Another World - Growth Experiments - Cycle 11

Basic Details

Project name:

Another World

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Author name and forum name (please provide a reliable point of contact for the project):

jackie.eth, jackie@anotherworld.gg, @jackie

L2 recipient address:

0x93501FdDb36EA67fFa2C361B3Da035c142299D4f

Which Voting Cycle are you applying for?:

11, Growth Experiments

I confirm that I have read the landing pages for the Builders and Growth Experiments Sub-Committees and that I have determined my proposal is best suited to be reviewed by the Growth Experiments Sub-Committee:

Yes

Project Details

What are you going to build?:

Another World is a cross-NFT-community open-world game with playable L1/L2 (Optimism) NFTs. In Another World, you can be an NFT avatar to reconnect with web3 friends, hunt treasures, and experiment with how to live inside a digital world. We are currently having small-scale play tests with NFT holders from BAYC, Azuki, CloneX, and OnChainMonkey. Playable demo at https://anotherworld.gg

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Why is what you are going to build going to succeed?:

Building a metaverse is not easy. We focus on building a game-like place to bring NFT communities together (like a digital

version of NFT NYC 2022) and providing extra in-game utilities to NFT holders. There are community zones equipped with enhanced visual experiences and interactive activities (like PVE/PVP mini-games) to engage their holders and their web2 friends (who do not have wallets but can still play the game to experience the NFT culture). We have a special in-game token gating mechanism so that we can provide extra utilities to token holders (and their +1s).

How many users does your project have currently? Please include how you arrived at this estimate:

We have around 1k users who accessed our game based on our in-game questionnaire (about 1k answers) on the main menu. Our game is playable from the web browser (limited preview) and the full game client can be downloaded from [HyperPlay](#) and from our website.

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How will receiving a grant enable you to further the mission of maximizing the number of users interacting with Optimism? Please include a step-by-step flow of how you imagine this grant can lead to a greater number of user interactions with Optimism:

OP's Growth Experiments grant will enable us to launch a series of in-game NFT campaigns to establish retention and encourage existing users to bring peer holders and friends. These NFTs can ONLY be minted and airdropped to the player during the gameplay. Players need to get verified at our in-game [tokenproof](#) station (to reduce Sybil attacks).

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Our in-game item airdrop campaigns include:

1. Treasure hunts (for 1-2k users)

: Players will collect in-game on-chain items to exchange them for another high-value item. A leaderboard will be published for top collectors. Our first campaign will be OP Hoodie Fragments (ERC1155 on Optimism). Players will be able to acquire these fragments in different parts of the open world. Some can only be accessed through gated areas (i.e., OP>=1). Treasure hunt activities will occur during the weekends.

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1. Airdrop Packages in the PVP zone (for 1-2k users)

: On top of the Aztec temple, there will be hourly airdrop packages (rare items with game abilities) for the PVP survivors. Players can team up with their peer holders (because the same collection cannot hurt each other). The more friends you have, the more likely you and your team can survive till the packages dropped. We estimate this will be a growth driver for more players who will bring in their friends.

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1. Loots in the PVP zone (for 4-6k users)

: In the PVP zone, NFT items will appear as loots after a player is down. This encourages more players to enter the PVP zone for drops from taking down other players.

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Tell us about the users you plan to target with this grant. Include any defining characteristics that will help you identify and target them.:

We are targeting NFT holders and their friends who will jump into a game to help them fight for rare items or help solve puzzles for treasures. Bluechip NFT holders (e.g., BAYC, Azuki, and CloneX…) will receive NFTs with traits that will have more OP token claimable amounts as their incentives to jump into this game.

How would these users interact with Optimism? For how long?:

They will receive OP in-game items and come back for more (we hope).

Provide us with links to any of the following for the project:

- Demo: https://anotherworld.gg/ (download the standalone game client or try a web-based preview)

- Website: https://anotherworld.gg/

- Twitter: https://twitter.com/anotherworlddao

- Discord/Discourse/Community: Discord

- Github: Another World · GitHub

- Technical/Economic Documentation: (in progress)

- in-game OP NFT airdrop video - https://youtu.be/xDErhHv4PC0

- Treasure Fragments on OpenSea - https://opensea.io/collection/treasurefragments

- Dune dashboard - https://dune.com/jackieleeeth/anotherworld

Do you have any metrics on the project currently? (TVL, transactions, volume, unique addresses, etc. Optimism metrics preferred; please link to public sources such as Dune Analytics, etc.):

[updated] Please check our metrics at Dune

Who are your competitors, and are they on Optimism?:

Competitors are 3D game-like metaverse with communities such as Otherside, Sandbox, Decentraland, OnCyber, Spatial. They are not on Optimism.

Please link to code audits (if any):

[updated] Here is the audit report for the Treasure Fragment contract (deployed) and OP token claiming contract (deployed).

Team

Who are your founders?:

jackie.eth, https://twitter.com/JackieLeeETH

skvll.eth, https://twitter.com/skullapes

What makes your team well-suited to carry out the project described in this proposal?

jackie.eth (web3 metaverse integration) discord: jackie.eth#9152

, working on Unreal Engine, server backend, and web3 integration. Jackie graduated from MIT Media Lab and has been building AR/VR and web3 apps using WebXR and Unreal Engine (as Epic Games' MegaGrants recipient).

skvll.eth (14yo game dev, avatar rigging) discord: X3R0#0722

, working on game mechanics, avatar rigging, and animation in Unreal Engine. skvll.eth has been building and play-testing web3 games with his teen friends (and helped them install wallets, swap tokens, set up ENS, and create liquidity pairs).

Is this your first Web3 project?:

We received top prizes and grants by building 3D metaverse games using Unreal Engine and WebXR. At ETH Global Hackathon, they won top prizes from Apecoin, ENS, and Optimism. At Metaverse Hackathon hosted by Encode, they won top prizes from Optimism and top3 project overall.

We were interviewed on OP Radio.

If not, what else have you built? (Share links, Github repository, or any other useful information.):

jackie.eth built VR science and history experiences at https://www.sciencevr.com/

Grant Request

What is the size of the grant request?

50k OP

How do you justify the size of the grant?

This grant will be used for in-game NFT campaigns for acquiring 5k players. This is a growth experiment for providing metaverse-related utilities to NFT holders and having game mechanics to encourage existing players to bring their web3/web2 friends using OP NFTs and tokens as in-game items and rewards.

Roadmap

Describe in discrete steps your plan for accomplishing your project:

There are many parts involved to build a web3 metaverse. We made initial progress on several of the following parts and we have been doing bi-weekly releases to build up Another World:

1. Core community zones development (3D assets, gated access) - completed

2. Avatar development (matching traits based on holder's NFTs, badges/accessories, custom wearables) - completed

3. Multiplayer game mechanics development (PVP, looting) - completed

4. In-game NFT item integration and airdrops for growth - to be funded by this proposal

5. NFT Leaderboard for OP token distribution - to be funded by this proposal

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. Distribution should not include the sale of any tokens by the grantee or the use of tokens for compensation, protocol expenses, etc. See the no sale rule here):

100% OP tokens will be distributed based on a leaderboard of Another World NFTs calculated according to OP NFT balances and traits. Some rare OP NFTs with specific traits (e.g., a jade or crystal key) will grant extra OP token claiming quota. OP token distribution is based on players' efforts (and luck) to acquire these OP NFTs in tournaments like PVP fights and in exploring the open world (to solve puzzles and hunt treasures).

Players will claim OP tokens from a separate web page. OP tokens will not directly be airdropped to the players in the game.

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

We plan to distribute OP tokens in the following schedule [updated]:

*   April - no distribution

*   May - no distribution

- June - no distribution

- July - no distribution

- Aug - no distribution

- Sep - 20% (10k OP) for early adopters

- Oct - 20% (10k OP) for partial Season 1 rewards

- Season 2 launch - 60% (30k OP) for Season 1 final rewards

Please provide benchmark milestones

for this project. These milestones should guide the Optimism community on the progress of your project throughout your work on the project. Do not use distribution of the grant itself as a milestone:

The goal of this project is to bring in more players for web3 activities in a game-like metaverse. Here are key features and milestones:

- [completed]

Have a Dune page (https://dune.com/jackieleeeth/anotherworld) to show in-game statistics - wallet counts, NFTs, and eligible rewards by the end of May.

- [completed]

Have PVP game zones that provide NFT items such as bounties, airdrop packages, and loots that contain special abilities and be ranked on a leaderboard by the end of June.

- [completed]

Attract 5k players to interact with in-game NFT contracts by the end of Aug.

Note: This player count includes Treasure Fragments collection on OP-Mainnet and in-game items on our custom chains.

Please define critical milestones

for this project. Critical milestones are meant to show good-faith efforts to accomplish the project. Non-completion of these milestones could lead to revocation of remaining grant rewards. Do not use distribution of the grant itself as a milestone:

We aim to acquire 5k players based on 50k OP grant funding. Our critical milestones include:

- [completed]

Deploy, publish, and audit in-game NFT item and OP token claiming contracts by the end of May (Treasure Fragments on OpenSea, audit report)

- [completed]

Have an OP claim webpage outside the game to allow leaderboard users to claim their OP rewards by the end of June.

- [completed]

Have 2k players (Dune) to interact with game state and in-game NFT contracts by the end of July.

If the OP tokens are for direct distribution to users, why will incentivized users and liquidity on Optimism remain after incentives dry up?:

OP tokens are distributed based on the acquisition of Another World's NFTs during treasure hunts and PVP fights. These NFTs provide special game abilities and unique digital fashion that may be still in demand. We plan on recharging game abilities with OP tokens to route OP tokens back to the incentive pool. We may have our own ERC-20 tokens to keep the incentive program running.

Please provide any additional information that will facilitate accountability (smart contracts addresses relevant to the proposal, relevant organizational wallet addresses, etc.):

anotherworlddao.eth is our project ENS.

Optimism Relationship

Does your project solve a problem for the Optimism ecosystem? If so how?

Another World expands OP ecosystem to a potential web3 gaming and metaverse usage. This proposal answers one of the Growth Experiments' RFPs for engaging multiple NFT communities (starting with BAYC, Azuki, CloneX, and OnChainMonkey).

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

Another World may draw more NFT holders and web2 gamers to the OP ecosystem based on our social and gaming approach.

Is your project Optimism Native?:

Yes. All in-game NFT airdrops are on Optimism. Certain game elements are arranged dynamically based on L1 and L2 states. Our [game state contract](#) is on op-goerli for tracking players' in-game interaction for activity verification. We may have our own rollup using OP Stack in the near future.

For web3 players (who verified their ETH address ownership), they can unlock gates in the game. These gates access (ready-only) onchain game states. [For example](#), players need to own at least 1 $OP in their wallet to unlock the gate. While the gate is open, web2 players can tailgate in so that web2 and web3 players can have fun exploring together.

Another example is that if a player owns a gate key OP NFT, this gate can be unlocked only by him/her. This enables players to own their private spaces in the game. In short, the game has ready-only access to ETH/OP chains for arranging game elements.

For read/write game states (this is also related to OP token distribution), web3 players are eligible for picking up rare game items which will be airdropped immediately through Optimism Mainnet in this [example](#). Some of these OP NFTs are hard to get because they are in PVP zones and players need to join forces for participating in tournaments to acquire rare items (like the movie Ready Player One). You can [see our current progress here](#).

Confirmations

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