

Project name:

Oppa Bear NFT

Author name and contact info:

Puvanard on behalf of Oppa Bear Project NFT https://twitter.com/oppa_bear_pixel and <https://twitter.com/OppaBearEvo>

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:

Yes

L2 recipient address:

0xc81490e441163a3A8554711b321D262E0c9C1292

Which Voting Cycle are you applying for?

: Phase 1

Which sub-committee should review your proposal?

Growth Experiments

Grant category:

NFT

Project description:

Oppa Bear NFT community creates the ecosystem itself into a number of ways e.g. Staking & Rewards platform, Merch Store platform, Augmented Reality (AR), Art Toy, Game Card, etc. We aim to create in-real-life (IRL) business and put into Oppa Bear community's benefits. We have two main collections: "Oppa Bear Pixel" and "Oppa Bear Evolution".

"Oppa Bear Pixel" is the NFT project focusing on linking up the community with the real-world businesses. It is a 1,000 Generative utility NFT with back-up assets. We also have another collection called "Oppa Bear Evolution Gen.1" (1,500 NFTs), which can be transformed into Oppa Bear Evolution Gen.2 from Growth Serums and turning into Mutant Oppa Bear. This is to make it more fun for our holders to participate in the project activities. Both Oppa Bear Pixel and Oppa Bear Evolution are linked together under Optimism.

Project links:

- Oppa Bear Pixel Website: <https://oppabear-pixel.com>
- Staking & Rewards Website: <https://oppabear-nft.com>
- Oppa Bear Merch Website: <https://store.oppabear-pixel.com/>
- Oppa Bear Augmented Reality (AR): <https://www.aideas.design/arbear>
- Twitter: https://twitter.com/oppa_bear_pixel and <https://twitter.com/OppaBearEvo>
- Discord: [Oppa Bear NFT](#)
- AMA Roadmap #1

(Aug 22): [Link here](#)

- AMA Roadmap #2

(Sep 22): [Link here](#)

- AMA Roadmap #3

(Oct 22): [Link here](#)

- AMA Roadmap #4

(Nov 22): [Link here](#)

- AMA Roadmap #5

(Dec 22): [Link here](#)

- AMA Roadmap #6

(Jan 23): [Link here](#)

Additional team member info

(please link):

Founder – <https://www.linkedin.com/in/puvanard/>

Artist – <https://twitter.com/janrayab>

Community lead – <https://twitter.com/reganz211>

Artwork lead – <https://twitter.com/seo888x>

Other supporting team members - <https://twitter.com/bkbellae>; <https://twitter.com/dawn5641>; <https://twitter.com/poyemrys>

Relevant usage metrics

:

6.5K twitter followers (Oppa Bear Pixel)

1.5K twitter followers (Oppa Bear Evolution Gen.1)

~7.7K discord members

15+ ETH trading volume (we have low trading volume since over 80% of our Oppa Bear NFT holders put them into our Staking & Rewards Pool for both collections).

Competitors, peers, or similar projects

(please link):

[Quix](#)

[Apetimism | Quix](#)

3,999 collectible characters with a mission to find NFT's sustainable value

[Quix](#)

[OptiChads](#) | [Quix](#)

Buy a Chad to join the most exclusive club on Optimism! OptiChads is a fitness movement on OP with unique art, promoting healthy lifestyle while creating tools to benefit the NFT ecosystem and world. Join the strongest community on OP! 5 OptiChads ...

[Quix](#)

[OAYC | Quix](#)

10k \$OPtimistic Ape NFTs living on the best L2 \$ETH rollup solution today!

[Quix](#)

[CyberNerds | Quix](#)

4,444 collectible characters of CyberNerds. Together, we will travel crypto worlds where anything and everything is possible. 51% of mints will go to Optimism public goods and 5% to Redcross.

Is/will this project be open sourced?

Yes

Optimism native?:

Yes

Date of deployment/expected deployment on Optimism:

July 30th, 2022

Ecosystem Value Proposition:

We have a fantastic community ever on the Optimism NFT community. Our main focus is to develop IRL businesses into the Oppa Bear community. We aim to link with the real-world usage of goods and products under four pillars:

First, Oppa Bear NFT is partnered with many other NFTs in Optimism and other platforms e.g. Apetivism (Optimism), BitToon DAO and BullMoon Club (Ethereum), Stocker DAO (Bitkub Chain) etc. We've created the NFT fusion between Oppa Bear NFT and other NFTs to be used for some benefits. For example, the holders who hold both partnership collection will get NFT airdrop e.g. Oppa BApetivism, Oppa Toon, Oppa Bull, Oppa Stock and Oppa Neard, etc. This is to link our Oppa Bear Community and other communities closer and closer. We also invited and were invited to participate into the real-life event e.g. Super Car Racing, Dining activities, Karaoke events, and meeting up events between communities.

Second, Oppa Bear NFT aims to be the utility NFT to be beneficial to Oppa Bear holders. We've partnered with many businesses. For example, Oppa Bear holders are able to show up their Oppa Bear NFT to get 10% discount at Mandarin EastVille Pattaya (Hotel business), 10% discount at SoEra Aesthetic Wellness Clinic (High-end clinic and spa), 15% discount when ordering DTF Screened Shirt/T-shirt/Hoodie, 10% discount at Symmetry Bangkok Coffee Shop, etc. By linking our Oppa bear community with the strategic partnership will help improving engagement and drive growth of Optimism ecosystem.

Third, Oppa Bear NFT is now linked with back-up asset brand ETACHA. ETACHA sold over 10 Million bags in the past two years and now partnering with Oppa Bear! We created a number of design and put our Oppa Bear NFT into their bags for launching new collection and sell throughout offline eight department stores in Bangkok and online stores too. Oppa Bear community will also get 10% of Royalty fee from the sale of ETACHA and 100% belong to the community. We will add more partners in the near future.

Fourth, Oppa Bear NFT also aims to have generated revenue itself to Oppa Bear community. Hence, we started to create Oppa Bear Studio to capture the souvenir gifts in special events e.g. Valentine's day gift, [Birthday gift](#), Wedding ceremony, or even [Augmented Reality \(AR\)](#) Marriage proposal. We believe this would help generating revenue into our community. Please see more details of example in the link here. We also created the [Merch Store](#) to sell products such as Shirt, Hoodie, Cap, Trousers, etc. All profit will belong to the community.

All of these four main pillars are the philosophy of Oppa Bear community, which leads to "Sustainability" in the long-term goal. As we have Optimism to support for OP Granting Fund for back-up funding, this would help a number of ways in driving the strong interest in Oppa Bear NFT and community.

Number of OP tokens requested:

30,000 \$OP (we believe this amount would be far enough in maintaining and driving activities in our community as we have very lean operating expense). We now spend only about \$500 a month in driving all community activity and events, including staking & rewards pool to be exchanged for staking OPB token.

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

No

Proposal for token distribution:

50% – Staking Pool

We've created the staking & rewards pool for our Oppa Bear Holders to enjoy profit of OPB Token, which can be exchanged to our rewards. Please see link here: <https://www.oppabear-nft.com>

Once the holders buy NFTs, the NFTs will be locked for 15 days in our smart contract pool and can claim rewards, OPB Token, anytime. The OPB Token can be used to purchase T-Shirt, Cap, Cup, NFTs. This is to keep our OPB ecosystem and attract new potential holders into our pool.

If we are granted for \$OP rewards, this will be a big news to our community as we can turn OPB Token into \$OP simultaneously. This would be more attractive to our holders and make them happy.

30% – Reward Pool

Our holders will be able to get the Reward Pool from [OPPA BEAR STAKING AND REWARD](#). We will also need to make some product for inventory in our reward pool if we want the price to be lower from suppliers. Currently, we are able to send delivery only in the country (Thailand), but if we receive this funding, we are able to send worldwide; so we can have more participants and holders.

20% – Development & Marketing Expense

We are aware of spending money in our pocket as it belongs to the Oppa Bear community. However, there are a number of expenses relating to the investment in development such as staking & reward pools, Fusion website (from Gen.1 to Gen.2 and Gen.2 to Mutant Oppa Bear), Merch Store development, Website maintenance, etc. If we are granted for the \$OP Funding, this would help us in maintaining activities in our community to be more active.

Please provide any additional information that will facilitate accountability:

Oppa Bear Pixel Contract:

[Optimistic Ethereum L2 Explorer](#)

[Address 0xeebdd8c1c13fb025b0a4cbe06dc4e2f6535b329f | Optimism](#)

The Address 0xeebdd8c1c13fb025b0a4cbe06dc4e2f6535b329f page allows users to view transactions, balances, token holdings and transfers of both ERC-20 and ERC-721 (NFT) tokens, and analytics.

Oppa Bear Evolution Gen.1 Contract:

[Optimistic Ethereum L2 Explorer](#)

[Address 0xc81490e441163a3A8554711b321D262E0c9C1292 | Optimism](#)

The Address 0xc81490e441163a3A8554711b321D262E0c9C1292 page allows users to view transactions, balances, token holdings and transfers of both ERC-20 and ERC-721 (NFT) tokens, and analytics.

OPB Token Contract:

[Optimistic Ethereum L2 Explorer](#)

[Contract Address 0x215dd0da8e3ae217880d9dc5cf8ede04d84ef240 | Optimism](#)

The Contract Address 0x215dd0da8e3ae217880d9dc5cf8ede04d84ef240 page allows users to view the source code, transactions, balances, and analytics for the contract address. Users can also interact and make transactions to the contract directly on...