

Project name:

OptiChads

Author name:

[Dicaso](#) on behalf of [OptiChads](#)

L2 recipient address:

0x10850762bac0dc6660630c1effe188a7cbfddc88

Grant category:

NFTs & Gaming

Number of OP tokens requested:

50,000

Is/will this project be open sourced?

Yes. We are CC0.

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

Yes

Is this proposal applicable to a specific committee?

[Yes](#)

Project description:

A 10K PFP project encouraging Health & Wellness in Web3 and beyond. 50% of mint / royalties donated to public goods funding! (Over [.6E](#) so far!)

Project links:

<https://linktr.ee/optichads>

Additional team member info:

Our dev, [Distractionboy](#), is the cofounder of [Optimistic Bunnies](#) and is well known within the OP NFT community.

Relevant usage metrics:

1,738 Unique [Holders](#)

4,994 [Trades](#)

20E Trading [Volume](#)

6E+ Donated to [Public Goods](#)

Smart Contract:

[Optimistic Ethereum L2 Explorer](#)

**[Contract Address 0x9B9F542456ad12796cCB8EB6644f29E3314e68e1 | Optimism](#)**

The Contract Address 0x9B9F542456ad12796cCB8EB6644f29E3314e68e1 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...

Optimism native?

Yes.

Date of deployment:

[August 2, 2022](#)

Ecosystem Value Proposition:

Our focus is improving Health & Wellness in Web3 through our art. We have a very active and passionate community of Chads focused on self improvement in and out of the gym. Through community efforts such as giveaways and fitness challenges, we have grown to be one of the top NFT projects on Optimism by trading [volume](#). As we scale we plan to introduce more and more benefits to our holders such as fitness and wellness/mental health counseling, discounts on protein products, etc. The art was hand drawn by myself with attention to detail in mind - with the goal of bringing more normal users, as well as degenerates into Optimism. As far as street cred is concerned, Vitalik has [liked](#) some of our posts regarding our donations to [RPGF](#), and we are the only project on Optimism followed by [Opensea](#). At our core we are a community of like minded fitness lovers and are working to bring more users into Optimism with our existing relationships and by building new ones. Optimism cannot succeed without a vibrant NFT community. NFTs bring new entrants into the ecosystem, hype, and stickiness. These are things we need to develop and foster together!

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1200×1200 149 KB

](<https://global.discourse-cdn.com/business7/uploads/bc41dd/original/2X/5/5c2c52bbeb61c95cf67f4cd871c53a574111bdde.webp>)

Proposal for token distribution:

We've partnered with <https://quest3.xyz/> a Web3 Quest and event platform, and will use their service to do a series of fitness related contests where we can reward our NFT holders OP provided they completed the tasks. The Quest3 incentives would be the first of their kind, essentially the NFT community's equivalent to DeFi's incentivized liquidity mining as I see it. For verification we are able to review submissions manually through the platform before rewards are dispersed. We plan to use some of the funds to set a reward of 1 OP for users who follow our social media channels. This direct marketing approach is a more effective and efficient use of capital by leveraging Web3. The result should be exponential growth and awareness, and a positive network effect. We would like to have a series of weekly quests over a period of 2 months, beginning with a contest that rewards holders who have done a certain amount of steps, followed by a pushup challenge the next week, etc.

We would allocate 100% of our OP allocation to these quests. We will be using our own NFTs and Eth from royalties after the incentives are complete to continue these challenges and keep our community swole. We already have a strong following and track record of Discord and [Twitter](#) challenges. So we hope to use the funds strategically, as we've done before to drive volume to Optimism. NFT projects such as OptiChads in turn benefit Public Goods funding and the ecosystem as a whole.

co-incentives:

50 NFTs to the top addresses with the best completion rate