NFTCG



Project Type:

- These products are digitally-tied physical trading cards, containing an immutable private key that ties itself to a token on the ethereum blockchain. The benefits in this technology come two-fold with the first allowing for immediate authentication of any physical card. This can be done with the use of any modern cell phone and without any 3rd party application (see image above). This technology also allows for future on-chain interaction in order to play NFTCG within online environments. An online environment would eventually be made for NFTCG if we discover that there is a massive market interest for this technology.
- The cards will be offered in the form of collectible booster packs. Each collectible pack will contain 6 NFTCG trading cards.

Backers:

- Lycaon.eth, Lakoz, Axu.eth, nftcaptain.eth, Inaros



SECTION 2: ABOUT THE PROJECT

What Is It?

Each physical trading card will contain an embedded, encrypted near-field communication chip, housing critical information for the EIP-5791 protocol on the Ethereum blockchain. This is so that the immutable private key can be securely stored within each physical card to be traced back to a single trustless contract for verification. Familiar, analogous tech can include a ledger, or any other hardware wallet, to describe this concept. Specific hardware and platforms used:

- **Hardware**
 - Type 4 Near-Field Communication Chips that are capable of securely generating and storing an ECDSA secp256k1 asymmetric key pair.
 - These are the minimum hardware specs of the embedded verification chips required to carry out all necessary functions of PBTs.
 - Allows for the physical trading card to be infinitely attached to its digital trading card, legitimizing the purchase of cards through a physical secondary market system.
 - For the sake of clear communication throughout the proposal, we will also be calling these “NFTC chips.”
- **EIP-5791**
 - The EIP-5791 contract proposes an interface for an EIP-721 NFT to be “physically backed” and owned by the holder of the NFT’s physical counterpart.
 - For a full breakdown on the current EIP-5791 protocol, click here: <https://eips.ethereum.org/EIPS/eip-5791>

How Does It Benefit The Moonbirds Holder Community?

Our team believes that upon approval, this proposal will bring value to the Moonbirds holder community in several ways:

1. **Spotlight Within The Web3 Space:** With the release of “NFTCG: A Lunar Legend”, 55 Moonbirds will be featured as characters displayed in the collection. The new technology this proposal plans to implement will surely catch the attention of Web3 finatics and collectors. The successful implementation of this technology will help highlight the Moonbirds brand as a technical innovator within the Web3 space. Additionally, the 55 Moonbirds displayed in the collection will get individual exposure. This will not only bring value to the 55 birds featured in this collection, but also serves as the foundational platform for NFTCG to release future collections that spotlight new selections of birds.
2. **Return on Investment:** The approval of this proposal will grant NFTCG \$40,562, which covers the costs to release this collection. Upon the release and sale of these collectible packs, we would like to allocate \$40,562 of sales revenue back to the Lunar Society in one of three methods:
 - a. Method 1: Using the funds to sweep either the Moonbirds or Oddities floor. The assets will be securely stored in the NFTCG wallet, and used as redeemables that purchasers can find in future collectible NFTCG Moonbirds collections. For example, if our next collection were to be based around the Dead Birds Society, we would hide a few QR codes in the collection that customers could find and redeem upon opening a collectible pack.
 - b. Method 2: Returning \$40,562 of sales we collect back to the Lunar Society, which would allow the funds to be used for future proposals, and prevent draining the Lunar Society of its liquidity.
 - c. Method 3: Distribute the \$40,562 equally to bird holders featured in the “NFTCG: A Lunar Legend” collection. This method would also display to the Web3 space how a CC0 project such as Moonbirds can still generate income from their asset, regardless of it being CC0.
3. **Encouraging and Rewarding Nested Birds:** Being a day one bird myself, I understand holders desire to further reward nested Moonbirds beyond the nesting rewards. The 55 Moonbirds featured in “NFTCG: A Lunar Legend” will be randomly selected amongst all gold nested birds, as a way of rewarding fellow community members for nesting their birds! Additionally, nested Moonbirds will receive discounts when the “NFTCG: A Lunar Legend” collectible packs are released. The percentage of discount applied is dependent on what nesting status a customer has when purchasing collectible pack(s). Gold nested Moonbirds will receive the largest discount; 10% off their entire order.



Who Are You And Why Are You The Right Person To Bring Your Idea To Life?

- **Author Description:** Hey all, my name is Cyrus. In Web3, I'm also known as "Lycaon". I'm a corporate financial consultant based out of Los Angeles. I purchased my first Moonbird on the day of launch, and have been a holder ever since. I eventually worked my way up to owning a top 3% skeleton bird, being a firm believer in the PROOF and Moonbirds brand. I initially launched a NFTCG collection for Moonbirds as a passion project, and the collection sold out in 72 hours. That was the moment I realized NFTCG could be something larger than a passion project, and started working on solidifying the brand within the Web3 space. I am the CEO, Chief of Design, and communications manager for NFTCG.
- **Team Description:**
 - Thomas, also known by the username "Drebin", studied electrical engineering in Los Angeles and currently works as a sales engineer in industrial automation and the Industry 4.0 space. He will be Product Lead for backend tech implementation as we work on streamlining a manufacturing plan for PBT (Physically Backed Token) tech at scale.
- **NFTCG Proof Of Concept:**
 - NFTCG has a foundation already established for manufacturing, market interest, and supply chain management; a fitting incorporation to the Moonbirds DAO. A limited collection of booster packs, NFTCG Generation 1 "New Hatch", was

released on November 19th, in collaboration with members of the Moonbirds community. The launch was a massive success, selling out over 400 booster packs in just 72 hours. Three data points were recorded to represent current market interest, highlighted below:

- **Average Order Value:** The average order value was \$46.19, or 4.619 packs per order. This data point suggests that customers tend to buy multiple packs, and that there is a pool of repeat buyers, given that customers have an opportunity to purchase another limited collection.
- **Conversion Rate:** NFTCG's first drop had a conversion rate of 10.25%, denoting that 10.25% of potential customers that viewed the website, followed through with a purchase. Average industry conversion rates range from 2-5%. NFTCG had no marketing budget, all outreach was conducted via personal Twitter account.
- **Visitors By Country:** Customers' geographic locations were recorded to provide insight regarding our global market. 57.9% of customers were located in the United States, resulting in 42.1% of customers being located abroad. These regions include Australia, Canada, Germany, Italy, Japan, Hong Kong, and the United Kingdom.



SECTION 3: GAME PLAN

What's The Game Plan?

- ***Phase 1: Card Selection [\$0.00]***
 - Upon the approval of this Lunar Society proposal, our team will begin Phase 1 of implementation, which will consist of selecting the 55 Moonbird legends that will be displayed in this collection (NFTCG: A Lunar Legend). The selection process will be conducted in two parts:
 - 10 of the total 55 Moonbird legends will be allocated to prominent members within the Moonbirds community, as a testament to those individuals who helped build the community thus far.
 - The remaining 45 Moonbird legends will be raffled in a randomized fashion. However, as opposed to raffling the spots to all Moonbirds holders, we want to reward those Moonbirds that have been staying cozy in their gold nests by raffling these remaining 45 spots exclusively to gold nested Moonbirds.
 - Unless decided otherwise, the [@CryptoLycaon](#) twitter page will be the source of general updates for NFTCG.
- ***Phase 2: Illustration & Designs [\$2,000]***
 - After the 55 total gold nested Moonbird legends have been selected, our team will begin the gamification process of each character, or in other words, Phase 2.
 - Each Moonbird legend will be assigned a unique hero name, attack value, health value, ability, rarity, card number within the collection, and cost to play. These features are all displayed on the frontside of each card.
 - Each of the 55 Moonbird legends selected will be uniquely renditioned in a 3D fashion by our graphic designer. The team finalizes Phase 2 by game testing the playability of each card, in order to maintain the balance of NFTCG gameplay.
- ***Phase 3: NFTC Chipped Card Manufacturing, Calibrating, and EIP-5791 Creation [\$32,562]***
 - Phase 3 kicks off with the creation of the EIP-5791 contract, which is then relayed to our NFTC chip manufacturing team and encoded into each of the 6,000 NFTC chips.
 - Then, the manufacturing of the 6,000 NFTC chipped cards begins, based on the 55 Moonbird legends that were designed in Phase 2.
 - Our team ensures that each chip is properly calibrated and programmed in order to be coupled with a digital version of each card under the EIP-5791 contract.
 - Lastly, our team programs each chipped card upon scan to be redirected to the OpenSea page of the Moonbird legend featured on the card. Scanners

will also be prompted with a message, notifying the user that the scanned card is a verified “NFTCG: A Lunar Legend” collectible card.

- This prevents the creation and distribution of any potential counterfeit cards.

- ***Phase 4: Booster Pack Manufacturing and Packing [\$2,000]***

- All 6,000 manufactured PBT-chipped collectible cards are then programmed and tied to its unique 1:1 digital NFT card, starting Phase 4.
 - The PBT chipped collectible cards are organized by rarity, and packed into 1,000 custom foil packs, concluding Phase 4.

- ***Phase 5: Website Developments, Metamask/Crypto Integration, NFT Contract Deployment, and Launch [\$4,000]***

- To kick off Phase 5, the NFTCG website will be updated with all card designs featured in “NFTCG: A Lunar Legend”.
- *Example:* <https://nftcg.store/pages/nftcg-card-database>.
 - The website will then be set up to integrate a Metamask payment system that identifies whether a customer is eligible for any discounts, based on the nesting status of any Moonbirds in their wallet. This phase, along with any other contracted work needed throughout this proposal, will be posted as a job posting internally to the Moonbirds community to support community efforts. If no birds are interested in this paid work, we will seek help externally.
 - Website images, artwork, and widgets will be customized to highlight the upcoming release.
 - Upon release, the digital pack NFT mint will go live on our website. Users will have exactly 1 week to purchase digital collectible packs from the total **1,000 supply**, for **.035 ETH a pack**.
 - Upon the expiry of the one week mint period, holders will then be presented with the opportunity to burn their digital NFT pack in order to claim their physical “NFTCG: A Lunar Legend” collectible PBT pack(s).
 - Holders are not forced nor required to redeem their physical “NFTCG: A Lunar Legend” collectible PBT pack, having the option to hold their digital NFT packs as the supply begins to decrease as more digital NFT packs are burned.
 - Once a physical “NFTCG: A Lunar Legend” collectible PBT pack has been claimed, shipped, delivered, and opened, each physical card contained inside a pack can be scanned with any mobile device. The first user to scan a physical PBT collectible card claims the digital NFT version of the physical card unpacked within your “NFTCG: A Lunar Legend” collectible PBT pack.

- The digital PBT cards cannot be independently traded and owned, as the physical card contains the immutable NFTC chip that holds ownership of the digital NFT version of each card.

Timeline?

- This timeline's starting date is subject to when the proposal has moved out of its idea phase, and has been officially accepted by the Lunar Society.
 - Phase 1: Card Selection [2 Weeks]
 - Phase 2: Illustration & Designs [2 Weeks]
 - Phase 3: NFTC Chipped Card Manufacturing, Calibrating, and EIP-5791 Creation [4 Weeks]
 - Phase 4: Booster Pack Manufacturing and Packing [4 Weeks]
 - Phase 5: Website Developments, Metamask/Crypto Integration, NFT Contract Deployment, and Launch [3 Weeks]
- **Total Timeline From Start To Finish: 15**



What Are The Risks?

- One potential risk we can foresee is if the “NFTCG: A Lunar Legend” Booster Packs do not sell out upon mint, less funding would be allocated back towards the Lunar Society via the “Return On Investment” section of this proposal.

What Will The Money Actually Be Spent On?

- **Overall Cost: \$40,562**
 - Phase 1: Card Selection and Final Advisory Board [**\$0.00**]

- Phase 2: Illustration & Designs [**\$2,000**]
 - Contains cost to contract our graphic designer to design all 55 card designs and the collectible pack art for “NFTCG: A Lunar Legend”.
- Phase 3: NFTC Chip Manufacturing, Calibrating, and EIP-5791 Creation [**\$32,562**]
 - Cost per Encoded NFTC chipped card: $\$5.43 * 6000 \text{ cards} = \$32,562$
- Phase 4: Booster Pack Manufacturing and Packing [**\$2,000**]
 - Encaptures cost to manufacture 1,000 pack arts for the collection, as well as the labor costs for our manufacturing team to organize and pack each of the 1,000 collectible packs.
- Phase 5: Website Developments, Metamask/Crypto Integration, NFT Contract Deployment, and Launch [**\$4,000**]
 - Entails:
 - A Metamask payment system that identifies whether a customer is eligible for any discounts based on the nesting status of any Moonbirds in their wallet.
 - Website images, artwork, and widgets will be customized to highlight the upcoming release.
 - The contract and deployment for the digital “NFTCG: A Lunar Legend” packs that will be received upon mint
 - The contract and deployment of the digital “NFTCG: A Lunar Legend” cards tied to each PBT chipped card.