

Project name:

Apetimism Launchpad

Author name and contact info

: Sittiphol (nuuneoi#3790) ([@nuuneoi](#))

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

Yes

L2 recipient address:

0xCA29F50c585b8dB702c9728D7B2b7F54F8ffA8bB

Which Voting Cycle are you applying for?

: Phase 1, Cycle 9

Grant category:

NFT Tools

Is this proposal applicable to a specific committee?

No

Project description

:

[

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1018×1376 207 KB

](<https://global.discourse-cdn.com/business7/uploads/bc41dd/original/2X/5/5f5b87dfa482cac8da87d974cd9d45307bb0e8af.jpeg>)

[

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2418×1314 317 KB

](<https://global.discourse-cdn.com/business7/uploads/bc41dd/original/2X/c/c8cc92c53afd390de2061592c32a382ed8acf3c3.jpeg>)

Apetimism Launchpad is a no-code NFT launchpad enabling NFT creators to launch their NFT project with ease along with the following capabilities:

- Dedicated smart contract
- Highly tweakable
- Intuitive user experience
- Bot prevention
- Heavy load handling
- Zero down time
- Support for both free-mint and paid mint projects

Some add-ons are also planned to be built in the future around the launchpad, eg. “Burn NFT for WL”, which has already been used in one of our NFT project launched.

Project links:

- Website: [Apetimism Launchpad](#)

- Twitter: <https://twitter.com/apetimism>
- Discord/Discourse/Community: [Apetimism](#)
- Please include all other relevant links below: [Apetimism & Apebitrum | Twitter, Facebook | Linktree](#)

Additional team member info

(please link):

-

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

-

Relevant usage metrics

:

- 21 NFT projects launched so far during the close beta phase (even without a public launch yet).
- 30,000+ NFTs minted from our platform to date.
- Got roughly about 3 requests a week to launch their NFT projects on our launchpad.

Competitors, peers, or similar projects

(please link):

<https://speedboat.studio/>, <https://niftykit.com/>

Is/will this project be open sourced?

No

Optimism native?:

Yes

Date of deployment/expected deployment on Optimism:

Jul 29, 2022

Ecosystem Value Proposition:

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

NFT is one of the major key factors that drive the growth of a blockchain. Anyway, given that majority of the NFT creators are an artist, the main barrier that block this kind of growth is; they don't know how to smoothly launch their project. If we can eliminate this roadblock, it will definitely result in a positive side of blockchain growth.

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

We offer an exceptional tool enabling an artist to launch their NFT art project with zero knowledge on the coding side. Let's say they just need to work on what they are good at, which is art, and let the rest be handled by us.

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

There is a tremendous demand to launch an NFT project on Optimism, but most artists are now blocked by tools that let them launch their projects with ease. We believe that we can help on this part and would drive the growth of Optimism ecosystem dramatically.

Has your project previously applied for an OP grant?

No

Number of OP tokens requested:

300,000 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?

:

The fee to use Apetivism Launchpad is totally free for the free-mint project and 5% for the paid-mint one. We plan to reduce the fee just on Optimism

to 4% once the incentive program has been kicked off.

Proposal for token distribution:

- How will the OP tokens be distributed?
- 210,000 OP (70%) would go to the incentive program to fund the paid-mint project. We would reduce the fee from 5% to 4% for an NFT project on Optimism and will provide a 1% cash back in OP to the project owner. This basically means that the net total fee the NFT project owner would be collected is just 3%. We believe that this key factor alone will encourage tons of artists to launch their projects on Optimism rather than on the other chain.
- 90,000 OP (30%) would be used to fund the development, including the operation cost, for example, server expense. We are a small team and do not have any funding source. Hence this part of fund is very important to us to make everything possible as planned.
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- Over what period of time will the tokens be distributed for each initiative?

We expect 40 paid-mint projects to be launched through our Apetivism Launchpad each month. From our projection, each project will generate roughly 1.2 ETH revenue on the platform. As illustrated above, one-fourth will be cashed back to the project owner in OP; by calculation, it would be around 400 OP per project. As a result, 210,000 OP would last about 12-18 months which is perfect timing to ignite the organic growth in the NFT space on Optimism.

- Please list the milestones/KPIs you expect to achieve for each initiative, considering how each relates to incentivizing sustainable usage and liquidity on Optimism. Please keep in mind that progress towards these milestones/KPIs should be trackable.
- We expect 1000 free-mint projects and 500 paid-mint projects to be launched by the next 12 months.
- We expect at least 3 million NFT to be minted from our platform by the next 12 months.
- We expect NFT creators to earn at least \$1M in the primary sale from selling their NFTs on our platform by the next 12 months.
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- Why will incentivized users and liquidity on Optimism remain after incentives dry up?

The incentive program is more like fuel to ignite the organic growth in the NFT space. We believe the incentive will not be needed anymore when the market is mature enough, which could happen by some help from the incentive program.

Product Status:

Apetivism Launchpad is working perfectly on the production on a managed-service basis, as 21 projects have already been launched in the past 2 months. "Zero" major issues have been found so far. In the meantime, the self-serve version is now 90% done and will be released to let everyone deliver their NFT projects through our launchpad by themselves with ease very shortly.

We believe this would be the perfect stage for the product for funding requests since the self-server version of the product is about to be publicly launched in a matter of weeks, and the incentive program would be a perfect match for the product launch that would ignite the growth of the NFT project on Optimism vastly.

Please provide any additional information that will facilitate accountability:

- [Contract Address 0xBd574d99ca2adB02E83Fbd4730AEd59dbA09f01E | Optimism](#)
- [Contract Address 0xCBB9f019C217f4b36a10277eDd4CD6dd086f1408 | Optimism](#)