# Traits

## Traits on Chain:

Traits on Chain with JSON files make Ether Cards distinct from other projects and ensures that every change is recorded and tracked on the blockchain without any trait manipulation—this gives the project credibility.

*Question:*

1. When will Traits on Chain be available?

## Clarification on traits:

*Questions:*

1. **Unicorn** - This trait is vague and needs to be defined.
2. **Synthesis Ritua**l - Can you elaborate on what is meant by "adjacent cards" and confirm how card selection in the grid works? Are cards counted as Forged?
3. **Gravity** - How many cards can the gravity trait attract to create a collection, and how often can this occur?
4. **Disco Dropper** - Discount traits range from 5 to 50 percent—which traits are dropped? Are dropped traits randomly selected, and is there a maximum issuance? If, for example, you burn a 50% discount to the card, is this a one-time 50% discount, or is it something that is used multiple times but with certain limits like maximum usage per month? Are the rolled traits permanent?
5. **Rando Dropper** - Is there a Random Edition trait that is excluded from being dropped? How will you ensure that Rando Dropper does not heavily inflate ultra-rare traits? Are the rolled traits permanent as described and identical to the "original" dropped Random Edition traits?
6. **Pristine**:

* Pristine had rarity value. People paid a substantial premium for this trait because it was exclusive to presale and main-sale buyers. Has this changed?
* Are cards sold on secondary markets before May 1st counted as Pristine?
* What Pristine benefits will there be down the road?
* How is the Pristine Trait lost? Can the trait be lost by using certain traits? (e.g., Discount trait, Art Layer Reroll, Forge, etc.)

1. **Phoenix:**

It's been a long five months for Phoenix holders to get a better idea about their benefits. Art Drop is not enough, especially when drops aren't going to everyone every time. It might be enough if Phoenix cards get higher chances of drops or even a 100% guarantee.

* *"Presale OG Cards will receive Art Drops from some of the best artists ever to sign with Ether Cards."* — Which artists are involved in these drops? Do all OGs get every drop, or is it a random chance?
* How soon will Phoenix burn be available, and what are the conditions to use it? Can Phoenix burn still be used after the first Art Drop, for example?

1. **Rerolls:**

* Is there a Reroll requirement? (i.e., traits used - will this differ for Lucky Reroll?)
* Can you reconfirm that Rerolls have the same percentage chance to hit all Random Edition traits except for the OG upgrade? For example, will Rerolls add more Golden Goose traits, or are there only three left (target of 25).
* Which list of traits are excluded from Reroll?

1. **Forge:**

* With more Accidental Art Drops, the Forge Trait seems wasteful, and most cardholders will refrain from using the Forge if this becomes the perception. Has this been considered?
* Does Forging remove the ability to Reroll?

1. **Art Drop:**

* How will Art Drops be allocated to ensure distribution is commensurate with investment exposure between OG, Alpha, and Founder holders? There is a growing concern among cardholders regarding a return on investment if these cards are only discount coupons.
* Can you clarify the difference between the Art Drop trait and an art drop for the Phoenix trait? Can you also elaborate about special art drops allocated for promotional NFT series dropped to EC holders? Who gets the art drops, and how often are drops made.

1. **Random Edition traits:**

* What is the maximum number of Random Edition trait slots a card can have?
* While most holders are okay with future Random Edition trait drops for community ideas, this will add more complexity to Rerolls and create rarity narratives. Are we getting a 2nd wave of Random Edition traits at some point?

1. **Trait Marketplace:**

* When can we expect the Trait Marketplace?
* Can cardholders sell or transfer every Random Edition trait?
* Will the Trait Marketplace allow for minimizing traits lost during a Forge or Upgrade? Can cardholders who had already lost traits from the Forge or an Upgrade restore their lost traits?
* Traits available for sale or trading in the Marketplace should be limited to existing traits and not traits created out of thin air. Buying newly created traits in the Marketplace will reduce the rarity or value of cards bought by early buyers in the initial sale since anyone can just purchase a Golden Goose for 3 ETH while early buyers spent ten times that amount for a card during the main sale. Are there any plans to minimize this?

# Card upgrades

*Questions:*

1. When will the Alpha and OG upgrades "chosen by the Ether Cards team" happen? There are partnership snapshots, and people are sitting on their upgrades and can't do anything.
2. Can you burn the Phoenix trait before doing the upgrade and get the 0.2 ETH back?

# NFTX Pool

*Questions:*

1. How many cards will EC provide in the pool?
2. How much liquidity will Ether Cards provide to make CARD tokens be available for purchasing?
3. When will this happen?

# Unsold Cards

*Questions:*

1. What is the plan for getting the unsold cards in the vault back into circulation?
2. How will Ether Cards ensure this won't massively affect OpenSea prices?
3. At which prices will these cards be sold?

# Battle Royale

*Questions:*

1. Are coders simply going to have too much of an advantage?
2. Battle Royal is an elaborate giveaway workaround. If you can't even pick card ID numbers out of a hat, how can Singapore law allow raffles, puzzles, and auctions on the platform?
3. Will the battles be running on Matic to reduce transaction fees?
4. Will people with a large set be disadvantaged as every fighter needs to be set up individually? (This could take a lot of time for someone with 50+ founders cards.)

# Dust

Dust is a great reward mechanism, but the proposed implementation of Dust is incongruent and complex, adding doubt and confusion.

*Questions:*

1. What are the dust ratios?

● 1 - 10 - 40 follows presale (easy to understand reasoning).

● 1 -16.6 - 66.6 takes Phoenix burn into account (though many won't burn, so Founder price is actually between .3 to .5 ETH).

● 1 - 10 - 100 has been floated around (but may not be beneficial to Founders and Alphas).

1. How do you balance Founder benefits? —Founders (eventually, thousands of people ideally) vs. Alphas (hundreds of people who, as of now, are completely REKT) vs. OG (90 people that paid a shitload more)
2. How can we avoid Alphas from getting REKT?
3. Will Dust be backdated for those who have been holding since pre/main sale?
4. What kind of modifiers will there be for Dust? Will Phoenix cards and special traits like Supporter have a higher rate of Dust?
5. Will it be possible to buy Dust with fiat?
6. Will there be a fixed exchange rate between Dust/ETH or Dust/USD?
7. One method to transfer some of the funds from partnerships to cardholders would be to buy back Dust with ETH from the sale. Cardholders can burn their Dust and get ETH back, and they can buy Dust with ETH to refill these ETH reserves. Has such an idea been explored in any way?

# Partnerships

These cards just can't be discount coupons. Stacked discounts might be an option to reward big cardholders. For example, discounts can be cumulative for the highest tier you own (3 OGs = 30% discount, 5 alphas = 25% discount). There could be restrictions on how many cards one can buy with the stacked discount, but 10% is not really cutting it. We need better benefits on these partnerships than 2.5%-10% discounts. Awareness from partnerships is a boon, but one that will ultimately backfire if the platform doesn't get off the ground.

# Platform

As the base promise, the complete lack of a roadmap and progress is truly upsetting. Partnerships are exciting, but as they are only raising money, it doesn't give us a way to argue against a future rug pull.

*Question:*

1. Ether Cards "had" to change the Punk Raffle to the overly complicated Battle Royale method. A large portion of the promised platform was Blind Bags, Bingo & Raffles. How is this not considered gambling?

# Perfects

*Questions:*

1. Will there be a difference between the original Perfects vs. Forged Perfects?
2. What are the Perfect benefits in general?
3. How do you plan on limiting the creation of Perfects, so they remain desirable, or is the plan just to create a lot of them?

# Marketing

*Question:*

1. Ether Cards marketing has been lacking. The community has helped promote brand awareness in social media and other platforms, but Ether Cards needs to step up. Marketing is poor compared to other NFT projects. What are your plans to improve brand awareness?

# Giveaways and Community Rewards

What is the delay in handing out the Community Rewards? It's been months for some, weeks for others. Send the cards out to the recipients and make social media posts about them. Use this as a marketing tool to show you take care of the community. And seize the opportunity to present Ether Cards as a gamifying platform where people win prizes. The community will rally behind the promotion and show support by sharing it on social media. The hype writes itself.

*Questions:*

1. When will the cards be dropped to the community contributors or contest winners? Some of them have been waiting for more than six weeks.
2. What is the long-term plan to sustainably reward community contributors once all cards have been distributed?

# Recommendations

* A Public persona needs to deliver platform strategy and release dates and be available on discord - no marketing here, just working on the product.
* Traits and the Forge need to be on-chain ASAP.
* Art Drops happen next, giving users reason to check their wallets and get excited. (if possible additional Accidental Art Layers)
* Release a basic version of the platform so cardholders can interact with others and attract new people to Ether Cards.
* Battle Royal was an early promise, and it's taking a long time to climb out of the hole we dug. Let's plan on making Punk Battles a big media event when it is finally released.

\*Dust and Pristine, ideally, should be explained before the platform is released but isn't an actual priority over the base product.