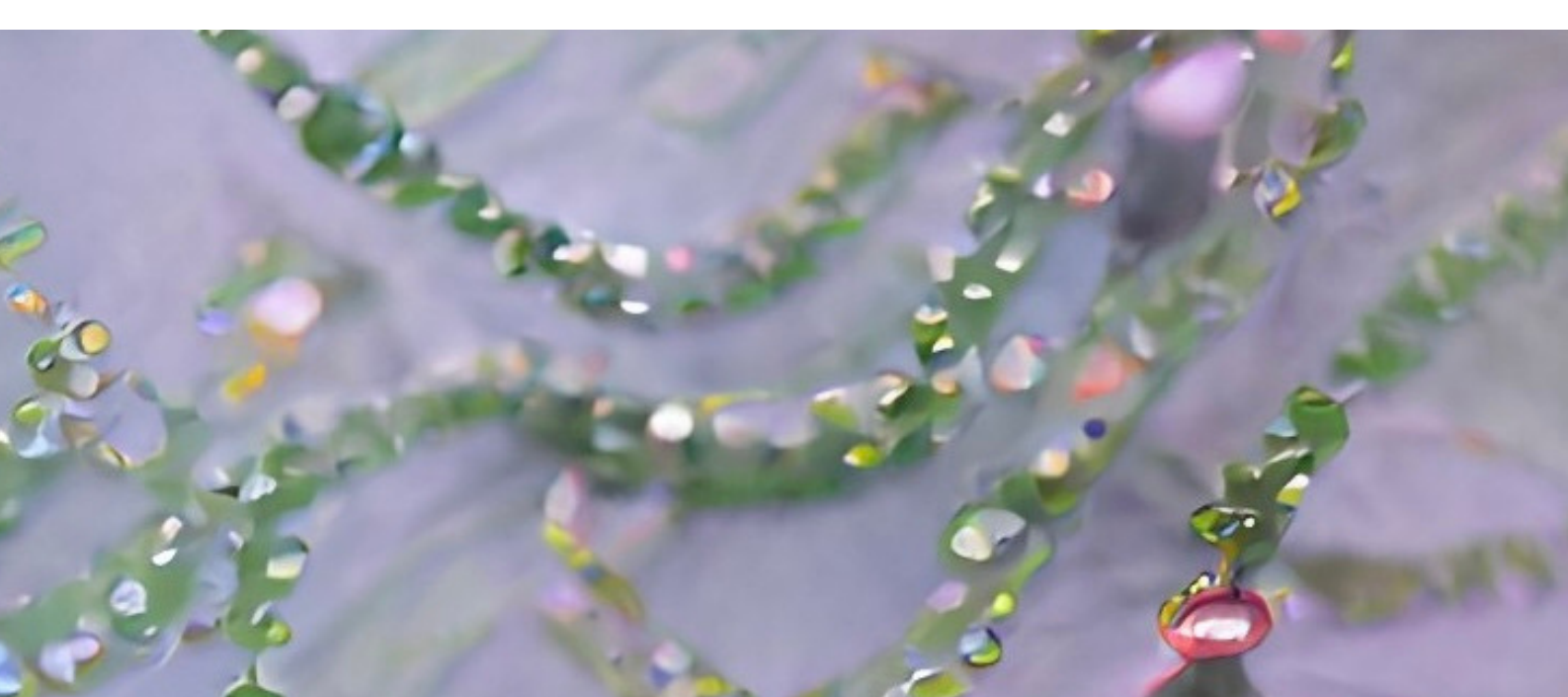


ISSUED OCTOBER 2022

# Lido Minute Podcast & NFT-powered ads



[www.lidonation.com](http://www.lidonation.com)  
[hello@lidonation.com](mailto:hello@lidonation.com)



# Lido Minute

The Lido Minute is a short-form podcast that brings education about blockchain and Cardano into bite-sized audio episodes.

**It's a great way for people to learn about all the little details they never thought to google before!**

---

To bring even more value to this offering, the Lido Minute is introducing a new way for you to advertise your projects, proposals, websites, and ideas.

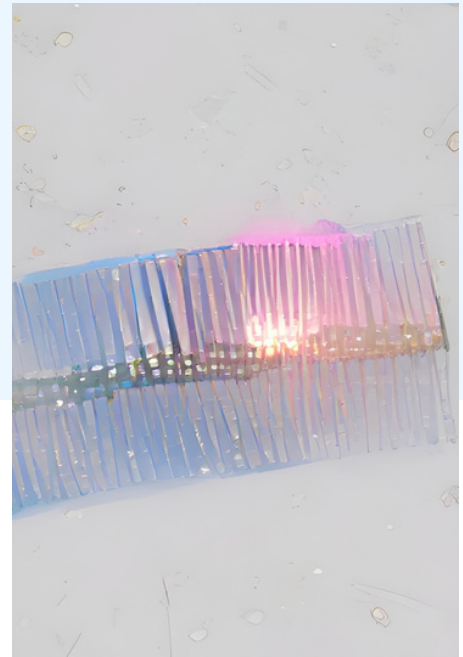
Ad content will appear alongside episodes of the Lido Minute content, wherever it appears -- whether on [lidonation.com](https://www.lidonation.com), or syndicated on other participating websites.

# How does it work?

To sponsor a Lido Minute and get your message out to the community, simply purchase a “Lido Pool” NFT for the episode you want to sponsor. NFT holders can submit their content (text or image URL) through the Lido Nation website. Following NFT verification, your ad copy will be displayed alongside that episode of the Lido Minute!

If you wish to run your message forever - you can! The NFT, and the right to run your message, is yours for as long as you hold it.

You can also resell the NFT, and the ad rights, to someone else when you're done with your campaign. When the next NFT holder submits their content to Lido Nation, and we verify the NFT, their content will then appear alongside the episode.



For the price of one NFT you can keep your ad spot for life, if you want. You could display one advertising message forever, or change your ad periodically.

**Pay once, advertise forever!**

# This is so exciting

## THINK OUTSIDE THE BOX

You can advertise your company - sure! You can also promote your new website, your staking pool, your Project Catalyst Proposal, your NFT project, your public Instagram account or your YouTube Channel. You could use the ad platform to just put a new idea out in the universe. You could ask your blockchain crush to the prom. You could share a poem.

## SOMETHING DIFFERENT

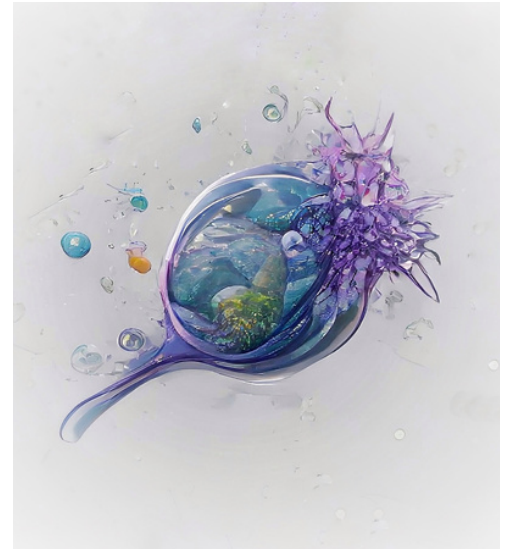
This is unlike billboards, Facebook ads, or traditional podcast sponsorships, where your advertising dollars are gone once you buy the spot. Instead, it works like any other NFT: **if the resale market for LIDO Pool NFTs is strong, you could recoup all or some of the purchase price if you choose to sell.** (not financial advice)

## ONE COST - NO LIMITS

With traditional advertising, the purchase terms will define a length of time or a certain number of clicks or impressions. After that specified timeframe, your ad will come down unless you pony up another payment. **With A LIDO Pool NFT, you only pay once, and you can run your ad forever!** As long as the Lido Nation website is up and you hold a LIDO Pool NFT, your message can persist if you want it to.

## SUPPORT EDUCATIONAL CONTENT!

Your purchase of a LIDO Pool NFT supports the podcast and all of the educational content at LidoNation.com. Resale of the NFTs incur a 25% royalty fee, so even while you get some of your ADA back in the resale, **the next buyer is also supporting Lido Nation.**



## BLOCKCHAIN UTILITY IS REAL!

At Lido Nation, part of our educational strategy is providing good content, in multiple formats and languages. **Another part is that we seek to create real-world blockchain utility that is accessible, practical, and inspiring.** You don't need to jump off the DeFi deep-end to start using the blockchain. Blockchain can be useful for all kinds of things, and for all kinds of people. We hope that this simple tool will allow lots of people to participate in real blockchain utility, and that it inspires people to think about the technology in new ways.

# The Collection: A Day at the Lake

Minnesota, USA, the birthplace of Lido Nation, is called the “Land of 10,000 Lakes.” So even before we jumped into the Lido Pool, we had splashed around in many sparkling waters.

This NFT art project celebrates the diversity of life that is found in the world’s wild pools of water and the contributions of each individual. Though they may be small, each forms an integral part of the whole.

As research on this project started, we quickly realized that we would never think about pond scum quite the same way. Instead of quick revulsion or dismissal - we begin to imagine the filamentous spirogyra and their calm little mating dance as they lay in the sun, protected from desiccation by smooth slime. We can almost see the microscopic ostracods flapping their tiny shells through the water. And, of course, the tardigrades waddling along; the little “moss piglets” that are one of the world’s most resilient animals. Not that they need to be especially resilient to make it through a sunny day in a warm pond with a few million tiny friends.

**Each podcast episode will be accompanied by a unique set of NFTs featuring a different pond microorganism, with its name and a short and sometimes poetic description in the metadata.**

*"Although it requires a microscope to truly admire their hinged shell, their little valves, and their many appendages and hairs, the ostracod is a giant in history. The fossilized shells of more than 70,000 species of "Seed Shrimp" encrust the earth's rocky layers, offering clues about the past."*

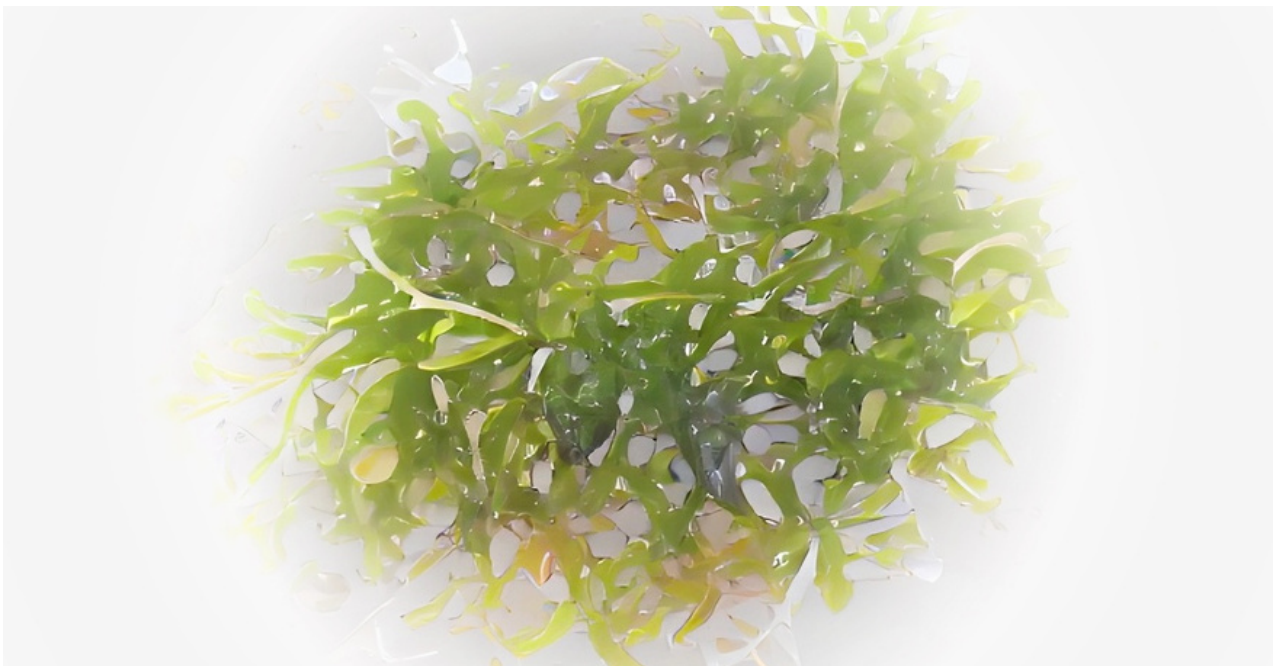




# Lido Minute Season 1

This first season of the Lido Minute podcast looks at all the little parts that make up the Cardano blockchain protocol. Hard to see, often overlooked, and not well understood, these “Parameters” are, in fact, the lively critters that energize the Cardano ocean. When we speak with pride about the “peer-reviewed research” that moves our technology, these parameters are the technological “microorganisms” under study. We think they merit wider attention, more common understanding, informed admiration, and considered questioning.

What’s more, in a tech landscape that is evolving quickly, these topics will have a surprisingly long shelf life. The parameters that control the Cardano blockchain can and do change - that’s what parameters are for! However, the existence of the parameters themselves, their function, and their relevance as a topic is long-lasting. Episode sponsors will be supporting open education about Cardano, secure a place in its history, and participate in its future.



# The Audience

When LidoNation.com visitors check out an episode of the Lido Minute, the ad content submitted by our Lido Pool NFT holders will be displayed alongside the episode.

**When you promote our content - we promote yours!**



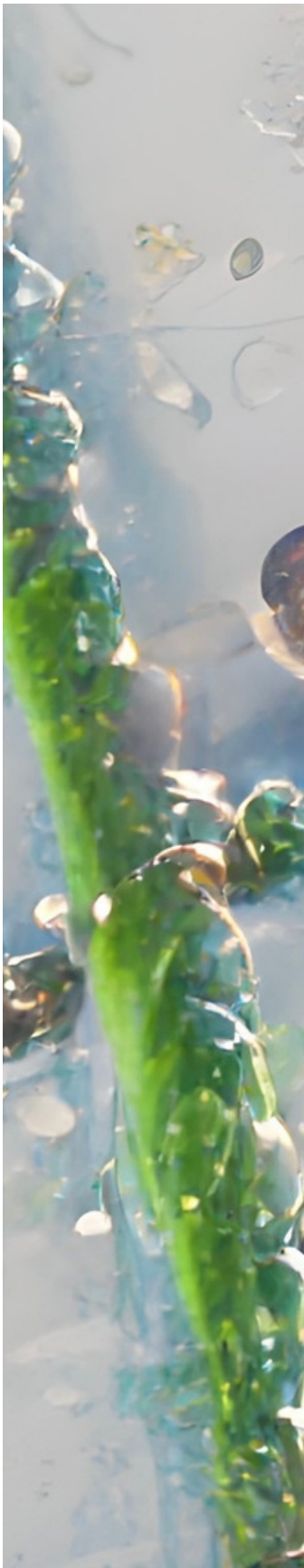
*Ideally this is a screenshot of the player with an ad!*

Site visitors will also be able to visit a “Sponsors” page on the site, and peruse a current compilation of all Lido Minute sponsor messages.

**This is a substantial new resource for Cardano - like a community bulletin board displaying the vast array of projects, services, and opportunities that are available.**

In addition, the Lido Minute will be syndicated to other websites that want to host educational content. Anywhere that your episode of the Lido Minute appears, your ad copy will also appear!

Ad impressions and clicks will be tracked and displayed on a dashboard that is available to NFT holders.



# Pricing & Resale

Lido Pool NFTs are priced at \$100 USD in ADA. The price in ada is based on the current exchange market value on the day of purchase and is calculated and displayed at checkout.



You can keep your Lido Pool NFT for life if you want. You could display one advertising message forever or change your ad periodically.  
**Pay once, advertise forever!**



However, if your event, project, or airdrop is time-bound, and you don't need that ad spot forever, you can resell your Lido Pool NFT on the secondary market. The next owner will then get the right to display their ad content where yours used to be.



Lido keeps a 25% fee on resales; this is coded into the NFT directly - you don't have to do anything.  
**This means that if the resale market is strong, your choice to advertise at Lido could be free.**

## YOUR INVESTMENT

**\$100 (minus resale?)**



# Rarity, Luck, & Degen Deets

## Luck of the Draw

1

Every Episode of Lido Minute has 5 NFTs available, each allowing its owner 1 ad slot, for a total of 5 slots per episode. Notably, there is also an element of rarity, luck, and different “powers” built into the system.

## The NFTs & Metadata

2

Each set of NFTs will feature an artistic impression of a particular aquatic microorganism and the metadata will include an interesting, educational, and sometimes a funny description of the tiny critter.

## Common

3

Three of the NFTs are identical (1/3 ) and feature the microorganism in a “Portrait motif”. These are the Common tier of Lido Pool NFTs. If you hold this NFT, you have a roughly 10% chance that your message will be displayed when a public user visits that episode of the Lido Minute.



4

### Rare

One of the NFTs in each set (1/1) features the microorganism in a "Microscope motif." This is the Rare tier; only one microscope motif will appear with each microorganism. When you hold a Rare Lido Pool NFT, there is a 20% chance that your ad will be displayed on any given visit to the page.

5

### Super-Rare

One NFT in each set (1/1) will be a Super-Rare. These may feature a unique rendering of the microorganism themselves, as well as a special motif to feature the organism. At project launch, there are 5 unique motifs used for Super-Rares, a number which may increase when the artist's muse pays a visit. So, each Super-Rare motif will only appear a handful of times in the series. When you own a Super-Rare, you have a whopping 50% chance that our algorithm will show your ad to page visitors

6

### Choose your episode(s)

When you purchase a Lido Pool NFT directly from Lido Nation, you can choose which episode you want to sponsor, but the rarity of your NFT is a roll of the dice! For the same price, you might get a Common, a Rare, or a Super-Rare - just based on luck. **If you want to max out the chances that episode visitors will see your message, you can just buy all 5 spots for that episode (if you're fast enough!)**

7

### Secondary market

Otherwise, whether it's a certain motif that you love or the power of a particular super-rare that you need, keep your eyes peeled on the secondary market for Cardano NFTs, where you can buy exactly the one you want for the price you agree on. **As the new owner, you maintain ad rights for that spot.**

# FAQ's

## When are new NFTs released?

A new episode of the Lido Minute podcast drops every Friday at 11 AM UTC. With each episode, 5 NFTs are released for sale. Click "Buy Now" on the landing page or on any episode to link your wallet, purchase a spot, and submit your ad content. (You can also buy a spot now, and return later to submit or update your ad!)

## What do art NFTs have to do with advertising

The NFT metadata is how we know where to display your ad. Every time a viewer loads a Lido Minute, we check the blockchain to see what ads are associated with it, and display one based on the rarity/luck calculation. So the NFTs are important, but it's true they would not have to be uniquely artistic in order to work. We just think it's more fun if they are!

## Isn't 25% kind of high for NFT Royalties?

Compared to the art market, yeah, maybe. However, Lido Pool NFTs are about the utility - being able to advertise on our site. Framed that way, we think it's the biggest bargain on the planet! Google AdWords won't give you your money back when your ad is done, 25% or otherwise!

## Why are the ad spots so cheap?

We want you to use it! We want the community to have a place to share messages and marketing in a way that is accessible and affordable. The 25% cut we keep of the resale price is the practical element that allows us to sell the ad spots for only \$100 in the first place. (Hypothetically, you could hold a life-long ad spot on Lido Nation for only \$100 .... Hmmmm, why IS it so cheap??)

## Why is it priced in dollars, not ada?

Good question! Maybe we'll switch to pricing in ada someday. For now, the stability of the dollar pricing allows us to budget and run our business in a part of the world that still mostly relies on dollars.

## So I can advertise....anything?

Yes. But.

Ad content is subject to editorial approval by the team at Lido Nation. Our intent is to have the platform be as open and equitable as possible. However, we will decline to display content that is hateful or offensive, at our own discretion. If users have provided an email address with their registration, we will contact them, and indicate what needs to be changed for the copy to be approved. Unless you are trying to troll, you probably won't have to worry about this.

## I don't want to run an ad; I just want a LIDO Pool NFT. Can I still get one?

Yes, of course! The Lido Pool NFT project is educational art you can enjoy for its own sake. If you don't submit ad content, that's your choice. (And you can change your mind later!)

## What if I sell my NFT and the next person doesn't submit a new Ad?

If you want your ad cleared out, you should do that before selling your NFT. Otherwise, your ad might keep running until the next person finally gets around to submitting their own.

“

*The game changed.  
We changed it, and  
we're here to play the  
new one.*

-CHARLES HOSKINSON

