

Project name:

Atlantis World

Author name and contact info:

Rev (rev@atlantis.world) & CJ (@cjh, cj@atlantis.world)

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:

0x036C545Ae4f68059b4C83f7E3814429d4c73c089

Which Voting Cycle are you applying for?

: Cycle 10

Which sub-committee should review your proposal?

Growth Experiment Grants

Project description:

Atlantis World to leverage Diia integration for sybil resistance to onboard up to millions of real people into Optimism with gamified educational quests and OP rewards, starting with an 50,000 user onboarding pilot.

Diia

Diia is a Ukrainian government led application where more than 18.5M Ukrainians custody their digital biometric passport, driving license, pay their taxes, and can even get legally married on mobile.

Watch this video: <https://www.youtube.com/watch?v=LMmk0HSZgDI>

The Ministry of Digital Transformation of Ukraine is on a mission to make Ukraine the world's most convenient country.

Diia also features a learning centre, where more than 2M Ukrainians are actively learning about a variety of key topics. The Ministry of Digital Transformation of Ukraine is also launching a free crypto literacy course inside of Diia including 100 hours of theory & practice, that will feature Optimism thanks to Atlantis World partnership efforts:

<https://twitter.com/atlantis0x/status/1606709980131893248>

Exciting note: Diia won't stop in Ukraine, meaning after successful pilot, we might even be able to expand to other countries such as Estonia for OP onboarding!

<https://e-estonia.com/estonia-to-pilot-a-national-mobile-app-based-on-the-ukrainian-diia-application/>

A Diia integration for human verification means that financial rewards couldn't be attacked by bots & multi-accounts- meaning that only real people would be incentivised to participate in the Optimism network.

We're excited by the premise of enabling financial rewards & incentives for Ukrainians that participate in gamified education inside of Atlantis World, becoming familiar and proficient when it comes to interacting with the OP Stack / ecosystem beyond the crypto literacy course that will be launched soon. This course will also go hand in hand with our go to market strategy, ensuring that we're able to reach users that will participate in the incentivised learning quests. Another key part of our GTM and attracting the right number of users to participate is embedded in our recent humanitarian aid efforts: having helped more than 400,000 people, we still have an active 50,000+ support requests from women living in Ukraine that we're working through.

OP incentives would become a welcome boost to humanitarian aid efforts that we've spearheaded in the past, such as by distributing crypto donations in fiat with around 8,000+ virtual Mastercard debits to mothers affected by the war, enabling Ukrainians to learn about and use Optimism to offset living costs during war time devastation, internal displacement etc.

Onboarding

Inside of Atlantis World's [OP City](#) users would be able to embark on gamified quests that teach them about Optimism and how to use ecosystem applications and tooling. Since Atlantis World is a social platform by nature, users could also attend social events, gatherings and workshops to get even more familiar with the Optimism community and wider ecosystem.

We have built gamified, OP native questing flows in the past. For example, when we launched our pilot back in July 2022, more than 2000 users...

- Connected their wallet to the Optimism RPC, a necessary step in order to transact on Optimism for the first time!
- Bridged assets from Ethereum Main Network to Optimism
- Minted an NFT as a record of their work & learning, granting them access to perks and further game/social experiences

Inside of the game within the first 24 hours!

OP City has grown a lot since then, and other questing / social activity has remained high- with more than 16,000 registered players and a number of Optimism ecosystem protocols hosting events and gatherings in the bigger & improved OP City!

We hope to retain users by making them a part of the social aspects underpinning the OP City, for example - LIVE workouts hosted by OptiChads <https://twitter.com/OptiChads/status/1620822688901246976>

[

Bigger and improved OP City

1280×1280 268 KB

](<https://global.discourse-cdn.com/business7/uploads/bc41dd/original/2X/c/cde54979110cd5e10e1a35e36da927cd16c4f391.jpeg>)

Project links:

- Website: <https://atlantis.world>
- Twitter: <https://twitter.com/atlantis0x>
- Discord/Discourse/Community: [Atlantis World](#)
- Please include all other relevant links below:
- Blockchain edu course announcement by the Vice Prime Minister & minister @ Minister of Digital Transformation of Ukraine ft. Atlantis World <https://twitter.com/FedorovMykhailo/status/1605900571428487169>
- Introducing OP City & Atlantis World post <https://gov.optimism.io/t/introducing-op-city-in-atlantis-world-to-the-optimism-collective/4307>
- OptimismUA forum proposal <https://gov.optimism.io/t/draft-gf-phase-1-proposal-optimismua/4970>

Additional team member info:

Rev Miller - Co-Founder, Growth Lead

Rev is a serial entrepreneur with over 9 years experience building and growing media, FinTech, 3D / XR, and Web3 networks. He's leading growth at Atlantis World, contributing to Gitcoin (KERNEL), and overseeing the public goods impact at Unchain, the Web3 native fund he's initiated with other Web3 builders to help Ukraine.

<https://twitter.com/revrfq>

<https://www.linkedin.com/in/revmiller/>

CJ Hetherington - Co-Founder, Product Lead

CJ is co-founder @ Atlantis World, KyivTech, web3 partner @ TA Ventures(top3 biggest VC in Ukraine, 99th percentile globally), SavePak co-initiator, contributor to numerous DAOs, deployed one of the first-ever NFTxDeFi smart contracts to ETH mainnet. Member of WEF Crypto Sustainability Coalition.

<https://twitter.com/cjhstech>

<https://www.linkedin.com/in/cjhweb3/>

Elisa De Toro Arias – Marketing Lead

Elisa graduated from King's College London in 2021 with a Higher Second Class Honour's Degree in Business Management. Previously Marketing Manager at Reflexer Finance, and community building advisor to web3 projects, she has also founded gaming media company Frontier Gaming Watch.

<https://twitter.com/goddessinflesh>

Mike Andreev - Community & Partnerships Manager

Mike is entrepreneur and community researcher at heart. He has founded two companies supplying high-quality medical equipment, and has more than 3 years of experience in organising events and conferences, including scientific conferences in economics and rock concerts! He took the full plunge into web3 in late '20, became a contributor to Atlantis World in Nov '21, and joined Atlantis World team as a community builder in July '22.

<https://twitter.com/ancosero1>

Eylül Civelek - Lead Game Artist

Eylül is our lead designer/artist with over 6 years of experience in design and games. She is an architect and currently studying digital game design in Istanbul. She spent 6 months studying in Portugal as an exchange student for her architecture degree. She is one of the recipients of the "2021 Generation Google Scholarship: for women in gaming" in the EMEA region. She recently completed an Erasmus exchange program at Tecnocampus, Pompeu Fabra University in Spain.

<https://www.linkedin.com/in/eylul-civelek/>

Julio Alcantara - Lead Game Developer

Julio is our lead game developer who has an additional 6 years of experience in design. He's currently overseeing core development of Atlantis World, whilst working across the tech stack from PhaserJS, UI/UX design and Web3 integrations, as well as even creating game assets. Julio led the Atlantis tech team to win Best DeFi Project on Polygon as well as prizes from Aave and Audius at HackFS, and a winning effort in NFT Vision Hack's Rarible track. In the past, he's also led teams and won hackathons at Mintbean.

<https://www.linkedin.com/in/deadheadstudio/>

Justin Fletcher - Game Developer

A game developer at heart, Justin is a seasoned programmer with over 12 years experience. The majority of his professional career has been in freelance and startup environments creating all ranges of applications from small websites to mobile apps to complex cloud infrastructures. At CaringOnDemand Justin led a diverse team of mobile, web, and cloud developers in creating an On-demand Home Health Aide Application suite.

Along with this Justin never stopped pursuing game development in his off time, releasing multiple games, participating in game jams, a failed kickstarter campaign, writing his own game engine, and producing game development content on YouTube.

<https://twitter.com/superjustin5000>

Austyn Studdard - Game Developer

Austyn is an experienced game developer with over 5 years of experience, as well as being official developer support in the PhaserJS Discord server for over 2 years and making contributions to the core PhaserJS framework. Austyn joined us from Treeverse, a sci-fi and fantasy based blockchain MMORPG.

<https://www.linkedin.com/in/kingcosm1c/>

Carlo Miguel Dy - Lead Blockchain Developer

Carlo Miguel is a software craftsman from the Philippines. Over the past 3+ years, he's worked across various tech stacks and recently made the jump to go full time in Web3. He's a highly versatile and passionate engineer, known to make high quality and easily maintainable applications. In his spare time, he enjoys researching Web3, contributing to DAOs such as Developer DAO and writing technical documentation / creating tutorials.

<https://github.com/carlomigueldy>

Max Schnaider - Web3 (Frontend / Solidity / Blockchain) developer.

Max started his road in Ukrainian tech college by graduating in computer science. Worked as a freelancer on projects in many different areas: mobile, frontend, backend, CMS, cloud services, automation, and chatbots. Has one and a half years of experience working on hardware crowdfunding startup as mobile dev and production manager, living in China's silicon valley of hardware to develop the product and control manufacturing. Then switched fully into web3 frontend and solidity development, starting first with freelance and charity NFT projects, and finally joined the Atlantis World team as a web3 dev.

<https://twitter.com/MaxSchnaider>

Rachit Srivastava - Blockchain Developer

Rachit has been programming in Java since age 13 and is a full stack blockchain developer. He loves to build/chat/research anything blockchain related, aiming to contribute to the ecosystem by building solutions, with a primary interest in DeFi. He's also a solidity developer at Nethermind.

<https://www.linkedin.com/in/rachit-anand-srivastava-345307173/>

... and a handful of community contributors!

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

- Unchain Fund - web3 native non-profit; raised ~\$10m in crypto donations, helped 400k+ Ukrainians

<https://www.coindesk.com/podcasts/opinionated/crypto-and-the-situation-in-ukraine/>

<https://forbes.ua/innovations/bitcoin-letit-vniz-ukrainski-volonterski-fondi-zibrati-v-kriptoalyutakh-ponad-100-mln-chi-mozhut-voni-vtratiti-pozhertvi-cherez-kriptoimu-11052022-5938> (in UA lang)

- KyivTechSummit
- public good mini-conference & wartime hackathon in bomb-shelter ft.550+ hackers joining in Kyiv, Ukraine & all around the globe; inspired first ever visit of Vitalik Buterin to Ukraine. All funding raised was distributed between conference ops expenses(everyone volunteered), hackathon prizes & charitable donation to children affected by war.

<https://kyivtechsummit.com>

<https://www.coindesk.com/business/2022/09/10/vitalik-buterin-makes-surprise-appearance-at-kyiv-tech-summit-in-show-of-support-for-ukraine/>

<https://www.youtube.com/watch?v=h3krD4lyat0>

- WomenCryptoGuida -

2.5k+ Ukrainian web3 women community we've co-founded with ELLE magazine

<https://t.me/WomensCrypto>

- KERNEL

(Rev&CJ are guides @ KERNEL, contributing since May '21)

[Kernel Community | Kernel](#)

- TA Ventures

<https://tventures.vc/>

- SavePak

relief NFTs - We launched the first ever NFTs tied to real world humanitarian relief goods natively on Optimism- resulting in the distribution of food, water, sanitation and shelter to the frontlines of the climate fuelled flooding disaster in Pakistan which has unfortunately been affecting millions of innocent people. <https://gov.optimism.io/t/savepakistan-launch-the-first-ever-nfts-tied-to-real-world-humanitarian-relief-goods-on-optimism/4370>

Relevant usage metrics

(TVL, transactions, volume, unique addresses, etc. Optimism metrics preferred; please link to public sources such as Dune Analytics, etc.):

16,000+ registered players

2000+ users onboarded into Optimism in 24hrs back in July

Example quest NFT: <https://opensea.io/collection/optimism-city-pathfinder>

Competitors, peers, or similar projects:

Gather, Decentraland, The Sandbox, Cryptovoxels

Is/will this project be open sourced?

Yes

Optimism native?:

Yes (this specific project)

Date of deployment/expected deployment on Optimism:

Atlantis World has been live on Optimism since July 2022. Depending on date of grant distribution, Diia onboarding project delivery expected Q3-Q4 2023.

Ecosystem Value Proposition:

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

One of the largest problems we have identified with usage incentive programs is that they typically lack a privacy-first method to verify the humanity of users that are earning this incentives. Typically, a barrage of multi-account and bot attacks occur, resulting in a limited long term impact on ecosystem growth. Incentives dry out, and the mercenary group that exploited the majority of incentives move onto the next project that is paying out.

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

By leveraging our Diia integration, we're able to become sybil resistant, paying out educational incentives to only true, real humans. Also, because of the way it works, we won't custody the personal KYC data of anybody that is using Atlantis World to learn about Optimism and earn some OP. Instead, user will be redirected to Diia platform, leverage their biometric digital passport to sign their humanity, and return back to Atlantis World without sharing anything about their identity with us directly.

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

We'll be able to verifiably onboard 50,000+ (potentially, after the pilot, up to millions) of true, real people into Optimism ecosystem whilst educating them and offsetting some emergency living costs of Ukrainians during the war time.

Has your project previously applied for an OP grant?

We've received retroactive OP grant from OP Labs for building OP City ft. Optimism onboarding quests, ecosystem clubhouses & integrations. Our core contributors also applied for OptimismUA grant <https://gov.optimism.io/t/draft-gf-phase-1-proposal-optimismua/4970>

Number of OP tokens requested:

250,000 \$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?:

N/A

How much will your project match in co-incentives?

As a fully bootstrapped project, it's hard for us to provide monetary co-incentives (even if we'd love to, as we're living in Ukraine ourselves), yet we're coming up with creative ways we could add even more value, such as

- leveraging our existing partner media network to amplify the campaign (we know most of the biggest Ukrainian media companies, even ForbesUA office is directly adjacent to our office in largest Eastern European innovation park)
- we'd collaborate with The Ministry of Digital Transformation to notify Ukrainians about such a powerful campaign - we expect hundreds of thousands (perhaps, even millions) of impressions from the campaign awareness posts ft. Optimism!
- leveraging our non-profit connections from our humanitarian efforts @ Unchain Fund (400k+ Ukrainians received humanitarian aid), including a network of 3k+ volunteers, 50k+ women's support request, etc.
- asking our strong, crypto-curious community of 2,500+ women @ WomenCryptoGuida (Ukrainian web3 women network we've co-founded with ELLE magazine) to spread the campaign across their network.

... and more!

Proposal for token distribution

How will the OP tokens be distributed?

100% - 250,000 \$OP

- user onboarding incentives, 5 \$OP per user completing onboarding flow inside of OP City

total: 50,000 (!) real people onboarded into Optimism ecosystem until EOY (2023).

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

50,000 Ukrainians to be successfully onboarded in pilot by end of 2023.

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.

#### Milestones

- 20% grant payout after successful testing of incentivised OP onboarding integration inside of Atlantis World ft. Diia integration (so we'll have enough funds to start the incentivised onboarding campaign)
- 20% grant payout after successfully onboarding first 7k Ukrainians with \$OP incentives
- 20% grant payout after successfully onboarding 17k Ukrainians with \$OP incentives
- 20% grant payout after successfully onboarding 27k Ukrainians with \$OP incentives
- 20% grant payout after successfully onboarding 37k Ukrainians with \$OP incentives

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

We've previously created OptimismUA proposal to support long-term growth of Optimism ecosystem in Ukraine, and we believe combining our community building efforts @ OptimismUA with incentivised onboarding (w/ sybil resistance) will create an unprecedented, real adoption of blockchain ecosystem web3 has ever seen before.

NOTE: this is only pilot proposal for onboarding 50,000 real people. If proven successful and sustainable, we'd love to scale this experience to onboard millions of real users into Optimism.

Please provide any additional information that will facilitate accountability:

(smart contracts addresses relevant to the proposal, relevant organizational wallet addresses, etc.)

We're open to deploy OP multisig with OP Labs / Foundation / ecosystem highly trusted stakeholders being multisig signers & even start a working group collaborating on this specific initiative (&potentially upcoming ones, after the successful pilot).