

Project name

: Optimism x Afro beat Music

Author name and contact info

(please provide a reliable point of contact for the project): Wizprinceedache@gmail.com

I understand that I will be required to provide additional KYC information to the Optimism Foundation to receive this grant

: Yes

I understand that I will be expected to following the public grant reporting requirements outlined [here](#)

: Yes

L2 recipient address

: 0x5924dB1DC2ffCeC79255d6f59f615A757878aDFb

Which Voting Cycle are you applying for?

: Cycle 10

Which sub-committee should review your proposal? (Builders Grants, Growth Experiment Grants)

: Growth Experiments Grants

Project description

(please explain how your project works): The traditional music industry is not bad, but i wonder why many artists always have issues with their record label at the end of the day, especially in Africa. Well i'm related to thousands of them and I can understand their experiences. Many of them ends up depressed while still in contract, because the label determines when to drop their songs, some are already broke cos they are not making money again & cant be in the street to hustle because of their reputation, many are secretly looking for a way out, this experience is what i can also relate with. Which made me realise, lowkey everyone wanna be independent but doesn't have the resources

Its time for me to announce to my fans and other celebrities that Optimism collective cares, and wanna make creating of audio NFTs easy for them which they can always build & earn their royalties on OPC and even also make local transactions with Optimism.

This project is driven to introduce Afro beat music to this ecosystem as we all know Afro beat is currently one of the biggest genre of music in the world today, and Africa on the hand have one of the largest web3 market in the world, the objective of this project is to onboard independent artist from Africa into creating Afro beat Music NFTs to be minted on the OPC stores.

Milestone: Onboarding 4000 Afro beat Independent Artist from Africa into this community.

Website

: [TAMAGO](#)

Twitter

: https://mobile.twitter.com/edache_wiz

Discord/Discourse/Community:

Wiz_prince#7376

Other relevant links

(including any demos): [Near Anthem by masterminds.mintbase1.near on Mintbase](#)

Additional team member info

(please link): Masterminds

https://mobile.twitter.com/mastermind_dao

Please link to any previous projects the team has meaningfully contributed to

: [\[Approved\] Near Musical fest x KM28 July 2022 - #4 by wizprince1 - NxM Guild \(Near x Music\) - NEAR Forum](#)

Relevant usage metrics

(TVL, transactions, volume, unique addresses, etc. Optimism metrics preferred; please link to public sources such as Dune Analytics, etc.): None

Competitors, peers, or similar projects

(please link): [\[INTRODUCTION\] : Master Minds DAO - Creatives DAO - NEAR Forum](#)

Is/will this project be open sourced?:

In the Future

Optimism native?

: Yes

Date of deployment/expected deployment on Optimism

: 1/27/2023

What is the problem statement this proposal hopes to solve for the Optimism ecosystem?:

Optimism have one of the most transparent and structural ecosystem here on web3 and it's of great importance we plan ahead for the future. Onboarding Afro beat Artist to lit up this ecosystem would be one of the biggest step taken by this ecosystem, because this artist brings global sounds that can provide sustainability to this ecosystem

Going through top NFTs on Open sea, I hope to see great musical NFTs from this ecosystem becomes global ventures

With experience and creativity here on web3 music success is inevitable, and for the record, am the brain behind the most rated Near Anthem 2022.

How does your proposal offer a value proposition solving the above problem?

: Other than just creating contents we intend to use individuals that are exclusively talented in their fields to bring the best in them, we live in a world where the most talented minds are the most unprivileged, so our scouting team will be in charge of scouting those exeptional talents that can take this blockchain to a more greater height, look how musically afro beat is taking Nigeria as a country to greater level in the music industry, this is achieved by some set of talented individuals, relating this to Optimism now that's where This Project comes in. We scout, develop and create.

This artist will produce quality afro beat, to be minted, & promoted all round web 3.

Why will this solution be a source of growth for the Optimism ecosystem?

: In the year 2022 Afro beat music brought alot of investors, collaborations and awareness to the Near protocol, gracing them with their most rated Anthem. This year I plan to introduce Afro beat here in this community with bigger and better objectives for the growth of this ecosystem. It has been a dream for me to introduce a life changing musical project and I'm glad for this opportunity to make my dreams com through.

Has your project previously applied for an OP grant?

: This is my first proposal, been strategizing our road map since October 2022.

Number of OP tokens requested

: 20,000 OP

Did the project apply for or receive OP tokens through the Foundation Partner Fund?

: No

If OP tokens were requested from the Foundation Partner Fund, what was the amount?

: None

How much will your project match in co-incentives?

(not required but recommended, when applicable): Okay

How will the OP tokens be distributed?

(please include % allocated to different initiatives such as user rewards/marketing/liquidity mining. Please also include a justification as to why each of these initiatives align with the problem statement this proposal is solving.)

100% - 20,000 OP

- user onboarding incentives, 5 \$OP per user completing onboarding flow inside of OPxM community with a total: 4,000 (!) Musicians across Africa onboarded into Optimism ecosystem until September (2023). we'll explore other ways to fund operational budget.
- A distribution channel have been shedule on [Quest3](#) to distribute rewards to user incentives.
- We already have an active community on discord and telegram working to engage the onboarded artist to optimism

[Discord](#)

Discord - A New Way to Chat with Friends & Communities

Discord is the easiest way to communicate over voice, video, and text. Chat, hang out, and stay close with your friends and communities.

Over what period of time will the tokens be distributed for each initiative?

Shorter timelines are preferable to longer timelines. Shorter timelines (on the order of weeks) allow teams to quickly demonstrate achievement of milestones, better facilitating additional grants via subsequent proposals: It'll take 2 weeks

We expect the distribution of OP tokens to take place over 8 weeks, to allow time to adjust. This time is needed incase of any necessary adjustments, and to be handled with full transparency, that is why we have flexible timeline of 8 - 9 weeks

Milestone

- 25% grant payout after successfully testing of

incentivised OP onboarding integration inside of

Quest3 (so we'll have enough funds to start the incentivised onboarding campaign)

- 25% grant after successfully onboarding first 1000 talented musicians with \$OP incentives
- 25% grant after successfully onboarding 2000 afro beat singers across Africa with \$ OP incentives
- 25% grant after successfully onboarding lastly 1000 talented musicians across all globes with \$OP incentives

Please clearly define the milestones you expect to achieve in order to receive milestone based installments. Please consider how each milestone relates to incentivizing sustainable usage and liquidity on Optimism. Progress towards each milestone must be trackable:

- 4000 music Artist onboarded to Optimism
- Global content that is capable of becoming a global hit
- To become a stable music NFT distributors hailing from this ecosystem

Why will incentivized users and liquidity on Optimism remain after incentives dry up?

: We will become the most sophisticated and curated Web3 music platform managed by this community. We will create a lot of Public Good, value in form of music, metaverse spaces, cypher, collaborations workshops, metaverse events and physical products. We want to make this platform social and a global prospect.

Our last metaverse event was a blast on the metaverse,

[

](<https://www.youtube.com/watch?v=GcQs3Hlm08s>)

We believe that Optimism will continue to be the top Layer-2 scaling solution and more opportunities will be created on Optimism in the future from the establishment of this project.

Please provide any additional information that will facilitate accountability

(smart contracts addresses relevant to the proposal, relevant organizational wallet addresses, etc.):[Instagram](#)

Confirm you have read and agree to the Eligibility Restrictions

([here](#)): I have read the Eligibility Restrictions and agree to abide by their conditions