

Project name

: Tiny Dino Show - Optimism

Author name and contact info

(please provide a reliable point of contact for the project): hollowcapital@gmail.com, <https://twitter.com/hollowcapital>

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

: 0xAFDAF4C0fb1c0d025F81E4707C1b123c9a620aB9

Which Voting Cycle are you applying for?

: Cycle 10

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

: Growth Experiment Grants

Project description

(please explain how your project works):

The "Tiny Dino Show" is an NFT-based animated story aimed at kids and young adults. The Tiny Dinos NFTs are the main characters in the show, and together they are on a mission to save our planet from global warming.

Tiny dinos were one of the first projects (second to Gh0stly Gh0sts) minted across seven chains and can be traversed from Optimism to Ethereum and back thanks to Layer Zero. Not only there are Genesis tiny dinos that were minted on Optimism, but there were also three event collections with Summer 2022, Halloween 2022, and Winter 2022 one-way traversals, with Optimism being one of the cost-friendly networks.

The Tiny Dino Show is an independent, community project utilizing the power of #cc0

licensing of the Tiny Dinos NFT and bringing our audience new perspectives on the world of living green, loving the planet, and exploring novel ways of generating, storing, and transporting clean energy.

In January 2023, we won a 2ETH Prop House round sponsored by the Tiny Dinos and launched a JuiceBox campaign for the rest of the funding that is needed for the production of Season 1 and beyond. Our soft goal is 10ETH, and with this first contribution, we can start the pre-production process, and will be looking to include Optimism in our show material.

The mission of the Tiny Dino Show is aligned with Optimism's ethos for creating public goods and educating about ways of creating a sustainable future. The Tiny Dinos is a perfect way for the Optimism Collective to highlight its provenance and involvement in the NFT space.

Website

: <https://www.notion.so/TINY-DINO-SHOW-0126ffb9a7e64b7a8c10c0cb9b7ab2df>

Twitter

: <https://twitter.com/hollowcapital>

Discord/Discourse/Community:

Other relevant links

(including any demos): Premier of the Pilot Immersive Experience: [The Tiny Cinema](#)

Watch Tiny Dino Show Pilot on YouTube: [Tiny Dino Show - YouTube](#)

Tiny Dinos NFT Official Website: <https://tinydinofun.com>

Open Sea Tiny Dinos Genesis - Optimism: <https://opensea.io/collection/tiny-dinos-optimism>

Additional team member info

(please link): Written by: <https://twitter.com/TishaWanders>

Animation by: <https://twitter.com/DaBoomDaBip>

Produced by: <https://twitter.com/hollowcapital>

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

: As a team we contributed to tiny dinos since September of 2022, please read our unique formation history here: <https://twitter.com/hollowcapital/status/1613633914932985857>

Relevant usage metrics

(TVL, transactions, volume, unique addresses, etc. Optimism metrics preferred; please link to public sources such as Dune Analytics, etc.): Tiny Dinos on Open Sea with 4,000 ETH + volume:

<https://opensea.io/collection/tiny-dinos-eth>

Tiny Dinos NFT Genesis contract on Optimism with active traversal history:

[tiny dinos \(dino\) Token Tracker | Optimism](#)

Competitors, peers, or similar projects

(please link): Claynosaurz: Solana-based, making animated PFPs and working on a 3d animated movie, though the storyline is unclear and the IP is guarded by the creators. <https://twitter.com/Claynosaurz/status/1611383567174537216>

Atrium X Nouns - A Lore Experiment: recently won 20ETH to produce a 2-minute pilot for a 3d animated movie. We are in contact with Atrium as a studio for professional help or a potential partner. Together with the Nouns they support the same ethos of building public goods.

[Nouns DAO](#)

There are other examples of the networks like Polygon breaking into NFTs, and NFT brands like Doodles breaking into video production by purchasing an animation studio: [The Block: Doodles to buy animation studio Golden Wolf: Billboard](#)

The Tiny Dino Show is the OG in the omnichain space, based on free IP thanks to cc0, and is much lighter and quicker in production because of the focus on storytelling and using the original 2d cartoon images with professional voices.

Is/will this project be open sourced?:

Yes

Optimism native?

: Yes

Date of deployment/expected deployment on Optimism

: 4/5/2022

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

There are no existing NFT projects that are aligned with the Optimism ethos as much as tiny Dinos. Optimism has limited NFT exposure and limited educational video exposure.

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

: The production of the Season 1 of the "Tiny Dino Show" could be sponsored by the Optimism Collective with complete Episodes delivered and auctioned (optional). By contributing to the show, the Optimism Collective is supporting the creators in the two most innovative areas currently for the NFTs: omnichain and cc0.

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

: The growing popularity of omnichain and NFTs will bring more use cases for cost-efficient chains such as Optimism, whether it is for governance, gaming, or finance.

Has your project previously applied for an OP grant?

: No

Number of OP tokens requested

:

10,000 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?

(not required but recommended, when applicable): n/a

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.):

The OP grant would be distributed based on wallet eligibility, which could be determined by the proof of interaction with our JuiceBox smart contract. There can be a fixed or floating number of tokens or eligible wallets, such that there's no correlation to ETH value of donations, or the Show NFTs, or the \$TDS tokens. With this grant, the Tiny Dino Show will further proliferate the use of Optimism network for Tiny Dinos and will shine the spot light on the ethos of both projects, and increase in network usage/ value retained.

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:

We are running the JuiceBox campaign for the production of Season 1 of the Show and propose launching a 30-day cycle where the donors to the campaign can become eligible for OP token reward. Additionally, we wanted to propose using 80% of the OP tokens reserved for eligible wallets (those who donate to the campaign), and 20% for the Optimism Tiny Dino NFT holders - thus providing an incentive to lock the value on the Optimism network after the traversal.

Disclosures: The donors are incentivized with the \$TDS tokens, and get NFT posters as a reward for their ETH contributions - there is a closed loop within Ethereum network. The Show production team would not be incentivized by OP tokens or the grant, nor would it make the team members eligible for future distribution.

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:

1. Pre-production - 1 month, Starting Feb

Social media OP partnership announcement, promotions and show collection giveaways.

1. JuiceBox - Tiny Dino Show - Optimism campaign, Feb - March

30-day cycle for the Show donations.

1. Release - May/ June 2023

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

:

Optimism Tiny Dino NFT holders will be eligible for 20% of the grant, which would serve as an incentive to keep the dinos on Optimism chain after traversing, apart from other benefits, such as transaction cost, and supporting the mission of the project.

NFT marketplaces are working to bring together the collections that originate on Layer Zero and offer omnichain assets. For example, the Tiny Dinos NFT consists of 3 collections across 7 chains, which fragments the liquidity into 21 separate markets. With the Pudgy Penguins jumping the gun on omnichain, the Open Sea is rushing to create an interface that combines all omnichain collections and will hopefully bring more liquidity to other chains like Optimism.

Please provide any additional information that will facilitate accountability

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

The Tiny Dino Show is using [Tiny Dino Show | Juicebox](#) for its treasury and as a way to reward those who donate to the show.

The deployer wallet (0xAFDAF4C0fb1c0d025F81E4707C1b123c9a620aB9) for that contract holds tinydinoshow.eth which resolves to the Tiny Dino Show Treasury multi-sig: 0x2F63e9c5f1927B103a5a085133A17C711Ab20b18

The Tiny Dino Show Treasury also holds several show assets - the NFTs that are used in the show as characters or in production like sounds and graphics.

<https://opensea.io/0x2F63e9c5f1927B103a5a085133A17C711Ab20b18>

Confirm you have read and agree to the Eligibility Restrictions

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