# Traits

## Traits on Chain:

Traits on Chain and JSON file availability is an important aspect to differentiate Ether Cards from other projects and guarantees that every change is recorded and tracked without any trait manipulation. The community will be able to promote Ether Cards effectively because Traits on Chain brings credibility to the project.

*Question:*

1. When is Traits on Chain Going Live?

## Clarification on traits:

*Questions:*

1. Unicorn - This trait is vague and needs to be specified. Can we get this better defined?
2. Synth Ritual - Which grid & which cards? Will the cards be counted as forged? etc.
3. Gravity - What exactly are the mechanics here? How often can something be pulled? What are the probabilities?
4. Disco Dropper - Which traits will be dropped? Only the 5, 10, 25, 50% discounts? Is max issuance applied, or is it a random selection?
5. Rando Dropper - Is there any exclusion on which traits can be dropped? How will you ensure that ultra-rare traits are not heavily inflated by Rando Dropper? Will the rolled traits become permanent as described and make them identical to the "original" dropped random edition traits?
6. Disco Dropper - Will the rolled traits become permanent? (i.e., if you roll a 50% discount and burn it to the card) Will this become a one-time 50% discount or something that can be used multiple times, but with certain limits like max usage per month?
7. In which phase of the platform/project will the trait marketplace become available? Can cardholders sell/transfer every random edition trait? Can holders that have used the Forge or an Upgrade be compensated in the form of the lost traits? (as they could have been saved once the trait marketplace becomes available)
8. Will there be a limit on how many random edition trait slots can be on one card?

## Card upgrades:

*Questions:*

1. Alpha / OG upgrade "chosen by the Ether Cards team," when will this happen? There are partnerships 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?

## Pristine:

*Questions:*

1. People paid a substantial premium for this. Will the Pristine trait be for presale and main-sale buyers only as stated for five straight months?
2. Will cards sold on secondary markets before 1st May be counted as Pristine?
3. What Pristine benefits will there be down the road?
4. What exactly will lose Pristine status? (e.g., using certain traits, Discount trait, Art Layer Reroll, Forge, etc.)

## 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 they aren't going to everyone every time. Art Drop might be enough if Phoenix cards get higher chances of a drop or even a 100% guarantee.

*Questions:*

1. *"Presale OG Cards will receive Art Drops from some of the best artists ever to sign with Ether Cards."* — Where is the list of artists for these kinds of drops? Will all OGs get every drop, or is there a random chance?
2. When will Phoenix burn become available, and what are the conditions to be able to use it? (i.e., after the first Art Drop, can Phoenix burn still be used?)

## Rerolls:

*Questions:*

1. What are the requirements for Rerolls? (i.e., traits used - will this differ for Lucky Reroll?)
2. Can you reconfirm that Rerolls have the same % chance to hit all random traits except for the OG upgrade? For example, will Rerolls add more Golden Gooses, or are there only three left (target of 25).
3. What is the exclusion list of traits that cannot be rerolled?

## Forge:

*Questions:*

1. Its use seems wasteful with more Accidental Art Drops, but the standard user doesn't know that and will be angry about having used the Forge.
2. Does Forge remove the ability to Reroll?

## Trait Suggestions:

* Buying traits in the future - This sounds great for raising money and for traits like Unicorn, but it can also upset initial Founders if future buyers can just purchase Golden Goose for 3 ETH while others spent ten times that amount. This needs to be regulated!
* Traits should be able to be bought, traded, sold, but only from what's already created, not created out of thin air. It would ruin pretty much all gaming aspects.
* Most holders are fine with future random trait drops like community ideas. This will add more complexity to Rerolls and more rarity narratives.

*Question:*

1. Are we getting a 2nd wave of random traits at some point?

# NFTX Pool

*Questions:*

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

# Unsold cards

*Question:*

1. How will the unsold cards in the vault be brought into circulation?
2. How will EC ensure this won't massively affect OpenSea prices?
3. At which prices will these cards be sold?

# Battle Royale

*Question:*

1. Will coders simply have too big of an advantage?
2. Such an elaborate workaround for a giveaway, how can Singapore law allow raffles, puzzles, and auctions on the platform if you can't even do card ID numbers out of a hat?
3. Will the battles be running on Matic to reduce transaction fees?
4. Will people with a large set be at a disadvantage 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 way to reward those that have been waiting, like the Pristine solution. However, a large number of ideas and lack of concentration on implemented solutions make this seem too complex and add doubt.

*Questions:*

1. What are the dust ratios?
2. A. 1 - 10 - 40 follows presale (easy to understand reasoning)
3. B. 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)
4. C. 1 - 10 - 100 has been floated. (But may ruin Founders and Alphas)
5. How do you balance Founder benefits? —thousands of people ideally eventually vs. Alphas (hundreds of people who as of now are completely REKT) vs. OG (90 people, but they did pay a shitload more)
6. How do Alphas not always just get REKT?
7. Will Dust be backdated for those who have been holding since pre/main sale?
8. What kind of modifiers will there be for Dust? (e.g., increased rate of Dust for Phoenix cards, or for special traits like Supporter?)
9. Will there be a possibility to buy Dust with fiat?
10. Will there be a fixed exchange rate between Dust/ETH or Dust/USD?
11. A method to transfer some of the raised money from partnerships to cardholders would be to buy back Dust with parts of the sale's ETH. Cardholders can burn their Dust and get ETH back, and they can buy Dust with ETH to refill these ETH reserves.

*Question:*

1. Has such an idea been explored in any way?

# Partnerships

These cards can't just be a discount coupon. Stacked discounts might be an option to reward big holders of cards—discounts are cumulative for the highest tier you own (3 OGs = 30% discount, 5 alphas = 25% discount). There could be restrictions on how many cards one is allowed to buy with that 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 original Perfects vs. Forged Perfects?
2. What are the Perfect benefits in general?
3. How do you plan on limiting creating Perfects, so they remain desirable, or is the plan just to have a lot be created?

# Marketing

*Question:*

1. The marketing thus far is abysmal. It's not our job to do it for you guys; we are happy to supplement the job but not do it for you. The lack of hype and brand awareness is concerning. Do you think you guys have been doing a good job on social media? Because you definitely have not.

# Giveaways and community rewards

FFS, hand these cards out. It's been months for some, weeks for others. Use this as a marketing tool to show you take care of the community. We will rally and show support about it, but it's just shilling if we do it ourselves. EC is a gameifying platform. People win games, send the cards out and make social media posts about it. The hype writes itself.

*Questions:*

1. When will the cards be Dropped to the community contributors or contest winners? Some of them are 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 be delivering **platform** strategy and release dates and be available via discord—zero involvement with marketing here and 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 to be members (if possible additional Accidental Art Layers).
* Release a very basic version of the platform, so users have a reason to be a member and recruit others.
* Members can then do the Punk Battles (big media event). It's somewhat a travesty as they were an early promise, but we need it to climb out of the hole we dug.

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