Questions raised by the GZIL collective

1. Since Quinence handled the development of your previous Scilla-based marketplace, who is the development team for "The Tavern," and what is their experience with Zilliqa EVM and Solidity?

2. How was the $50,000 budget, particularly the $30,000 for development, determined? Is it based on firm quotes from developers, and is it sufficient for both building and maintaining the platform?

3. How will you ensure long-term technical management of "The Tavern" marketplace, given that your team is already managing Shibui Universe?

4. Could taking on this Zilliqa-wide marketplace project spread your resources too thin, potentially impacting your main project? How will you balance both?

5. Can you provide a specific timeline for each milestone (e.g., testnet deployment, mainnet launch) to clarify the six-month goal?

6. How would shibui attempt to attract a more market wide audience with this new platform ? What would be your target audience? Modes of advertising?

Shibui's answers

1. We are and have been for a while working with many EVM developers on a contract basis. We have not hired a specific contractor yet for building the Tavern as we can only do so upon grant approval. Once we do we are happy to give all credentials to the committee if needed. We are of course taking security measures very serious, only working together with highly regarded individuals and demanding extensive KYC before hire.

2. The budget is planned around our research and multiple quotas we have gotten. To our understanding it will be enough to build the marketplace as well as sustain it for long enough (at least 1 year after launch) to give us the solid runway that might be needed (see risks and mitigation, section 11 of the application).

3. Our advantage is that instead of having to promise the committee that our resources are enough to handle such a commitment, we can point to our past advancements. During 2022 alone we developed a game, a marketplace, sold out 2 mints and began writing a screenplay, all with the same core team size. We have a proven track record of spearheading multiple projects at once, as it's needed in a universe. Additionally we are working on contract basis regarding development, meaning that just like with Quinence we can keep the creatives focused on the creative side of our universe while outsourcing the main technical upkeep/advancement of The Tavern.

4. The marketplace is a product within our universe, not outside of it. The Tavern will sit in the heart of our ecosystem, so instead of being a challenge to maintain, it will be a high-focus product ensuring our own longevity, sustainable income and in the future tie the cross-chain nature of our project together by integrating new chains.

5. To clarify : the 6 month goal is meant to begin after the successful mainnet launch, as counting from grant approval doesn't make sense. If framed like that it would be a 1 year goal. We're planning to deliver the marketplace fully in a timespan of 4-6 months, hopefully faster. Milestones 1-3 are expected to take the longest to achieve, potentially 4-6 weeks each. Milestones 4&5 are expected to be achieved faster with an estimate of 2-3 weeks each. An involved risk as with any development is the amount of time needed to finish up the product, eradicate bugs, etc. Naturally our contracts will be on a finished product basis, ensuring that a prolonged process does not imbalance the budget.

6. Firstly we will make sure to get the attention again of every NFT holder and builder on Zilliqa. This should be fairly easy to accomplish, as every collector on Zilliqa has at least heard our name by now. The fun of NFTs needs to come back to Zilliqa and our main focus will be exactly that. Allowing collectors to collect again, joining new communities, having fun on-chain and giving builders all the tools they need to make them consider launching with The Tavern and thus Zilliqa.

To make that happen for starters we will follow our usual procedure:

• building out in the open with regular updates, sneak peeks and timelines

• garnering as much hype/attention as we can towards a specific launch date through social media

• coupling the launch date with curiosity about new mechanics (sneak peeks) and marketing incentives to use the product early on

After launch and introducing the Zilliqa community to our marketplace with the above mentioned activations, we will be using our cross-chain influence to garner attention from other blockchains and ecosystems.

We will do that through:

• marketing

• partnerships

Given the cross-chain nature as well as the Web2-Web3 dynamic of our universe it makes a lot of sense for us to use our influence in other ecosystems and Web2 to drive demand towards the tavern. We will be focused on connecting our universe and all attention on our universe at The Tavern, making Shibui and the Zilliqa NFT ecosystem prosper together. We have also been building very good relationships with other cross-chain platforms such as for example Nifty

Island. We will be using our influence in all such partnerships to market the Tavern and drive more attention towards it and Zilliqa.

Additionally if things go well we plan on getting the attention of other ecosystems by integrating their chains and NFT projects and in that way getting even more new eyes and wallets onto our platform and naturally into the Zilliqa EVM ecosystem. This is of course out of the scope of this grant proposal, but is something we'd like to add for your judgement, as it also shows the very natural tie-ins for The Tavern into our cross-chain universe.

Our target audience are NFT collectors and builders. Not traders. We see a cross chain opportunity here as most marketplaces still cater to traders, and we plan to strike on that opportunity through gamifications, collector focused UI and easy to use tools for artists.

Our modes of advertising will include but not be limited to: the extensive use of all our social media channels with 20k+ followers, SEO marketing, partnering with other projects and ecosystems and trustworthy influencers.

Lastly, and to us that's the beauty of this proposal: a marketplace simply fits - marketing our NFTs, which obviously we will always have to do, will always be marketing for The Tavern and thus the Zilliqa NFT ecosystem. And in the same way marketing Zilliqa NFTs and the ecosystem will bring attention to our universe. That's what we meant before, The Tavern would be sitting at the heart of our universe, and that's why it automatically comes into play with all our future growth. It fits.