

Project name

Optimism Merch Shop

Author name and contact info

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

Yes

L2 recipient address

0xc8d65e1bd67f16522e3117b980e1c9d2caeb9dc3 (generalmagic.eth)

Which Voting Cycle are you applying for?

8

Grant category

Is this proposal applicable to a specific committee?

Tooling committee

Project description

General Magic will create and maintain an online portal that allows for the sale of officially branded Optimism DAO and/or Optimism merchandise for public purchase and global fulfillment.

We'll design your merch shop to be in-line with your brand guidelines, and work with you to decide exactly what types of merch you would like to offer.

Shop will accept fiat and crypto payments.

Bank cards will be accepted through Stripe, which complies with Payment Card Industry Data Security Standards (PCI-DSS).

Purchases in ERC20 tokens on the Optimism chain (or any other EVM chain) are possible directly from the customer's wallet (Metamask, Trust wallet, WalletConnect).

The shop will offer only high quality merchandise for both sexes and/or unisex in sizes S through 2XL, when possible and applicable.

Merchandise will be sourced through Printful.

Eco-friendly merchandise from sustainable sources will be prioritized. Our team can either help train anyone from Optimism to run the store, or we can manage day-to-day operations and customer service ourselves.

Scope & Design

In the first phase of the project, we'll define detailed project requirements, including: visual requirements, branding, types and designs of merchandise, fulfillment, legal and administration, sourcing, supported payment methods and currencies, customer support needs, and additional features and integrations.

General Magic will then design the shop according to requirements, and work with you to decide exactly what types of merchandise you would like to offer.

Development

In the development phase, we'll build and deploy the Optimism Merch Store. The deployment will include integrations with our merch fulfillment partner, and payment gateway integration.

General Magic will build the website using a CMS (Wordpress), up to the design specifications of Optimism, and host using a third party Wordpress hosting provider.

The shop will include all types of merch that your team requires and will be fulfilled by a dropshipping provider (eg. Printful).

We will allow customers to pay with fiat or crypto, and we can even have a special custom "merch token" created just for ordering swag (if desired).

Launch

In the launch phase, we'll do a final QA test (both internally and with members of Optimism community), leading up to the launch of the Optimism Merch Store.

General Magic will test various payment methods; (including "merch tokens" if required, fiat payments and test orders).

General Magic can also potentially promote your products on our other swag stores e.g. Commons Stack & Giveth.

Ongoing support

General Magic offers two options for ongoing support. 1) We can train a team from the Optimism community to run the store on their own. 2) We will continue ongoing maintenance and support for the Optimism Merch Store. Ongoing maintenance will have an extra cost that can be covered by a maintenance fee and shared profits. Ongoing maintenance includes ensuring there are no issues with the website, and customers are satisfied with their orders. We will integrate a Live Chat platform (so that users can reach out directly), and this will create a ticket in our system that our team will follow up with in a timely manner (within 24/hours).

General Magic offers full- service product, governance, and crypto-economic systems design for Impact DAOs. We've helped build and grow public goods projects such as Giveth, Commons Stack, Token Engineering Commons, clrFund, DAppNode, Ethereum Name Service (ENS) and more. With deep roots in the Ethereum ecosystem, the General Magic team has Web3 professionals for virtually any need your DAO has!

Project links:

- Website: <https://www.generalmagic.io/>
- Twitter: <https://twitter.com/Generalmagicio>
- Discord/Discourse/Community: [General Magic](#)

Ecosystem Value Proposition

We believe that creating different economic agents around a community drives its value. This will create a convenient and comfortable method to support Optimism by buying merch and carrying swag in your day-to-day life or at conferences.

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

[Aragon](#)

[1hive](#)

[xDai - now Gnosis Chain](#)

[Commons Stack](#)

[Token Engineering Commons](#)

[ENS](#)

Relevant usage metrics

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

We are not a protocol, so we can not share such information. However, here's a link for some of the swag shops we have already created.

[General Magic](#)

[Giveth](#)

[Commons Stack](#)

[ENS](#)

Is/will this project be open sourced?

Yes we are radically open source.

Optimism native?

General Magic will deploy the merch shop on Optimism.

Date of deployment/expected deployment on Optimism:

Three months after this grant passes, we will share updates of each deliverable on this thread for accountability during the process.

Has your project previously applied for an OP grant?

No

Number of OP tokens requested

40,000 \$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?

0

How much will your project match in co-incentives?

(not required but recommended, when applicable)

N/A

Proposal for token distribution

We will convert the token to stablecoins as soon as the grant is received as we need to pay for salaries.

The profits generated by the store will go back to the community treasury.